




## The Broadway House of Fashion RECORD-BRELINING SIIE!

liarvellous and Lavish Values are Fascinating Features of this Sale

Wonderful Values in Men's Suits
 treor market value. Here we offer:
\$25.00 SUTS for ..t. . . . . . . . . $\$ 9.90$
829.00 SUITS for . . . . . . . . . . . . . . . . $\$ 21.90$

The range offered at $\$ 21.90$ is an astoumding Bar-
Tred.
Tailored Quality Suits
For this Record-Breaking Sale we are offering a big
American High-Grade Tailored Suits
at particularly low prices, in order that our friends in
Banks, Offies, and in faet any man who is desirous of
baaks, wellees, sind in faet any man who is desirous of
bing well dressed may participate in a share of these
nivel
marrvellous bargains. The Sale Prices of these Suits
range from
$\$ 27.00$ to $\$ 42.00$. F○IPEWNOIPC

There are innumerable reasons to justify our claim that we are
THE LEADING REPRESENTATIVES IN NEWFOUNDLAND OF THE FASHION CENTRES OF THE ENTIRE WORLD.
Time has fully justified this contentibn, and the vast majority of men and women in St. John's, who have
been in a position been in a position to COME-CONSIDER - CRTHICIZE and COMPARE, wil reaily acknowledge that
EXCUSINE STYLES REPUPABLE MERCHANDISE and REMARKABLE VALUE are factors which
dominate the Policy of this Store We are quoting just a few of the many attractions offered, and respectfully solicit a personal visit to our Showrooms.
Boys' Suils and Overcoats at Sacriice Prices
Here They Go, Regardless of Cost
BOYS' VELVET SUITS. - BOYS OVERCOATS. | BOYS' NORFOLK SUITS.

 SPECIAL PRICE $\$ 2.90$.

Men!
DO NOT MISS THIS OPPORTUNITY.
Men's Stylishly made Overcoats in asorted Kerseys and deltons. The colors are main-
ly Navy, Brown and Crey, and we eans supplyall sizes. PLEASE NOTE THE PRICES:
Regular $\$ 22.00$ values for .. .. ..... $\$ 11.90$ Regular $\$ 27.00$ values for . . . . . . . .... $\$ 17.50$
Regular $\$ 33.00$ values for . . Regular $\$ 33.00$ values for . . . . . . . $\$ 24.90$ High-Grade Overcoats We take pride il submiting these CoATS to the good
teste of the evill dressed business men of this coty.
They are indeed a delight to the eye- handsomely They are indeed a delight to the eve handsomely
Tomeded and made from genil
model modelled, and made from genuine all-Wool Plaided
Bakek Coatings, in assorted Plain colors and Heather
mixtures

$\underset{\text { PRECIAL }}{\text { SRICE }} \$ 33.95$ to $\$ 48.00$
These Coats sustain our reputation of being Come to Us and Get the Greatest Possible Value for Your Money! The Phenomemalal Sale of the Serson-1000 New Fur-Trimmed Ladies' Coats At Record-Breaking Low Prices!
The new Colors, the new Silhouettes, the new Sleeves, the new Furs-every latest whim of fashion is employed to add chic and charm to this group of Coats. Atidinbstinteresting to the economical shoppers are the new low prices. Fur collars on soft velvety fabrics, that is the combination fashion demands, and here it is. We challenge competition at the prices and values
 OTHER COATS for this Sale we have priced - $\$ 6.90, \$ 9,50, \$ 13.90$ and $\$ 16.25$.

| Girls' School Dresse | A Rare Bargain |
| :---: | :---: |
| 200 Economy Dresses to | 28 only Child's All-Wool |
| fit from 7 to 14 years; | Costumes of good grade |
| made in contrasting blends | Colors: Fawn and Saxe |
| Regular Price \$ 2.75 . ${ }^{\text {a }}$ | Blue. Sizes 7 to 12 years. |
| Special Sale Price | Regular Price \$12.50. Our |
| 98 c . | Special |

## Black Canton Crepe Dresses

 For Milsses and Slonder Women
 High Grade Corsets Range 1. Size 18, 19, 20 and 21 Regurar values
to $\$ 4.50$. Now Only 95c. \& \$1.19. Range. 2 Sive 22 to
Regular valuee to
\$8.00. Now Only
$\$ 3.90$ \& $\$ 4.50$.

