

"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

MISSSES', 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	12.75	\$21.00 to \$25.00 Models	16.75
\$30.00 to \$32.00 Models	21.00	\$33.00 to \$35.00 Models	26.50
\$37.00 to \$40.00 Models	30.00	\$45.00 to \$48.00 Models	35.00

Heavy Overcoats

\$18.00 to \$20.00 Values	12.75	\$23.00 to \$25.00 Values	17.50
\$30.00 to \$35.00 Values	\$24	\$38.00 to \$40.00 Values	\$31
\$42.00 to \$47.00 Values	\$35	\$50.00 to \$55.00 Values	\$43

Top Coats, Raglans and Trousers

\$35.00 to \$40.00 Values	\$4.50 to \$6.00 Models
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Boys' School Suits with extra Knickers.

\$13.50 Models	9.98
\$17.50 Models	12.98

Boys' \$9.80 Suits for
6.98
All Sizes.

CONTINUING OUR MARVELOUS SALE!

Beautiful Fur-Trimmed & Plain

Misses'
and
Wo's
Sizes

COATS

Stout
Wo's
Sizes

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 women.

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 6 to 16.

\$10.00 up to \$12.98.

\$20 and \$27

Every size is in this Sale up to 56. The colors include the most fashionable 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 expensive garments.

GIRLS' SERGE DRESSES

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

Prices Range up to \$5.48

**GIRLS' FALL
HATS**

all those models that the Children take pride and delight in wearing.

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, Cuffs, Hats, Off-the-Face Hats, in Black and every warm 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	\$13.50
Double Jap Mink CHOKERS Large Size Fine Dark Skins.	\$16.80

Beautiful Fox Scarf

NEW FALL SHADES—LOWEST PRICES.

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