

A SNAP!
62 Dresses
 Values up to \$12.00. **\$3.00**
 Odds and ends from regular stock. These will sell in a hurry. Sizes 16 to 38 only.

NEW SAMPLE HATS
 SATINS—A Sample range only. Your new Coat will show to better advantage in one of these.

Waist Sale
 Values from \$4.00 to \$10.00 **2.98**
 Over 500 Crepe-de-Chine, Georgette Crepe Silk Waists which arrived too late for the Christmas Season, and are now being offered at Savings Extraordinary! **4.98**

London, New York and Paris Assoc. of Fashion

MEN'S OVERCOATS

Choose from our Sale of Over 400 MEN'S OVERCOATS AT POSITIVE SAVINGS OF 10.00 TO 20.00
NOW! OR NEVER!! IS OUR SLOGAN IN THIS SALE
 There are no two ways about it—just step inside the door—just look in the windows—we have hundreds and hundreds of OVERCOATS to show at these low prices.
 Up to \$20.00 Coats **\$12** Up to \$30.00 Coats **\$20** Up to \$38.00 Coats **\$24** Up to \$45.00 Coats **\$28** Up to \$50.00 Coats **\$33**

Boys' Overcoats and SUITS
 ARE ALSO OFFERED IN THIS SALE AT ROCK-BOTTOM PRICES!
JUVENILE SUITS Ages 2 to 8 years. **2.98**
BOYS' SAILOR SUITS **2.98**
OLIVER TWIST SUITS **UP**
TUNIC SUITS. **UP**
BOYS' OVERCOATS & SUITS ages 8 to 17 years **\$4.98, \$7.98, \$9.98**
BOYS' RUBBERETTE COATS with Cap to match. Ages 6 to 16 yrs. **6.98**

Ladies' & Misses Rubberette Coats
 Values up to \$15.00. **8.98**
 These Coats are fully lined, making them a warm, economical, all-weather Coat—a necessity.

Ladies' Skirts
 Over 300 finely assorted Skirts, embracing all colors and materials; some pleated, others in plain models; all sizes for Misses, Women and Stout Women. **4.98** up to **7.48**

Tuxedo Suits
 MEN! The New 1924 Tuxedo Suits have just arrived. The new model in splendid achievement of workmanship and certainly merits your inspection.

UNDER-SELLING CAMPAIGN

SECOND WEEK OF UNDER-SELLING!! Owing to the extraordinary response received during the past seven days of this sale and in an effort to meet the repeated demands of our customers, we have brought forward all reserve stocks and together with regular merchandise, are now offered at Under-Selling prices. **REMEMBER--NO MATTER WHAT YOU CAN BUY IT ELSEWHERE FOR, YOU CAN BUY IT HERE FOR LESS.**

Girls' Coats & Dresses
 Ages 5 to 16 years. **\$4.98**
New Winter Coats **\$6.98**
\$9.98
 A CLEARANCE EXTRAORDINARY of our entire stocks of CHILDREN'S and BIGGER GIRLS' COATS and DRESSES at savings that will demand instant attention from all saving-wise mothers. Pick your choice of any of these new, wanted Garments for the youngsters, at SAVINGS OF FULLY HALF!

AN AWAKENING!
 St. John's never enjoyed such a Carnival of Style and Value! We are going to celebrate our very successful past year with a DRESS SALE that will upset all past endeavours.
DRESS Sale
SUPREME I
1045 Lovely Dresses
 Have been assembled for this Event, at Values which merit the attendance of every woman in St. John's.
 Jan 17, 1924

FOR TEN DAYS ONLY
 We are closing out
450 LADIES' COATS
 at Ridiculous Concessions to Our Customers
NEW COATS
\$11.95 Lucky are the women who now need a new Winter COAT—for here are \$30.00 and even \$40.00 Coats offered as low as \$21.95.
\$16.95 Most all the Coats are richly fur trimmed with the trimmings in many cases worth more than their actual cost to YOU now.
\$21.95
\$23.95
 All of our "ONE-OF-A-KIND" COATS—some only recent arrivals, and all the Season's very best Models are now offered at SAVINGS OF FULLY ONE-THIRD AND EVEN HALF!