

# 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' Best quality Red Rubber-Rubberettes** . . . . .ette Rainproofs—wool lined, and hat to match.  
**only 6.98**

## 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, Truonette, 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—all sizes. . . . .

**15.98**

## 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.  
—Poirot 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 53. 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**

## 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.

# LONDON, NEW YORK & PARIS ASSOCIATION OF FASHION