## THE WHITE CLOTHING MANUFACTURING CO., Limited.



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Columbus Ladies' Association
ANNUAL SALE OF WORK









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Sergeants' Mess. A Dinner
 Monday at 8 p.m,




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FHE EVENING THLEGRAM, ST. JOHNS, NEWFOUND I AND, NOVEMBER 16, 1923-2



## The GREATEST SALE of WOMEN'S and MISSES APPAREL in Our History

 This Event Surpasses All Previous Efforts in VALUE-GIVING and VARIETY!A Bloomer Sensation II 1000 Ladies' Bloomers


A Big Special Purchase of Children's Coats Dresses \& Hats Mothers will like this announcement. Fine apparel
for the girls at very special prices. Beautiful gar-
ments. The Coats
 4.98,7.98,9.98upto12.98 Asen 4017 ram
The Dresses



The Hats

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## All Wool Slip-on Sweaters

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* A Remarkable Underprice Purchase ** $\$ 20$ to \$25
Street, Afternoon and Evening

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Even Greater than our last event-A most Extraordinary Sale Fur-Trimmed Coats
Coats of Splendid Quality, carefully made. The best Coats that we have been able to offer at these low prices. Values at $\$ 20$ to $\$ 40$

| THE LAT <br> FALL SEA <br> has forced Coat Manu to unload. We boug Coats last week at pr below what the same co cost a few weeks ago. want an exceptional don't fail to attend |  | Women's Sizes, 36 to 46. <br> Misses' Sizes, 14 to 18 <br> Extra Sizes. All we ask women to do is to see them. The majority are fur is every successful style of the New Greys, Navy, Black. |
| :---: | :---: | :---: |
| SAMPLE SALE Black Plush GOATS <br> All Samples; Exclusive Models; Highest Quality Plush $\$ 30$ to $\$ 45$ | AIL LADIES SUITS <br> Every woman can always use a fine Suit. from overstocked <br> AT SAVINGS OF $1 / 4$ AND $1 / 2$. <br> Group 1, 9.98 ; Group 2, 16.88 up to 34.80 Plain and fur trimmed Suits-Tricotine, Poiret 'Pwill, Yolama Oloth; some trimmed with Beaverette, Garacul, etc. All sizes | EXTRA I Astrachan Jacqueifes Values $\$ 25$ to $\$ 40$. Sale, $\$ 19$ \& $\$ 26$ Colors: Cocos, Beige Fawn. Samples only. Extraz values. |



EXTRA! Sale of New
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|  newest modeis and | 5.98 <br> 7.98 <br> up to |
| :---: | :---: |
| A Most Amazing Sảle of |  |
| New | ists |
|  | 1.98 up to 5.98 |
| Woolen S Now with oid wataen juit the | caris <br> $50 c$ and 790 |

Why We Sell at Greater Savings: All Stocks offered by THIS STORE are purchased for cash only
and are solod tine tame manner, Profis are reduced to the small-
est margin to secure fastest "turrover." No fancy fixtures
elaborate trimming and expensive collection systems are sad-
dled to our cost of operating. Such an elimination of unneeessary
expenses is reflected in the Better-style-Tailoring and Fabric we
offer-FOR LESS MONEY!


## Our Guarantee:

## We hereby guarantee to refund the full purchase price of any

 We hereby guarantee to refund the full purchase price of anygarment sold at our store when returned by the original purchasgarment sold at our store when returned by the original purchas-
er and declared to be unsatisfactory in any degree or declared as not being greater value for the money than can be obtained at any other retail establishment in Newfoundland.

# MEN! Our Greatest Clothing Event is Ready! 

| MeI'S WOIK Pails |
| :--- | :--- |
| Cotton Worsteds of very |
| 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 vear

## Men's Winter Caps



We believe that the class of
Clothing we have in this Sale is absolutely without parallel at these three prices and these prices are low enough to bring out crowds 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 OVERCOATS preac al \$18 - $\$ 25$ - \$33.50The SUITS are
2 and 3 buttons, single breasted young men's styles; 2 and 3 buttons, single breasted, conservative mod-
els. Sizes for every man, eis. Sizes for every man,
with plenty of stout sizes.
The Overcoats
Half belted Ulsters. Full belted Semi-Ulsters. Full box back Coats. Full and half belted snappy Ulsterettes for the young fellow.
And all Overcoats have blanket plaid back lining.
hters man, with

Other Stunning Suits \& Overcoats at $\$ 12$ up to $\mathbf{4 7 . 5 0}$ Sale of Boys' Suits - Overcoats - Pants

Men's White Gymnasium Pants Just the thing for "Gym"
wear; strong wear-resisting
fabric; all sizes . fabric; all sizes.





