

Here it is-The Sale all St. John's has been waiting for

A DRIVE FOR 1000 NEW CUSTOMERS!

A Double Welcome to All Old Friends and Patrons.

We take this opportunity to invite all old friends and patrons to participate in this Sale's offerings, when we will express our appreciation in a practical way for their past patronage. **THIS EVENT ECLIPSES ANYTHING EVER OFFERED BEFORE.**

Our Entire Retail Stock of New Fall and Winter Merchandise Involved

Absolutely the most Sensational merchandising event ever attempted by this or any other organization. An event so great in size, so whole-hearted in its value-giving as to incur the amazement of the entire Retail Trade. Despite the fact that previous Sales have been record-breakers—we expect this Sale to reach a peak of success heretofore unknown. **TO THIS SALE** we invite your attendance, to confirm our statements—and to satisfy your every wardrobe need.

A Value-Laden Invitation To The New Customers

that this Sale must surely bring us. We recognize the fact that we have a herculean task ahead of us—1,000 NEW CUSTOMERS in one month—but preparations have been made on a tremendous scale—Values more wonderful than ever before—which makes us feel that we are going to go Over The Top to SUCCESS!



THIS GREAT COAT SALE Has Exceeded Every Expectation

Women's and Misses' sizes--14-16-18 to 42. Stout Women's sizes--44 to 53. Extraordinary! Planned to bring hundreds of new customers to our store. Women's and Misses' Coats, assembled from every source where high character garments are produced, through volume buying, in conjunction with the stores in the United States with whom we are affiliated, we are in a position to give values that will never again be duplicated.

Models for Every Occasion

For Sports—General Utility Wear and Dress occasions. Some Plain—others with beautiful Fur Collars and many with Fur Cuffs. Interesting details include Embroidery, Silk Stitching, Silk Tassels and Novelty Buckles. Trimmed with Furs of Dyed Opossum, Viatka, Squirrel, Wolf, Raccoon, Beaver, Beaverette.

PRICES RANGE:

7.98, 10.98, 14.98, 16.88, 19.98

WE PAID CASH FOR THEM—THREE THOUSAND COATS IN ALL—AND HERE THEY ARE READY FOR YOUR CHOOSING, AT SENSATIONALLY LOW PRICES—PRICES THAT HARDLY COVER THE COST OF THE FUR THAT TRIMS SOME OF THEM!!

\$24, \$27, \$36, \$42, \$45 up to \$84

Save by purchasing your NEW FUR COAT IN THIS SALE

Fall & Winter Fabrics of Rich Quality

VELOUR, TWEEDS, BOLIVIA, MARVELLA, BROADTAIL CLOTH, PLUSH, SEAL, MUSKRAT, DUVETYNE, and VELOUR. All Rich Fall Colorings. All full lined and interlined.

Now Comes a Spectacular Dress Sale to Thrill the City

Ladies' Fall SUITS \$9.98

An Offering that will Attract Great Attention

We are fairly outdoing ourselves in offering SUITS like these at \$9.98. Beautiful materials, luxurious Fur trimmings. Velours, Tricotines and Twills. The Furs include Beaverette, Coney, Caracul, Wolf, etc. These SUITS come in the Season's best shades: Browns, Greys, Navy, Black and are guaranteed by us to be worth at least \$20.00 a Suit.

OTHER SUITS ON DISPLAY AT \$16.00 to \$35.00.

For Women and Misses

DRESSES

Stout Women's Sizes, 46 to 52

NOT ONLY TREMENDOUS SELECTIONS, but values the most Phenomenal ever offered in this city.

2,000 Brand New FALL DRESSES in this Sale, ranging \$3.98 up to \$12.98; \$14.98 up to \$20; \$22 up to \$30

You can choose a Street, Afternoon, Luncheon, Theatre or Dance Frock at these Special Sale Prices. All the fashionable materials: Charmeuse, Satin-faced Cantons, Flat Crepes, Georgettes, Poirer Twills, Tricotines, Silk.

Stout Sized Women

Dresses in every range in your sizes. All colours—for all occasions.

The Last Word in Smart Fall Styles

everything in vogue is represented. Values so startling that you will not stop at buying one or two Dresses—but enough for the whole season.

Exclusive Dresses

on sale at prices that will mean new Customers for us

Big and Little Girls' Wear at Third to Half Less

giving particular attention to needs for every day that must combine service with neatness.

Girls' \$15.00 Coats \$12.00. Velours, Polotones and other heavy Coatings. Warmly lined; have novelty pockets, buttons, belts—some fur trimmed. 8 to 14 years. \$4.98, \$7.98, \$9.98

Girls' Dresses

Serges, Crepes, Plain Models—Serge Sailor styles—Braid trimmed, pocketed. Ideal School and Party Dress. \$1.98 to \$7.98

GIRLS' HATS

A magnificent range of heavy Plush, Velvets and Velours, just opened. \$1.78 to \$4.00

GIRLS' RUBBERETTE COATS

Full lined, same models as women's. Only \$6.98

LONDON, NEW YORK & PARIS ASSOCIATION OF FASHION