



WE'VE LEARNED BY EXPERIENCE that it pays to buy and sell for Cash. Since we first opened our Store we've always followed that Policy-that's why yon Ind values greatest here-Prices lowest here whenever you WE'RE ALWAYS FIRST TO CUT THE PRICE

THE BROADWAY

# SlaughterPrices onCoats 

We are not going to carry our Coats over to next season! Our policy demands an immediate clearance of our entire stöck of Coats regardless of cost. There is only one way for us to take! Slaughter the prices! We take our medicine! But out they must go! These are Coat values that no woman can possibly overlook! Not merely re markable, not merely extraordinary, but truly sensational values! Come! Investigate!

COATS
and more
COATS
 Misses'
coats! CoATS! CoATS!
2 Groups of Coats that the price of each Coat does not represent the a athal value of the fur
trimmings! Every Coat Silk or Crepedidechine inded. Never before! ' Never again such prices! 20.00 Coat Values 22.50 Coat Values 25.00 Coat Values
$10^{\circ}$ They are Coats for service and satisfac
tion, as well as appearance. The doz thon, as wel as appearance. The doz
ens of styles will make your selection
simple matter! a simple matter! Buy one now for
next winter! Twill pay you!
Every Coat Silk
Furs include--Woli, Opossum, Mufflon, Marmot and reen Sued

Some More COAT SAVINGS
In these 2 Groups you will find real magnificent and
stylish Coats, nicely fur trimmed with rich fursAll
Sizes!
Styles
te
Suit
Every
Taste!






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SampleCoats at Less Than Cost
These are about the most embracing groups of Coats we have ever shown this season-Variety is the keynote, and Quality is one of the most important features in these 3
Groups-The "Broadway" is known as "Coat Headquarters" and these values are fitting values from Coat 'Ouarters Groups-The "Broadway" is known as "Coat Headquarters" and these values are fitting values from Coat 'Quarters.

# Mokine Kerami <br> Mokine Ormondale <br> Lustona <br> Excello <br> Lustrosa <br> Lustrosa Suedine Brytonia Lustrous Bolivia Marvella <br> CLEARANCE OF ALL VELVET HATS 


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Children's Coats Reduced to New Low-Level Prices! Come, Mothers--See Them

## A Great Value-Giving Event!

Our entire stock of fine Velvet Hats reduced to less than cost price! Immediate Selling is the keynote to this
extraordinary Sale of Hats, Because there is such an extensive assortment of stylies, shapes, materials and extrars, selecting a becoming Hat will be delightfully easy.
colens assortment of styles, shapes, materials and
Hats that formerly sold as high as $\$ 8.90$
 -The favored materials, shapes and Remember: $\begin{gathered}\text { colours. } \\ \text { regardesss, }\end{gathered}$ Hoes on Sale
formar prices - No regaraless
reserve!

## The Broadiay House of Fastion

FurCoats Reduced to Cost and Less Than Cost Price
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 TUESDAY ELFTH N


5 p.c. Reduc

 Are your stem .S. FiDELII \& ${ }^{\text {G }}$ mannumay TO LE Furnished and $\mathrm{He}_{\mathrm{C}}$ pith Safe and
torage and Syper
Stmple $R$ liorage and Symple
H. \& M. BIS






| There is a world of good cheer and unquestioned enjoyment in a BUCKTROUT Smoke. Give your hubby or sweetheart a present worth while this Christmas, <br> BUCKTROUT'S DARVEL BAY CIGARS <br> These Cigars are made of the choicest Borneo Tebacee, are of unrivalled delicacy and Flavour. texes of 50 . <br> BUCKTROUT'S CEBANALLOS <br> The delightful flavour and fragrance of these Cigars is due to the superb quality of the Brazilian Tobacco of which they are largely composed. Boxes of 25 and 50 . Other brands from $\$ 10.50$ per hundred. <br> LIPTON'S CAKES -1 -lb. Tins <br> Viz., Almond, Fruit, Genoa, Oxford-55c. Tin. <br> MOIRS' CAKE <br> Viz., Sultana, Fruit, Cherry and Plain Pound Cake by the pound. Sultana and Plain Pound Cake, in 1-1b. Packets. <br> TURKEYS, GEESE and CHICKEN. <br> FRESH FRUIT of the finest quality SEE OUR DISPLAF. <br> TWO STORES DUCKWORTH STREET \& QUEEN'S ROAD. |
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## SplendidShowing IIS week