Boys' 2-Pants Norfolk Suits 5.98, 8.98, 9.98, 12.98 Boys want style, parents want value or quality in proper proportion to price. stils and tailoring that can be put into clothes so moderately priced. You will
readily recognize the self evident value. LITILE BOYS' SUITS $2.98,3.98$ up to 5.48 $21 / 2$ up to 8 years.

## 800 Boys' OVERCOATS

 NOVELTY OVERCOATS. Have your little chap here proud to see him in one of thesebelted buttoned belted buttoned-to-neck Overcoats of fancy novelty fabrics.
Well made and warmly lined

BOYS $\quad$ We've surpassed every pre-
 vious value in this offering We expect a We expect a big rush for these overcoats, big Belted Overcoats,
warmly lined, with convertible collar, inverted pleat back and - up 14.98 like so well.
MOTHERS! BOYS!
If ever you attended a Sale you will attend this one. BOYS' GREY and BLUG

## Student 2-Trouser Suits.

 SUITS designed to properly fit the exact-proportions of the growing youth and in pryles they like best. The wearing qualities will also please you. New fabrics and col-
ors in the latest $\$ 14 \quad \$ 20$ $\$ 25$

Our Prices permit you to keep your Boy well dressed and at a moderate cost.


Boys' Heavy Woolen Caps



# ENGLISH-AMERICAN CLOTHING CO’Y Giedithenalinchand saif \$35,000 Worth of NEW VERCHANDISE Must Be Sold!! 

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Children's Coats

 Coaths, and some smart Plaids, here are Coats here toft very.
ing styish and warm.

Sale Price
$2^{.98}$

## Girls' Coats

One Pak of these splenidic Cous in crive
 and cosy fitting, made to keep out cold wea-
ther; smart and serviceable for all-round
3.78

Sale Price
$3^{.78}$
Boys' Overcoals
Sturdy, well made cold weather Overcoats There are sizes to fit from 3 to 7 years. A really good low-priced Coat for school or play wear. Great for sliding.

Sale Price
$3^{.48}$
Boys' Overcoats

serviceable tones that don't onhy dark readily. Sizes to fit boys from 7 to 15
years. These Coats would be good value at
double the price.
Sale 6.50
Price from $6^{\circ}$
5.98 Ladies' Coats
Ladies'
Coats
18.50

Ladies' Coats

shades of Brown, in Bolivia and Velour Cloth, with shades of Brown, in Bolivia and Velour Cloth, with

beautiful large collars of fine quality Nutria, Seal and
other Furs. Really smart coats these, at a ridiculously beautiul
other Furs. Really smart coats these, at a ridiculously
low figure .. .......................... A mativ bum in of Brown. There is only one rack of them,
and they'll go like hot cakes. Silk and and they'll go like hot cakes. Silk and
Satin lined, with handsome Fur collars.
Sizes to 44 inches
$24^{50}$
35.50 Ladies' Coats from
 2.98 Ladies' Dresses

 8.98

Ladies' Dresses
One Rack. Fashionable and attractive styles in Tricotine, Poiret Twill,
Merv Taffeta and Satin, also Crepe-de-Chine; some with the popular lace

English - American Clothing Coly

The evinnivg telegram, st, johivs, newroundi and, November 16, 1923-9


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Extraordinary Attractions, Playing at the NICKEL Now Grace Bradley Dolly Moore and
Jimmie Clayton,


## STANFIELD WOOL

 UNDERWEAR at Lovest Prices And Sonatimes "Lower"
## AT BLAIR'S

Men's Stanfeld Rea and Blue Label, and fine makes Shirts, Drawers and Combinations. Boys'Heavy Weight Shirts and Drawers. Boys' Medium Weight Shirts, Drawers and Combinations.
Children's Sleeping Suits; Infants' Fine White Wool Vests or Wrappers much under regular prices.
Women's Fine Wool Combinations, High neck and long sleeves; 36 inch to 42 inch.
 Women's Long Sleeve and Short Sleeve
Women's Fine Wool Drawers and Bloomers.
Stanfiedids Genuine Unshrinkable Wool Underwear
$\qquad$

