

Guarantee Bond:

We guarantee the "PRICE" of every garment sold in this Store to be the Lowest in the city. If within FIVE DAYS it can be duplicated for less money, we will refund the difference—or return your money.

LONDON, NEW YORK AND PARIS ASSOCIATION OF FASHION

Your Protection:

Clothes sold in this Store are guaranteed to give complete satisfaction. If you make a purchase here and it does not satisfy you in every way—bring it back and get your money. There are no "ifs," "ands" or "buts" about it. We stand solidly behind this guarantee.

NEW APPAREL FOR FALL

MOTHER! LITTLE DAUGHTER NEEDS
HER NEW FALL CLOTHES!

Girls' Dresses, Coats, Hats

NEW FALL COATS

Girls' NEW FALL COATS of Tan or Deer shades of Velour and Polaire Cloths, attractively styled, well made and lined throughout—new flare models. Ages 4 to 16 years.

\$4.98 up to \$14.98

NEW HATS

The "little lady" will like these Hats, because they are smart. Probably she would say "good looking." Mother will like them because they combine style and economy. Prices,

\$2.98 up to \$4.98

NEW DRESSES

A splendid range of the new Fall Dresses for the little and big girl—all shades and materials. All ages.

\$3.98 up to \$6.98

Sweaters

A most comprehensive assortment of the Season's newest modes. Practical and fashionable. All shades, sizes and prices.

Skirts

You will find everything that is new and smart in Separate Skirts for Fall—at economical prices.

Waists

An assortment so diversified that even the most critical will be pleased—See them!

Fall Holds the Stage! Stocks Complete Here: "Lowest-in-the-City Prices"

FASHION'S LATEST STYLE FANCIES FOR THE APPROACHING SEASONS ARE MOST CORRECTLY MIRRORRED IN THESE OPENING DISPLAYS—FASCINATING CREATIONS IN

New Coats, Hats, Dresses, Suits Sweaters, Skirts, Waists

You will find here on display an assemblage of FALL and WINTER MERCHANDISE that surpasses anything we have previously attempted. STOCKS NOW READY FOR INSPECTION

Sensational Purchase and Sale of Women's and Misses'

FALL & WINTER COATS

A SUPREME STYLE, QUALITY AND VALUE EVENT THAT MAY NOT BE REPEATED THIS SEASON.

A super array of the Season's most authentic modes for street, travelling, dress and general utility wear. Every one a brand new Fall and Winter style, shown for the first time—An event no St. John's woman can afford to miss. Prices range at

12.98 14.98 17.98 24.00 30.00 37.00

AN EXCEPTIONAL OPPORTUNITY!

There are sufficient models, colors and fabrics to more than please every Woman and Miss who desires to buy a NEW COAT at a remarkable saving

Exclusive One-of-a-Kind Coats

A very splendid assortment of EXCLUSIVE COATS, just opened, and are now ready for your inspection. All the new style findings, shades and materials. These COATS are absolutely guaranteed by the House to be but one-of-a-kind

Stout Women's Apparel

SLENDERIZING COATS FOR LARGE WOMEN.

Simplicity is the underlying reason for the slenderizing effect accomplished by the straight Silhouette and Fabrics that lend themselves graciously to the slenderizing lines. All the new shades including Black. Sizes 44 to 56.

Slender Line Dresses for Stouts

The New Fall Dress modes for stout women are delightfully varied and slenderizing to a notable degree. Materials of Canton Crepe, Charmeuse, Twills, Roshanara Crepe—all the new shades with plenty of Blacks. All sizes from 42 up to 53.

Princess Slips

Very best quality Jersey Silk, in all the required and wanted shades and combinations; all sizes. Values at \$8.50. **5.48**

Fur Chokers

Values up to \$24.00. Beautiful New Squirrel Neck Pieces—very finest quality Fur—Fur Chokers that give the added touch of elegance to your new attire. **16.98**

New Fall & Winter HATS:HATS

Exclusive and distinctive models from master designers of Paris and New York are exhibited for your approval. Fashions that proclaim the coming of FALL with a new distinctive note in each new hat. There are Pokes with a sauciness that is decidedly new—and the jaunty yet demure Cloche—and an infinite variety of Turbans and Hats with rolling brims. Paris and New York have vied with each other in their designs—You will find an exhibit of striking original Hats.

2.48 3.98 5.48 6.98
up to **10.80**

Colors Galore! A riot of beautiful tones and shades that suggest the new Season. You will love the new Blues—the Henna and Pheasant shades—Almond Green and Citron—with plenty of fashionable Navy and Blacks, of course. Hats for Misses, Hats for Women, Hats for the Bobbed Head Girl, Hats for Matrons—in fact the most comprehensive showing of Millinery that it has ever been our good fortune to exhibit.

25 p.c. to 35 p.c. Savings in our Opening Sale OF THE SEASON'S BEST

FUR COATS!

24 Sample FUR COATS—each in a new style, produced from the finest skins—at a price that absolutely defies duplication.

Natural Muskrat Coats	75.00
French Seal Coats — Squirrel Trimmed	125.00
French Seal Coats — Skunk Trimmed	145.00
Russian Marmot Coats	150.00
Hudson Seal Coats	170.00
Full Length Models—All Sizes, including 'Stouts'	198.00

Our Guarantee—

If at any time up to Nov. 1st you do not feel you have saved money, you may cancel your purchase and your money will be promptly refunded.

Buy Now! Pay Later!

Only a small deposit required—We will then store your purchase free of charge until wanted.

1500 Marvelous Fall and Winter DRESSES

Business Dresses, Afternoon Dresses, Street Dresses, Dinner, Evening and Party Dresses. All that's New—all that's Desirable—is here in correct models, superior materials and finest tailoring. Adorable Frocks and Dresses for the New Seasons

MATERIALS:

Satin Crepe Dresses.
Crisp Taffettas.
Roshanara Crepes.
Poiret Twill.
Charmeuse.
Roma Crepe Dresses.
Georgette Dresses.

THE STYLES:

Straight Models.
Wide Circular Skirts.
Side Drapes, Panels.
Scalloped Skirts.
Dainty-Tucked Models.
Tight Bodice Effects.
Smart Bouffant Frocks.

THE COLORS:

Navy, Black.
Tan, Grey.
Brown, Green.
Rosewood.
Henna, Blue.
Olive, Rust.
Combinations.

Women's, Misses' and Extra Sizes — 16-54

Lately the heard quite a few men and thought, and upon this by men who in business of Pre-selling merchandise by planning agencies and a saleable sales method—on the market, and is incurred by the merchant—quantities, on stocking large—the demand known.

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Pearline July 17, 1934

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