

L. N. and P. Assoc.
of Fashion, Limited

AN AVERAGE SAVING OF \$10.00 to \$20.00 over Winter Prices
—is the appeal that should attract hundreds of economical women to this GREAT EARLY FALL SALE OF

Ladies' Winter COATS

These gorgeous COATS have just been unpacked—one is handsomer than the other—and they will enthrall you as they enthralled us when we opened them for this Sale. All the new season's most wanted fabrics, colors, trimmings and styles are to be found in this Sale.

20 P. C. DEPOSIT WILL HOLD YOUR PURCHASE UNTIL WANTED.

Over 1800 New Seasons COATS INVOLVED

FOR WOMEN, MISSES AND STOUT WOMEN.

9.98 12.98 11.98

Materials and Furs alone would cost you more than these warm, beautiful COATS—the values are positively sensational!

17.50 22 25

THESE FASHIONABLE MATERIALS—

Alvarado, Pin Point, Truvenette, Faun Suede, Broadcloth, Bolivia, Kashane, Buck Suede, Ormandale.

30 35 39.80

THESE NEW SHADES—

Bokhara, Wine, Pansy, Ginger, Taupe, Grey, Fawns and Plenty Navy and Blacks.

Other Advance Style COATS

Showing the newest materials—newest styles and shades.

\$45, 50, 55, 60, 65 and 70

Fashionably dressed women will be delighted—
all one of a kind.

Important! We urge our regular customers—those who have bought here season in and season out, to attend this Sale. We want THEM above all others, to share in what we consider one of the most extraordinary offerings of the finest Coats at popular prices in all our history—And we say advisedly that we want you to come expecting to find the same character of Coats that you associate usually with much higher prices—and we promise you that you will not be disappointed.

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

JUST IN TIME FOR YOUR FALL NEEDS. A COLLECTION OF HIGH QUALITY

FOR MISSES' FOR WOMEN FOR STOUT WOMEN.

SUITS

A STYLE AND VALUE OFFERING

TAILORED SUITS, COSTUME SUITS, SPORTS SUITS, FANCY SUITS, BOYISH SUITS,

in fact a collection of Suits that could not be improved on for diversity of selection—Newest shades—all sizes.

8.98 12.98 17.54 22

HERE IS YOUR OPPORTUNITY TO BUY YOUR SUIT AT A GREAT SAVING!

Other New Fall SUITS

\$25 \$29 \$34 \$38

Ladies' Raglans and Rubberized Tweed Top Coats

Large assortments—complete style range, at

18.50 22.00 25.00 28.00

Rubberette Coats

For Misses and Women, with check linings 7.98
extra quality rubberette—all sizes, also 8.98
extra lengths 9.98

GIRLS' New Dresses New Coats New Hats

AGES 2 to 15 years.

IN ALL NEW FALL SHADES.

GIRLS' NEW FALL COATS

Newest models for Fall and Winter wear, in Polaires, Velours, Truvenette, Suede—in all the new shades. Truly a delightful collection of Girls' Coats, at

\$4.98 up to \$14.98

GIRLS' DRESSES

in Homespuns, Tweeds, Balbriggans, etc., in straight line and pleated skirt models. Long sleeves, newest Fall models.

\$2.98 up to \$7.98

GIRLS' HATS

Hats for the new season, for little Miss. These will delight both mother and daughter. See them.

\$2.30, \$2.98, \$3.98

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, LIMITED.

THE NEW APPAREL for FALL!

Truly an Individual Showing--Not only because these are correct interpretations of fashion--but also because they are so low priced.

Surprising Values in the Smart New Long-Sleeved Fall DRESSES

Surely nowhere else but at this Store will you find such complete assortments of beautiful Fall Dresses at such popular prices.

FOR MISSES', WOMEN AND STOUT WOMEN.

7.98 9.98 12.00 14.98 16.50

New Fall Satins, New Canton Crepes, New Crepe Back Satins, New Cloth Dresses—Dresses in all the new season's smart new styles and colors—in all sizes.

Exclusive Fall Frocks \$19.75 \$25.00 \$29.75

These presentations are both a Style Lesson and an Opportunity.

SEE THEM!

AN UNUSUAL PURCHASE MAKES POSSIBLE THIS UNUSUAL SALE OF

Flannel Dresses

MISSES' SIZES 14 to 20. WOMEN'S SIZES 36 to 44. EXTRA SIZES.

14.98

NEWEST COLORS and STYLES. Values to \$20.00

These are FLANNEL DRESSES of the better sort. The IDEAL DRESS for Business or Street wear. OTHER FLANNEL DRESSES at \$7.98 up.

The New Waists

Hundreds of NEW WAISTS, in all the new style requirements, at

1.98, 2.98, 3.98, 4.98

FALL SWEATERS

In the new Fall shades and styles. All sizes. Complete ranges, at

1.98, 2.98, 3.98

Introducing the Newest Fall Styles

In Felt, Velour and Velvet

For Misses', For Women, For Matrons, For Bobbed Heads.

HATS

OVER 2,000 BRAND NEW FALL HATS to Choose from.

Both English and American manufacturers have vied with each other in the production of these marvelous Hat Values.

FELTS, VELVETS, VELOURS and SATIN Combinations.

2.89

4.98

PIRATES, POKES, MUSHROOMS, TURBANS and Large Hats.

EVERY HAT IN THESE TWO GROUPS WORTH DOUBLE—Large, medium and Small. Trimmed Hats. Shades of Black, Wood, Pencil Blue, Sand, etc. Large and Small head shapes.

OTHER NEW FALL HATS—

\$1.98, \$2.98, \$3.48, \$4.48, \$5.98, \$6.98, \$7.98, \$8.98