

Dame Fashion's Beguiling Smile Reflects Our Triumphant Success

L. N. & P.

Like one stilled in adoration of the gold-and-silver glory in the artist's sunset painting we see our own reflection in the huge mirror of satisfied customers. We enjoy and deeply appreciate great dramatic creations, the advances made in science, philosophy, literature and art, for as this combination has progressed, we too have forged ahead building a particular clientele which may rightly be termed monumental.

Those who know the charm of our originality, the development of our creations, and our treatment of fashions in general are ever ready to tell of our success and their success.

The Lure of the High Cost

It is a sad commentary that many fashionable women still judge the desirability of a garment by its cost. Our shop has a great many converts from this class to its credit. The high quality of apparel and the moderate prices are a revelation to them.

Dresses, Coats, Suits



EXCLUSIVE TAILORED GARMENTS.

The Master Tailors of Paris have contributed examples of their Highest Fashion Thoughts to this superb collection.

Complete assortments
NOW READY.

Very Special, 90 New Fall SUITS

For Stout Women,
Sizes 38½ to 56.

450 PAIRS LADIES' HIGH SHOES,

Original Prices \$7.00 to \$15.00 per pair.

Clearance, 5.75

Special Fur Coats,

Original price \$370.00

Now offering for \$270.00

All Ladies Hats

\$2.98

Georgette Waists

all for \$9.00

Ladies' Skirts

at
30 Per Cent. Reduction

Ladies' Furs

at
30 Per Cent. Reduction

Fitting Papsy; Fitting Your Sweetheart; Fitting
Your Eldest or Youngest Son in a

SUIT or OVERCOAT

is quite a pleasant proposition here.

Gent's Suits,
Gent's Overcoats
Boys' Suits,
Boys' Overcoats



Are Here in galore, offering at prices to convenience any purse.

Special Xmas Gifts

You no doubt have now begun your selection of your gifts to your sweetheart. We know you think it pleasure-giving to your friends, etc., even though it may be a little wearisome to select.

We would like to suggest a most beautiful line of Hand Bags, beaded and other styles, which can now be seen on display here.

LONDON, NEW YORK & PARIS ASSOCIATION OF FASHION,

Grace Building, Water Street, St. John's, Newfoundland.

Chri

There is
itude as the gi
Gifts and of co

Dressed Dolls,
Air Ships,

Union Jack

only a fe

Side
by Ruth

FOR THE SAKE OF

If a person does
anything that is
good and gener-
ous for the sake
of feeling su-
perior to people
who aren't good
and generous,
doesn't generos-
ity and goodness
lose much of its
ethical value.

I heard a wo-
man who works
terribly hard and
denies herself to
an almost cruel

ment to give away money to the
church telling, the other day, how
much she had given in the past year.
She hadn't had a New Suit for Four
Years.

gave two hundred and seven
dollars," she said, "and I haven't had
a new suit for four years. And I
bought myself a hot lunch once
in winter, just carried anything I
time to pick up in the morning.
The minister says I gave more than
one except the G's and the R's in
the two richest families in
(Church) and just think of the
some of those people spend mon-
I should think they'd be ashamed
of themselves."

from the way she pursed up her
it was plain that she felt vastly
superior to such wicked people.
and I just couldn't help wonder-
ing how much of a motive that sense
of superiority was in her generosity
that woman is a very strong
churchwoman. She knows that
she is a sin, but is she not permit-
ting a very disagreeable form of
to enter her heart?

There's another example of the sort
of thing I mean.

She Tells Me So, Herself.

Know two sisters, one of whom
is extremely thoughtful and gener-
ous towards her mother. How do
they differ? Because she often tells me
in so many words, of course, but
casual reference to what she has
and what she intends to do
also tells me how she does wis-
dom (her sister) would be more
thoughtful about mother. Of course
she is nice, she says, for Gertrude
interested in all these public ad-
vices, but she does wish she would
and see mother oftener. At
didn't you think, with that ma-
ter, she would take mother on
once in a while. And so forth
so on until one feels quite indig-
nant at Gertrude for neglecting her
mother. As a matter of fact, I think

Moirs' Christmas
Choc

½'s, 1's, 2's and

Cream of Wheat.
Barley Kernels.
Scotch Oatmeal.
Freshly Made Canadian
Butter in bulk, 1 lb.
prints and 2 lb. slabs.
Eko's Fruit Salts.
McCormick's Sodas.
Fresh Eggs.

C. P.

Duckworth Street