

Guarantee Bond

We guarantee the price of every garment to be the lowest in St. John's. If within 5 days it can be duplicated for less, we will refund the difference or return your money.

LONDON, NEW YORK AND PARIS ASSOCIATION OF FASHION.

London, New York and Paris Association of Fashion, Ltd.

Guarantee Bond

If this purchase does not please you in any way—bring it back and your money will be cheerfully refunded. There are no "ifs", "ands" or "buts" about it—we stand solidly behind these guarantees.

LONDON, NEW YORK AND PARIS ASSOCIATION OF FASHION.

MEN!

For The GREATEST CLOTHING
VALUES--You Must Come Here

THE GREATEST ASSORTMENT OF CLOTHING IN ST. JOHN'S.

SILK LINED -- PLAID BACK OVERCOATS AND 1&2 PANTS SUITS

**Men's Blue
SUITS**

"A man is always well dressed
with a Blue Serge Suit."

17 different grades of Blue Serge Suits.

RANGE I.

\$25, 29, 33, 39

Every Suit guaranteed to hold its colour and give every satisfaction or your money back.

BLUE RANGE II.

\$44, 48, 50

Over 3,900 Garments at
Savings of 5.00 to 15.00

Here is almost endless choice of all the substantial fabrics—all the popular styles, every favored color and pattern and every size for every proportion, and at guaranteed savings of \$5.00 to \$15.00.

Hundreds of Smartest
Overcoats

Big burly Ulsters, trim neat Dress Coats, box models, and innumerable others. Every Coat absolutely all Wool, and in the most desired colors. Every size.

Hundreds of Suits

Tweeds, Worsteds, Serges, in every favored pattern, in dozens of young men's, men's and conservative men's styles. Sizes for every build.

19.98**24.98****29.00****34.50**

ALL OUR CLOTHES COVERED
BY A GUARANTEE THAT IS
A GUARANTEE.

MEN'S TROUSERS

Values double. Over a thousand pairs for choice. Every fabric, every pattern—all sizes to 50 waist.

2.40 & 4.98

A Forceful Demonstration of Value-Giving

SALE of DRESSES

Dresses for Street, Evening, Afternoon, Business and Party wear, in "Crepé" Cantons, Flat Crepes, Twills and Charmeuse.

7.98 10.98 12.98 15.98 19.80 24

Again and again we have demonstrated our supremacy in the popular price dress field—this time we have gone to even greater heights in obtaining values absolutely beyond comparison.

Stout Women's Dresses

Sizes 42 to 52 inches
in Crepes, Silks, Twills, all
wanted styles and colors.

8.98, 14.98, 22.00**TOTS' 4-PIECE KNITTED
SUITS**

Consisting of Sweater,
Cap, Leggings
and Mittens. All colors.

5.48**Children's Sweaters**

For Boys, ages 4 to
14 years; all shades,
fine wool.

1.40

For Girls, ages 4 to
12 years; all wool,
button-up style.

2.98**Girls' Dresses**

Ages 6 to 14 years, in
Tweeds, Serge; nice
appealing styles; all
shades.

4.95**Fur Chokers**

Genuine Squirrel, extra
length, finest
quality fur—a wonder
value.

14.98**SALE****900 HATS**

AN OPPORTUNITY FOR ST. JOHN'S WOMEN
TO SAVE.

Large selection of Velvets, Satin Combinations, Felts in
large and small Hats—Velours in all shapes.

1.98 2.98 3.98 4.98

Hats for every Miss, Woman and Ma-
tron—in every required shade, style
and size—Plenty of Bobbed head and
large size Hats—and all representing
our best Hat values of the year. Come
early for best choice.

5.98**6.98****CHILDREN'S HATS**

Ages 4 to 15 years.

1.20, 1.78, 2.98, up to 3.98**Hundreds of Beautiful New**

For Misses
For Women
For Stouts

COATS

We have competition
on its toes trying to
compete with our
Coat Values

8.98 15.75 22.50 29.00 32.80

Dollar for Dollar our popular price
section offers more style and quality
than anywhere else in the city.

INDIVIDUAL MODELS and SAMPLE COATS
\$36.00, \$45.00, \$50.00, \$65.00
EXCLUSIVE AND BEAUTIFUL IN STYLES and MATERIALS

All the new fabrics—new fur trims—
new colors, and every new style touch
—all are here in these low price groups.

KIDDIES COATS

4.75 Smart fur trimmed
styles, in sizes 2 to
6, warmly lined.

**200 Girls' Fur-
Trimmed Coats**

MOTHERS!
Here are the best GIRLS'
COAT Values.

10.98

200 GOOD WARM COATS.
Smart styles and new
shades.

Misses' Coats

Fur trimmed.
Smartness and
colorings of big
sister's.

15.98**An Extraordinary Sale
of Guaranteed****FUR COATS**

AT 30 P.C. SAVINGS.

Fur Coats which can be bought with fullest confidence,
and guaranteed not only for lowest price, but for quality
and service as well.

HUDSON SEAL COATS.
NORTHERN SEAL COATS.
MUSKRAT COATS.
FRENCH SEAL COATS.

105.00

Self trimming and others with Natural
Mink, Squirrel, Otter and Beaver.
The most acceptable, practical and
desired Christmas Gift—A Fur Coat.

155.00**Other Fur Coats**

—NOW—
210.00 up to 290.00

190.00