

END OF THE YEAR SALE!

An Extraordinary Opportunity to Purchase Seasonable Goods at End of Season Prices. We Have Cut Prices on Every Article Without Regard to Cost, in Order That Our Sales for This Year May Set Up a New Record

Do Your Holiday Shopping Here, and be Assured of Better Values

LADIES' COATS

OUR ENORMOUS STOCK OF LADIES' COATS GOING NOW AT END OF SEASON PRICES. COATS TO SUIT EVERY TASTE—TO FIT EVERY WOMAN.

Regular Price \$13.50 18.90 28.00 to 60.00
 End of the Year Sale Price . . . \$8.50, 12.75, \$20 to 46

MEN'S SUITS

Nicely Tailored of Standard All-Wool Cheviots, Cassimeres and Worsted, in all the new stripes and mixtures. These will not last long at our END OF THE YEAR SALE PRICES

Regular \$12.50 23.00 to 45.00
 Now \$9.75 16.50 to 35.00

MISSES' COATS

of warm Woollen Fabrics, in dozens of Smart Styles, all with durable lining and warm interlining. All at END OF SEASON PRICES.

3.98 5.00 to 9.75

NEW HATS

The largest variety we have ever assembled to sell at such low prices. Hats for everybody. AT END OF THE YEAR SALE PRICES.

1.59 1.98 2.98 to 4.98

OVERCOATS

made of fine English and Scotch Tweeds in Box, Double-Breasted, Slip-on and Semi-Ulster Styles. All Sizes. AT END OF THE YEAR SALE PRICES.

7.98 15.98 to 35

VALUES UNHEARD OF IN ST. JOHN'S! OUR ENTIRE STOCK OF

Ladies Dresses

AT END OF THE YEAR SALE PRICES

Dresses to fit every figure. In all new materials.

4.98 5.98 7.98 up to 18.75

"BETTER DRESSES" which sold regularly up to \$55.00. Now AT END OF THE YEAR SALE PRICES . . . \$24.00 to \$40.00

Boys' Suits

Suits that will wear well and look well. Suits that your Boy will like, and extraordinary values AT END OF THE YEAR SALE PRICES.

5.98 8.98 to 12.50

Look at the End of the Year Values in Our

BARGAIN BASEMENT

MOTHERS!
 Bring your children to see our wonderful assortment of Christmas Toys. A huge collection now clearing at END OF THE YEAR SALE PRICES.

- TEA APRONS29c.
- MISSES' BLOOMERS59c.
- LADIES' NIGHT DRESSES1.98
- FLANNELETTE HOUSE DRESSES98c.
- CHILDREN'S BONNETS AND CAPS49c.
- CORSETS—SMALL SIZES ONLY69c.
- MISSES' AND LADIES' WOOL SWEATERS1.98
- CHILDREN'S BATH ROBES1.29 & 1.98
- KNITTED UNDER SKIRTS59c.
- MEN'S WORKING PANTS1.98

- PULL-OVER SWEATERS98c.
- CHILDREN'S UNDERWEAR (Wool)79c. garment
- LADIES' UNDERWEAR59c. 79c. 98c.
- LADIES' GLOVES (Suedine)69c. pair
- TURKISH TOWELS29c. pair

MAIN FLOOR
 THE CHRISTMAS GIFT SUPREME
FUR COATS
 AT END OF SEASON PRICES

COHEN'S MODERN EMPORIUM

335 WATER STREET

BISHOP'S CORNER STORE