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THE "PEOPLLES PAPER"- RORTY-NOUR YEARS IN THE SERVICE OF THE PUBLCC-IS A LIVE DAILY IN A BUSY CENTRE-STUDY ITS NEWSY ADVERT The Evening Telegram. TWELVE PAGES




# ENGLISH-AMERICAN CLOTHING COpY 

## Are going out of business, and are holding an


and are selling out their entire stock, over
$\$ 37,000$ Worth of all Brand New and Stylish 1924 Merchandise For MEN, WOMEN and CHILDREN
A Wonder SALE ? YES ! Just That-EEvery Garment in our Store, including the shipments of the last two weeks is offered you without reserve. We've cut the prices until we've reduced lots of them far more than 50 p.c. And now Out They Goo! We're closing down at the end of December, and before that date every article Must be cleared out at no matter what sacrifice. A Sale like this can't happen often --so select your needs from the lists below, and shop early so as to get the best choice.



Never put off till to-morrow
shopping for real bargains you can buy to-day

## Boys' Overcoats

Sturdy, well made cold weather Overcoats.
in good, durable Tweeds in dark colors. There are sizes to fit from 3 to 7 years. A
really good low-pried Coat for school or
play wear. Great for midi Sale Price

Boys' Overcoats
Extra heavyweight double texture Tweeds
for real cold weather wear only dark
serviceable tones that dort show wear serviceable tones that dort show wear
readily, Sizes to fit boys from 7 to 15 years. These Coats would be good value at
Sale
Price from
$\$ 5^{.98}$ Ladies' Coats



## Ladies' Coats

 Stylish Friezes, Tweeds, Blanket Cloths and Naps. in Saxe-Blue, Henna,Nigger Brown, Navy and pretty mixed effects. A really smart. lot of low z Nigger brown, Navy and pretty mixed effects. A really smart. ot of low-
priced coats for wear on all occasions. They are warm enough for the coldest
ween ${ }_{\text {weather }}$ priced $\ldots$

## $18^{50}$

Ladies' Coats
One Rack only; very stylish Coats for Ladies in many
-shades of Brown, in' Bolivia and Velour Cloth, with

Ladies' Coats An exceptionally handsome lot of Winter Coats in shades of Fawn and
Brown. There is only one rack of them, and they' ll go like hot cakes. Silk and
Satin

## Ladies' Coats from




## Ladies' Dresses

$\$ 2.98$
One Rack, Navy Serge Dresses in all sizes, well cut, strongly finished, and neatly
trimmed with Silk embroidery in Saxe or Black. An exceedingly serviceable frock Ladies' Dresses with Silk Tricolette Skirts; also god guinness wear; 2 -tones, Paisley waists
sizes. There are some Misses 18's among this lot ... many styles and
s........


## Ladies' Dresses

Ladies Dresses Ladies' Dresses Ladies' Dresses

Any YOU need?


Men's Union Suits


 | Sale |
| :--- |
| Price from | English - American Clothing Co'y

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Men's Overcoats

 Sale Price from $835{ }^{50}$
 Women and Children. \$9. 98 $18^{51}$
s24 ${ }^{50}$ $9^{\circ 0}$

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## MAJESTIC Miss Thurston

will appear in a Spanish Fandango and an Hun-
gariañ Gypsy Dance by Brahms, which will be


Artistes will appear 9 p.m. night and 4 p.m.

TO-NIGHT


A Paramount Production featuring Leatrice Joy, Nita Naldi, Lewis Stone and Pauline Garon.

THEATRE Fritz Bruch
Will render a most difficult solo "Scherzo" by
NOTE-The beautiful dancer will with each
change of programme, appear in different coschange of programme, appear in different cos-
tumes, the latest creations, specially designed



> Why We Sell at Greater Savings: All Stocks offered by THIS STORE are purchased for cash only and are sold in the same manner. Profits are reduced to the small est margin to secure lastest dled to our cost of operating. Such an elimination of unnecessar expenses is reflected in the Better-style-Tailoring and Fabric we exfer-FOR LESS MONEY!




