

FOR TWO DAYS ONLY--THURSDAY AND FRIDAY--COME!

London, New York STORE  
and Paris Assoc. WIDE  
of Fashion

# UNDERSELLING SALES!

## Charming Trimmed MILLINERY

at  
**2.98**  
up to 7.98

Embracing just the sort of Hat you want for business, general wear or dress occasions, at just about HALF what you thought it would cost!

All sorts of chic, small and medium shapes—with moderate Pokes and becoming off-the-face models, leading in popularity.

None to equal them under \$8.00 to \$12.00 elsewhere!

Of Gay Red Hats there are dozens—and all delightfully different! Beautiful Black Hats have splendid representation, and there are many chic Navy models and numerous lovely Brown Hats in Velvets, Duveltyes and combinations of Felt and Velvet.

## 2.98 Felt Sports Hats

In jaunty Sports shapes and every popular Fall coloring. These will not last long. 98c

## Advance Autumn Fashions for Everybody Here!

Revealing every delightful new whim of the mode for young and old alike. We skimmed the cream off the Fall Stocks of several prominent New York makers. We gathered up the smartest and most delightful samples! We took all the choice little groups of "fews"—and achieved values little short of Phenomenal by the liberal use of ready cash! Values that will again place this Store in the front rank of mercantile establishments by the merit of variety, smartness, serviceability, superior quality and wholly uncomparable values.

## A Most Extraordinary COAT EVENT

For Thursday and Friday we place on Sale 625 magnificent Coats of the most fashionable materials

(MAJORITY ADORNED WITH FINE FURS)

No woman could examine these COATS, their beautiful materials, high grade tailoring, fine style and finish, and not feel a thrill of exultation at being able to buy them for the prices we offer them for. The superior quality of the COATS is beyond question. All are from makers who produce only fine COATS. Sizes for Misses, Ladies' and extra stout sizes.

Prices range from 7.98, 9.80, 16.98, 20.00, 25.00, 30.00, 35.00, others a little higher priced

## An Unusual Merchandising Scoop Brings this Great Sale of

## WOMEN'S and MISSES' NEW FALL SUITS

14.<sup>98</sup>, 18.<sup>00</sup>, 19.<sup>98</sup>, 25.<sup>98</sup>

Included are SAMPLE GARMENTS—One and two of a kind. If ever you made a wise investment it will be in one of these garments.

The elegant models, the beautiful Silk and Crepe linings, the workmanship is just what you look for in Suits costing twice the amount. The color and style range is extensive: TAILORED TRICOTINES, TAILORED TWILL CORDS, FUR COLLARED SUITS, FINE YALAMA SUITS. All beautifully lined. Misses, Ladies' and stout sizes.

You may select and have reserved any Suit in this Sale by paying a \$5.00 deposit on THURSDAY and FRIDAY.

# DRESSES

Our Dresses have already won fame throughout the entire city for their smart styles, their extraordinary values. Now then, when we announce at the opening of the season the greatest DRESS SALE that has been held in St. John's this year, we expect record crowds every hour of the day. It's a Real DRESS SALE Sensation. It provides every Miss and Woman with the opportunity of owning a few stunning

Fall Frocks at a low cost! The extreme and the conservative styles are shown in this Dress fete as low as \$6.98. Materials of Canton Crepes, Satin Faced Crepes, Crepe Romaine, Crepe-de-Chenes, Tricotines, Poirer, Twill, Crepe and Satins. Every size including stout sizes.

## 650 TRICOLETTE WAISTS Values up to 4.98

Sensational Sale of TRICOLETTE WAISTS. The largest color range and variety of styles we have ever shown. Every size and all wanted models.

This Price \$1.98 FOR TWO DAYS ONLY.

1.98

Best Values in Town!

## New Fall SKIRTS

Up to 6.00

VELOUR PLAIDS  
FRENCH SERGE  
TWEEDS  
PRUNELLAS

3.98

A wonderful selection of fine Skirts—all smartly tailored—all wonderful values.

## Women's New Fall SWEATERS and SLIP-OVERS

FOR QUICK DISPOSAL.

Values up to \$10.00  
All Pure Wool and Mohairs; colors of Brown, Buff, Jade, Pink, Navy, Black, Sky, Blue, etc. All sizes.

THURSDAY & FRIDAY

3.98  
to  
5.98

## Sale of FURS

Entire range FUR NECKWEAR, including Fur Chokers, Coney, Skunk, Wolf, Fur Neckwear, together with Genuine Fox Furs and imitation Skins.

Prices ranging as low as \$6.98.

Store will be Closed all day Saturday, Sept. 23.

Avoid disappointment by doing your shopping NOW.

This Sale is for Two Days--

Thursday and Friday Only

Store Closed all day Saturday, September 23rd.

Do your shopping NOW and avoid disappointment.

# LONDON, NEW YORK & PARIS ASSOC. OF FASHION