

BANNER BARGAIN WEEK

Ladies' Subberette
COATS
\$9.98
All Sizes—This week only.

SKIRTS
\$5.98
up to
7.98
Fine Granite Cloth and
Prunella Skirts, in both
Pleated and Plain models.
Plaids, Stripes and Fancy
effects. All Sizes.

**London, New York & Paris
Association of Fashion**

EXTRA! \$8.00 to \$10.00
Sweaters
All Wool models, with
sleeves. Most popular shades
of Buff, Grey, Brown, Solid
Colors and two-tone effects.
All Sizes. 6.98

**Girls' New
FALL CLOTHES**
AT BANNER BARGAIN WEEK
SAVINGS.

GIRLS' COATS
Highest quality ranges.
Durable Plaid Coats,
side-tie effects with
Beaverette collar; also
fine quality Velour
Coats with side trimmed
panels. Sizes 6 to 16.
\$10.00
up to
12.98

Girls' Serge Dresses
Wool Crepes and Wool Serges, trimmed
with embroidery and plain models. Sizes
7 to 14, in Brown, Navy and mixed colors.

Prices Range up to \$5.48

Girls' Fall Hats
We have secured a Special Lot of Girls'
New Fall Hats, and they are to be sold at
THIS WEEK SAVINGS.

**Sensational Banner Bargain Week Offering
Women's & Misses Fall & Winter Coats, Dresses, Suits**

Think of It! To-morrow you can save
25 p.c. to 50 p.c. in this Great Sale

WINTER COATS

Hundreds upon hundreds of magnificent New Coats in a record-
smashing, value-laden Winter Coat Event that will stand head
and shoulders over any similar Sale we have ever attempted.
Everything that is new in materials and styles are fully represented.

PRICE RANGE
\$12.98, \$16.80, \$21, \$27, \$35
Other Coats at \$7.98 up to \$78.00

Sensational Purchase and Sale
New Fall Dresses

Every Dress is Fresh, Clean, New—well made and perfectly
tailored. Every Dress is up to the minute in every detail. So
sensational are the values that we predict an early clearance, so
avoid disappointment by Shopping Early.

PRICE RANGE
\$5.98 up to \$20.98, other Dresses \$24 to \$39
MATERIALS. Poiret Twills, Flat Crepes,
Satin, Canton, Charmeuse,
Canton Crepe. All New
Colors.
THE STYLES. Coat effects, Draped ef-
fects, Pleated effects, Lace
effects, Flounce effects.

**Important to
Stout Size
Women**

In every range of merchan-
dise on sale. We have your
Sizes.

Women's New Fall Suits

Just the Styles, Colors and Effects that will be worn this Fall and
Winter. A very large range to choose from. Materials: Poiret
Twills, long lined effects—tailored styles. All Silk finished.

Price Range \$10.98 up to \$38

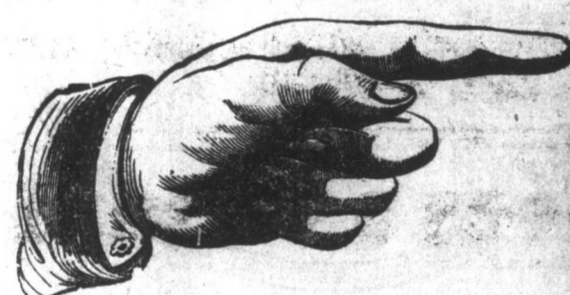
**Stout Women's
Coats, Dresses,
Suits**
Sizes 40 up to 56

**A Race
With Time**

**9 to 11 o'clock
Specials**

These Record-Breaking Bargains will fly
faster than time itself; 120 minutes in
which to make your choice; 9 to 11 only.

- No Mail, Phone or C.O.D. Orders.
- Women's \$1.50 Overblouses 50c.
 - Men's \$1.50 Fall Caps 50c.
 - Women's \$2.80 Skirts 98c.
 - Women's Woolen and Cloth Tams,
Worth \$1.50 59c.
 - \$2.50 Slip-On Sweaters 98c.
 - \$1.60 per Pair Towels at 69c. per Pair.
 - \$2.40 per Pair Towels at 79c. per Pair.



BANNER BARGAIN WEEK

READY! FOR THE GREATEST WEEK'S BUSINESS IN OUR HISTORY. OUR ENTIRE STOCKS
OF FALL AND WINTER MERCHANDISE AT BIG SAVINGS! IT WOULD TAKE A DOZEN
PAGES OF THIS NEWSPAPER TO BRING TO YOUR ATTENTION ALL OF THE BANNER
BARGAIN WEEK OFFERINGS IN NEW, SEASONABLE, FALL AND WINTER MERCHANDISE.
BUT WHAT YOU DON'T FIND IN THIS ADVERTISEMENT YOU WILL FIND IN THIS STORE.

NEVER HAVE SUCH VALUES BEEN ASSEMBLED, AND THE ECONOMICAL FAMILIES
OF ST. JOHN'S AND VICINITY SHOULD SUPPLY ALL THEIR APPAREL NEEDS FOR
THE ENTIRE SEASON AT THESE BANNER BARGAIN WEEK'S SAVINGS. BUY, BUY
AND BUY—BECAUSE THE MORE YOU BUY THE MORE YOU SAVE!

**Newest Fall
HATS**

Many of New York's foremost Milliners contribute to
this BIG BANNER BARGAIN WEEK SALE, so by
all means get here and see the wonderful, wonderful
Fashion Choosing at these unheard-of low prices.

\$2.98, \$3.98, \$5.98
up to \$7.98

VALUES UP TO \$12.00.

Chic, Fashionable—all the New Shapes—Trimmings—
Colors.
MILLINERY DEPARTMENT—SECOND FLOOR.

**A Great Sale! A Great Success
SALE MEN'S WINTER OVERCOATS**

A host of thick, warm, lightweight OVERCOATINGS, in those wonderful soft effects so-much the fashion for
Fall. Models for Men, Young Men, Stout Men. Colors of Tans, Browns, Greys, Greens, Heathers. Weaves
in Herringbones, Diagonals, Solid Greys, Tans, etc. Price range at \$14.98 up to \$39.00. Others up to \$48.50.

Men's & Young Men's Suits

SPECIAL! Men's \$28.00 Two Pants Suits at \$21.95. All Sizes.	MEN! All the New Fall and Winter SUITS are Here Choose from the largest assortment in St. John's in a Price Range from \$11 to \$44.50	SPECIAL! Men's \$17 Suits \$12.75. Men's \$25 Suits. \$16.95.
	Men's Raglans at \$14 up to \$28.	Men's Single Coats \$6.98.
	Men's Separate Pants All winter weight \$2.95 up to \$7.98	

Mothers! Make this your Store, and your
boy will be better dressed for less. We are
headed for Big Boys' Business.

**Thousands of Boys'
1 & 2 pr. Pants Suits**
\$5.98, \$7.98, \$8.00 \$10 \$11.98

All sizes from 8 to 17 years.

FOR LARGER BOYS.
A special lot of
**First Long
Pants Suits**
\$12.50 up to \$22
All student models; sizes
32 to 38.

Juvenile Suits
Ages 3 to 8 years.
In Serge Sailor Suits.
In Velvet Sailor Suits.
In Wool Peter Pan Suits.
In Tweed Tunic Suits.
\$3.98 to \$5.98

**Sale of Beautiful New
Fur Scarfs & Chokers
at Savings Extraordinary**

**London, New York & Paris
Association of Fashion**

**Boys'
Winter
Overcoats**

In fine well made
American models,
combining comfort,
service and good
appearance.
\$6.98 up.

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