

\$100,000 FASHION SHOW

25 Per Cent. Off For First Three Weeks

\$100,000.00 FASHION SHOW.

600 of the Newest in DRESSES

Direct from New York in the latest Woollen materials, Satin, Serges, Tricotines, Jerseys, etc. The very newest in styles and the greatest selection to choose from ever shown in this city. You will hardly find two dresses alike in this assortment and the greater part are exclusive models to this store. We are positive you will not see a great many of these models elsewhere and the prices you will not be able to duplicate in this city.

\$15.00 to \$55.00

\$100,000.00 FASHION SHOW.

650 of the Newest in COATS

A Grand Display of Winter Coats, unexcelled for their quality and style and the price within the reach of all. You will find Silvertones, Velours, Camel's Hair Cloth, Chinchillas, Blanket Cloths and Plushes, with a few Tweeds for motor and utility purposes. They come in loose backs and straight line effects. Collars are large and sleeves have deep arm holes. Considerable fur trimming is used on the greater part of these coats.

\$18.50 to \$90.00

\$100,000.00 FASHION SHOW.

The Newest in WAISTS

You will find here one of the finest selections of Plain Silk and Crepe de Chine Blouses in the city.

\$3.00 to \$7.00

\$100,000.00 FASHION SHOW.

The Newest in SKIRTS

Straight hanging Skirts, woollen materials. Plain Silks, Taffetas and Satins are also shown in this display. These Skirts, just arrived from New York, are moderately priced.

\$6.50 to \$13.00

\$100,000.00 FASHION SHOW.

The Newest in BOYS' SUITS

Open Knee Pants.

Size 4 to 16 years.

\$7.00 to \$40.00

\$100,000.00 FASHION SHOW.

The Newest in GENT'S RAIN COATS, RAGLANS, SUITS, PANTS, ETC., ETC.

GRAND FALL OPENING TO-DAY

and Following Days.

You are Cordially Invited to Attend.

100,000 FASHION SHOW

Doors Open
To The Greatest
Fashion Show
in St. John's.

Tuesday, bright and early, at 8.30 o'clock, the portals of this

GREAT LADIES' STORE

were opened wide with welcome to all FEMININITY of St. John's and vicinity.

A New Leaf to the Book of Fall and Winter Clothing Values will have been turned and a vast and enchanting vision of all joys of lovely Feminine Raiment will be spread before MILADY'S eyes. Everything a woman needs for her Fall and Winter Wardrobe will be here in vast profusion. Everything that typifies newness and smartness in apparel in the most approved, evolving from the hand of the World's best style producers.

SELECTIONS will be almost unlimited, styles making a scintillating kaleidoscope of color, fancy and design. All ages and all types of women will find here styles that are just the sort of styles for their particular selves. As a fine strand of golden thread woven all through the fabric of this wonderful exhibit one will see everywhere the magic touch of our value-giving.

A Master EXHIBIT of Genuine Value Superiority.



We are sure All Women Will Attend
THIS STYLE AND ECONOMY EVENT.

Every Woman in St. John's will be here; every Woman in St. John's is and has been waiting to see the new things for Fall and Winter. Come while the stocks are fresh. A small deposit will hold any article till wanted.

SPECIAL!

160 LADIES' COATS.

Original value up to \$30.00.

Now One Price:

\$18.00.

SPECIAL!

200 LADIES' SUITS.

In Serges, Broadcloth, Velours, etc.

Original value up to \$65.00.

Now

\$38.00

\$100,000.00 FASHION SHOW.

5000 of the Newest in HATS

Latest creations in small Turbans, large Poques, Tams, long front Hats. Brims are slashed, scalloped or have soft fluted edges. Trimmed with ostrich tips, bands, wings and quills, in long and short effects. Colors are Blonde, Brown, Orange, Rose, Reds, Kangaroo, Purple and Black.

\$6.00 to \$35.00

\$100,000.00 FASHION SHOW.

600 of the Newest in SUITS

You will find here the greatest collection of Fall Suits ever shown in the city. You will find the very newest in Styles and Materials, with many models exclusive to this store. They come in straight jackets from 32 to 36 inches in length, cut on straight lines with close fitting collars and on the higher price lines fur trimming. Velours, Broadcloth, Gabardine and Tricolette make up most of the cloths from which these suits are made. Brown is a very prominent shade for fall, but Blues still hold first place.

\$18.00 to \$80.00

\$100,000.00 FASHION SHOW.

The Newest in RAINCOATS

With the coming of the Fall season every woman should have a Raincoat in her wardrobe. You will find in our display of Raincoats something that will no doubt meet with your approval.

They Range in Price from

\$6.00 to \$35.00

\$100,000.00 FASHION SHOW.

The Newest in SWEATERS

Well, here you are, ladies. Everyone of you want a good warm Sweater of the very latest style to wear during the fall and coming winter days. You will find here the greatest showing of all wool Pullovers and coat effects that was ever your privilege to look upon. Direct from New York in the latest styles.

\$5.00 to \$15.00

\$100,000.00 FASHION SHOW.

The Newest in CHILDREN'S COATS

An unexcelled assortment in Velours, Velvets, Chinchillas, Camel's Hair Cloth, in sizes ranging from 3 years to 16.

\$7.50 to \$35.00

\$100,000.00 FASHION SHOW.

The Newest in Children's Sweaters

A wide assortment in Slip-over and Coat effects in popular shades.

\$3.50 to \$10.00

London, New York & Paris Association
GRACE BUILDING,
283 Water Street, . . . St. John's.

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LONDON, AUG

PRINCE MAY NEG

They tell me that the slightest truth in the flat at the end of the flat the King will disperse horses in training at E Newmarket, and that it will not be seen in the truth is that the King severe "weeding out" as in training, and the clearly not worth retaining replaced by others who er promise. It is also that upon his return and the United States Wales will register in the Jockey Club.

DUKE AS E

A London paper and duke of Northumberland "Nineteenth Century" have not had a peer Lord Rosslyn ran a many years ago, and "Century" is not a Soc sedate, well-informed minded review. The review a thor policy. Everyone kn an anti-Socialist, anti above all, anti-Smille know whether it is plain that Smille is leader of the union of this country), and the views pungently. He nacity and the red he bells, from whom he side, and he is a sou military critic who General Staff in the War Office.

EARL HAIG'S

The future of Fie Haig is greatly thoughts of the Gov present time. Given the Field-Marshal w