Men's PureWool Hali Hose shamrock brand, ribbed and plain

## Heniy Blair's.

## uality, Value and Prices Cannot be Beaten





 Mers pure Woil Ribbed Aaff Hose, asotered fanif

 Meres prote Woil Phin Half Hoese asoroted fane Meris prive woin ibed Fanes Stripe Faff Hese Thi

## HENRY BLARIR.

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\section*{RAW FURS! <br>  | 10,000 Muskrat |
| :---: |
| 2,000 |
| Weaselse |

 <br>  W. H. CAVE,
}

## Refreshing Frankness

| The Long Arm: Other Arrests Probable |
| :--- | :--- |

## of Coincidence

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Our Prices are great temptations for thrifty buyers. You get full value for every dollar you spend with us.

CORRECT STYLES

MEN'S HOCKEY BOOTS
Men's Black Hockey Boots, strong and servicieable, fitted with Str
All sizes. Special Prices:
$\$ 4.00 \$ 5.00$ the Pair.
MODERATE PRICES
BOYS' HOCKEY BOOTS Made specially for hard wear, ankle Strap
and Bucke. warm fett lining Black only Stizes 1 to 5. Special Price
$\$ 3.50$ the Pair


## MEN'S GATTERS

Men's 4-Buckle Gaiters, very warm and comfortable, extra strong soles and heels; all sizes. Special Price. $\$ 4.75$ the Pait

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OUR STORES ARE HEADQUARTERS FOR EVERYTHING IN THE WAY OF FOOTWEAR
FOR EVERY MEMBER OF THE FAMIL

## PARKER \& MONROE, Limited

 The Shoe Men




## POTATOESS P.E.I. Potatoes

"Blues," 90 lb. Sax. Wholesale Only.

GEO.NEAL

Wholesale Distributors.
Beck's Cove
Phone 264
Water St. East Phone 17

We wish all our Customers and Friends
A Right Merry Xmas
and a
Bright \& Prosperous
New Year
The Standard Mfg. Co., Ltd.
St. John's, Newfoundland



Into the Discard Go Wasteful Designs


Marshalls' Garave Water streer wes
CHRYSLER SIX

Increasing Dividends

 CYRIL J. CAHLLL
 CROWN LIFE insurance company


## A Splendid Assortment

Lipton's Celebrated Groceries
The Royal Stores. Limited
LIPTON'S Biscuits.

|  |
| :---: |

Table Jellies.
Orange Marmalade, in 1-lb. Glass Jars.
Jams, in 1-lb. Glass Jars.
Honey, in 1-1b. Glass Jars. Honey, in Cheese, in 1-lb. Glass Jars. Mince Meat, in 1-1b. Glass Jars, Gravy, Browning.
Creme
de Menthe, in
$1 / 2-\mathrm{lb}$. Tins, Creme de Menthe, in $/ 2-\mathrm{lb}$. Tins,
(The after dinner sweetmeat). Cream Caramels, in $1 / 4-\mathrm{lb}$. \& $1 / 2 \mathrm{lb}$.
Tins. Chocolate Croquettes, in $3-\mathrm{oz}$. and 6-oz. Pkts.
At Lowest Prices. Wholesale \& Retail.
The Royal Stores, Limited grocery dert


## Money

## Well

 Spent!When your festivities are forgotten, one of MAUNDER'S OVERCOATS will remind you that your money was well spent. We have them (not from Mitchell's Gardens) but from the best English Woollen Houses. The choicest range yet shown; no two alike.

> SAMPLES SUBMITTEL

Gohn Mraunder


Anthracite Coal.
NOW LANDING:
A VERY SUPERIOR GRADE OF WEISH ANTHRACIE.
A small cargo at our usual low pricea W. H. HYNES.



