

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
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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 generous for the sake of feeling superior to people who aren't good and generous, doesn't generosity and goodness lose much of its ethical value.

I heard a woman who works terribly hard and denies herself to an almost cruel extent to give away money to the church telling, the other day, how much she had given in the past year. "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 never bought myself a hot lunch once in winter, just carried anything I had time to pick up in the morning. The minister says I gave more than some except the G's and the R's among the two richest families in the Church and just think of the some of those people spend money on themselves."

from the way she purred up her nose it was plain that she felt vastly superior to such wicked people. And I just couldn't help wondering how much of a motive that sense of superiority was in her generosity. That woman is a very strong churchwoman. She knows that there is a sin, but is she not permitted a very disagreeable form of sin to enter her heart? Here's another example of the sort of thing I mean.

She Tells Me So, Herself.
I know two sisters, one of whom is extremely thoughtful and generous towards her mother. How do you know? Because she often tells me so in so many words, of course, by casual reference to what she has done and what she intends to do. She also tells me how she does wish to be rude (her sister) would be more thoughtful about mother. Of course, she is nice, she says, for Gertrude is interested in all these public affairs, but she does wish she would see mother oftener. And wouldn't you think, with that mother, she would take mother on a visit once in a while. And so forth, so on until one feels quite indignant at Gertrude for neglecting her mother. As a matter of fact, I think

Moirs' Christmas
Cho

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