

\$100,000 FASHION SHOW

25 Per Cent. Off For First Three Weeks

GRAND FALL OPENING TO-DAY and Following Days.

You are Cordially Invited to Attend.

100,000 FASHION SHOW

Doors Open
To The Greatest
Fashion Show
in St. John's.

Tuesday, bright and early, at 8.30 o'clock, the portals
of this

GREAT LADIES' STORE

were opened wide with welcome to all FEMININITY of
St. John's and vicinity.

A New Leaf to the Book of Fall and Winter Clothing
Values will have been turned and a vast and enchanting
vision of all joys of lovely Feminine Raiment will be spread
before MILADY'S eyes. Everything a woman needs for
her Fall and Winter Wardrobe will be here in vast pro-
fusion. Everything that typifies newness and smartness
in apparel in the most approved, evolving from the hand of
the World's best style producers.

SELECTIONS will be almost unlimited, styles making
a scintillating kaleidoscope of color, fancy and design. All
ages and all types of women will find here styles that are
just the sort of styles for their particular selves. As a fine
strand of golden thread woven all through the fabric of
this wonderful exhibit one will see everywhere the magic
touch of our value-giving.

A Master EXHIBIT of Genuine Value Superiority.



We are sure All Women Will Attend THIS STYLE AND ECONOMY EVENT.

Every Woman in St. John's will be here; every Woman in St. John's is and has been wait-
ing to see the new things for Fall and Winter. Come while the stocks are fresh. A small de-
posit will hold any article till wanted.

SPECIAL!

160 LADIES' COATS.
Original value up to \$30.00.
Now One Price:
\$18.00.

SPECIAL!

200 LADIES' SUITS.
In Serges, Broadcloth, Velours, etc.
Original value up to \$65.00.
Now
\$38.00

London, New York & Paris Association

GRACE BUILDING,
283 Water Street, St. John's.

\$100,000.00 FASHION SHOW.

600 of the Newest in DRESSES

Direct from New York in the latest
Woollen materials, Satin, Serges, Trico-
tines, Jerseys, etc. The very newest in
styles and the greatest selection to choose
from ever shown in this city. You will
hardly find two dresses alike in this assort-
ment and the greater part are exclusive
models to this store. We are positive you
will not see a great many of these models
elsewhere and the prices you will not be
able to duplicate in this city.

\$15.00 to \$55.00

\$100,000.00 FASHION SHOW.

650 of the Newest in COATS

A Grand Display of Winter Coats, unex-
celled for their quality and style and the
price within the reach of all. You will find
Silvertones, Velours, Camel's Hair Cloth,
Chinchillas, Blanket Cloths and Plushes,
with a few Tweeds for motor and utility
purposes. They come in loose backs and
straight line effects. Collars are large and
sleeves have deep arm holes. Considerable
fur trimming is used on the greater part of
these coats.

\$18.50 to \$90.00

\$100,000.00 FASHION SHOW.

The Newest in WAISTS

You will find here one of the finest selec-
tions of Plain Silk and Crepe de Chine
Blouses in the city.

\$3.00 to \$7.00

\$100,000.00 FASHION SHOW.

The Newest in SKIRTS

Straight hanging Skirts, woollen materi-
als. Plain Silks, Taffetas and Satins are
also shown in this display. These Skirts,
just arrived from New York, are moderate-
ly priced.

\$6.50 to \$13.00

\$100,000.00 FASHION SHOW.

The Newest in BOYS' SUITS

Open Knee Pants.

Size 4 to 16 years.

\$7.00 to \$40.00

\$100,000.00 FASHION SHOW.

The Newest in
GENTS RAIN COATS,
RAGLANS, SUITS,
PANTS, ETC., ETC.

\$100,000.00 FASHION SHOW.

5000 of the Newest in HATS

Latest creations in small Turbans,
large Poques, Tams, long front Hats.
Brims are slashed, scalloped or have soft
fluted edges. Trimmed with ostrich tips,
bands, wings and quills, in long and short
effects. Colors are Blonde, Brown, Orange,
Rose, Reds, Kangaroo, Purple and Black.

98c. to \$15.00

\$100,000.00 FASHION SHOW.

600 of the Newest in SUITS

You will find here the greatest collection
of Fall Suits ever shown in the city. You
will find the very newest in Styles and Ma-
terials, with many models exclusive to this
store. They come in straight jackets from
32 to 36 inches in length, cut on straight
lines with close fitting collars and on the
higher price lines fur trimming. Velours,
Broadcloth, Gabardine and Tricolette make
up most of the cloths from which these suits
are made. Brown is a very prominent shade
for fall, but Blues still hold first place.

\$18.00 to \$80.00

\$100,000.00 FASHION SHOW.

The Newest in RAINCOATS

With the coming of the Fall season every
woman should have a Raincoat in her ward-
robe. You will find in our display of Rain-
coats something that will no doubt meet
with your approval.

The Range in Price from

\$6.00 to \$35.00

\$100,000.00 FASHION SHOW.

The Newest in SWEATERS

Well, here you are, ladies. Everyone of
you want a good warm Sweater of the very
latest style to wear during the fall and com-
ing winter days. You will find here the
greatest showing of all wool Pullovers and
coat effects that was ever your privilege to
look upon. Direct from New York in the
latest styles.

\$5.00 to \$15.00

\$100,000.00 FASHION SHOW.

The Newest in CHILDREN'S COATS

An unexcelled assortment in Velours, Vel-
vets, Chinchillas, Camel's Hair Cloth, in
sizes ranging from 3 years to 16.

\$7.50 to \$35.00

\$100,000.00 FASHION SHOW.

The Newest in
Children's Sweaters
A wide assortment in Slip-over and Coat
effects in popular shades.

\$3.50 to \$10.00

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Rugs,
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VELVET, JUTE
CARPETS,

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DOOR MATS.

Red, Green, Blue.

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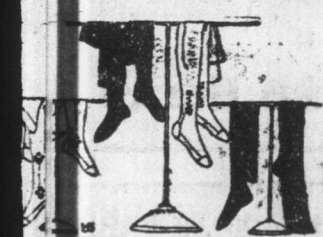
RIGHT NOW.

VELVET HATS
For Small Tots.

These are school
days and it is a
matter of no small
pride for mother to
have the little one
appear at its best.

Only a few
at

98c each.



IES' FLEECE
HOSE.

as come you want to wear
We are offering a special
Fleece Hose for this week-

50c pr.

'S

In a double boiler, can be served
a cereal with cream.
Practical wash-cloths are made
with two thicknesses of mosquito netting
with a buttonholed edge.
When varnishing floors, place the
varnish can in a shallow pan of
water. The work is easier.

Minard's Liniment Cures Dislocations