## HENRY BLAAR


 Men's Stanfield's L Boys' Fleece-Lined Shirts and Pants
"Leadsin every Uistrict"

## VICTOR FLOUR



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had used some of triem-

# EVERYONE <br> Ukes a Bargaln，we do，ourselves，and are partloularly pleased with those we have obtained In the forelgn markets．We are passing these along to you for FRIDAY，SATURDAY and MON－ DAY，feellng that they will prove once again＂IT PAYS TO SHOP AT MARSHALL＇s． 

dikect rom London，a new line of
Fancy Cushions 52.40 Each

Dress Department



 Metonss Regutz 80c

 $\begin{array}{ll}\text { Dress Tweeds．} & \text { Regular } 1.35 \\ \text { Dress Tweeds．} & \text { Regular } 2.00\end{array}$

## House Furnishings

## Spring Blinds．Cream \＆Green．Plain．Reg．85c． Spring Blinds．Cream \＆Green．Fringed．Reg．95c．

 Fancy Tea Cosies．Reg． 2.10Fancy Casement Cloth．Reg．55c．
Table Oil Cloths．Reg．50c．
Now 80c．
．Now 87c．
．Now 1.90
．Now 50 c ．
Now 44c．
．Now 19c．

## A Special

## Pound Turkish Towels at 75 cents

## Heavy Department

Chidsh Whentowis Reglar 1.20 Y．Tow 1.05 each Ihfants Sear Shio Bonets．Reg．200．Now 1.80 each Ifrante Etideriami Bonenets．Reg．1．00．Now 85c．each Ladies Fleceel Lied Underwear：Reg． 80 c．Now 70c：gar． Kitchen Apronts，Regudar $1.30 \%$ ．Now 1.15 each Slipon Sweater．Regular 2.40 ． $3 .$. ．Now 2.20 each Chid＇s Coas Syeaters（Rose only）．Reg．2．40．Now 2.20
Y A PREAL HONEST TO bOODNESSS
Flannelette


## A SPRCALL LINE OF CHID＇S <br> Flannelette Knickers isc．Fach

## Gent＇s Furnishings

Mer＇s Work Slirts．Reg． 1.00 ．．．．．．．．．Now 90 ceach Men＇s Work Slirith Ref． 1.60 ．．．．．．．．．．． 1.45 each
 Bos＇Pry，Flamel Shirts．Reg． $1.25 \ldots .$. Now 1.10 acch Braces．Reg．50a ．．．．．．．．．．． Wool Undef wear special at． Nary Blice evereys．Ree．4．60． Slip－onSweateris Speciblat． Now 45．．p．pir Now 1.20 gear ．80．each

## Notions

Cupid Dolls．Reg． 2.00
Sale Price 1.80 Hair Brubtes．Reg．50c．．．．．．．．．．．．．．Slale Price 22c． Clotb Brithes．Reg． 50 C ．．．．．．．．．．Sale Price 22c． Hand Mirors．Reg．80c．．．．．．．．．．Sale Price 70c．

 Back and Side Combleste．Reg．45c．．．．．．Sale Price 38c． Bins Tane Ree 14 c Hand Craft Tape．Reg． 16 c ． Sale Price lic． | sile Price 14 c |
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| sit | dISTINCTIVE PATTERNS．DOUBLE WIDTH English Cretonnes




## MAJESTIC TO-NIGHT FRITZ BRUCH <br> "The Face <br> on The Barroom Floor" FULL, OF THRILLS AND ROMANCE.

## MAJESTIC PAULINE THURSTON

One of the most artistic Dancers on the North American Continent. A Rare treat.

20 cts.
ADMISSION TVVENTY CENTS
20 cts.
Artists will appear $90^{\prime}$ 'clock Nightly, 4 p.m. Matinees.

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Now that last month's summer is over, and Jack Frost has
driven the barometer dow driven the barom
about wool, and

## WOOLLEN GOODS.

As you are doubtless aware, there are two kinds of wool, viz:
Jaeger and the other kind, and As Jaeger is in a class to itself, I stock it.
It is distinguished from all others by itts fleeey Appearance, softness to the touch, warmth and lightness of weigh
It became famous owing to the fact that no Arctic or Antarctic expedition ever started without having first obtained $\$$ g goodly
stock of Jaeger Wool Goods. The greatest care is taken in the finish of all Jaeger goods which The greatest care is taken in the finish of all Jaege
gives them a personality that obtains in no others.
Let your next woollens be Jaeger.

