

We Profit Most By Serving Best.

We're interested in more than your first purchase at this store. We want you to be so well satisfied the first time, and every time you buy anything here, that you'll come back season after season for all of your clothing wants.

That's why we are mighty particular to sell only good, reliable merchandise; and also why we make our prices as low as we possibly can to make your satisfaction complete.

Kuppenheimer Clothes

are a great aid to us in this satisfaction-giving policy.



Our Waiting List for Kuppenheimer Clothes.

Ninety-five men in town are now waiting for KUPPENHEIMER Overcoats. About as many are waiting for KUPPENHEIMER SUITS. And they're all glad to wait a little while rather than to risk their money elsewhere on clothes of doubtful value.

WE HAVE SOME KUPPENHEIMER garments on hand now, and more are leaving New York by the "Rosalind" on Sunday next.

Bishop, Sons & Co., Ltd.,

Newfoundland Representative for the House of Kuppenheimer.



SALE

MAY BE SELECTED FROM
LARGE ASSORTMENT AT PRICES
WHICH REFLECT ECONOMY

This advertisement means a Sale in the sense of the word. The goods are in the latest phases—up-to-date and thoroughly reliable. They are being offered for a special purpose.

First, to cement further the loyalty of our customers and to maintain the success of this Sale—the greatest opportunity of the year.

Second, to get our normal business to increase this year—and we are doing this by offering better values than ever before.

We will leave it to you if the quality of the styles, the handsome materials, the workmanship, as well as Lowest Prices, are in every detail which are offered, to double the price elsewhere.

To the Gentlemen
We are offering SUITS & OVERCOATS in the smartest styles at a very low price.

The
English - American
Clothing Co.
312 Water Street
St. John's, Nfld.

Smart's Boys' AXES

In Stock.

The Direct Agencies, Ltd
Wholesale.

nov17,19

Special to the Outport Trade.

In order to get your CHRISTMAS
SUPPLY of

Reliable Flashlights and Batteries

Mail your order to your St. John's
dealer at once, and specify

"RELIABLE,"
They are LIVELY & LASTING.

The Dominion Battery
Co., Ltd., Toronto.

nov25,19

Child Dislocated Hip.

Returning home from the Casino, where she had taken part in the operetta of that night, Rose, little daughter of Mr. and Mrs. W. P. Kenny, fell to the street and dislocated her hip. At the time she was being carried by

her brother, who, also slipping, let go his hold on Rose and fell himself. A doctor was called, and the little girl is improving as rapidly as can be expected.

When you want Sausages, why—get ELLIS'; they're the best.

Italian Letter.

The following communication, addressed to the Editor of the "Trade Review," has been handed us by that gentleman for publication. In order that it may be in possession of the public at an earlier date than the "Trade Review" issues. The tone of the letter is a warning to Newfoundland to "make haste slowly" in the export of fish to Italy under the new regulations:

Genoa, 10th November, 1919.
To the Editor of the "Trade Review,"
St. John's, Newfoundland.

Dear Sir,—We beg reference to our letter of the 20th October, ulto, containing a copy of the "Genoa Bank guarantee clause," as agreed with Messrs. Holmwood & Holmwood, Ltd., of London, after the interview we had with Hon. Coaker last March. Contrary to all our expectations, we received from Messrs. Holmwood & Holmwood, Ltd., on the 22nd October, the following message: "Coaker not agreed Bank guarantee conditions."

We have, fortunately, all documents at our hands, and any denial whatever cannot change matters; it can but prove that one party does not intend to hold his word good.

Hon. Coaker's denial is, however, fully accountable; because such a denial is strictly in connection with the steps taken by the Newfoundland Government through the British Embassy against our Consorzio. This is not the first attempt of Newfoundland shippers to get the upper hand in Italy; but they are entirely wrong, because we are acting on a mere commercial point of view.

We are covering our needs of cod-fish and stock-fish in Newfoundland, Iceland, France, Norway, England, Denmark, U. S. A., Sweden, Japan, wherever we can find the best possible prices on our commercial behalf.

Newfoundland shippers are wrong when they are led to ask for too stringent selling terms and too high prices by arguing that Labrador, Shore and Gaspe fish enjoy the preference of some Italian markets. Under the present circumstances "FOOD IS FOOD," and there is no necessity of accepting prices too high and selling terms too stringent in order to comply with the hobbies of some of our consumers. (Query—Shippers).

Every one would consider it funny, our taking steps with the Newfoundland Government through the Italian Embassy, London, in order to get the preference of Newfoundland shippers for the Italian market, even when Italy can but pay lower prices than those offered by Greece, Spain and other markets.

The steps taken by Newfoundland shippers, as above reported, are of the very same nature, and only prove that they have not realized how matters stand in Italy.

