

London, New York & Paris  
Association of Fashion

Ushering in the New  
Fall Season with a  
Stupendous Value-giving Event—Our

Sale Commencing on  
Thursday, Sept. 13th  
at Nine o'clock, Sharp

All New Fall  
Merchandise  
Just Opened

# EARLY FALL SALE

All New  
Fall Styles  
All New Prices

## 2000 NEW FALL COATS

In the greatest Sale of its kind ever launched in St. John's. Right at the start of the season. Accustomed as we are to doing things on a big scale, this is one of the most stupendous selling events we have planned in all our career.

Over 300  
LARGE SIZES  
40 to 52 1-2

These Coats have been especially  
designed for Stout size Women  
—designed to slenderize their  
figure.

Prices range

\$7.98 up to \$36.00

Real \$14 Coats at - \$7.98 Real \$25 Coats at - \$16.88  
all sizes

Real \$18 Coats at - 12.98 Real \$30 Coats at - 21.00

Real \$22 Coats at - 14.98 Real \$40 Coats at - 27.00

Plush Coats worth \$30 14.98 Real \$50 Coats at - 35.00

Trimmed with coney and opossum, all sizes

A little Higher Priced Models also on display

Hundreds  
of Misses'  
and Children's

COATS

Models that combine Style  
and Comfort at extraordin-  
ary Savings.

This Guarantee goes with our Ladies' and Misses' COATS. We guarantee that the Prices now quoted by us on Ladies' and Misses' Coats will not be duplicated anytime during the fall of 1923.

AN EXCEPTIONAL SALE

1000 Beautifully  
Trimmed

New FALL HATS

\$6 to \$14 values, going at

\$2.98 up to \$7.98

Lyons Velvet Hats Panne, Large Hats  
Small Hats, Medium Sized Hats

A Tremendous Sale! Beautiful New Fall Trimmed Hats and the  
most wonderful values we have ever offered. Picturesque Lyons  
and Panne Velvet, and Silk Velvet, in Black, Sand, Beaver, Wood,  
Red, Brown, Cocarde, Rosettes, Hackle Pads, Bows and self  
trimming

Our Famous Millinery Dept.  
SECOND FLOOR

1800 New Fall  
DRESSES

AGAIN WE SET THE PACE IN DRESS VALUES.

ALL THE BEAUTIFUL NEW FALL DRESSES are now here, ready for  
your inspection, and owing to exceptionally keen purchasing we are enabled to  
offer our SUPREME DRESS VALUES.

LATEST FASHION IDEAS.

Bustle Backs, Front, Side and Back  
Drapes, Pleated Flounces, Tier Skirts,  
Flowing Sleeves, Novel Sashes, Lace  
Trimming, Ribbon Trimming. BEAU-  
TIFUL FALL FABRICS: Crepe  
Romaine, Georgette, Canton Crepe,  
Crepe, Satin Canton, Lace, Tricotine,  
Poiret Twill.

Dresses for Afternoon, Dresses for  
Business, lovely Party Frocks, youth-  
ful lines—Beautiful Dinner and Even-  
ing Gowns—the very newest style  
creations. There are Dresses in these  
groups that are actually worth double  
—Dresses that materials alone are  
worth the price now asked for them.

Price Range \$5.98, 7.98, 9.98, 12.98, 16.88, 22, 28, 35

School Girls' Dresses

Just in time for School re-opening.  
Magnificent ranges School Girls' Dress-  
es just put on display. Ages 4 to 16  
years.

Stout Sized Women  
Sizes up to 52 1-2 inches  
In addition to complete ranges of Miss-  
es' and Women's sizes, we are showing  
over 300 Dresses in larger sizes. All  
materials, colors and prices.

Event--the Seemingly  
Impossible

To save as much as \$10.00 on your New Fall Suit seems an im-  
possibility, but it isn't if you attend this Sale. We approached  
certain manufacturers during their dull season, and arranged to  
have these garments made up for us at considerably less than the  
wholesale prices.

Save \$10 on Your  
New Fall Suits

WOMEN'S AND MISSES' PLAIN AND FUR-TRIMMED  
NEW FALL SUITS—AT

\$12.98, \$16.88, \$24, \$30, \$39

Just the type of Suits that are absolutely essential to the smart  
Fall wardrobe—remarkable values so early in the season.  
Women's—Misses'—and Stout Sizes.

Ladies' Rubberette Coats

Heavily lined and full length at only \$10.98.  
See our extensive range

New English Raglans

Values at \$40.00.

Sale \$29.80

Hundreds of other New Fall Ranges of Apparel to be seen on display—which space forbids us advertising—  
MAKING A VISIT TO THIS STORE OF EXCEPTIONAL INTEREST TO YOU JUST NOW!

READ OPPOSITE PAGE

LONDON, NEW YORK & PARIS ASSOCIATION OF FASHION