

London, New York & Paris
Association of Fashion

A DRIVE FOR 1000 NEW CUSTOMERS

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A Man's and Boys' Sale Extraordinary

A SWEATER SALE Supreme

Hundreds upon hundreds of Newest Fall and Winter Sweaters, slip-on models, new Jacquette styles, new side ties, pull-overs, side ties. A most extensive showing embracing all new shades and models; all sizes.

PRICES AT

**\$1.98, 2.98,
3.98 up to 6.98**

Sale Fur Chokers

High quality Fur Scarfs and Chokers at an unusually low price. Furs such as Squirrel, Fox, Wolf, Mink, and all fashionable models in newest shades to be seen.

PRICES AT

\$7.98 up to 17.80

New Fall Waists

EXTRAORDINARY VALUES—DISTINCTIVE STYLES—MAMMOTH VARIETIES.

Waists upon Waists. We've never had such a magnificent collection of Waists—Crepe de Chines, Baronne Satins, Georgettes, Tricolettes, Silks; all the new Fall shades; all sizes including stout sizes.

PRICES

\$2.48, 2.98, 3.98, 4.98, 6.98

FALL SKIRTS

IN NEW MODELS AND MATERIALS.

They have that nicety of making and beauty of line that women admire. Pleated and sports styles in all new materials and colors for Fall; all sizes including stouts.

PRICES FROM

\$5.98 up to 6.98

Special Seal and Plush Coats

Trimmed and plain; all sizes. Values up to \$30.

\$14.98 up to 20.00

Men and Boys, This Sale is Your Opportunity

We are determined to add at least 300 new customers in our Men's and Boys' Department, AND SO WE STAGE THIS STUPENDOUS MERCHANDISE EVENT. Men! Mothers! An unusual opportunity to buy real high class standard makes of Men's and Boys' Clothing at a remarkable sacrifice in price. Without reserve—without any restrictions whatsoever, our entire super stock of Men's and Boys' New Fall and Winter Clothing to be sold. Not the ordinary kind of clothing that you expect to find at a sale, but only the highest grade apparel that has placed this store to the fore as the greatest Value-Giving House in the country.

Men, they have just come in 1000 Fall One and Two Pants Suits Good Models

Fine New Woolens in neat patterns, excellent tailoring throughout. We're proud of them—proud to have our label on them—proud to have the men of St. John's get these Suits through this store. Pencil stripes, pin stripes, mixtures, blue serge—everything.

They are going fast, Men! Values from \$20 to \$60, and in this Sale \$11.98 up to \$45

A Man's Overcoat Special **100** \$25 Coats go in this Sale at **\$12.98**

A Wonderful Variety of

**Men's Plaid Back Overcoats
at \$18, 24, 29, 38, 48**

Men's Trousers

AT UNUSUAL WORTH WHILE SAVINGS. When you come to this Store for Trousers, you come to select from the largest assortments in the city. Over 1,200 Pairs of Trousers—Match up your Coat.

\$2, \$3, \$4, \$6

Mothers, Bring the Boys to our Boys Department, Second Floor, everything the Boys wear

Boys' One and Two Pair Pants SUITS Overcoats, Pants, Rubberettes

THE LARGEST ASSORTMENTS IN THE CITY.

\$5.98, \$6.98, \$9.98, \$12.98, \$14.98

Talk about varieties—thousands upon thousands of garments; a size for every boy up to 18 years.

See Small Boys' Suits and Overcoats

Ages 3 to 8 years

SAILOR SUITS
GREY NAP COATS
PETER PAN SUITS

BOYS' TUNIC SUITS
BLUE NAP COATS
JERSEY WOOL SUITS

All snappy American models.

Suner Wonder Specials

Owing to the extraordinary values prevailing we reserve the right to limit quantities. Lots will be on sale until fully sold; but as we cannot guarantee just how long that will be, avoid disappointment by shopping early.

ON SALE ALL DAY

Ladies Waists - 35c.
Men's Braces - 20c.
Ladies Coats - \$6.98
Ladies Tams - 39c.
Men's Pants - \$1.98
Boys Pants - \$1.40

Turkish Towels

SLIGHTLY DAMAGED. Values at \$1.20 go at . . . per pair 40c.

Best Quality

Woolen Scarfs - 98c.
Men's Caps - 50c.

NO MAIL, 'PHONE or C.O.D. ORDERS—
ALL SALES FINAL.

Extra

Ladies Newest and Smartest

FALL HATS

Sensational Millinery purchases bring marvellous values to shoppers who attend our Great Value Sales.

\$2.98 up to \$6.98

Pokes of all kinds—Trimmed Hats, Turbans, Cuffed Hats, off the face Hats; in black and every wanted color, all trimmed in newest effects.

EVERY HAT WORTH DOUBLE.

LONDON, NEW YORK & PARIS ASSOCIATION OF FASHION