



LONDON



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We wish to thank the Public for the very liberal support and patronage given to us during the past twelve months, making possible the largest year's business since we first opened our doors.

It was due to intensive buying and selling methods enabling us to offer unheard of values in wanted, desirable, new, seasonable merchandise.

Are We Going To Do It Again This Year?

During this year we want to break every previous record--just as we did during 1923, and we know there is only one way to do it--give the public more for their money than any of the other stores.

We are Going to Save for You in Two Ways

Manufacturers, recognizing the value of our enlarged outlet, have promised to co-operate with us during the coming year TO THE POINT OF EVEN SACRIFICING A PORTION OF THEIR NORMAL PROFITS, thus enabling us to SAVE FOR YOU IN OUR BUYING.

In addition, we intend pricing our merchandise on a closer margin of profit than ever before, feeling assured that increased business will make up the loss in profits.

In other words, we aim to Sell MORE MERCHANDISE by Being Satisfied with SMALLER PROFITS!

This Store Will Be Shopping Headquarters for the Economical Families of St. John's and Outport Patrons During 1924

WATCH FOR OUR "ADS" BEGINNING THIS WEEK

ASSOC. OF FASHION

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NEW HAVEN, Dec. 2. The team defeated the team 3 to 2 in the first round of the New Year Hockey tournament.

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WST" MADE MAS H... ALGARY, Dec... and his S... ed the part... erday and m... holiday a m... ed a victory... ing, the fir... Canada Ho... e Calgary...

BEATEN V... PHILADEL... for. On the... ht, was giv... ing Siki, t... t, in a ten... ay.

ht, who app... of condition... he first five... e numerous... ed punches... in Siki's la... all and he... eately durin... contest.

Then Siki st... for took the... egalese box... the end of t... s was close... from his m... shed 180 an... the semi-f... is, of Bridg... ges' decisio... pino, in a...

ZBYSKO... WIL... IDDEFORD... ko, the wr... rce, charge... subjected... give treatm... trial list... the York C... Zbysko... height and...

CHRISTMAS... IN OI... LONDON... bell result... ENGL... Fir... ston Villa... Blackburn... olton W. 2... urnley 0, N... iverpool 0... ottingham...

Ter... C... The... Brown... the ne... rage a... 9 1/2 inc... Our P...

H... A... Irish... Edged... Silk C... Ger... Printe... Ger... stitche... Ger... chiefs...

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