



## Guarantee Bond:

We guaraniee the "FRICE" of every garment sold in this Store to be the lowest in the city. Ir wilhin FIVE DAYS it can be duplicated for less money, we will refund the difference-or

## 

Your Protection: Hothes sold in this Store are guaranteed to give
omplete satisfaction. If you make a purchase complete satistaction. If you make a purchase
here and it does not satisfy you in every way-
bring it back and get your money bring it back and get your money. There are
no "ffs," "ands" or "buts" about it. We staind solidly behind this guarantee

## NEW APPAREL FOR <br> FA 

Fall Holds the Stage! Stocks Complete Here: -_Lowest-in-the-City Prices"
FASHION'S LATEST STYLE FANCIES FOR THE APPROACHING SEASONS ARE MOST CO
RORED IN THESE OPENING DISPLAYS-FASCINATING CREATIONS IN
New Coats, Hats, Dresses, Suits Sweaters, Skirts, WVaists
shades of Velour and Polaire Cloths, attractiv Iy styled, well made and lined throughout-new
flare models. Ages 4 to 16 years.
$\$ 4.98$ up to $\$ 14.98$ NEW HATS
The "little lady" will iike these Hats, because
they are smart. Probably she would say "good
looking." Mother will like them because they
combine sty 98 to to $\$ 498$ NEW DRESSES
'splendid range of the new Fall Dresses for
All ages. $\quad \$ 3.98$ up to $\$ 6.98$

## Sweaters

A most comprehensive assortment of the Season's
newest modes. Practical and fashionable. All newest modes. Practica
shades, sizes and prices.

## Skirts

You will find everything that is new and smart in
Separate Skirts for Fall-at ecanomical prices.

## Waists

An assortment so diversified that even the most
critical will be pleased-See them!

You will find here on display an assemblage of FALL and WINTER MER
have previously attempted. STOCKS NOW -READY FOR INSPECTION
Sensational Purchase and Sale of Women's and Misses' FALL \& WINTER COATS
A SUPREME STYLE, QUALIT́Y AND VALUE EVENT THAT MAY NOT BE REPEATED THIS A super array of the Season's most authentic modes for street, 'travelling, dress and general utility wear.
Every one a brand new Fall and Winter style, shown for the first time-An event no St. John's woman can Every one a brand new rall and
afford to miss. Prices range at.
$12^{.98} 14^{.98} 17^{.98} 24^{.00} 30^{.00} 37^{.00}$
There are sufficient models, colors and fabries to more than please every Woman and Miss who desires to buy a NEW COAT at a remarkable saving

## Exclusive One-of-a-Kind Coats

A very splendid assortment of EXCLUSIVE COATS, -just opened, and are now ready for your inspection.
All the new style findings, shades and materials. These COATS are absolutely guarantsed by the House to

Stout Women's Apparel
'SLENDERIZING COATS FOR LARGE Simplicity is the underlying reason for the
slenderizing effect Silhouette and Fabrics that lend themselves
traciously to the slenderizing lines. All the graciously to the slenderizing lines. All the
new shades including Black. Sizes 44 to 56 .

Slender Line Dresses for Stouts The New Fall Dress modes for stout women are able degree. Materials of Canton Crepe, Char-
meuse, Twills, Roshanara Crepe-all the new shades with plenty of Blacks. All sizes from
42 up to 53 .

## Princess Slips

Prumben 5.48 required and wanted shades and com-
binations; all sizes. Values at $\$ 8.50$.

