

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 cone 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 extraordi-
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 Panné, 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 Panné 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. BEAUTIFUL FALL FABRICS: Crepe Romaine, Georgette, Canton Crepe, Crepe, Satin Canton, Lace, Tricotine, Poiret Twill.

Dresses for Afternoon, Dresses for Business, lovely Party Frocks, youthful lines—Beautiful Dinner and Evening 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' Dresses 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 Misses' 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 impossibility, 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