

AN APPRECIATION

We wish to express our appreciation to the thousands who availed of our Grand Finale Sale Offerings during the past few days—placing this event to the fore as THE GREATEST SUCCESS OF ITS KIND EVER WITNESSED IN THE COUNTRY.

London, New York & Paris Assoc. of Fashion

AN APOLOGY

To the thousands whom we were unable to cater to because of the unparalleled crowds seeking entrance to Our Store during the past three days—we extend an apology, with the assurance that stocks emphasizing the same values will be held for the duration of this Sale—THREE MORE WEEKS.

Out-Manoeuvring All Competition in the Race for Trade Supremacy!

GRAND FINALE SALE

IMPOSSIBLE--ABSOLUTELY IMPOSSIBLE TO QUOTE ONLY A FEW OF THE MANY BARGAINS ON SALE

DRESS AND COAT SALE

HERE IS THE REAL SENSATION OF THE SEASON WHICH FINDS US READY FOR THE THROGS of WOMEN

who are certain to attend this Great Event! Group after group of the loveliest COATS and DRESSES have just been put on display in preparation for this event. WE FULLY EXPECT THIS TO BE

EVEN GREATER THAN OPENING DAYS

The writer, who has seen and examined the DRESSES and COATS assures you that THESE ARE THE BEST VALUES THIS STORE HAS EVER OFFERED, and that is saying MUCH, in the light of the very wonderful events we have already staged. Every material, style, effect and size represented such VALUES, and we are expecting a crowd as large or larger than that which attended the opening days of this famous SALE! COME!

FOR

Men & Boys! Better Cothes! Lower Prices!

Have You Visited Our Men's and Boys' Department, Second Floor?

Every person in St. John's who intends buying a man's OVERCOAT or SUIT—a boy's OVERCOAT or SUIT—should visit this store during this Sale. THE HUGE SAVINGS ON BETTER CLOTHES ARE EXEREMELY PROMINENT—EVERY GARMENT BUILT ESPECIALLY FOR THIS STORE. Our customers tell us frankly that never before in the history of the country was it possible to purchase Clothing as we now offer—for anything near our prices! Come! Share in these GREAT VALUES!

Hundreds of Women's Hats MUST GO!

In order to make room for CHRISTMAS MERCHANDISE, we are reducing OUR MILLINERY DEPARTMENT. To effect quick clearance we are sacrificing hundreds of FINE HATS at less than wholesale costs.

100 Hats worth up to 3.00 for 50c
300 Hats worth up to 7.00 for 2.98

**Super Wonder
Specials!**

400 MORE
LADIES' BOUDOIR CAPS
— AT —
30c. each.

1000 CHRISTMAS GIFT
HANDKERCHIEFS
in half-dozen Boxes, made
up purposely for the Christ-
mas trade—at unheard-of
Low Prices. SEE WINDOW.

1000 WAISTS
ORGANDIE and
PONGIE SILK.
Splendid Color Range.
98c. each.

Limited Quantity
LADIES' SCARFS
at 98c.

1 RACK
LADIES' SERGE and
CREPE DRESSES
at \$3.98
Worth up to \$7.00.

400
LADIES' WINTER COATS
Dark Blue and Brown.
Values up to \$10.00
at \$5.48 each.
All Sizes and Stouts.

500 MORE
LADIES' GUIMPS
at 98c.

FREE! FREE!! FREE!!!
With every and ANY pur-
chase, CHILD'S WOOLLEN
CAPS GIVEN AWAY FREE!

LADIES' SUITS

TRULY A REMARKABLE COLLECTION OF THE SEASON'S FINEST SUITS AT PRICES THAT SHOULD HAVE INSTANT APPEAL.

Suits as Low as 8.98 up to \$33

VALUES FROM \$15.00 UP TO \$50.00—DON'T DELAY—DON'T HESITATE—BUY NOW!

See WAISTS in Magnificent Ranges

Of CANTON CREPE, GEORGETTE, PONGIE SILK, SILK, GEORGETTE and BROCADED VELVET COMBINATIONS, Etc.—Almost impossible to find a more practical Christmas Gift.

See Ranges of Ladies' Sweater wear

In COAT SWEATERS, PULLOVERS, NOVELTY SWEATER WEAR, etc., in possibly the largest display ever shown here, at prices that makes buying a pleasure!

This SALE is a BIG EVENT!

VALUES TOO BIG—TOO EXCEPTIONAL—FOR YOU TO MISS—SO BE WISE—COME EARLY AND MAKE YOUR SELECTION!

SAMPLE DRESS and COAT SALE!

NOTWITHSTANDING LAST WEEK'S RECORD SELLING, WE START AGAIN TO-DAY with complete assortments of EXCLUSIVE DRESSES and COATS at GRAND FINALE SAVINGS!

**See Our Most Extraordinay
Range of FUR Neckwear**

AT GRAND FINALE SALE PRICES—A REAL CHRISTMAS GIFT!

**Large Ranges of
Big and Little Girls Wearables**

In WOOLLEN KNIT DRESSES, SERGE DRESSES, WINTER COATS, SWEATER WEAR, etc., etc Ranges to fit from 2 up to 18 years—Largest varieties—and Greatest Values that we have ever been in a position to offer. MOTHERS! SAVE MONEY BY SHOPPING HERE!

NEW MERCHANDISE BEING OPENED DAILY—AND ALL GARMENTS PRICED AT GRAND FINALE SALE PRICES, MAKING A "DAILY" VISIT TO THIS STORE OF THE UTMOST IMPORTANCE TO YOU! COME!