## Fur Chokers <br>   -Fur Chok added touch new attire.

## New Fall \& Winter HATS:HATS

Exclusive and distinctive models from master designers of Paris and New York are exhibited for your approval. Fashions that proclaim the coming of

- FALL with a new distinctive note in each new hat. There are Pokes with FAuLL with a new distinctive note in each new hat. There are Pokes with a
saueness that is decidedly new- - and the jaunty yet demure Clocke -and an infinite variety of Turbans and Hats with rolling brims, Paris and New York
have ved with each other in their designs-You will find an exhibit of strik-
ing original Hats.

up to $10^{.80}$

25 p.c. 1035 p.c. Savings fin our

## OpeningSale

of the seasons best

## FUR COATS!

24 Sample FUR COATS each in a new style, pro duced from the finest slins-at a price that absolutely Natural Muskrat Coats
75.00 French Seal Coats - Squirrel 125.01 French Seal Coats - Skunk
Trimmed ..........
14500 Russian Marmot Coats . . . . . . . 150.00 Hudson Seal Coats . . . . . . . . 170.00 Full Length Models-
All Sizes, including 'Stouts' $\quad 198.00$

| Our Guaranteo- | Buy Now! Pay Later! |
| :---: | :--- |




## 1500 Marvelous Fall and Winter DRESSES

Business Dresses, Afternoon Dresses, Street Dresses, Dinner, Evening and Party Dresses. All that's New-all that's Desirable-is here in correct models, superior materials and finest tailoring. Adorable Frocks and Dresses for the New Seasons

| MATERIALS : | THE STYLES: | THE COLORS: |
| :---: | :---: | :---: |
| Satin Crepe Dresses. | Straight Modelsa | Navy, Black |
| Crisp Taffettas. | Wide Circular Skirts. | Tan, Grey. |
| Roshanara Crepes. 1 | Side Drapes, Panels. | Brown, Green |
| Poiret $\mathrm{Twill}^{\text {will }}$ | Scalloped Skirts. | Rosemood. |
| Charmeuse | Dalinty Tucked Models. | Henna, Blua |
| Roma Crepe Dresser | Tight Bodice Effects | Olive, Rust |
| Georgette Dresses, | Bouffant Frow | Combinations. |









## New Shipment

 Lipton's Groceries
## Steers Ltd.

Lipton's Celebrated English Biscuits. Marie Aliser Teen in izestive Water, orange





 Lipton's Famous Cream Caramels, in $1 / 4 /-1 \mathrm{~b}$. tins Lipton's Butter Scotch -"The Real Stuff," As we import this very popular Sweetmeat in largo
air-tight tins, we can guarantee the quality and fresh-air-tight tins, we can guarantee the quality and fresh-
neess of it and as it is imported in bulk our price for
same is very moderate ness of it, and as it is
same is very moderate.

## Steers, Ltd.



## Iron and Steel

 Bars Plates Tubes Girders Sheets Angles For Forward Delivery. Wholesale Only.Wm. Heap \& Co., Ltd. 'Phone 1830-1831. a. sep 25 i.eod.ts
 Gentlemen:-
this is our bargain week to you for Shirts and Caps


E. D. SPURRELL WM. SPURRELL



## NEW SUITINGS

## in light colours and weights for Autumn wear.

A splendid variety to select from. Samples submitted to you on receipt of postal


## To The Trade!

```
We carry a complete line of
MILL ENDS, REMNANTS, SECONDS,
    RSEIS, CAPS, BRACES,
        DRESS MELTONS, SERGES, EFC.
        LOWEST PRICES QUOTED.
```

    Avalon Wholesale Dry Goods
    Co., Ltd., 303 Water St.
        D. A. SUMMERS, Manage
    ช, ieptr,1m,od
Skipper Brand Gutlery
Manufactured by S. HBBERT \& SON, LTD.,
still standing the Test
still standing the Test of Time after over a hundred
years of competition, clearly indicates its unimpeach-
able Quality and Worth.
Always Ask for Skipper Brand when Buying
Stainless Cutlery, etc.

Look, Watch and Follow the Crowd! the star of the sea ladies association CARD PARTY, SUPPER and DANCE in the Star of the Sea Hall, WEDNESDAY, OCT. 1st, Mive them a bumper night. Good. Prizes, Good
 Special Prizes for the Elimination Dance.


## GET IT AT GEAR'S

 PLUMBIING FIXTURES
## baths, basins,

KITCHEN SINKS,
KITCHEN PUMPS, CLOSETS, ETC, ETC.

## GEAR \& CO, Limited