## Greatly Underpriced---Smartly Tailored Fall Dresses

A Merchandise achievement that brings to this city the best DRESS VALUES it has ever known; made possible by our tremendous purchasing power enabled us to procure the en tire stock of a retiring well-lonown maker of High Cost Frocks. Very newest fabric-charming for afternoon, semi-formal, and even more elaborate wear. You must see them personally to ap-
preciate them.
Regular $\$ 14.00$
NOW \$7.40 Regular \$17.75
NOW $\$ 9.90$ Regular $\$ 19.75$
NOW \$12.50 Regular $\$ 21.50$. NOW $\$ 14.95$ up to $\$ 44.00$
 Prices from $\$ 2.75$ up to $\$ 9.50$

## The Broadway House of Fashion



# The English-American Clothing $C_{0}$ 

## Ladies' Dresses

Navy, Tricolette and Serge, serviceable neat 2.49 styles. Waists lined White. All Sizes . . . . 24 Stylish Navy Serge and Two-tone Dresses. 5.48
All Sizes. Big Bargains at . . . . . .......

## Sweaters

at the New Fall Colors and Styles, including Tuxedos. All Sizes.
Prices from $\$ 1.98$ up
Boys' Sweaters

| A small lot in Navy and Brown; all Wool, |
| :--- |
| fasten on shoulder. Size 3 to 10 ............ |

## Men's Suits


 tailored Suits. All Sizes
Men's American Suits
Navy Serge only. Some Suits with 2 Pairs Pants. All Sizes from $\$ 16.00$ to $\$ 45.00$.

## You can't beat this !

Pants | Stout qualitit Dirk Tweds |
| :---: |
| All sizes ill perect no flaws | .98 A beterer grade also at stighty higher price.

Fall and Winter Styles in Hats Our Hats are Ghanglngall the Whille Every week new models come in--and go out. We carry the hest styles and the best qualifles, at the hest prices in town.

Why we can sell such highéclass goods as cheaply as we doz--
BECAUSE-We only advertise largely when we have big new shipments in, and because we keep our running expenses as low as we possibly can-Here's the whole reason in a few words:

If's worth your while to remember that the bigger the adverilsing, the bigger the protif the merchant must make to pay the expenses therelhy incurred

## Ladies' Coats

Heavy Fall Coats
Smart designs in Henna, Blue, Green, Navy,
Very fine and exclusive Models in Astrachans, Boliv ias, Box Cloths, in New tones. From $\$ 12.00$ up. Blanket Cloths, Naps, Chinchillas and Tweeds, 8.69 in very smart styles. Fur collars on some. 8

## Skirts

ONE RACK ONLY
Assorted Sizes and Styles ONE RACK ONL
Extra Quality. Good Styles

Here we offer the most marvelous SUIT SPECIAL of the year! 25 only Suits only. 25
American Tweeds, New Plain weaves, Hair lines and Fancy Mixtures. All 1923 Models,
25.50 in Single and Double Breasted Styles

Outport customers are invited to call and see our Store are shown every courtesy, and given the same attention as city customers.

## MENS WINTER OVERCOATS

We have only a small showing of New Fall and Win ter Overcoats, but as these are very carefully select ed, they are sure to please both eye and purse. Prices from 10.00 to $\$ 32$

> Boys' Overcoats Heary-weight Tweeds, for Winter wear. Lined 3.98
thick. Woolly Plaid. Sizes 3 to 6 years thick Woolly Plaid. Sizes 3 to 6 years..... Boys' Suits
For all round or best wear. Good knockabout Suits for school or play All Sizes up to 16 years. Great. ly Reduced.

## The English-American Clothing Co.

312-314 Water Street







## 6

1000 Prize
"Fry Girl" ame Competition!

tyour Entry Form from your Grocer to-day. IRST PRIZE ............... 2200 IIECOND PRIZES OF ............ 250 each One Thousand Prizes Boxes of Chocolates You may send in as many Entry Forms as唯 wish. Each form must be accompanied by bocoA. The wrapper from a $1 / 1 /-1 \mathrm{lb}$. tin counts

nefrom a 1-1b. tin four entries. J. S. FRY \& SONS, Ltd. BRISTOL, ENGLAND. MAMACNAB \& CO. Wholesale Distributors.


$\qquad$
mur romassaman- Don't say Paper, Say "EVENING TELEGRAM."

## VICTOR!

## iv stock

1000 Brls. "VICTOR FLOUR."
200 Brls. HAM BUTT PORK 100 Brls. BONELESS BEEF. 100 Brls. FAT BACK PORK.
50 Brls. SPECIAL PLATE BEBF.
50 Brls. SPECIAL FAMIIY BEEF. 25 Brls. SMALL JOWLS.
50 Brls. LINCOLN PLATE BEEF. LOWEST PRICES TO THE TRADE.

