Ve Extend to Our Friends and Custorners THE SEASON'S GREETINGS BOWRINNG BROTPHFRS, Itd.


| Auction. <br> Fridy, Jana 2nd, <br>  <br> Dowde \& Ed <br> Great Auction |
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'PHONE 1960.


STAINLESS
DESSERT KNIVES

nickel towel bars. NICKEL SOAP DIISHES. WALKING STICKS with peats.

 The Neyle-Soper Idw. Co, Ltd.

| "Her" Xmas Gift |
| :---: |
| Let it be the best in PERFUME. |

## COLUMBUS LADIES

NEW YEAR'S DANCE
Columbus Hall,
Monday, Jan. 5 th,


## NOTICE

There will be a Meeting of the T. A. Ladies Auxiliary this, Tuesday evening, at 8 ' 'clock.
N. HCKEY,
decoen,
N
 $\qquad$

For SAle - Two Pony








$\frac{1}{\text { WANTED }- \text { To Rent, Rom }}$




HELP WANTED
$\frac{\text { DOMESTIC HELP. }}{\text { WANTED-A Cirl for licht }}$



WANTED-In a small fam-$\frac{\text { MALE HELP }}{\text { WA T E D-A Errand }}$

THE EVENING TELEGRAM, ST. JOHNS, NEWFOUNDLAND, DECEMBER 30, 1924-2





Silk Overblouses The most beautiful collection 98C $\begin{array}{cc}\text { of Waists，we have ever of－} & \text { up to } \\ \text { fered．Would make an ideal } \\ 5.98\end{array}$

## London，New York and Paris Ass＇n of Fashion

Women＇s and Misses＇
Sweaters
Wool Jerseys，Brushed Wool Jacquettes， Knitted Vests．
$1.98 \quad 3.98 \quad 5.98$

## THOUSANDS OF WINTER COATS Placed on Saleat Plost Drastic Reductions Ever Known

400 of the Nicest Hats 3.88

Never have higheses quality FUR COATS been so low直 ${ }^{-1}$ 臬 COE 思S
All FUR COATS specially priced for this week．
Gorgeous Coats made to sell for twice the price asked． Gorgeous Coats made to sell for twice the price asked．
Fivery Coat of guaranteed quality $\mathbf{y}$ well tailored．Some

Coats for Women，Juniors，Misses \＆Stout Women
This is an opportunity of opportunities－－don＇t miss it．


Buys actual 17．00 Coats Buys actual 20．00 Coats Featuring fine styles in Velours－also Sport；Stripes，
Plaids and Plain materials；Tailored styles，too hand－ Plaids and Plain materials；Tailoreds styles，too，hand－
somely lined；in sizes for Juniors，Misses and Women somely lined

- at $\$ 12.98$


Buys actual 33．00 Coats Buys actual 37．00 Goats
17.50

Buys actual 24．00 Goats Buys actual 28．00 Coats
 COATS at \＄17．50 Plenty of Fashionable Velours，
Fur Collare Models and Plain styles，all handsomely
lined，all sizes． 25.00

Buys actual 39．00 Goats Buys actual 45．00 Coats

## Mothers！

Look at These Girls＇Coats Busy Mothers will find here every need－ 8.98 ed Caat requirement．Polaires，stripes，
Overlaids Polo Overplaids，Polo Coats，mostly fur－
trimmed．Sizes 8 to 16 years． $\mathbf{1 1 . 9 8}$ Juniors \＆Girls＇Coats
Cliever dressy styles for your litite e pirl
nice warm，comity Coats．
nges 5 to
to
New Year Gift Suggestions fur chokers SLLK PRINCESS S̈LiPS SILK PETTICOATS bOUDOIR CAPS NEW WINTER SKIRTS ．．$\$ 3.90$ up to $\$ 5.98$

## MEN！

A Special Offering of Wonderful Silk－Lined， Plaid Back
OVERCOATS
treductions of fully 40 per cent．，this SPECIAL SALE rings a SAVING that will be instantly appreciated by hundreds of men．If you need that NEW OVERCOAT－ Come in：－Share in the BIGGEST SAVINGS OF THE

PRICES NOW AT
$12^{.50} 18^{.80} 24^{.00}$
33.00

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up

BOYS！
Boys＇Overcoats and
$1 \& 2$ Pants－Suits
 THE FACT IS CLEAR：－We are going after the BIGGEST DRESS BUSINESS in our career．Values
unbeatable are in these six groups

## $3^{.98}$

It will certainly pay you to early for these Silk and Cloth $\$ 12.00$ ．Poiret Twills，Serges． Dresses．They will surely leave Price does not cover cost of ma－ our racks in a hurry terial．
$14{ }^{\cdot 98}$

Fine Canton Crepes，Lustrous Poiret Twills，Canton Crepes，Buys Dresses up to $\$ 37.50$ ，and Flat Crepes，Satins．Values up Taffettas，Roshanara Crepes，they are simply beyond descirp－ | $\begin{array}{lll}\text { to } \$ 20.00 \text { ．Misses，Women＇s and } \\ \text { extra sizes．}\end{array}$ | $\begin{array}{l}\text { worth up to } \$ 30.00 \text { ．Women＇s } \\ \text { Misses and extra sizes．}\end{array}$ | $\begin{array}{l}\text { taces，Taffettas．All sizes up to } \\ 52\end{array}$ |
| :--- | :--- | :--- |

Store－wide Special Values，beginniing to－day．Mothers
will appreciate the BIG SAVINGS this offers for their boys．All the wanted styles and materia in OVERCOATS and SUITS，and all wonderful garment

