



## THE WISE MERCHANT

Will Protect his Trade by Placing his Order for ${ }^{*}$ VICTORY" BRAND Clothing at Once.

## Delivery eannot be guaranted for Fall Trade unless orders are placed in advance,

The White Clothing Manufacturing Co., Ltd. Wonderfive Values in Men's \&


## Household Furniture Tuesday, 18th Sept., <br> 



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Sweaters--Just Opened
A most extensive range of Women's and Misses Sweaters, Sale Prices and BUY NOW!

Ushering in the New Fall Season with a Stupendous Value-giving Event-Our

## New Fall Waists




All New Fall Merchandise Just Opened

In the greatest Sale of its kind ever launched in St. John's. Right at the start-of the season. Accustomed as we are to doing things on a big scale, this is one of the most stupendous selling events we have planned in all our career.

Over 300 LARGE SIZES 40 to 52 1-2
These Cats have been especially
decimed for
Stout siz Women
 figure. Prices range
$\$ 7.98$ up to $\$ 36.00$

Real $\$ 14$ Coats at - $\$ 7.98$ Real $\$ 20$ Coats at - $\$ 16.88$ all sizes-

## Real $\$ 18$ Coats at -

12.98

Real $\$ 22$ Coats ai Plush Coats worth $\$ 3014.98$

Trimmed with coney and opossum, all sizes

Real $\$ 30$ Coats at -
21.00 Real $\$ 40$ Coats at - 27.00 Real $\$ 50$ Coats at - 35.00
A little Higher Priced Models also on display

Hundreds of Misses? and Children's COATS
Models that combine Style and Comfort at extraordin. ary Savings.

This Guarantee goes with our Ladles' and Misses' COATS. We guarantee that the Prices now quoted by us on Ladies' and Misses' Coats will not be duplicated anytime during the fall of 1923.

AN EXCEPTIÓNAL SALE $1000 \begin{gathered}\text { Beautifully } \\ \text { Trimmed }\end{gathered}$


S6 to $\$ 14$ values, going at $\$ 2.98$ up to \$7.98
Lyons Velvet Hat's Panne, Large Hats Small Hats, Medium Sized Hats
A Tremendous Saler Beautiful New Fall Trimmed Hats and the
most wonderful values we have ever offered. Pieturesque Lyons most wonderful values we have ever offered. Picturesque Lyons
and Panne Velvet, and Silk Velvet, in Black, Sand, Beaver, Wood Red, Brown. Cocarde, Rosettes, Hackle Pads, Bows and self

Our Famous Millinery Dept. SECOND FLOOR.

## 1800 New Fall <br>  <br> DRESSES

AGAIN WE SET THE PACE IN DRESS VALUES. ALL THE BEAUTIFUL NEW FALL DRESSES are now here, ready foe
your ingpection and owing to exceptionally keen purchasing we are enabled to your inspection, and owing to exceptionally
offer our SUPREME DRESS VALUES.

LATEST FASHON IDEAS. Bustle Backs, Front, Side and Back
Drapes, Pleated Flounces, Tier Skirts, Flowing sleeves, Nopel Sashes, Tace Trimming, Ribbon Trimming: BEACRomaine, Georgette, Canton Crepe, Creper Swill

Price Pancesiaze
Price Range $\$ 5.98,7.98,9.98,12.98,16.88,22,28,35$
School Girs's Dresses Just in time for School re-opening. Magnificent ranges School Girls' Dresses just put on display. Ages 4 to 16
years.

Dresses for Afternoon, Dresses for Business, lovely Party Frocks, youth ful lines-Beautiful Dịnner and Even ing Gowns-the very newest style creations. There are Dresses in thes groups that are actually worth double -Dresses that materials alone are
worth the price now asked for them.

Stout Sized Women Sizesup to $521-2$ inches In addition to complete ranges of Missover 300 Dresses ines larger sizes.- All

Event-the Seemingly Impossible

 certain manuracturers during their duil season, and arranged th Save 510 on You New Fall Suits WOMEN'S AND MISSES' PLAIN AND FUR-TRIMMED
. $12.98,816.88,54,830,839$ Just the type of Suits that are absolutely essential to the smart
Fall wardrobe-remarkable values so early in the season. droobe-remarkable values so early in the
Women's-Misses'-and Stout Sizes. Ladies' Rubberette Coats Heavily lined and full length at only $\$ 10.98$.
See our extensive range Now English Raglans Values at $\$ 40.00$. Sale \$29.80

## New Fall Skirts

All the New Fall Colors and Styles-Skirts that were made to wear with the new Jacquette Sweaters, or to match up a Blouse. Skirts for every and any occasion, and all at Sale

London, New York \& Paris Association of Fashion ANNUAL

## Special Polo Coats

1 Rack Only-Comprising 53 COATS-all full length, Dark Fawn Polo Coats in the right weight for Fall and Winter wear-only $\$ 14.98$-All sizes. ADVANCE SALE FOR MEN, YOUNG MEN and BOYS.

