

PUBLIC NOTICE!

To Whom It May Concern:

The ENTIRE STOCK belonging to the London, New York and Paris Association of Fashion, will be offered for sale until every garment on their floors is disposed of.

The Youngest, Largest Concern on the street, full of life and vim, has now decided to set out in reality to still more please and transfer its business materials to the pleasing and encouraging town of St. John's.

Preparations are now under way for renovating and enlarging our present quarters. Within three months we hope to have our four floors running at their maximum. In order to do this we must dispose of the gigantic stock now accumulated on our floors.

Within Three Weeks we feel sure our entire stock will be depleted. Everybody in St. John's, Newfoundland, will take advantage of what we offer. We have inaugurated a public institute, backed and supported by the public, without whom we could not exist, we are existing, we will become the City's real Department store.

In order to do so we must have the town with us, so therefore will do as they would have done to themselves. We will offer our entire stocks at cost, even so considering advances of from 30 to 50 per cent. on all our lines.

Mr. Harris Goldstone will be on the main floor for the duration of sale, which means a repetition of British Hall Sales.

2000 Ladies' Hats

In your choice of any Hat in stock,

2.98

Hats here worth as high as \$15.00



1200 pairs House Shoes

LADIES'

In fur tops, felt uppers, leather bottoms.

GENTS'

plain felt uppers and leather bottoms. Worth up to \$4.00 per pair. All one price,

1.50

Children's, all for 98c.

200 Ladies' Coats

Consisting of two entire racks, in numerous designs, shades and trimming. Worth up to \$60.00.

ALL ONE PRICE:

33.75

100 Ladies' Dolman Style Coats, worth \$30. Offering for \$8.75

300 Ladies' Suits

Material of Broadcloth, Velour, Silverton Serge, in all popular shades and designs. Worth up to \$60.00. Now all at one price,

\$33.75

New arrivals in Ladies' Raincoats and Umbrellas; newest creations.

Misses' and Children's Coats

Size from a year and as high as 18 years, in material, style, trimming to please the ones to bedeck as well as those who buy their selection.

Mail Orders Receive Prompt Attention

1000 Ladies' Dresses

In Silks, Georgettes, Crepe de Chines, Serges, Poplins and every other material on the market, in style to suit everyone's taste. 50 per cent. reduction right throughout. See our specials at

\$11.98

LADIES' Georgette and Crepe-de-Chine WAISTS, original price up to \$15.00, now all one price \$9.00

Ladies' Sweaters

offering for

\$5.00

100 Ladies' Sweaters

Newest Paris fashion, offering from

\$8.00 to \$20.

100 Heavyweight Silk Slip-Overs

winter weight at

50 per cent. Reduction

Gent's & Boys' Ready Made, in Coats, Suits, etc., offering at cost, we mean it.

London, New York and Paris Association of Fashion,

GRACE BUILDING, ST. JOHN'S.