Small Boys＇ Suits \＆Overcoats

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2.98 up to 6.98

## Glassware

## MBLERS in the following:

Claret glasses, champagne glasses Tumblers include the new "Safedge" which pre $\$ 1.25{ }^{\text {Per Dozen }}$

## S.0.Steele\&Sons,Ltd.



## At This Joyous Season

 our thoughts go out gratefully to all those who, by the goodwill and patronage, have made possible
## Our Progress,

 we extend our heartiest thanks, and wish you all Happiness and Prosperity throughout the New Year.
## 98

## The Royal Stores,Ltd.

The House For Value


Three Weeks" Coming



$\underbrace{\text { STJOHNS }}_{\text {WATER STREET }}$

解
Three weekss' to see it whin it comee ishee product in merice, ido so with

WATER STREET ST JOHNS



Lipton's Mince Meat. Per Bottle . . 55 c.


Heinz Mince Meat. Per Tin



Edgeworth Tobacco, 16-oz. Glass . . 2.00


Prince Albert Tobacco, 16-oz. Glass, 2.00

-Crown Table Raisins. Per lb. . .50c.

$$
\begin{aligned}
& \text { Chice Sweet Oranges. Special per doz. } 30 \mathrm{coc} \\
& \text { Kop's Orange Wine... .Special per Bot. }
\end{aligned}
$$

4-Crown Table Raisins. Per lb. 45c.
The Royal Stores, trdi. grocery department

$$
\text { decer } 7.1, \text { an, tai }
$$



To our many customers and friends
we extend Best Wishes for
for
we extend Best Wishes for a ver
Happy and Prosperous New Year,

## THE EAST END BAKING CO.



Coming to the Nickel Next Week!

AT LAST - In Motion Pictures


## Hartley's

 PreservesARE MADE FROM ONLY FRESH FRUITS Picked in the Fresh Fruit Season "they never use pulp."
Insist on the celebrated Hartley's Jam, Jellies and Marmalade

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 25 p.c. Reduction !
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ne quarter of last year's rates. This Company one quarter of last year's rates. This Company
issues an up-to-date Plate Glass Policy and it's isues an up-to-date Plate Glass Policy and it record for prompt payment of all claims is
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U.S. FIDELITY \& GUARANTY CO.


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We thank you for orders given us during the past year. For 1925 we are making ar-
rangemenis to give you better Coal and better
Service

## To those who are not Our Customers:-

 We ask you to give us a trial order, and II you are not satisfied with our Service let usknow. The quality of Coal we deliver is the best, prices are the lowest
A. H. Murray \& Co., Ltd.,


# JUST RECEIVED <br> <br> SHIPMENT <br> <br> SHIPMENT <br> Men's, Women's, Boys' and Girls' <br> <br> Skating Boots 

 <br> <br> Skating Boots}

MEN'S BROWN CALF HOCKEY BOOTS
Black Facings, Leather Lined only 3.95 a Pair
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GROWING GIRLS inch black box calf SKAtING Boots
Broad Heels, Medium Toes.
4.20 a Pair.

LADIES' BROWN CALF hockey bals
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## STOP That COUGH

AND CURE THAT COLD!

## It debilitates the system and leaves it an easy prey to disease

## Stafford's Phoratone Cough Cure

cold in very short time,
at the first symptoms.
At this time of the year it is very hard to avoid eolds, but the minute you feel or have taken cold ta the Aest time to take a remedy. You thus avooid any of the dangers that very often follow a colld.

## PHORATONE

always in the house and use it when the cold starts. That's the best way-and the safest

## for Sale evertwhere. <br> Price--35c \& 60c per bottle Postage, 10c extra.

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DR. F.STAFFORD \& SON 00000000000000000000001000000000000000000000000000



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Forty-Five Years in the Service of the Public-The Evening Telegram

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"UKULLELES"
Mandolins and Violins
Standard and Tenor Ranjoes Hawaiian Guilars Accordenas \& Mouith 0rgans Blow Accordeons Flutes and Whistles, etc.

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Brunswick Gramophones
"The Bankss of Newerfoundand.; CHARLES HUTTON,

Reliable Piano and Organ House.


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Nild. 61/2 P.C. BONDS-Due 1928. Nfld. $51 / 2$ P.C. BONDS-Due 1939, 1942, 1943.
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The Season's Greetings.
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## We have just opened up our Hockey Boots. Our Hockey and High Laced skating Boots sare

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Ladies' and Gentlemen's, Boys' and 'Girls' Ladies' and Gentlemen's, Boys
Hockey and High Laced Boots.
H. SMALLWOOD THE HOME OF GOOD SHOES
218 and 220 Water Street.



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 PACKING HOUSE!STRICTLY CHOICE LIGHT HAM BUTT
PORK-70 to 80 Pieces.
FAT BACK PORK-70 80 Pieces.
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"RELIABLE" BRAND PIG JOWLS, with tongue (Extra Fancy Quality) CHOICE SPARE RIBS (Barrels)
"STERLING" PLATE BEEF - (Great
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HIGHEST GRADE BONELESS FLANK
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REAL WORTH
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Cases, with 15 -jewelled movements
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Always aceeptabe. We have them
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We are showing French Indestructible Pearls, in
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FROM 86.00 to $\$ 15.00$ FRENCH IVORY

WALKING STICKS.
Best .rades. Silver mounted and Horn handles
Ranging in price
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Other grades from 81.25 to 86,00
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FROM 83.00 to
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With solid ebony backs. Genuine hogs
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