

WE HAVE DESIGNATED THIS WEEK AS

# 'APPRECIATION WEEK'

Just a new way to thank you for the splendid volume of business we have received during Our Greater Value Sale.

Good-will is the friendly feeling patrons have for a store—and it is this good-will we cherish and strive to be worthy of.

For this week we have made an extra effort to offer even greater savings than during the opening days of this Sale.

You will find merchandise at prices the like of which no other store could afford to offer. Come! and let us thank you in the way of savings!

# "APPRECIATION WEEK"

Ready For Another Big Week-- New Shipment Silk and Cloth DRESSES

It is really no wonder why so many women buy their Dresses in this Store. For values such as these are truly phenomenal. Dresses for Street, Afternoon, Business, Travelling—in fact for every and any occasion. Poiret Twills, Hairline Twills, Charmeuse, Canton Crepes,orgettes, Flat Crepes.

WOMEN'S, MISSES' and EXTRA SIZES.

# A Great Week of Super-Values

Style and Economy are important factors in this Sale.

## Women's, Misses' and Extra Size HIGH GRADE FUR-TRIMMED COATS

Our collection of Coats for this Sale is unmistakably individual—and undeniably smart. They are new in every sense of the word. Each garment shows detail of cut, color and fabric that proclaim this season's most favored mode. So come early and choose while selections are practically unlimited.

**FUR TRIMMED COATS**  
Actual \$24.50 to \$30.00 Values.

These Coats show clearly a sacrifice of Profits, and if you are a judge of values you will see this at a glance. All sizes for Misses, Women and Stouts.

**18<sup>54</sup>**

**FUR TRIMMED COATS**  
Actual \$35.00 to \$40.00 Values.

Choose from Blocked Chinchillas, Downy Wools, Cut Polaires, Sports models, Velours, Bolivia, and for only \$24.95

**24<sup>98</sup>**

**FUR TRIMMED COATS**  
\$45.00 to \$50.00 Values

Beautiful Silk lined, lavishly fur trimmed Coats. Wonderful values in Teddy Cloth, Suede, Fashionas, Moufflon and Squirrellette trimmed.

Extra Floor Space, and extra Sales people in readiness to assist you in selecting.

# GREATER VALUE SALE

# COATS

**35<sup>00</sup>**

SIZES :--Misses', 14 to 20. - - Women's, 36 to 44. - - Stouts, 46 to 54.

Extravagantly Fur Trimmed Coats  
Actual \$50.00 to \$55.00 Value.

in Lustrosa, Fashionas, Teddy Cloth, Fine Suedene, Chamovettes, all shades.

**45.00**

**BEAVER & SQUIRREL TRIMMED COATS!**

The fabrics are luxurious—soft as Chamois and rich as Velvet, in all smart new colors. The furs are the smartest and most flattering.

**55.00**

NOTE:— DONT Fail TO ATTEND THIS DRESS SALE!  
**14.98 23.00**

## Sale of Plush Coats.

Beautiful Black Pressed Seal and Peco Plush Coats—big collars of contrasting colors.

Misses', Women's and Stouts. For the woman who cannot afford to buy a Fur Coat, she could not do better than buy one of these.  
**24<sup>75</sup>**  
**30<sup>00</sup>**  
**45<sup>00</sup>**

A Truly Wonderful Purchase and Sale of Women's and Misses' Stunning

## NEW HATS

NEW METAL CLOTH HATS—DANCE HATS— EMBROIDERED HATS — RICH LYONS VELVET HATS— FINE SILK AND VELVET HATS— POSTILLION STYLES— VELVET AND FELT HATS

Newest Colors:  
Hunter Green.  
Bobelin Blue.  
Henna.  
Black.  
Brown.  
Saddle.

**4.98**

Many Hats included in this Sale should not sell for Less than \$9.00 and \$10.00.

**6.98**

SPECIAL!  
200 Hats \$2.88

## EVENING FROCKS

A limited collection of ultra smart Evening Dresses at

**\$37.50**

Just out of their tissue wrappings, and now ready for your inspection.

**5.00 SKIRTS**

at **3.98**

**\$7, \$8, \$9 SKIRTS**

Beautiful Plaid, Pleated and Plain Skirts in Tweeds, Serges—all new colors and combinations.  
**5.54**

## Fur Chokers

Beautiful Squirrel Chokers **\$12.54**

## Girls' Coats

Novelty Teddy Cloth. The color is Beaverette; all nice Walsh; ages 2 to 6 years ... **4.98**

Fine Heavy Tweeds. Side tie models; ages 6 to 14 years ... **5.98**

Beautiful Velour Cloths—nicely trimmed, Beaverette collar; ages 4 to 9 years. **8.98**

A sturdy little Coat with a smart flare back, all nice colors; ages 7 to 14 years **10<sup>98</sup>**

Fine Velour Cloths—nicely tailored; ages 1 to 14 years **12<sup>98</sup>**

Our Leader in Girls' Coats—all very best materials; ages 10 to 16 years **14<sup>98</sup>**

The Largest and most Comprehensive Assortment of GIRLS' COATS in St. John's—and at the Lowest Prices in town—we believe, consistent with the quality of the garments involved.

## GIRLS' HATS

**2.25 3.25**

Over 300 just opened. A splendid collection of Smart Hats for the wee tots, Girls and Misses. All shades. Just the Hat for "dressed up" occasions.

## Girls' Rubberette Coats

Very best quality material in these Coats; all ages. With Hat to match **\$6.98**

## Sale of FUR COATS

Here are some of our Guaranteed Finest Quality FURS at Prices that are amazingly low!

**ELECTRIC SEAL COATS—**  
Marmink Collar and Cuffs. All sizes. Values at \$160.00 ..... **\$125.00**

Northern Seal Coats—A very beautiful all Blk. model. Splendidly finished ... Hudson Seal Coats—with natural Squirrel trimming ... **175.00 225.00**

Highest Quality Natural Muskrat Coats, in contrasting furs. **185.00**  
Hudson Seal & Squirrel trimmed Values at \$350. **250.00**

**STOUT WOMEN'S FUR COATS, at \$175.00 to \$220.00**