Prices Will be Higher
Prices on Woollens and Linings areadraneing, and a greatmany
manuffacturese
have
anready




MEN--New Fabrics, New Models, New Colors, New Patterns, New U1sters, New Ulsterettes, New Raglans, New Storm Coats, New Motor Coats, New Dress Coats, New Box Coats, New Chesterfields. Everything that is new in Overcoats of every Description.

A Small Deposit will hold Your Coat for Later Delivery

You Have Our Word Here is a great opportunity for the thrittr-wise to seave dollurs
on their
Winter
Coat on their Winter Coat, You
positively will NoT be able to on titively will Nor be able to
get values like these later on in get values
the season.
$\$ 30, \$ 35$ and $\$ 40$ Satin Lined All-Wool Overcoats $\$ 24.00$

Are you a stout-sized man? Or an extra large size and tall? We have models which were especially made for your sizes.

## Special 100 Mion's OVERCOATS worth $\$ 4,18$ \$25, go on Sale at

BOYS' OVERCOATS-To fit $\mathbf{3}$ to 16 years. In Dark Browns, Greys Mixtures. All warm, snappy American models, ranging at $\$ 6.98 \mathrm{up}$.

## \$42, \$48 and \$50 Highest Grade

 Overcoats $\$ 29.90$Genuine Bargains That Will Actually Open Your Eyes in Amazement are Here for You!

BOYS' SUITS MEN'S SUITS
 Middy, Tunic and Button-on style, at
 $\stackrel{\substack{\text { Regul } \\ \text { Onju }}}{ }$ - $\$ 15.00$

Mon's and
Young Men's
SUITS


$\$ 21,00$

## MEN'S SUITS

 | $\substack{t a s i z \\ \text { anl Sizes. }}$ |
| :--- |

$\$ 12.50$

BOYS SUITS Boxs kive pants suls. $\$ 5.98$ and $\$ 6.98$

## Young Men's Suits


$\$ 12.00,15.00,22.00,28.00$

Men's \& Young Men's Highest Grade Suits

 $\$ 25,28,34,38,44.50$

Boys' Fast Color Blue Serge and Mixture Suits Fine wearreisisting fabrices, strongly madid to give long service-
handseme
and
 $\$ 8.98,10.98,14.00,16.88$

## Men's Separate Coats

Coats separate from Suits-in fine wear-resisting fabries of Dark Brown Cassimeres and TweedsValues at $\$ 10.00$.
Sale $\$ 6.98$
All Sizes-for Men, Young Men and Stout-sized Men.

Separate Pants

| $\begin{gathered} \text { Men's and } \\ \text { Mound } \\ \text { MAn, } \\ \text { PANIS } \\ \$ 2.98 . \end{gathered}$ |  | $\begin{gathered} \text { Men's } \\ \text { Son. } \\ \text { SERRGE } \\ \text { PANTS } \\ \hline \$ 6.50 . \end{gathered}$ |  | Stout Men’s PAANhest Highest Quaily. $\$ 8.98$. |
| :---: | :---: | :---: | :---: | :---: |
|  | Stout Men's PANTS. High Grade $\$ 7.98$. | JOB LOT MEN'S and YOUNG MEN'S PANTS. $\$ 2.95$ to $\$ 5.50$. |  |  |

300 Boys' Separate Pants
Strongly made Knickers and straight knee styles, in Dark patterns to match up suits. All Pants fully
Dind Dare pailerns and complete ranges to fit 5 to 17 years.
lined, Specially priced for this Sale.
$\$ 1.98$ up to $\$ 2.48$

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THE EVENING TELEGRAM, ST. JOBNS, NEWTOUNDUAND, SEPTEMBER 17, 1923-8





Sheet Gopper Tinn'dh, Sheer Zlinc, w Sheet Brass, Sheet Lead, Sheathing, Black and Galvzd, Sheets,
Dotagon Steel, Gold Rolled Steel Shafting, Sq. Key Steel, Tohin Bronze, etc.

## JOB'S STORES, Limited <br> phone 634.

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## KNOWLING'S

 HARDWARE.New Arrivals we are Offering Now for Sale.

GIMBLETS, assorted sizes. ALUMINUMWARE, everything. BASKETS of every description. ENAMELWARE, all kinds. FEATHER DUSTERS, 2 sizes SHEATHING PAPER, WATCHES. FARM FENCING made up. PLATE BASKETS, CLOCKS. TOLLET PAPER, ALCOHOL. CLOTHES BOILERS, MOPS. CARPENTERS' BASKETS, GONGS. goLD Paint, plateware.

## SHADES

CANDLE ELECTRIC.

