

Extra Special!
500
Ladies'
Undervests
79c garment

Guaranteed Values at \$1.30. Fine warm Underwear. Only best quality fabrics used in the making—these will sell quickly. **SHOP EARLY!**

Look, Mothers!
Boys' & Girls'
Underwear
39c

For Boys all ages. For Girls all ages. Fall and Winter wear.

Per Garment. Easily worth 55c. a garment. None sold to Dealers.

ONCE AGAIN THIS STORE SMASHES THROUGH!
Sale 400
Men's
Flannel Shirts
1.59

"Home-Guard" Brand. Very best quality. Right weight for Fall and Winter wear. Values at \$3.00

All sizes from 14 to 17. 3 Shirts to each customer. Colours: Dark, Grey, Khaki, Brown. Double stitched; well made. Wonderful values.

Petticoats
Over 300 New Fall Petticoats, in all new shades, pleated and embroidered flounces. **55c**
Camisoles
Pink and White shades, beautifully finished; all sizes. **49c**
Waists
Values at \$2.50 **1.28**

Greater Values--Bigger Business!

You are Always Certain of a Little Better for a Little Less--Here at "The Store Ahead"

JUST OPENED
and Ready for this Sale
800 New

Ladies'
HATS - HATS

Shown for the first time in a Sale that will take St. John's by storm!

NEW DRESS HATS—NEW SPORT HATS

4.98 7.98 9.98

Values double and triple the Sale Price. Shop early for best choice.

Waist Sale!

The New Waists for Fall and Winter wear, of finest quality Crepes, Radium Silk, Jersey Silk. All new colours and combinations. All sizes. **3.48 6.98**

PETTICOATS—Jersey Silk, pleated flounces. two-tone effect ... **\$3.29**

PRINCESS SLIPS—Heavy Jersey Silk—best quality ... **\$5.29**

A Striking Demonstration
of
Pants Value

Real Dress and Working Pants, tailored with particular attention to detail—for good strong wear or dress occasions.

2.50, 3.50, 4.50, 5.50

Special—Stout Men's Pants. Sizes 40 to 52.

Rubberette
Coats

Fine finish, heavily lined; guaranteed waterproof and crack-proof. The finest range of these Coats we have ever catered. Well worth the difference. **7.98 8.40**

MEN! No Clothing Sale we have ever held will Create the Enthusiasm of this One!

SUITS 24.50 **OVERCOATS 30.00**

SUITS AND OVERCOATS.

SUITS AND OVERCOATS.

WE EXPECT TO BREAK ALL RECORDS IN THIS GREAT SALE. VALUES ARE THE REASON WHY. YOU CANNOT PRE-JUDGE THIS SALE BY AND PREVIOUS STANDARD OF COMPARISON. YOU MUST SEE THE GOODS—SUITS OF FAMOUS WEAR-RESISTING FABRICS—OVERCOATS OF NOTED FRI-TOP FABRICS—WITH QUILTED LINING. COME PREPARED FOR THE GREATEST VALUES YOU EVER SAW—YOU'LL NOT BE DISAPPOINTED.

Overcoats,
Suits
14.98

All American all-Wool Fabrics—garments that will give service as well as comfort.

Two Trouser Suits
Overcoats
44.00

Hand-tailored throughout. The fabrics of finest English and American looms. Beyond doubt the finest garments shown here.

Suits,
Overcoats
38.50

One of our best ranges of Suits and Overcoats; all sizes. Well finished throughout.

Stout Men **New Suits** **Tall Men** **New Overcoats**
Size 40 to 52. Opened for this Sale.

We have a complete range of Overcoats, made for you. Fuller and 5 inches longer.

Boys'
Suits and
Overcoats

1000 GARMENTS IN
THIS SALE AT THE
LOWEST PRICES IN
THE CITY!

Consistent with quality, we believe that the prices quoted on all boys' garments for our "GREATER VALUE SALE" are the lowest ever quoted in St. John's. Remember! We will refund your money if you are not fully satisfied on this score.

MEN'S FALL and
WINTER CAPS

"Sportsman" Caps—Universally known for their fine quality, good appearance and warmth. All the wanted shades—Tweed, Chinchilla, Worsted. All sizes. **1.75 2.20**
Guaranteed Values at \$2.40 and \$2.80

Men's Raglans and
Raincoats

At Greater Value Savings. Our famous Blue and Fawn "Cravenette" finished Raglans.

19.50 - 25.00 - 28.50

Raincoats

Values up to \$25.00 go in this Sale at

These Coats cannot be equalled for wet weather. Good appearance and fitting. **9.98** All sizes for every man. Guaranteed Waterproofs.

Dandy Little
Combination Suits
for Boys

Values at \$4.00 to \$6.00

Dressy little garments of the popular Oliver Twist style, with Corduroy Pants and heavy washable Waists. Some Tweed tops. Ages 2 to 8.

2.98 - 3.98

Boys' Combination
Underwear

Extra heavy quality. Well finished, best material. Values at \$2.00 per suit. **1.19**

LONDON, NEW YORK & PARIS
ASSOCIATION OF FASHION