

London, New York & Paris
Association of Fashion

For Probably the First Time
in History--
A SALE BY REQUEST

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Association of Fashion

BANNER BARGAIN

To the Public:

This is the first Sale that this Store or any other Store in Newfoundland—at any time, ever attempted, in which the patrons and friends of the Store were given the privilege of designating what merchandise would be advertised.

This is a
"By Special Request
Sale"

Our patrons and friends having suggested and asked for it. People who take advantage of these Banner Bargain Week offerings will find the merchandise to be exceptionally high quality and on sale at a price that brings big savings.

Eye Openers

\$1.50 Waists 50c.
Up to \$24.00 Fur Trimmed Costumes . . \$10.98
\$1.50 Cloth Woolen Tams 59c.
\$1.60 Per Pair Towels—Per Pair 59c.
\$2.40 Per Pair Towels—Per Pair 79c.
Men's \$1.50 Fall Caps 50c.
\$2.80 Fall Skirts 98c.

Newest Fall HATS

Many of New York's foremost Milliners contribute to this BIG BANNER BARGAIN WEEK SALE, so by all means get here and see the wonderful, wonderful Fashion Choosing at these unheard-of low prices.

**\$2.98, \$3.98, \$5.98
up to \$7.98**

VALUES UP TO \$12.00.

Chic, Fashionable—all the New Shapes—Trimmings—Colors.

And here's the Way we Answer the Request

In order to crowd our Store to capacity, we are completely losing sight of PROFITS in a bold attempt to put over the LARGEST WEEK'S Business in our history. Marvellous values may be had all this week in COATS—SUITS—DRESSES.

Amazing Sale of 800 Beautiful
Plain and Fur-Trimmed

COATS

The Materials, the Furs, the fine Style and Workmanship of these Coats make them stand out as wonderful examples of superlative value.
Our only reason for offering these High Grade Garments at \$20.00 and \$27.00, is to give a Banner Bargain Week offering that will create city-wide talk amongst women.
Every size is in, this Sale up to 56. The colors include the most fashionable Autumn shades, such as Kit, Fox, Cobalt, Coffee, Tampa, Malay; also Black.
Linings are fine Silks or Crepes, and styles include the smartest models copied from the most expensive garments.

**\$20
and
\$27**

Other Coats on Display at 7.98 up to 75.00

OUR SUPREME BANNER BARGAIN WEEK OFFERING !!

DRESSES

Materials. Styles.
Lustrous Lace Frills,
Satins, Satin New Pleated
Canton, Effects,
Crepe Satin, Circular
Canton Flounces,
Crepe, Jacquard Crepes, Tier Skirts,
Side Draperies, Tailored
Charmeuse, Models,
Flat Crepe, Short Sleeve
Spanish Effects, Coat
Laces, Models, Front
Georgettes, Drapes,
Poiret Twill, Boat Necks,
Twill Bloom, Round Necks,
Roshawara, Square
Tricotine, Necks.
Serge.

DRESSES FOR EVERY OCCASION. STREET DRESSES, AFTERNOON DRESSES, PARTY FROCKS, TRAVELLING DRESSES, EVENING DRESSES—in fact a woman can select at this Sale a whole wardrobe of Dresses to meet every requirement.

Other Dresses on Display 5.98 up to 30.00

**12.98
and
16.98**

Stout
Sized
Women.
Sizes
40 to 52
in
all ranges.

Well
Assorted
Models
in
all
BLACK
also
on display.

Girls' New FALL CLOTHES

AT BANNER BARGAIN WEEK
SAVINGS

GIRL'S COATS

Highest quality ranges. Durable Plaid Coats, side-tie effects with Beaverette collar; also fine quality Velour Coats with side trimmed panels. Sizes 6 to 16.
\$10.00 up to 12.98

Girls' Serge Dresses

Wool Crepes and Wool Serges, trimmed with embroidery and plain models. Sizes 7 to 14, in Brown, Navy and mixed colors.

Prices Range up to \$5.48

Girls' Fall Hats

We have secured a Special Lot of Girls' New Fall Hats, and they are to be sold at THIS WEEK SAVINGS.

Sweaters

All Wool. Models in all wanted styles and shades, including Black. All sizes. \$8.00 to \$10.00 Values.

6.98

SALE BEAUTIFUL
New Fur Scarfs
and Chokers
At Genuine Savings.

Skirts

Fine Granite Cloth and Prunella Skirts, in both Pleated and Plain models; all shades; new styles.

5.98 to 7.98

Waists

A collection that we feel more than fortunate to have. See them. Your Waist is here.

DRESSES EXCLUSIVE

These Dresses are indescribably BEAUTIFUL. The Styles are varied—all but one of a kind. "It is the finest collection of Dresses we have ever seen." That was the unanimous opinion of those here in our Store, who inspected these garments as they were removed from their tissue wrappings. Their judgment is correct. It is a wonderful assortment, and at the prices now offered will prove sensational amongst well-dressed Women and Misses of St. John's.

London, New York and Paris Association of Fashion Water Street, St. John's