

"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	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

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

— At —
\$22, \$17 to \$28, \$2.48

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

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

Every fabric all Wool.
Greys and Browns, in various mixtures; numerous patterns in Blue; Norfolk models; 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 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.

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

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' 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 color—all trimmed in newest effects.

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

High Quality FUR SCARFS and CHOKERS at unusually low prices.

**Two Skin Squirrel
CHOKERS
and Two Skin Mink
CHOKERS**
\$13.50
**Double Jap Mink
CHOKERS**
\$16.80
Large Size Fine Dark Skins.

Beautiful Fox Scarf
NEW FALL SHADES—LOWEST PRICES

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