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& \text { Let your next woollens be Jaeger. } \\
& \text { JAEGER WEAR }
\end{aligned}
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& \text { Cashmere medium weight . . } \\
& \text { Heavy Wool } \\
& \text { Medium weigh United suits } \\
& \text { Jaeger wool socks ...... }
\end{aligned}
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& \text { Jaeger wool socks .. . } \\
& \text { All goods guaranteed. }
\end{aligned}
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C $18 \geq$ Yours for quality and service,
OMGEORGE F.KEARNEY raulue

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## NAILS. <br> १пा\%) ह\%

Black and Galv. Wrot NAlLS. Galy, Dory and Wire Nails. Common Wiré Nails, Comp. Nails. Coopers' Rivets. Copper Tacks. FELT TINS.

JOB STORES, Ltd.




Royal Sooiety stamped Dresses for Children Half Prifee



## MENT we have a great BOOT to show you to show you




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## WE DO THIS!

We protect you personally from loss through We rrotact your jolate glase windows; We guarantee you from loss through defal Cation; We insure you against shop or residence burglary;
We
Wive
gou "Workmen's
Compensation" In fact, ceverngs he figh class insuranee for ioss of tim $\stackrel{\text { or income from any sourre whatever. }}{-36 \text { vears } 0 \text { old, with liaims paid over } 881,000,0000}$ U.S. FIDELITY \& GUARANTY COY J. J. Lacky, nfld, general hermi

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## FLASHLIGHT

be SURE ITSS AN

## EVEREADY

"the right light to light right?

The newest thing in Flashlights is the ALUM INUM CASE FLASH, the price of which is surprisingly Low.

## WM. HEAP \& CO., Lid.,

agents.

NATIONAL RACING.

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BON MARCHE CASH STORE.

## Use

'Matchless'
The Paint of Quality
There are cheaper and more expensive Paints on the Market, but

None as Good Value


## NEW ARRIVALS! <br> NOVEMBER 16th <br> CALIFORNIA ORANGES <br> "KING" APPLES. <br> WAGNER" APPLES <br> BOX APPLES. <br> "ARANBER" DATES. <br> inest Quaiity <br> Canadian creamer 1 lb . Blocks and Solids. <br> prices rigit. <br> GEORGE NEAL,

 Limited.
##   <br> FRED J. ROIL \& CO.   MARCONI. <br>     AT CROSS \& CO. THE GRAND COLISEUM, <br> Fan and Siinings and Overataings.

You will find these Goods a specially well selected assortment. If your order has not been placed, see ours before buying.
GET ONE OF MAUNDER'S OVERCOATS and keep up the standard of good tail ored clothes. Write for samples and style booklets, with measuring instructions.



Bridge Prize Novellies!

Direct from one of New York's leading Art Studios we have just received Novelties, specially suitable for Giftgiving and Party Prizes.
Although very inexpensive, the
charm of these Novelties will surely Charm of these Novelties will surely appeal to the hostess who is seeking
for "Something Different"
T. J. DULEY \&CO.,Ltd.

The Reliable Jew


Nild. Government Railway,

Freight Notice!
HUMBERMOUTH-BATMELEMR STEAM. ship SERVICE. There will be no acceptance for the abo
oute this Friday. Next aceeptance will oute this Friday. Next aceeptance will b
$8 \mathrm{CO}^{\circ}$

Nild. Government Railway.

RED CROSS LINE new york halfax st. Johys Chedule of samings for novembeil

 Winter Passenger Rates Now Effective


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FARQUHAR STEAMSHIP COMPANIES
regular passenger \& freight ser.
T. Johns, nfld, and hallifax, ns S.S. SABLE ISLAND, will ,leaye, Halifax
t.S., on November 2oth'and St: John's, N.F, oun S.s. on Novem
Ovember 2 th

HEAD OFFICE: AGENTS: Huhar \& Co. Ltd, Harvey \& Co. Ltd,
H.


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Inter-Continental Transporls, Limited S.S. MANOA leaves St. John's, Nov i , and leaves Montreal, Noveldibe 24th. For space, rates, etc.,

HARVEY \& CO., Limited, Agents.


ADVERTISE IN THE EVENIIVG TELEGRAII

