



FINAL CLOSE-OUT!

Wearing Apparel Bargains That Will Take The Town By Storm!

If you want a practical demonstration of how we can and do undersell all competitors, you'll find it in this Sale.

LONDON, NEW YORK & PARIS ASSOCIATION OF FASHION, LTD.

When gold dollars are offered for 50c. you don't stop to question why—you buy! And that is exactly what Women and Misses of St. John's will do when they see the amazing bargains we offer in this sale.

CREPE-DE-CHENE "TEDDYS"

Values to \$3.00
Extra good quality, all shades, lace trimmed ..

1.98

Camisoles

Values at \$1.00.
Black and Brown only—fine Silk—perfection. All Sizes.

15c

Silk Jersey Petticoats

Values at \$3.00.
All shades and sizes. Best quality.

1.98

DRESSES

FOR MISSES', WOMEN & STOUT WOMEN

Dresses

Worth up to \$8.00.
A wonderful assortment of Tricosham Dresses; all newest shades and styles. Wonder values ..

4.98

Dresses

Worth up to \$11.00.
Pin Stripe and Plain Serge Dresses; all styles, all sizes. Greatest value of the year.

6.98

Dresses

Worth up to \$14.00.
Fine Poiret Twill Dresses, well worth up to \$14.00; new styles, all sizes.

8.98

Dresses

Worth up to \$16.50.
Flannel Dresses in all the new designs; all sizes; extra quality ..

11.98

Dresses

Worth up to \$19.00.
Extra fine Flannel and Poiret Twill Dresses; newest styles. Sale Prices ..

14.98

Dresses

Worth up to \$24.00.
Evening, Party and Business Dresses, in Silk Crepe de Chine; all that's new ..

16.98

MEN! Get Here Early for These Special Values

OVERCOATS

DRASTICALLY REDUCED

Overcoats built of sturdy fabrics for warmth and service; all the popular patterns and required styles.

83 Overcoats that sold up to \$30

Buy Now **19.98** Values Beyond or Never **Compare**

PATTERNS, STYLES AND SIZES FOR EVERY MAN.

FOR MEN

and

YOUNG MEN

SUITS

THIS IS THE LOGICAL SUIT STORE FOR MEN.

Suit values in these groups worth \$5.00 to \$15.00 more. **19.50** Every size, every style, every pattern for any size or built man. **30.00**
25.00 **37.00**

Men's Work Trousers

A remarkable opportunity to match up an old coat or to secure a good working or dress trouser ..

2.40 up

Children's Apparel

Little Tot's Winter Coats

Well lined warm little Coats, in nice styles and colors; sizes 3 to 7 years. Values to \$6.00. Sale Price ..

3.98

Tot's Wool Knit Suits

Cap, Mittens, Coat and Leggings. Nice shades, all sizes. Wonder values ..

4.98

Teddy Bear Coats

Ages 1 to 4 years. Well finished, warm and good looking ..

4.98

COATS

The Time to Buy Your Coat is NOW!

No Longer a Question of Price

\$8000 worth of **COATS**

to be sold at

1-4 to 1-2 Off

Former Prices

Women's, Misses' and Extra Sizes up to 54. Models absolutely latest and most desirable.

20 Guaranteed

Fur Coats

VALUES THAT WILL ASTOUND YOU!

If every woman with visions of possessing an exquisite Fur Coat could see these Coats—could realize what drastic reductions are being made at the very time when savings mean most—these 20 Coats would be eagerly bought in a few hours.

If you intend buying a Fur Coat—buy it here, and buy it now!

MEN'S CAPS

Men's Winter Caps. Hundreds to choose. Best makers; every required pattern, shape or colour. **98c**
1.98
2.98

Boys' Odd TROUSERS

Heavy English Tweeds, straight legs; hundreds of patterns. Guaranteed values at \$1.90 to \$2.80. Sizes 6 to 17 years. **1.40**
1.98

BOYS' OVERCOATS

AT PRICES THAT REPRESENT A BIG SAVING—AT PRICES THAT WILL ASTONISH YOU.

BOYS' OVERCOATS at Savings of 20 to 50 p.c. **6.98** **9.98** **12.98** MOTHERS! Avail of this Opportunity—SAVE SMALL BOYS' OVERCOATS—Ages 3 to 8 years. At unheard of low prices. Ages 9 to 17 years.

Final Clearance

HATS! HATS!

About 200 Hats in these groups; everyone a desirable model, and formerly sold at \$4.00 to \$10.00. **1.98** **2.98** You can now purchase the Hat you admired, at a ridiculously low price. Come early for best choice.

VELOUR HATS VALUES \$9.00. Unquestionably the best value of the year. **4.98**