

A CORSET SALE WITHOUT PRECEDENT OR
PARALLEL.**500
CORSETS**Values up to
\$2.00, nicely hand
embroidered, well
finished, suspend-
ers attachment.**88c**All sizes. No
Mail, Phone or
C.O.D. orders.
None to dealers.
All Sales final.**An Event that will Arouse Every Saving-Wise Shopper in
Saint John's!****Sale of The Famous "Sterling" Brand
Woollen Blankets**

ONE PAIR TO EACH CUSTOMER.

The reputation of the Store
is behind our statement,
when we say these Blankets
are values at \$9.00 per pair.
Dawnap finish. Size 66 x
80.**4.98**
per pr.The famous Essex-Starland
Cotton Blankets. Size 68 x
76. Guaranteed values at
\$4.50 per pair.**2.98**
per pr.

Sale 400 BEST Quality

Crepe Bloomers

Values up to \$1.00

Beautiful stripe,
heavy Crepe
Bloomers, with
reinforced crotch
double elastic
umbrella knee.
all sizes.**47c**Buy your
season's require-
ments in this
Sale and save—
two pairs to a
customer.**GREATER VALUE SALE**

OVERWHELMING WILL BE THE RESPONSE OF THE ST. JOHN'S PUBLIC AS THIS "GREATEST OF SALES" SWEEPS THE CITY. MEN ARE TALKING ABOUT IT ON THE STREETS—WOMEN ARE TALKING ABOUT IT IN THEIR HOMES—IT'S A SALE WITHOUT AN EQUAL. REMEMBER THE GUARANTEE THAT GOES WITH EVERY PURCHASE YOU MAKE IN THIS STORE—"NO MATTER WHAT THE SELLING PRICE OF AN ARTICLE ELSEWHERE, YOU ALWAYS FIND IT HERE FOR LESS!"

Extra! Extra!**1200 Silk & Lyons****Velvet****HATS****2.98**

Hats worth \$5.00, \$6.00, \$7.00 and \$8.00. Hundreds of smart new shapes—new trims and new colors, without a doubt the greatest offer of the year.

Women's Finest

Brocade Brassiersall makes—the quantity is
limited, and we cannot guar-
antee just how long lots will
last.**36c****READY at 9 O'clock To-Morrow Morning with the Best and Greatest COAT SALE Ever
Held in the City of St. John's--and here's what the Crowd is going to find when they get there****2240 WOMEN'S AND MISSES' COATS****A Coat Sale Without an Equal!**\$15.00 COATS
\$17.00 COATS
\$20.00 COATS
all at**13.98**\$22.00 COATS
\$24.00 COATS
\$26.00 COATS
all at**18.98**\$29.00 COATS
\$33.00 COATS
\$36.00 COATS
all at**26.98**

SHOP AND COMPARE—But don't buy until you have seen the Coats represented in these groups. Key your expectations to the highest—look for values that you would ordinarily obtain only at double these prices.

\$38.00 COATS
\$42.00 COATS
\$45.00 COATS
all at**30.80**\$47.00 COATS
\$50.00 COATS
\$53.00 COATS
all at**37.80**\$56.00 COATS
\$60.00 COATS
\$66.00 COATS
all at**48.50**

Think of buying at the above prices, Coats made of the new Suede or fine Velour or Chinchilla materials, luxuriously trimmed—Coats made with greatest care—Coats lined with Silk or Satin. Tailored Coats, Sport Coats, Dressy Coats, in fact a Coat to meet every taste and requirement.

**And Remember Our Guarantee Lies Squarely
Behind Every Garment That We Sell!****FUR
COATS**A genuine saving of 33 p.c. on our en-
tire stock of FUR COATS.

French Seal Coats . . . \$120.00

Nat. Muskrat Coats . . . \$179.00

Northern Seal Coats . . . \$179.00

Hudson Seal Coats . . . \$225.00

Squirrel trimmed.

Extra Size Coats . . . \$185.00

Best Northern Seal.

**IMPORTANT
TO STOUT WOMEN!**Sizes 44 to 54.
Complete ranges in every group
advertised.**Girls' Dresses**all sizes 6 to 16 years. This is a Job lot and you
will find values up to \$6.00 and \$7.00.**2.98**200 Dresses, just opened, in Twills, Cloths, Wool
Crepes, French Serge, all shades, all sizes.
Mother and daughter will like these.**5.98****7.98****Girls' Coats**Over 700 New Coats on dis-
play.**4.98, 8.98, 12.98, 14.88****Girls' Woolen Caps**Values at \$1.50
Beautiful shades.**55c****SPECIAL****400
Ladies'
Coat Sweaters
1.98**

Values at 3.50

**LOT 2
300 Sweaters
2.98**

Values at 5.00

A Dress Sensation!

Poiret Twill Dresses.

Serge Dresses.

Silk Dresses.

Wool Jersey Dresses.

8.98Actual \$10.00 to \$15.00
Dresses. As there are
only 200 Dresses in this
lot—to avoid disappoint-
ment, we advise you shop-
ping early.**Stout
Women's
DRESSES**In Silk, Crepe-de-Chine,
Poiret Twill, Cantons, Char-
meuse, all shades, including
Brown, Navy and Black.
Sizes 44 to 56 inches. Prices
at**8.98, 12.50
18.00, 25.00
32.00****5.00
CLOTH SKIRTS****3.98**Newest Fall styles in Plaids and
Stripes. Pleated and plain
models. Every size in the lot.**\$7.00, \$8.00 and \$9.00****SKIRTS**in best Plaids, plain and pleat-
ed models. Wonder values.**5.98****Princess Slips**Striped Lingette—every
shade—every size. Guar-
anteed to be worth not less
than \$2.98.**1.50****LONDON, NEW YORK AND PARIS
ASSOCIATION OF FASHION****Squirrel Chokers**Values at \$19.00
Beautiful Squirrel Neck
Pieces—so fashionable this
Fall, at genuine savings.**12.98**