

LONDON, NEW YORK & PARIS ASSOCIATION OF FASHION

For Ten Days Only--An Astounding Dress Event!

CHOICE OF 1000 NEW DRESSES

An unprecedented event in quality, style and price.

Every Dress in our entire stock
at a saving of 10 p.c. up to 50 p.c.

Street Dresses Dinner Dresses Afternoon Dresses
Jersey Dresses Evening Gowns ALL REDUCED

MEN! 1 & 2 Pants-Suits and OVERCOATS

Values that stand the supreme test of
Close Comparison

The remarkably low prices offered by this store are the direct results of our larger purchases--plus greater selling, combined with an inflexible determination to make this--

ST. JOHN'S GREATEST VALUE-GIVING SHOP

\$18.00 1 & 2 Pants Suits and Overcoats. **\$24.00** 1 & 2 Pants Suits and Overcoats. **\$33.00** 1 & 2 Pants Suits and Overcoats.

Choose from the Largest Assortment in the City

Xmas Gift Suggestions!

Ladies' Waists

The largest and best value collection that it has ever been our good fortune to place on Sale at 98c up to 5.98

Brassiers

Brassiers made of Satin and Lace--also Satin Confiners 50c

Bungalow Aprons

An ideal Gift--Lace and Silk combinations 35c

Heavy Sateen Bloomers

All sizes. Colors Black and White 50c

Camisoles

Values at \$2.00. Heavy Crepe de Chine and Lace 98c

Imitation Silk Underwear

Colors Pink and White. Per Set 1.00

Childs' Woolen Leggings, 98c

FUR CHOKERS

A gift that will be appreciated. \$10.00
All fine quality furs at to \$14.00

OH! BOY! We've got a Knock-out for A CHRISTMAS SPECIAL--

BOYS' SUITS and OVERCOATS

NOTHING LIKE THESE VALUES ELSEWHERE IN ST. JOHN'S.

Boys' \$15.00 All-Wool School Overcoats, 11.98

The materials are warm and durable. Excellent tailoring. Sizes 9 to 18 years.

Boys' other ALL WOOL OVERCOATS \$7.00 up to \$14.98.

Little Boys' Overcoats and Suits	Boys' Suits \$5.50 to \$14.98	Boys' \$9.00 Tan Raincoats and Cap--\$6.98
\$4.50 to \$7.98	Ages 9 to 18 years.	Ages 5 to 16 years.

Beginning TO-DAY, we will establish a LADIES' COAT SALE unprecedented in the History of the Retail Stores of the Country

TO THE PUBLIC! It is a recognized fact that this Store is the largest Buyer of Ladies' COATS in Newfoundland--This advantage has brought us one of the Greatest Purchases in our career.

High
Grade

COATS

Fur
Trimmed

The smartest styles of the season offered at prices not likely to be duplicated anywhere--at any time. Values like these are certain to crowd our Store.

FUR TRIMMED COATS.
SELF TRIMMED COATS.
VELOURS--XCELA
BRYTONIA.
LUCCELLA.
BOLIVIA.

\$12.98

SIDE-TIE COATS.
FULL-LINED COATS.
SILK BOLIVIA
BROAD CLOTH.
SPORTS' MIXTURES.

17.50

Furs
TAUPE FOX.
MANCHURIAN.
BEAVERETTE.
VIATKA
WOLF.

25.00

COATS of Distinction! Individuality!!

PRICED LOWER THAN ANYWHERE ELSE IN THE CITY

\$40 - \$50 to \$60

The finest COATS that high-grade fabrics, exclusive furs and expert tailoring can produce. All sizes.

\$5.00 and \$6.00 Values.

TRIMMED HATS

300 Lyons and Panne Velvet HATS 1.98
of the better sort. These Hats have actually been selling for \$5.00 and up to \$6.00. Only 300 in the lot. Early Shopping is advised. 3.48

An Economy Christmas
Special Parents Won't Miss

GIRLS' COATS

NEWER WINTER STYLES.

Sizes 7 to 16 years. 8.98

Cleverly fashioned of Velours, Over-plaids, Polo Coats, mostly Fur trimmed. All shades. 12.98

KIDDIES COATS

Ages 4 to 8 years. 4.98

Broadcloth, Velour, Mixtures, Polo, fully lined and best Fur trimmings. 7.98

GIRLS' SERGE DRESSES

Ages 2 to 16 years.

Any little girl would love these Dresses. Any mother would appreciate their value.

SALE

Fine Guaranteed FUR COATS

A REAL GIFT--One that either mother, Sister, Wife or Daughter will long remember and appreciate.

WE DOUBT whether you will ever have another such opportunity to purchase Fur Coats at the amazingly low prices we are offering them for.

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