

FINAL WEEK OF
THIS GREAT
SALE OF SALES

Lowest Prices Our Chief Attractions
The Broadway House of Fashion

FINAL WEEK of
Our Famous Annual
FALL SALE

PEERLESS SALE!

Our Famous Annual Fall Event—and St. John's Greatest Bargain Occasion! Every Offering a Genuine Sensation!

"PEERLESS SALE" WITH US MEANS THE OFFERING OF STUPENDOUS VALUES THAT ARE ALWAYS THE TALK OF THE SEASON! FOR THESE "PEERLESS SALE" OCCASIONS WE PUT FORTH OUR VERY BEST EFFORTS AND CAREFULLY GATHER THE BEST THE MARKET AFFORDS IN SEASONABLE MERCHANDISE AT DRAMATIC PRICE REDUCTIONS. READ THIS AND THE FOLLOWING PAGE! STUDY THE PRICES! MAKE COMPARISONS!—YOU WILL FIND THIS "PEERLESS SALE" ANNOUNCEMENT FULL OF GENUINE VALUES—QUALITY ALWAYS CONSIDERED! ALL ITEMS ON SALE WHILE QUANTITIES LAST

Bargain Basement Sale of HATS!

300 Beautiful Hats in Panne Velvet, Lyons Velvet, Brushed Wool, Caracul, Duvetyne and many others too numerous to mention are among this great Sale of Hats. Show Room Samples and Surplus Stocks from several manufacturers—Every Hat worth more than double the price—Come and see them.

Your Choice for
1.98
Values to 5.50

Peerless Sale of Skirts

Fine Serges and Plaids in plain or pleated models at a price less than cost of materials. Final Week Prices mean Lowest than Ever Prices. Values to \$4.50. On Sale for

2.48
Sizes to 32, waist band.

Sale of Women's Underpants

1000 PAIRS AT 69c. PAIR!

Never before have we been able to offer such a bargain in Women's Underwear. Only by our cash buying power were we able to make this extraordinary purchase which we are now turning over to you at a small profit.

Values to \$1.25 for
69c pair

An Outstanding Peerless Value!

COATS

LUXURIOUSLY TRIMMED WITH BEAUTIFUL FURS.

Our every faculty—our every resource and the best effort of our buyer—brings forth a COAT SALE that all St. John's women who attend will long remember and talk about! The co-operation of several New York manufac-

turers has aided us in effecting savings of about One-Half. The quality, style and workmanship of these COATS will instantly appeal to the most particular women.

HUNDREDS OF STYLES! ALL THE BEST FABRICS! VALUES TO \$55.00—VALUES TO \$55.00

23.75 **27.75**

MATERIALS:
—ORMADALE
—BOLIVIA
—VELVOSUEDE
—DUVETINE
—BRYTONIA
—TRUVENETTE
—FINE VELOURS
—ETC. ETC.

IMAGINE! A Coat of Velvosedue with a detachable Cape trimmed with beautiful fur collar and fur band on the Cape—or a high Lustre Bolivia Coat with large collar of Opposum—or a distinctive model of Duvetyne trimmed with a beautiful fur collar and a wide fur band at the bottom, at only \$21.75 to \$31.75! Plan to come early and bring your friends!

Sizes for Misses, 15 to 20. Sizes for Women, 36 to 44. Sizes for Stouts, 43 to 53

29.75 **31.75**

ELEGANT FUR TRIMMINGS!
—WOLF
—OPPOSSUM
—SEAL
—MOUFFLON
—MARMINK
—BEAVERINE
—RACON
—ETC. ETC.

A Sensational Peerless Sale of

Blouses

Fine White Muslin and Voile Blouses nicely embroidered with three quarter sleeves, offered to you at a sensational price. Sizes 36 to 46. Regular \$1.50 value for

49c.

Peerless Sale of GLOVES

300 pairs of Brushed Wool Gauntlet Gloves in all shades such as White, Fawn, Blue, Brown, Grey, etc., reduced to a price where every miss and woman should buy a few pairs.

Regular Prices up to \$1.50. On Sale

79c pair

Children's Fleece-Lined Combinations

Ages 3 to 12 years.

These are all nicely made in a corselette form. A real practical combination for the children. Values to \$1.75. On Sale for

98c.

Children's Overpants

Made of fine quality Jersey and heavily fleece lined, with buttons on side and elastic waist assorted shades. A regular \$1.25 value. On Sale for

69c.

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