We are, dear Sir,
Sincerely yours,
(Signed) GUSTAVO RAGNOLI,
Il Presidente Del Consiglio Di Amministrazione.

Hymeneal.

MORGAN—MORGAN.

The marriage of Miss Ethel Morgan, daughter of Mr. and Mrs. Nathaniel Morgan, of Seal Cove, to Heber Morgan, son of Joseph Morgan, of the same place, was solemnized at Hopewell Church on Wednesday last by the Rev. H. Facey. The bride was given away by Mr. Wm. Mercer. The bridesmaid was Miss Phoebe Morgan, sister of the bride, and the best man was Mr. B. Morgan, the bride's brother. The bride was dressed in crepe de chene, with bridal veil and orange blossoms. Mr. and Mrs. Morgan will reside at Seal Cove. The presents were numerous and costly testifying to the esteem in which the bride and groom are held. The groom is an ex-Naval Reservist.

MAJESTIC THEATRE

Monday and Tuesday,
Geraldine Farrar in the Goldwyn Super-Production,
"THE HELL CAT."
The Famous Star in a Big Picture whose scenes are taken under Western Skies.

A KEYSTONE COMEDY.
A BURTON HOLMES TRAVELOGUE.
MAJESTIC THEATRE

Prohibitionists, Get Busy!

Day after day two or three drunks are arrested by the police. This is a pretty good showing for a small city with a (supposed) rigid prohibition law. Legally liquor is sold under control of the Government for medicinal use and can be procured only with a script. Are scripts issued according to law? Many do not think so. It is current belief that the law of supply and demand regulate their issuance in too many instances. Is moonshine manufactured and sold? Well rather, and not in the outports only. Then there is "Dope" the hoodoo of the prohibition law, the stuff that beats all the rum, whisky, wine or moonshine to a frazzle for making a man worse than the brute beast. This is openly manufactured and sold to men, women and children. Anything from rubber shoes boiled in tobacco juice, to apples steeped in hay water is said to make dope—of course there are

other grades of dope, for the more fastidious. Amongst them are, extract of Vanilla, Beef-cod-oil-and-Hyphosphites and other proprietary drugs largely advertised and said to sell better than Hot Dogs on Revere Beach. Residents of New Gower St. know that there is more drunkenness and rowdiness to be seen there, than was witnessed in the days of the open saloon. Young men in a crazed condition may be seen there any time, day or night, Sunday's included. Small stores on this street traffic in Vanilla and essence of Ginger. It may be seen in some windows, with the labels on the bottles turned inward. "Vanil" is put up in bottles containing as much as a half pint (half pint of stimulant and one or two atoms of extract of vanilla bean). Men have been seen at 7 o'clock in the morning, waiting to get this poison to drink. Barrels of empty Vanilla, Ginger and Beef-and-Cod-oil bottles, have accumulated back of these dope stores. These facts are not unknown to the police authorities. They are powerless in the

matter. With the liquor control Board or the Vigilance Committee the responsibility rests. Will its members get busy?—Com.

Obituary.

MARY RYAN.

The death of Miss Mary Dolores Ryan, eldest daughter of Mr. and Mrs. Albert J. Ryan, of Placentia, occurred at the General Hospital at 3 o'clock yesterday morning. Miss Ryan, who had attained her 20th birthday, came to the city on Monday last for the purpose of entering the hospital, and on Saturday underwent a serious operation. This proving insufficient, she passed away yesterday as stated. Besides her parents, who were fortunately with her to the end, there are left to mourn four sisters, Misses Rita, Kathleen, Anna and Angela, all at home; and three brothers, William, assistant station agent at Placentia, Thomas, purser on the Argyle, and Joseph, with the

Imperial Life Assurance Co. to be one of whom the Telegram expresses sincere sympathy. The remains being taken to Placentia, and will be laid in their last earthly resting place to-morrow.

Highlanders' Church Par...

The Newfoundland Highlanders' Church paraded yesterday morning to the divine service at the Presbyterian Church. Though the weather was favorable, a large number from the newly formed association turned out for the service. The Rev. Gordon Dickie, who preached appropriate sermon on "The Law of Discipline." The proposed route was not held owing to the rain. A Battalion proceeding direct to the armoury from the church where they were addressed by their Chaplain, complimented them on their march out and promised them that if they stick together it would not be long ere a new armoury would be erected.

Thousands of smokers
insist on having
BRITISH COLONEL
Because it's the "utmost"
In Plug Smoking

Attention to Men

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If you want clothes of good
yet want to save money, then
see the bargains we are offering
all perfect merchandise of quality
ity. But because they are made
stocks and samples, because of
and small expense, our prices are
believably low.

Sizes, Quality,
Prices to suit
anybody.

A convincing demonstration
giving power of our clothes,
still in the ground last year,
our order for this season's
fore shortage of material
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Over one thousand garments
select from, ranging from \$1

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