

GREATER VALUES-BIGGER BUSINESS-MORE FRIENDS UNDERSELLING EVERY STORE IN SAINT JOHN'S!



"Away Over The Top" - That's The Slogan of Our Store

"LET NO HANDICAP INTERFERE WITH THE VOLUME OF OUR BUSINESS"—"GIVE GREATER VALUES"—"MAKE MORE FRIENDS"—THAT'S THE SLOGAN HEARD ALL OVER THE STORE—AND ALL NEWFOUNDLAND IS BENEFITING BY THIS EXTRAORDINARY UNDERSELLING POLICY

IN THIS STORE -- YOU CAN BUY FOR LESS -- SAVE MORE -- And Get GREATER VALUES--Than Anywhere Else in The Country!

MOTHER! LITTLE DAUGHTER NEEDS HER
NEW WINTER CLOTHES!

**Girls' Dresses
Coats, Hats**

New Fall Coats

Girls' New Fall Coats of Tan or Deer shades, of Velour and Polaire Cloths—attractively styled, well made and lined throughout—Ages 4 to 16 years.

4.98 up to 14.98

New Hats

The "Little Lady" will like these, because they are smart. Probably she would say "good looking." Mother will appreciate the style plus economy.

2.98 up to 4.98

New Dresses

A splendid range of the New Fall Dresses for the little and bigger girl—all shades and materials.

3.98 up to 5.98

Rubberette Coats

Fine quality—Guaranteed rain-proof and durable; some plaid lined—others full wool lining, making a warm waterproof—all sizes

**6.98
7.98**

**Sale of 400
New Skirts**

5.98

Values up to \$9.00

The most comprehensive assortment ever shown here—all the new pleated, semi-pleated and plain models, in Checks, Plaids, Crepes and all wanted patterns and colors—all sizes.

Girls' Rubberettes Best quality Red Rubberette Rainproofs—wool only **6.98** lined, and hat to match.

Guarantee Bond:

We guarantee the "Price" of every garment sold in this Store to be the Lowest in the city. If within FIVE DAYS it can be duplicated for less money, we will refund the difference—or return your money.

**The Greatest
Coat Sale
in St. John's**

Greatest, because we have assembled more Coats to sell at these low prices than can be seen anywhere else in the city—Greatest, because we have assembled the best Coats that have been offered this season, and because all Coats are brand new, in the very latest Fall and Winter styles.

COATS FOR WOMEN! COATS FOR MISSES! COATS FOR JUNIORS! COATS FOR STYLISH STOUTS! — BEYOND A DOUBT

OUR GREATEST COAT SALE!

18.98 26.00

THESE FINE MATERIALS ALONE ARE WORTH THE MONEY.

Excello, Vel. Suede, Truvonette, Bolivia, Blocked Polaire, Blocked Velours, Blocked Chinchillas, Pile Fabrics.

ALL SIZES Juniors—15 to 19 years. Women's—36 to 46. Misses—14 to 20 years. Stouts—48 to 54. A small deposit will hold any Coat you select in this Sale, until you are ready to wear it. For best selection—Shop Early.

**Ladies' Rubberized
TWEED COATS**

Guaranteed Waterproof Tweed Coats—well tailored, rubber and silk-lined—shades of Dark Grey, Tan, Fawn—**15.98** all sizes.

**Sale of 1000
NEW HATS**

HATS THAT ARE THE PICK OF NEW YORK'S BEST MAKERS—AT AN EXCEEDINGLY LOW PRICE.

Materials are:
FELT
LYONS VELVET
HATTERS PLUSH
DUVETYN
PANNE VELVET
COMBINATIONS.
Only the most authoritative New Season's Hat styles are in this Sale.
Hats for every Miss, Woman and Matron.

**2.98
3.98
4.98
5.98
6.98
7.98
8.98**

Colors are:

**GOLDEN BROWN
SPANISH
PAFRIKA
PLATINUM
CEDAR WOOD
BLACK, etc.**

Hats that our buyer has been weeks in securing—Values that will more than satisfy you.

New Fall Dresses

OFFERING A VARIETY OF STYLE AND KIND TO MEET EVERY TASTE AND REQUIREMENT.
PRICES RANGE

10.98 12.98 14.98 19.00 25.00 30.00

STYLES FOR ALL OCCASIONS

—For Street, for Afternoon.
—For Party, for Business.
—For Evening.

MATERIALS OF ALL KINDS

—Flat Crepe, Satin Canton.
—Poiret Twill, Charmeuse.
—Charmeen, Canton Crepe.

COLORS

include Brown, Navy, Grey, Deer, Green, Black etc.

Dresses

Over 300 New Serge, Tricosham and Silk Dresses. Values up to \$10.00—all sizes with Stouts **6.98**

Plenty of DRESSES for Stouts

A complete selection of New Fall Dresses for Stouts—All sizes from 41 to 58. Prices: \$8.98, 12.98, 16.00, 22.00, 26.00, 30.00

**Our Greatest
Sweater
Sale**

Six full Racks of the New Fall and Winter Sweaters—every new model, every new shade—Brush Woollen Sweaters. Finest Woollen Fabrics, in fact we can safely say—a Sweater for every Woman and Miss in St. John's.

**2.98
3.98
4.98
5.98**

**LONDON, NEW YORK & PARIS
ASSOCIATION OF FASHION**

Your Protection:

Clothes sold in this Store are guaranteed to give complete satisfaction. If you make a purchase here and it does not satisfy you in every way—bring it back and get your money. There are no "ifs," "ands" or "buts" about it. We stand solidly behind this guarantee.

M.O's
Condi

Editor Eve
Dear Sir
so many ex
ing the be
have obtai
sire to ma
I consider
case. As
charge of
feel justifi
I have ha
with mini
I feel that
fairly accu

In view o
women an
this place
from almo
stack of no
able sickn
expected b
due to Try
there have
But many
are sufferi
or to put
various st
standing.
least if th
ented fair
reports re
den have
that at fir
ignoring
so manife
there must
while I w
from here
be t. I w
were true
sily dep
had been
were the

There are
many of
the school
the equip
employed
children.

I am of
of the sic
tion to a
have to b
Water an
causes of
as far as
my opinio
many dis
fecting th
in rare ca
watching
that Scar
example
"you've
Files hav
this year
rid of.

There
potent ca
have alre
employees
were sev
business
years. Th
vitality
ra of re
personal
last few
able com
districts.
time po
people c
health i
and co-
sanitation
believe
crovamen
I woul
that in
inblased
will do
inverra
at late

I am of
of the sic
tion to a
have to b
Water an
causes of
as far as
my opinio
many dis
fecting th
in rare ca
watching
that Scar
example
"you've
Files hav
this year
rid of.

There
potent ca
have alre
employees
were sev
business
years. Th
vitality
ra of re
personal
last few
able com
districts.
time po
people c
health i
and co-
sanitation
believe
crovamen
I woul
that in
inblased
will do
inverra
at late

I am of
of the sic
tion to a
have to b
Water an
causes of
as far as
my opinio
many dis
fecting th
in rare ca
watching
that Scar
example
"you've
Files hav
this year
rid of.

I am of
of the sic
tion to a
have to b
Water an
causes of
as far as
my opinio
many dis
fecting th
in rare ca
watching
that Scar
example
"you've
Files hav
this year
rid of.