

London, New York & Paris  
Association of Fashion

THIS SALE WILL AROUSE  
ST. JOHN'S

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# SMART CLOTHES for BIG and LITTLE GIRLS

BIGGEST CASH PURCHASES OF CHILDREN'S APPAREL ON RECORD! HUNDREDS AND HUNDREDS OF PRETTY NEW COATS AND FROCKS—AT PRICES THAT WILL HAVE INSTANT APPEAL TO ALL MOTHERS WHO KNOW WHAT STURDY, PRETTY CLOTHES LIKE THESE ARE REALLY WORTH!

## Girls' Handsome Winter Coats

JUST ARRIVED—HEAVY WINTER COATS of high-grade Fabrics with large pockets; some Fur trimmed—Others smart self collars. Wonderful Coats, Mothers! You can't match them elsewhere at this price.

Ages—8 up to 18 years.

**\$6.98**

## Big Girls' \$18 Fur Trimmed Coats

Ages 12 up to 18 years. Warm, good looking Heavy Coats with smart new collar effects of self material and Fur. POLAIRES, VELOURS TWEEDS.

**10.98**

## GIRLS' ALL - WOOL DRESSES

Values up to \$7.50

**\$3.98**

6 years up to 16.

Straight line or Belted Models—with dainty embroidered collars and cuffs and Novelty Pockets.

## CHILD'S NAVY AND COLORED SERGE DRESSES

Beautifully trimmed—and are splendid for Afternoon or Street wear. Ages 3 up to 12 years, \$2.48, \$3.98.

BIG GIRLS'  
\$8.00 SERGE DRESSES  
\$4.98.

Ages 14 up to 18.  
Straight line styles, in  
Wool Crepe, Fine Serge,  
variety colors.

KIDDIES  
\$8.98 COATS  
\$5.98.

Cunning "Little Girl"  
styles in warm, heavy  
fabrics, Cheviots & Wool  
Velours. Well made  
Coats. 3 to 7.

## Super Wonder Sale Handsome FUR-TRIMMED COSTUMES

FOR WOMEN AND MISSES

\$20.00 Values \$25.00 Values \$35.00 Values \$40.00 Values \$50.00 Values

**\$9.98 \$17.50 \$20.50 \$25.80 \$35.50**

Another marvellous "Scoop," which only our enormous buying power, our close touch with the foremost makers, and our keen GRAND FINALE MERCHANDISING has enabled us to accomplish.

Large Choice of Fabrics and color range; by all events the most amazing Suit Values brought forward all season—Come in to-morrow and choose from Dozens of favorite models—at these very Low Prices. Sizes for Women, Misses' and Stout sizes.

## 250 PIECES FUR NECKWEAR IN SALE

Comprising every known "Fur"—color range and style—at prices emphasizing our GRAND FINALE SALE PRICES—Would make an ideal and practical Christmas Gift.

ENTIRE  
RANGES OF  
LADIES' SWEATER  
WEAR  
IN GREAT SALE.

LADIES' SWEATER  
COATS  
\$7.00 Values

**\$4.44**  
All Colors—All Sizes.

JERSEY SLIP-OVERS  
& NOVELTY SWEATER  
WEAR

**\$2.98**  
All Colors—All Sizes.

WOOLLEN NOVELTY  
SWEATER WEAR.  
\$6.00 Values.

**\$3.98**  
Every color and combina-  
tion of colors—styles.

300 NEW  
WOOLLEN SCARFS  
Greatest Variety of colors—  
styles, from  
**98c--\$3.98**

84 SKIRTS  
In Serge, Tweeds, Plaids.  
\$6.00 Values for  
**\$2.94**

SPECIAL!  
Complete Shipment of LA-  
DIES' SKIRTS in Prunellas,  
Velours, Plaids, Tweeds—  
All styles—All sizes.  
Values up to \$9.50.  
SALE

**\$6.94**

## Record Savings on Men's and Boys' Winter Clothes

READY WITH NEW SHIPMENTS TO-MORROW! — HUNDREDS OF OVERCOATS—HUNDREDS OF SUITS READY AT THESE LOW PRICES: SAVE \$10.00 to \$15.00

NEVER BEFORE IN HISTORY—SUCH AMAZING EXTRAORDINARY VALUES.

The New Arrivals have brought our Stock up to the highest point for both value-giving and variety. We are ready again to break all records—and we will when the hundreds of men who come here to-morrow see these most sensational Suits and Overcoats at so low a price.

## SUITS

SILK LINED, PLAID  
BACK OVERCOATS!

Single & Double Breast-  
ed English Form-fitting  
Models, Sports' Models,  
two and three button  
Models; Boys' first long  
pair of Pants-Suits.

Convertible Collar Over-  
coats; Storm Coats; Sin-  
gle and Double Breasted  
Coats; Form-fitting and  
Dress Coats.

There isn't a Style—a Material—a Pattern or a Coloring that any man could want but that is re-  
presented in this

BONA FIDE AND MOST WONDERFUL SALE!

**14.98**

**19.75**

**22.50**

**29.75**

**34.50**

## Boys' Overcoats, Reefers and 1 and 2 pair Pants Suits

MEN'S PANTS IN THE GREATEST SALE OF THE SEASON!

See the Big  
Values at  
these low  
prices. All  
materials. All  
Colors. All  
Sizes.

**2.48 4.95 6.98 9.95 10.95 12.95**

**3.48**

**4.48**

**6.48**

All you have to do is to come in and see for your-  
self—That this Store has the Best Values in the  
City. Greater and Better Varieties than any  
other Store.

## Ready-to-Wear, Sports and Untrimmed Millinery

SENSATIONAL NEW PURCHASES HAVE BEEN MADE FOR THIS SALE! ACHIEVEMENTS EXTRAORDINARY!!

PRICES DOWN TO WHOLESALE AND LESS.

At a glance you'll realize why this Store is recognized as Millinery Head-  
quarters by hundreds of well dressed women—Values like these now on  
Sale cannot even be approached elsewhere!

MILLINERY DEPARTMENT SECOND FLOOR.

All RACKS in Store COMPLETELY REFILLED EVERY NIGHT.

**LONDON, NEW YORK & PARIS ASSOC. OF FASHION**