

ENGLISH-AMERICAN CLOTHING Co.

10% SUPER-REDUCTION

Our Great

FALL SALE

10% SUPER-REDUCTION

Still Draws Crowds of Delighted Customers

Bargains in Men's Wear

Bargains in Women's Wear

Bargains in Children's Wear

This marvelous Super-Reduction Sale is the talk of crowds of delighted shoppers. Just imagine—a genuine half-price reduction, **and then a further 10 p. c. off the Sale Price.** Its never been done before, and the opportunities offered by it in every branch of our crowded store are so great that you should on no account overlook these splendid Bargains. If you need something you don't see in Ladies', Children's or Men's Wear—ask us for it, we've surely got it.

A Bargain offer of COATS! 30 only

Good English Tweed, in Brick Red and Red Brown, Striped and Plaid effects. The material alone is worth far more than the price we ask for this specially attractive Coat.

Sale Price \$2.90 Less 10 p.c.

LADIES' COATS

One Rack Only

Greys, Fawns, Saxe, Navy and Henna. Good Tweeds and Homespuns. Stylish heavyweight Coat for all-round wear. All sizes.

Sale Price \$6.80 Less 10 p.c.

One Rack Only

Stylish, Belted Model. Snug and warm for cold days. All sizes in Brown, Fawn and Navy.

Sale Price \$8.90 Less 10 p.c.

One Rack Only

Beautiful Coats and Wraps in all the new shades, designs and materials. Fur collars, Satin linings, exclusive styles.

From \$12.00 up

CHILDREN'S COATS

Regardless of sizes, these splendid hard-wearing TWEED COATS are offered at one price. There are sizes from 3 to 12 years. Values up to \$8.50. In Heathers, Fawns, Browns, Greys, Saxe and Navy.

Sale Price \$3.98 Less 10 p.c.

Here's SOME Snap!

Ladies' One-piece

Serge Dresses, Navy Embroidered Saxe, etc.

Sale Price \$3.98 Less 10 p.c.

Ladies' Dresses

One Rack Only

Wonderful Snaps!! Values up to \$17.50. Black and Navy Serge. Two-tone Radium Jersey and Paisley Dresses. One or two Silks among them.

Sale Price \$5.98 Less 10 p.c.

One Rack Only

These are startling in their values and styles. Taffetas, Cantons, Crepe de Chines, Poiret Twills. Several new shades, and some very stylish young lady models.

Sale Price 9.98 Less 10 p.c.

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Bargains in Our Men's Dept.

Hats Caps
Shirts
Ties Hose

White Turkish Towels

While they last—which won't be long—they're selling at

30c. each Less 10 p. c. 30c.

SUITS

Boys' American

Good all-round styles for Fall School wear. In great variety. **SALE PRICE accord- \$5.80 up.**

ing to size

Men's Union Suits

Fine heavyweight Jersey. Just the thing for snug comfort.

\$1.98 Less 10 p.c. \$1.98

A Full Line of **MEN'S WEAR** always in stock

MEN'S PANTS

Dark, Serviceable Tweeds and Worsteds. Warranted to wear well. **\$2.25 up. All Sizes \$2.25 up**

BOOTS

Brown, Black and Two-Tone. Button and Lace. Size 4 to 10 **\$1.48**

Brown only. Strong Oak, tanned leather soles; smart uppers. 11's and 12's **\$1.98**

Lace only. Brown and Black. A fine Boot for school wear. 9's to 2's **\$2.19**

Brown and Black. Strong soles; good uppers; rubber heels. 2's to 5 1/2 **\$2.90**

Black and Brown Laced Boots. Very strong and comfortable. Sizes 6 to 11 **\$3.90**

98c. Less 10 p.c. 98c.

Children's School Dresses

Navy Gabardine, piped Oriental. A serviceable School Frock, in various sizes, at a ridiculously low price.

98c. Less 10 p.c. 98c.

Children's Serge Dresses

Navy, Rose and Saxe, all high class goods, suitable for Fall and Winter wear. All sizes to 14 years.

\$1.98 Up. Less 10 p.c.

NEW HATS

Pannes, Velours, Miroirs and Satins in all shapes and styles, to suit all occasions. Every Hat is this Fall's Fashion. No left-overs. Prices cut in half!!

10 p.c. off Sale Price

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ENGLISH-AMERICAN CLOTHING CO'Y

312-314 Water Street

St. John's

REMEMBER—“OUR STORE IS ON THE OTHER SIDE OF THE STREET”