

**"The Store Ahead"****London, New York & Paris  
Association of Fashion****"Shop Here--It Pays"****GREATER VALUE SALES!**

IT IS INDEED HARD TO OFFER GREATER VALUES THAN HERETOFORE. THERE IS A VAST DIFFERENCE between being generous once a month and being generous every day. In fact, in so far as values are concerned, every day's a Sale Day at the London-New York and Paris Association of Fashion. That is why it has required a tremendous effort on our part to offer you these—STILL GREATER VALUES.

WE ARE IN THE BUSINESS OF GIVING GREATER VALUES THAN OTHERS. We are in the Business of Underselling others, and with the whole-hearted co-operation of every department in the house, we have done the one thing no other store in St. John's has ever been able to do—WE'VE UNDERSOLD OURSELVES. Be sure to Shop around and compare values, you'll find it priced lower at this Store.

**An Unusual Sale!**

We are going to sell this week

**684 New  
FALL DRESSES**

VALUES UP TO \$30.00.

**5.98 up to 16.98**

Here are the Kind, the Quality and the Character of DRESSES for which you would regularly have to pay several times their present Sale Price. Charmeuse, Crepe, Satin, Crepe de Chene, Canton Crepe—Lace Combinations, Poiret Twill, etc. Sizes 14 to 20—36 to 48.

**A Sweater Sale  
Supreme!**

HUNDREDS UPON HUNDREDS OF NEWEST FALL SWEATERS—Slip-On Models—New Jacquette Styles—New Side Ties—COAT SWEATERS.

MORE THAN A SALE OF SWEATERS AT LOW PRICES. It is an exhibition of unusually Handsome Styles in the Richest Wools that one will see this season. Prices range at

**1.98-3.98-6.98**

MISSES', WOMEN'S and STOUT WOMEN'S SIZES.

CONTINUING OUR GREAT SALE

**Women's & Misses'  
Plain and  
Fur-Trimmed Suits**

\$30.00 to \$45.00 VALUES

**\$21 and \$25**

The Season's very Newest Materials—Vellona, Llama, Poiret Twill. There are the longer and shorter Coats, some with Side Tie effects—some trimmed with Luxurious Furs—all sizes for Misses', Women and Stout Women.

**SPECIAL!**  
Fur and Plain  
Trimmed Suits  
at  
\$20.00 Values  
**\$10.98**  
All Sizes.

More and More Men are Coming  
to our

**Men's & Boys' Dept.**

Word of the GREAT VALUES being offered, is spreading—and not a man or boy we can't satisfy on the score of Material, Color, Pattern, Model and Size. OUR STORE IS STOCKED TO CAPACITY for FALL BUSINESS—so choice is ample.

**Men's Fall Suits**

\$16.00 to \$20.00 Models	<b>12.75</b>	\$21.00 to \$25.00 Models	<b>16.75</b>
\$30.00 to \$32.00 Models	<b>21.00</b>	\$33.00 to \$35.00 Models	<b>26.50</b>
\$37.00 to \$40.00 Models	<b>30.00</b>	\$45.00 to \$48.00 Models	<b>35.00</b>

**Heavy Overcoats**

\$18.00 to \$20.00 Values	<b>12.75</b>	\$28.00 to \$25.00 Values	<b>17.50</b>
\$30.00 to \$35.00 Values	<b>\$24</b>	\$38.00 to \$40.00 Values	<b>\$31</b>
\$42.00 to \$47.00 Values	<b>\$35</b>	\$50.00 to \$55.00 Values	<b>\$43</b>

**Top Coats, Raglans and  
Trousers**  
\$35.00 to \$40.00 \$4.50 to \$6.00  
Values Models

**\$22, \$17 to \$28, \$2.48**

**Boys' \$9.80 Suits for  
6.98**  
All Sizes.

**Boys' School Suits  
with extra  
Knickers.**

**\$13.50  
Models 9.98  
\$17.50  
Models 12.98**

Every fabric all Wool,  
Greys and Browns, in various  
mixtures; numerous pat-  
terns in Blue; Norfolk mod-  
els; 7 to 8 years.

CONTINUING OUR MARVELOUS SALE!

**Beautiful Fur-Trimmed & Plain**Misses'  
and  
Wo's  
Sizes**COATS**Stout  
Wo's  
Sizes**\$20  
and  
\$27**

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 wo-  
men.

**Other Coats on Display at 7.98 up to 75.00**  
**GIRLS' COATS.**

Highest quality ranges. Durable Plaid Coats,  
side-tie effects with Beaverette collar; also fine  
quality Velour Coats with side trimmed panels.  
Sizes 8 to 16.

**\$10.00 up to \$12.98.****GIRLS' SERGE DRESSES**

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

**Prices Range up to \$5.48**

Every size is in this Sale up to 56.  
The colors include the most fash-  
ionable 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 ex-  
pensive garments.

**EXTRA!****Newest & Smartest  
Fall Hats**

Sensational Millinery Purchases, bring marvelous  
values to Shoppers who attend our Greater Value  
Sales.

**2.98 up to 6.98**

Pokes of all kinds, trimmed Hats, Turbans, C  
Hats, Off-the-Face Hats, in Black and every wa  
color—all trimmed in newest effects.

**Every Hat Worth Double****SALE! Fur Chokers**

High Quality FUR SCARFS and CHOKERS at  
unusually low price.

Two Skin Squirrel  
CHOKERS  
and Two Skin Mink  
CHOKERS  
Double Jap Mink  
CHOKERS  
Large Size Fine  
Dark Skins.

**\$13.50****\$16.80**

**Beautiful Fox Scarf**  
NEW FALL SHADES—LOWEST PRICES.

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