## GEORGE NEAL, Limited

MOREY'S COAL is GOOD COAL.
Due to arrive Schooners and
With the Beamers
Screened North Sydney Coal.
Our prices stand for Best Quality with which
M. MOREY \& CO, Limited

THE BURNNG QUESTION

$\$ 13.00$ per ton
The very Beet SCorch HoUSEBOLD COAL imported
$\$ 13.50$ per ton will convine somaly reoommed both A trial orter

## The United Coal Co.

ARE YOU PREPARED FOR THE LONG, DARK NIGHTS AHEAD
Seving, Reading or Studying by artificial light
causes eye straing


THE BEST OPTICAL SERVICE.
R. H. TRAPNELL, Ltd.

JEWELLERS \& OPTICIANS 197 WATER ST

## NEW ARRIVALS

10 Cases 6's LUNCH TONGUE. *WBERTY JAM
25 Cases 1's HARTEY'S STRAWBER
${ }^{25}$ Cases 1's Hartley's strawberry Jam.
25 Cases 1 's Hartley's raspberry Jam.
50 Cases whites pickles.
50 Cases Staple strongs pickies.
100 Cases PEARS $21 / 2$ s Diplomat Brand.
100 Cases PEACHES 21/'s Ambassador Brand.
25 Cases HEINZ TOMATO CATSUP.
25 Cases California oranges.
50 Cases QUAKER PINEAPPLLE $11 /$ Cubee
50 Cases SUTTAN PINEAPPLE $11 / 2$ Sices
100 Cases dominion tomatoes.
50 Cases dominion pears.
20 Kegs CHOICE GR PER
20 Kegs CHOICE GRAPES,
10 Cases SEAL BRAND COFF
10 Cases SEAL BRAND COFFEE,
200 -Bxs. NIXEY'S SQUARE BLUE. WRITE OR PHONE FOR PRICES.


MOREY'S COAL is GOOD COAL.
The Only
AMERICAN ANTHRACTIE COAL in the market. All Sizes.
WELSH ANTHRACITE COAL
M. MOREY \& CO., Ltd.

Five Superior Houses for Sale.

 Sill
FRED J. ROIL \& CO.

 O00200000000000000000000000




RED MANLLA ROPR - all sizes
And all linds of Stions Suplies.
North A. Fur, Hide and Metal Co'y,
000000000002020000000000

| OUR MATERIALS For Fall and Winter are now ready for your inspection. They consist of Worsteds and Woollens of the finest sort. Especially interesting values for early orders. We are offering a Genuine ENGLISH SUITINC $\$ 37.00$ a SUIT. <br>  $\$ 40.00$ a COAT. <br> W. P. SHORTALL THE AMERICAN TALLOR $\mathbf{3 0 0}$ Water Street. P.O. Box: 445 |
| :---: |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

The Globe Indemity Co. of Canada Accident Insurance, etc. BOWRING BROTHERS Ltd. agentsfor nfid. The Secret of Our Suceess:
absolute protection.
you wií eventuait nisure with
momosism US. WHY NOT NOW

NOW LANDING
1000 Tons. Es. "Household Coal
\$13.60 PER TON sent home.
2000 Tons WELSH ANOCT ANTRACIE COAL
HENRY J. STABB a co.


| JUST RECEIVED: A large quantity o |
| :---: |
|  |  |

## PLASTERGON

The World's Best Wood Fibred Wall Board Manufactured from Long Fibred Northern Spruce into Moisture Resistant panels.
$32^{\prime \prime}$ and $48^{\prime \prime}$. Wide and from 6 to 12 feet Long, Heavily sized Front and Back. Takes ver little paint to decorate.
It is Moisture Resistant and Sound Retard
SPECIAL ADVANTAGE
Packed in Special Waterproof Packages it can be shipped to any part of the country without risk of Damage.
The Quality is Better-The Packages are Safe-The Price is Lower than any other simi-
lar Board on the market.
Horwood Lumber Co. Litd.



Häd wearinc
Madely a Mrm of World-wide Reputation for, Recellence \& Uniformity ofQuality
JOB'SSTORES,Ltd.


 he last trip for the season.

Nild. Government Railway.

3 Popular Pollicies!


 U.S. FDIEIITY \& GUARANTY COT,


## INSURANGE SERVICE

 tife insurance oo fire instrance CYRic J CAHIL THE CROWN LIFE NSURANCE COMPANY

