

\$120,000

To be used to help adjust the unnormal differences between the decreased prices of our fish and the increased prices of our every day requirements!

To the Public of Newfoundland--St. John's in Particular:

Our main industry—fish—is not bringing prices that it has the past four years. Canada is not getting the same prices for her dependable products, the United States of America is still worse off than Canada and Newfoundland, losing her enormous export trade due to the war; consequently the immediate depression in all three countries, and from same causes the whole world.

In Canada and the States merchants are trying to adjust the purchasing power of the people with their earning power, by disposing of the millions of dollars worth of Merchandise at unprecedented reductions.

Here in Newfoundland face the same conditions that other countries are now going through.

CONTINUING FROM TO-DAY UNTIL NOV. 5TH

We, THE LONDON, NEW YORK and PARIS ASSOCIATION OF FASHION of St. John's, connecting ourselves with no other firm in this town, have decided to offer to the general public of this country a weapon in the form of \$120,000 worth of wearing apparel for Men, Women and Children at prices that will forever be remembered by our population as a duplicate of prices gone by.

Words and unfulfilled deeds are not worth the paper they are written on these days.

The only method to adjust things to-day in our Newfoundland is by our method.

We Offer Merchandise at an Immense Loss to Ourselves

but we do it merrily, because we are compelled to do it now or later; and just when everybody requires their Fall and Winter Wares, we feel justified in giving the public the benefit now, because later our effort would be as nil, because the public would be all bought up and consequently would not be able to stand behind this most beneficial movement for all concerned.

WE WANT THE WHOLE TOWN TO MARCH DOWN HERE FOR THE NEXT 3 WEEKS. We must have the backing of the whole town, otherwise our effort will be useless; and we believe every Man, Woman and Child in this town are waiting patiently for the day when everybody will do as we are to do.

Here is YOUR OPPORTUNITY! Come Down Here and See If You Cannot Buy All Your Requirements in Our Line for the Next Three Weeks. Then Watch Results!

The opposite page contains a small list of Merchandise and Reductions.

LONDON, NEW YORK & PARIS ASSOCIATION OF FASHION
GRACE BUILDING, ST. JOHN'S.