

# 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 it 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

Ages 9 to 18 years. Ages 5 to 16 years.

Beginning TO-DAY, 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

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**

Fur  
Trimmed

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

## THE ONE OUTSTANDING SWEATER SALE OF THE SEASON!

1.98, 3.98  
4.98, 5.98

Women's Chappie and Golf Coats, Heavy Brush Wool Coats, Slip-ons, Sweater Coats, Vestees, Button-up Models, Side-ties and Silk Knit Sweaters in all shades, all sizes for Misses', Women and Stout Women.

## 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

An Economy Christmas  
Special Parents Won't Miss

## GIRLS' COATS

NEWER WINTER STYLES.

Sizes 7 to 16 years.

Cleverly fashioned of Velours, Over-plaids, Polo Coats, mostly Fur trimmed. All shades. 8.98 UP TO 12.98

## KIDDIES COATS

Ages 4 to 8 years.

Broadcloth, Velour, Mixtures, Polos, fully lined and best Fur trimmings. 4.98 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.

## ECZEMA FOR 9 YEARS

On Scalp, Arms and  
Lost Rest. Cuticura  
My scalp, arms and  
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good. We began  
Sore and Clammy  
ly healed me." (Signed)  
M. M. Closson, Jr.  
Maine, Feb. 20, 1923.  
One Cuticura Soap  
Talcum the care of

## Totty" the "Queen" of

W SCOTLAND  
HELE  
MUNRO BLAIR

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## Xm

NEW

LAZENBY  
MACONOC  
LIBBY'S  
CHIVERS.

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Fresh CRACK  
GREEK SALA  
20c. Plus  
GOLDEN PRE  
This.

7 CROWN  
1-1/2 Pe  
BROWN &  
HARTLEY  
JAN 1

ALMOND  
GROUND

Best 98c  
TAR  
DESSIC  
NO. 1  
RELIAB

C.

Duck