

Girls' Coats & Dresses

Ages 5 to 16 years.

New Winter Styles

\$4.98
\$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!

1045 Lovely Dresses

Have been assembled for this Event, at Values which merit the attendance of every woman in St. John's.

FOR TEN DAYS ONLY

We are closing out

450 LADIES' COATS

at Ridiculous Concessions to Our Customers

NEW COATS



Not one COAT in this lot but is worth \$20.00, and now offered at the most unheard of SAVINGS!

Never in all our history have we heard of better values than are offered in this SALE. Link these thoughts in your memory.

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!

\$11.95

\$16.95

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.

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

UNDER SELLING CAMPAIGN

PROMISE AND PERFORMANCE!—This Underselling Campaign is the beginning of a Series of Sales, with the aim and purpose that the name implies. We have planned 10 Days of intensive selling on all wanted, new, Winter Merchandise, at Prices that empha-

size our determination to undersell. The importance of these Sales is second only in importance to our Anniversary Sale—being all embracing in their scope, involving unheard-of reductions on every garment in our Store.

Towels! Towels!!

Finest quality, large size TURKISH TOWELS. The kind that have made this Store Towel-famous.

Values at \$1.20 Per Pair

40c

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

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!

2.98
and
4.98

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 \$12 Up to \$20 Up to \$24 Up to \$28 Up to \$33
\$20.00 Coats \$30.00 Coats \$38.00 Coats \$45.00 Coats \$50.00 Coats

Boys' Overcoats and SUITS

ARE ALSO OFFERED IN THIS SALE AT ROCK-BOTTOM PRICES!

JUVENILE SUITS
Ages 2 to 8 years.
BOYS' SAILOR SUITS
OLIVER TWIST SUITS
TUNIC SUITS.

2.98
UP

BOYS' OVERCOATS & SUITS
ages 8 to 17 years

\$4.98, \$7.98, \$9.98

BOYS' RUBBERETTE COATS
with Caps to match.
Ages 6 to 16 yrs.

6.98

London, New York and Paris Assoc. of Fashion

Ladies' & Misses

Rubberette Coats

Values up to \$15.00.

These Coats are fully lined, making them a warm, economical, all-weather Coat—a necessity.

8.98

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 is a splendid achievement of workmanship and certainly merits your inspection.