

LONDON, NEW YORK AND PARIS ASSOCIATION OF FASHION

# GRAND FINALE SALE

**STARTING THURSDAY, NOV. 30**

**W**E find ourselves at the conclusion of eleven full--busy--very wonderful months of enviable merchandising service--and we are now on the threshold of STILL, GREATER ACHIEVEMENTS.

**Our Grand Finale Celebration is a Feast of Values Unparalleled in store keeping annals. You are most cordially invited to come--to share--to profit.**

There never was such a Sale—here or elsewhere—Preparations were made on a mammoth scale. Our Buyer enjoyed every advantage possible to unlimited cash resources and volume—Buying. Instructions were terse and to the point—“DO BETTER—much better, than the best you HAVE ever done!”—And he has more than fulfilled our highest expectations.

Every nook and corner of our Store is simply crammed with New Merchandise for Men, Women and Children—for everybody seeking needed or desired apparel, brimful of rich savings for foresighted folks who know the value of “Buying Ahead”—Overflowing with wonderful economy opportunities for CHRISTMAS SHOPPERS!!

## ALL PRICE RECORDS HAVE BEEN SMASHED--

**New precedents established that completely revolutionize present standards of value. Wholesale--and less than wholesale--costs prevail.**

All the members of our large regular selling force and extra sales people are eager to serve you! Everything is in readiness for NINE O'CLOCK THURSDAY MORNING, NOVEMBER 30th, when the GREATEST ERA OF VALUE-GIVING ST. JOHN'S HAS EVER KNOWN—BEGINS.

Share in these good values—Save generously—Come if you can—and we'll serve you to the best of our ability. But don't, under any circumstances, think of missing the marvelous opportunities that this Store now holds for you.

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