$15 c$.
KITCHEN FORKS, CARVERS. HAM KNIVES, SCALES. EYE GLASSES, OYSTER KNIVES. FARRIERS' KNIVES, OILS. DOMES OF SIIENCE, CASTERS. ELECTRIC SHADES, all colors. AXIE GREASE, CUP GREASE. SPECIAL DRILLING LUBRICANT. SCISSORS FOLDING for POCKET PIPE WRENCHES, PADLOCKS. KETTLE KNOBS, RAZOR BLADES. BUTCHERS KNIVES, RAZORS. ICE GRIPS, RADUM GUIDES for walls.
All the Latest Prices.
G. INOWLING, LTD.

## $\longrightarrow-$ <br> - <br>  <br> E E

## Parker \& Monroe, un.,



## Men's Boots and Shoes

at Prices that will surprise YOU!
Come in and be Convinced.

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Ladies' black vici kid low shoes-Medum pointed toe and 949
heel . . . . . . . . . . . . . . . .

## LADIES DARK BROWN LOW

shoes - A nite Btylith Bhoe. 9.89
Only . . . . . . . . . . . . . . .

## Ladtes black istrap shoes- 250 Medium heel. The Paif . . . . . . 250

LADIES' black vict kid low sHozs-Blucher style. A nite wde 299
comfortable Shoe. Only .... ....

LADES' DRK, MAHOGANY SHOES

- Medium toe and heels rubber 3.49
thredr
OTHER LINES OF FOOTWEAR FOR MEN AND WOMEN TOO NUMEROUS TO MENTION


## Parker \& Monroe, un.





monows, ailore



COAL!
Best Screened OLD NORTH SYDNEY Now Landing ex. s.s. $\$ 14.50$. Whist dischargeting $\$ 14.50$.
It is imposibit to set as better grade of North BURNSIDE-The Best scotch. No Slack $\$ 13.50$ ANTHRACITE-2000 Tons due next week.
A. H. MURRAY \& CO, Limited, BECK'S COVE.

AY \& CO PHONE 1867

## START RIGHT <br> on this seasons fishing

Tower's Oiled Sut
Roomy and comfortable; made strong at every point. Worn by fishermen
everywhere. A. J. TOWER CO. BOSTON, MASS.
PETERS \& SONS, ST, JOHNS, Agent

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& \text { New Brunswick Records }
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$$

> CHARLES HUTTON,
> The Home of Music


## LABRADORITE

BRACELETS. EAR RINGS.
MASONI EMBLEMS.
CHFF LINNS.
CHARMS RINGS.
BROOCHES. CHFF LiNKS.
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Jewellers and Opticians, 197 Water Street.


## "Leadsinevery District"

VICTOR FLOUR

## ON THE SPOT <br> September $17 t$

Whole Corn Grushed Corn White Oats
No. 1 Timothy Hay Bran

## GEORGE NEAL,

Limited
Wallace Silverware.






T. J. DULEY \&CO., Lti.
Fhe Bellable Joevelers \& optichang


Why suy a hift or a miss, when for $\$ 35.00$ you can have a Suit made to your, measare? $\mathbf{~ G o o d ~ m a t e r i s l , ~}$
cut to the latest style and well made. Higher priced goods have relative value. Samples
and Style sheets sent to your address.

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281-288 Duckworth Street


Sickness and Accident!
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US. FIDELTTY \& GUARANTY COY.


 $\frac{\text { send Mall orders gulck as we have only a umpled guantits. }}{206 \text { Water Street }}$

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| A | " MATCHLESS? |
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| $T$ | The Standard Manufacturing |

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 HENRY C. DONNELLY
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## NOW LANDING

1000 Tons Household Coal S13.50 PER TON sent home. n stock: 2000 Tons WELSH ANTHRACTE COAL All Size
HENRY J. STABB \& CO.

The Globe lindemnity Co. of Canada Accident Insurance, etc. BOWRING BROTHERS, Ltd. agents for nfld.
The Secret of Our Sucoces: ABSOLUTE PROTECTION.

Nild. Government Railway. S.S. GIENCOE-SOUTH COAST SER. VICE
 Coast ports, will be iceepted todida, Monday, the Freight Shed. PASSENGER NOTICE
 with S.S. GLEENCOE, at Argentia, for uue ports between Argentia and Porif fuxt Basques

Nild. Government Railway.

will be from Commercial Whayf (the most coit Yenient and centraily focateaidit Boston and tur
former berth of the Plant Service for over fuarter of a century) on
SATURDAY, Sept. 22nd To avoid confusion route your Boston freied
via Commercial Wharf. Boston. For Freight bookinges apply toral
A. E. Hickmanfo., Litu AGENTS, ST. JOHTS!

Forty-Four Years in the Service ofes the Public-The Evening


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    Half Barrels Pears
    Baltimore F̈resh Tomatoes.
    Pancy Lemons.
    
    Thble Plums.
    Wos syis ciat Medium Fish.

