

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 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**

Towels! Towels!

Fine quality Turkish Towels--guaranteed values at 60c. to 80c. per pair, go in this Sale at Per Pair **20c**

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

Beginning **TODAY**, 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 of the better sort. These Hats have actually been selling for \$5.00 and \$6.00. Only 300 in the lot. Early Shopping is advised. **1.98 up to 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. **UP TO 12.98**

KIDDIES COATS

Ages 4 to 8 years. **4.98**

Broadcloth, Velour, Mixtures, Polos, fully lined and best Fur trimmings. **UP TO 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 procure such superb Coats at the amazingly low prices which we now offer them for.

New Winter SKIRTS

Undoubtedly the best and most varied collection ever shown by us. If you need a SKIRT we have it.

5.98 up to 7.98

ECZEMA FOR 9 YEARS
On Scalp, Arms and
Lost Rest. Cuticura
My scalp, arms and
ing and burning
rific. My hair
and dry and
file. My
washed the
I could not
account of
The trouble
years. My
different remedies
good. We began
Soop and Clatman
by healed me." (Signed)
Mrs. M. Closson,
Maine, Feb. 20, 1923.
Give Cuticura Soap
Talcum the care of
MUNRO BLAIR
Stealing From the
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the smuggling