

St. George

St. Stephen

St. Stephen, N. B., Sept. 17 .- Miss

Our Fall Showing Paints A Fashion Picture Alluring

A picture wherein warm Autumn colorings, rich weaves and smart lines play important parts. Each showing forecasts authoritatively the modes of the new season in Suits. Coats. Frocks. Blouses and Skirts.

Suits Offer Greater Variety Than Ever

Among other things this Fall, Fashion goes from one extreme to another, presenting first boxlike suits absolutely devoid of trimming and then offering elaborately styled modes made more decorative and distinctive by the lavish application of embroideries and fur. No color can be said to monopolize the showing for navy, browns, mahogany and misty green tones are any and misty green tones are equally prominent.

Separate Skirts With Character and Individuality

The new Skirts are here in numbers, pleasingly varied and displaying conspicuously those features which mark them as distinctly of this Autumn. Soft woolens, in plaids, stripes, checks and plain, give interesting expression to the mode of the moment. Colors when combined are harmoniously blended and the workmanship is of a quality that add to one's joy in possession.

Women's Shop, 3rd Floor.

Frocks That Will Meet Every Requirement

A frock of Tricotine or Navy Serge is every woman's first concern in Autumn. It fills a dozen distinct and different needs. It may be worn for informal social functions or just as appropriately for the shopping trip. Then there are the Embroidered Frocks of Satin. No matter how many other frocks in your wardrobe, one, at least, of Silk is needed. Some exceptionally pretty ones will be found in our Woman's Shop.

Coats That Will Make You Look as You Want to Look

Other items of apparel may be left out of your Fall ward-robe plans but a smart new coat, never! A little later it will be an actual necessity from a standpoint of comfort. Just now it is most desirable because of the individual appresent. And such interesting coats as you will find here! So many, yet each one so much to be desired.



OAKHALL

SCOVIL BROS, LTD. King St. - Germain St.

lacksonville

Variety Characterizes Our Display of **New Fall Coats**

Decidedly smart and attractive are the new Coats this Fall and so varied in style, color and material. Browns are greatly favored but there is also a plentiful supply in blues, grays and taupes, all equally charming. There are Coats of Bolivia, Duvetyn, Velour or Silvertone with collars of fur or self material, novel shape belts and pockets. Wrappy weathers and in chic fur trimmed models.

Prices \$27.50 to \$147.00

Then there is a wonderful showing of Salts Hudson Seal and Esquimette Plush Coats of a smartness of style and richness of material never before shown in fabric coats. Styles for the maid or matron. Short three-quarters and seven-eight lengths.

Come in and let us show you these new models.

London House

Head of King St.