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 Uesem Edid. phe rax han "Trifing Women" Dramatic Photoplay



 and













 Diamond Mining Flourishes
 and






 High Lighting

Rates in Germany Casbs rise pr meroserv Lumps




# MEN! Our Greatest Clothing Event is Ready 

## Men's Work Pants Caten weat a wer strong Dark patterns. Made to withstand wear. Values at $\$ 3.00$. Sale

Inaugurating one of the most remarkable Clothing events in the history of our Store! Over 2,500 high-grade New Fall and Winter Garments have been specially arranged for this Men's and Boys' Sale-showing some of the best Clothing values ever experienced by the trade at this period of the year.

Men's Winter Caps $z=50^{\circ}$ hands. All sizes and colors

We believe that the class o Clothing we have in this Sale is absolutely without parallel at these three prices and these prices are low enough to bring out črowds of men who are in need of Fall and Winter Suits and Overcoats. And now, men, it is up to you to take advantage of our greatest clothing event.

MEN! Thousands
.

## 1 \& 2 PANTS SUITS

 and OVERCOATSPriced at
\$18 - ${ }^{25}$ - ${ }^{3} 33$ so

The SUITS are
2 and 3 buttons, single breasted young men's styles; 2 and 3 buttons, single els. Sizes for every man with plenty of stout sizes.
The Overcoats
Half belted Ulisters.
Full belted Semi-Ulsters Full box back Coats. Full and hall belted snap. py Ulsterettes for the young fellow.
And all Overcoats have blanket plaid back lining.

Other Stunning Suits \& Overcoats at $\$ 12$ up to 47.50 Sale of Boys' Suits - Overcoats - Pants



## MEN'S BRACES 

 wear, yee fashiononable tot os a point where they can be worn tor the finest dress oc. casions, and all offered at savings that assure a positive saving of fully one
third.

800 Boys' OVERCOATS sors

## NOVELTY OVERCOATS.

 Have your little chap here proud to see him in inone of these myly ined NAP COATS

| A ese 3 to |
| :---: |
| 17 vears |

Student 2-Trouser Suits. surs actant tompery fitice styles they like best. The wearing qualitie will also please you. New fabrics and col.
ors in the latest models. $\begin{array}{lll}\$ 14 & \$ 20 & \$ 25\end{array}$
Our Prices permit you to keep your Boy well dressed and at a moderate cost.

Boys' Separate Pants Wonderful value

All ages.
$\$ 1.48$

LONDON, NEW YORK AND PARIS ASSOCIATION OF FASHIOI

Boys' Heavy Woolen Caps All Dark shades, hea Woollen materials Values at $\$ 1.50$.

HUKY ROLLS, PINEAPPLE PUFFS, CHERRY FLOATS, HOT DOGS. Bonk early to a aoid furthe disappointment.
P. F. Fearn \&\% Co., Ltd. 200. WATER STREET.



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 Screened Scotch Coal, 12.50Screened Old Mine North Sydney Now discharging from Sc $\$ 13.50$. NTHRACITE COAL-all sizes. A. H. MURRAY \& CO., Limited,

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## GOIDEE PHEASANT TEA

Is it only the name, or is it the quality of the Tea that counts.
We are confident it is the
Best Tea Value in Newfoundland.



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USE
JAPROID-Slate Surfaced. Natural Red
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JAPROID ROOFINGS are built to LAST, regardess of the cost, and they cost no more than the Ordinary kind.
IN STOCK:
Plain Slate Surfaced-Imprintd Slate Surfaced Price $\$ 2.25$ to $\$ 7.00$ per Roll.

The Horwod Lumber COo, tud.
Wholesale $\quad$ Distributors.
Phone 312


## NEW ARRIVALS!

1000 Brls. VICTOR FLOUR.
200 Brls. ROLLED OATS.
200 Half Brls. ROLLED OATS.
100 Brls. CANADIAN OATMEAI
50 Half Brls, CANADIAN OATMEAL.
500 Brls. GRANULATED SUGAR.
000 Bags WHITE OATS.
000 Bags CORN MEA
500 Bags CRACKED CORN
100 Bags "DIAMOND" GLUTEN.
PRICES RIGHT. THONE 264.
GEORGE NEAL,




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Phone 130.


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## bON MARCHE SPECIALS.



MENS' HEATHER WOOLLEN SOX 27c.a a pair.
Men's Fancy Percale Shirts, smart designs
$\$ 1.35$.
BON MARCHE CASH STORE.

