

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", "ands" or "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.
HUDSON SEAL COATS.
NORTHERN SEAL COATS.

MUSKRAT COATS.
FRENCH 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
Tanacer
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

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 trim-
mings or the
excellent
style of
these coats

THE FUR TRIMMINGS:

Beaverette
Squirrel
Muskrat
Mufflon
Opussum.

Sizes
for Misses
for Women
and
Stout Women.

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