

Guarantee Bond

If this purchase does not please you in any way, bring it back and your money will be cheerfully refunded. There are no "ifs" and "buts" about it—we stand solidly behind these guarantees.
LONDON, NEW YORK AND PARIS ASSOCIATION OF FASHION

London, New York and Paris
Association of Fashion, Ltd.

Guarantee Bond

We guarantee the price of every garment to be the lowest in St. John's. If within 5 days it can be duplicated for less, we will refund the difference or return your money.
LONDON, NEW YORK AND PARIS ASSOCIATION OF FASHION

GUARANTEE BOND

Greater Values Than Ever!
New Collection of Guaranteed

FUR COATS

\$85, \$120, \$190, \$220, \$275

NFLD. SEAL COATS. MUSKRAT COATS.
HUDSON SEAL COATS. FRENCH SEAL COATS.
NORTHERN SEAL COATS. Squirrel, Skunk & self-trimming

OTHER FUR COATS—\$150.00 \$195.00 \$250.00 \$290.00
\$340.00 \$380.00

Special for Guarantee Bond Week!

A Millinery Event that will keep St. John's Talking

1200 Brand New HATS

MATERIALS—
VELOURS, FELTS, VELVETS and SATIN COMBINATIONS.
2.20 3.89 4.89 5.89 POPULAR SHAPES—
THE PIRATE—POKES, MUSHROOM, ROLL EFFECTS.

EVERY HAT NEW, JUST RECEIVED AND REPRESENTING A VALUE DOUBLING THIS SALE PRICE.
Plenty of Bobbed Head Sizes—scores of Large Head Sizes—all the New Colors—Black, Black Prince, Pansy, Rust, Sand, Grey, etc.

Now, Ladies, Here's a Treat:

1500 NEW COATS

TO THE HARD TO FIT—TO THE EASY TO FIT—TO THE HARD TO PLEASE—TO THE EASY TO PLEASE—To the Woman with Style as first consideration—To the Woman who practices Economy—these are the best Coats you have ever had offered to you at these prices:

8.98 12.98 14.50 16.98 19.50

COLOURS:

Grey
Fawn
Pansy
Bluejay
Tanager
Arabia
Black
Purple
Wine
Brown
Sea Swallow.

WELCOME! ST. JOHN'S WOMEN

to a COAT SALE without a rival—
from the collars to the borders—
from the colors to the richness of
the materials—from the linings to
the fur trimmings—no finer gathering
of Coats will be found anywhere
than this Store is now offering at
these MARVELOUS LOW PRICES

COME AND SEE THEM!

MATERIALS:

Velours
Bolivia
Fawn Suede
Pin Point
Blocked Velours
Velsheen
Tweeds
Moleplush
Broadcloth
Lustrosa
Suedes.

22.00
24.00
27.00
32.00
34.00
38.00
42.00

THE FUR TRIMMINGS:

Beaverette
Squirrel
Muskrat
Muffon
Opussum.

Sizes
for Misses
for Women
and
Stout Women.

COAT NEWS SUCH AS WE HAVE NOT
PRINTED IN MANY A DAY.

COATS

FOR MISSES WOMEN

Handsome models, finished with Luxurious Furs, and admirably tailored—and positively one of each model only.
50.00
58.00
65.00
70.00
79.00

The prices here do not give a clear idea of the wonderful fabric quality, the fine grade of Fur trimmings or the excellent style of these coats.

Outstanding New Fall Dress Offerings!

Sale 1100 DRESSES

READY WITH THE BIGGEST POPULAR PRICED DRESS EVENT this City has ever known—Values touching a high peak never before known in the heart of the season.

7.98 9.98 12.98 14.98 16.98
Hundreds of New Models: Clever New Long Sleeves, newest flare effects. Striking military collars. Smart New Cape effects. Fall's Stylish Basque Models.

20.00 24.00 26.00 29.00

FASHION'S NEWEST AND BEST FABRICS

—Lovely New Satins.
—Chenilles—Cloths.
—Charmeuse—Twills.
—Flannels—Crepes.
—Satin Crepes.

NEW COLOURS

New Ruby and Wine
Reds, Swallow Grey,
Gracklehead (Blue),
Queenbird (Purple),
New Greens—Tanager.
Blacks

FOR ALL OCCASIONS

Afternoon and
Evening Dresses.
Street and
Business Dresses.
School and
College wear.

REMEMBER!

With Every Purchase you receive a Guarantee Bond—a positive assurance of Lowest Possible Prices and every satisfaction.

STOUT WOMEN!

SMART SLENDERIZING APPAREL.
SIZES 42 TO 53.

DRESSES

Large and well assorted ranges of Stout Women's Dresses await your selection, at
\$10.00 to \$29.00

COATS

Just opened a complete assortment of the new Coats for Stout Women—all the new shades—with Black and Navy—all new models.
\$12.00 up to \$80.00

GIRLS' NEW WINTER COATS

AGES 7 TO 15 YEARS.

In the most popular Winter shades of Camel, Tan, Wine, Rose—in Velours, Suedes—Polaires.
\$4.98 up to \$14.98

Girls' New Dresses

AGES 7 TO 14 YEARS.

New Fall Dresses. Finest materials.
4.98
Clever Designs in contrasting new shades.

We Lead—Others Follow—You Always Buy it Here for Less

THE STORE that sells all over the Country can satisfy you too.

Impo

MR. MAN! Top Coat and masterpiece art, selected up to our very best of quality style.

Look where around as m and you will IS NOT IN THESE G. THE CITY PRICES.

For Boys

This is S An entire floor AT

BO 7.98 8 A COMPLETE

BOY 7 50 9

SMALL BO OVER COA Ages 8 to \$5.98 \$8.98