and

THE EVENING TELEGRAM, ST, TOONF, NHWFOUNDI AND, DDECHMBEAR $17,1525-2$


## LONOON, NEW YORK \& PARIS ASSOCIATION OF FASHON

For Ten Days Only--An Astounding Dress Event! CHOICE OF 1000
NEW DRESSES An unprecedented event in quality, style and price. Every Dress in our entire stock at a saving of 10 p.c. up to 50 p.c. Street Dresses Dinner Dresses Afternoon Dresses Jersey Dresses Evening Gowns, ALL REDUCED

## MEN! 1\&2 Pants-Suits OVERCOATS

## Values that stand the supreme test of Close Gomparison

The remarkably low prices offered by this store are the direct results of our larger purchases-plus greater selling, combined with an inflexible determination to make this--
St. John's greatest valuegiving shop

Choose from the Largest Assortment in the City

Beginning TO-DAY, wo will establish a LADIES, GOAT SALE unprecedonted in the Mistory of the Retall Slores of the coumthy D7 ZIIA?
TO THE PUBLIC! It is a recogized fact - that this Store is the largest. Buyer of Ladies' COATS our career.
High

## Grade

ค O O N
 Fur Trimmed Thas emartest stryes of the season offered at prices not likely to be duplicated anywhere-at any time


COATS of Distinction! Individuality!! PRICED LOWER THAN ANYWHERE ELSE IN THE CITY
$\$ 40$ - \$50 to $\$ 60$
The finest coATs that high-grade fabrios, exclussive furs and expert talloring can produce. All sízes"
$\$ 5.00$ and $\$ 6.00$ Values.
TRIMMED
HATS
300 Lyons and Panne Velvet HATS
1.98 of the better sort. These Hats have actually been selling for $\$ 5.00$ and $\$ 6.00$. Only 300 in the lot. Early Shopping is advised. 3.48

## Xmas. Gift

 Suggestions!Ladies' Waists The largest and best value collection that it 98 cup
has ever been our good fortune to place on Sale to
he. Brassiers
Brassiers made of Satin and Lace-also 50c
Satin Confiners . . ................ Bungalow Aprons
An ideal Gift-Lace and silk combina- 350
tions ............................ Heavy Sateen Bloomers Ally sizes. Colors Black and White .... 50c Camisoles Heavy Crepe de Chine and Lace . ......... 98e Imitation Silk Underwear Per Set ........ Colors Pink and White. ............. 1.00 Childs' Woolen Leggings, 98c


## OHI BOY! We've got a Kmock-

 out for A GHRISTMAS SPEGIAL-Boys suirs and dvereoars

## NOTHINGLIKE THESE VALUES

Boys' $\$ 15.00$ All-Wool School Overcoats, 11 ing. The materials are w.

Boys' other ALL WOOL OVERCOATS $\$ 7.00$ up to $\$ 14.98$. \begin{tabular}{l|l|l|}
$\begin{array}{l}\text { Little Boys' } \\
\text { Overcoats }\end{array}$ \& Boys' Suits \& Boys' $\$ 9.00$ Tan

 

$\begin{array}{l}\text { Overcoats } \\
\text { and Suits }\end{array}$ \& $\$ 5.50$ to $\$ 14.98$ \& $\begin{array}{c}\text { Raincoats and } \\
\text { Rap- } \$ 5.98\end{array}$
\end{tabular} $\$ 4.50$ to $\$ 7.98$ Ages 9 to 18 years. Ages 5 to 16 years



An Economy Ghristmas GIRLS' COATS

NEWER WINTER STYLES Sizes 7 to 16 years.
8.98 Cleverly fashioned of Velours, Over- UP To plaids, Polo Coats, mostly Fur trim- 12.98
med. All shades. KIDDIES COATS

|  |  |  |
| :---: | :---: | :---: |

Now Gomes Our First December Sale of China and Cut Glass


| Here's a Tempting Lof of Incomplete Tea Sets China Vases <br>  <br>  |
| :---: |
|  |  |
|  |  |
|  |  |

THE JAPANESE CHINA included in this Sale is of the Finest Grade













 chithives nues- Reguar 25. 23c.



> CUT GIIf's in The Richest Selection we've ever had

|  |
| :---: |
|  |
| \& COLORED WLLOT, BLUE FLOWERED, WHiTE \& Golv, white with scroll top, |
| Prices range from 65c. each to $\$ 1.85$ |


| Beautiful Dinnerware 'Stock Patterns' <br> That's the great beauty of a stock pattern, those who vould not feel warranted in buying a full set at one time -can build up the set piece by piece and hardly notice the expense, ov <br> FLOW BLUE PEKIN, HARWOOD. <br> CLIFTON PRINT, LORRAINE, etc. <br> Some are richly finished in heavy Gold. <br> Each Piece is Separately Priced. |
| :---: |
|  |  |

## The Royal Stores, Limited

Grocheryware Department

## In adition to our orers on china and cut Glase, we have selectad trom

Krystal and Common Glassware



















the evening telegram, st. johns, newfoundiand, december 17.1923


# The Broadway House of Fashion midecenererconom Sal <br> <br> \section*{Tidings of More Than <br> <br> \section*{Tidings of More Than Passing interest are Passing interest are Told Here} Told Here} <br> <br> NOW ON! <br> <br> NOW ON! <br> For weeks we have been preparing to stage this GREAT DECEMBER ECONOMY SALE, during which our astonishingly Low Prices will demonstrate to your entire satisfaction, our power in the markets, which permits us to establish such a Low Price Margin Policy. <br> Transactions of great Magnitude were Resjounsilave for These Values <br> THOUSANDS OF GARMENTS: 

All new 1923 stock, have recently been sent to us from our Central Control Sales Dept. in New York, with this injunction--SELL !--irrespective of Cost Prices--SELL! This order, which means undreamed of bargains for you, we intend to follow "E'en Though the Heavens Fall."

## Boys'Suits \& Overcoats

Even if you've recently purchased, it will pay you during this SALE - to add to your Boys' wardrobe-at savings distinctly worth while.

## Suits

250 BOYS' SUITS, to fit from 3 to 15 years, The most sensationa
ees offered since before the war. ECONOMY SALE PRICES.

## $305-750000$

O-TEICORTS
Bors! We cen ff you out with just the sort of OVERCOAT that EVERY CoAT SELLLNG For less than cost.
Prices from 4.95 up

## Basement Bargains! <br> WOOL SWEATERS

 100 only Ladies' Knitted Sweat-rs.
Regular Price
83.75 . Basement Bargain Price 98c. SCARFS. About Six DDozen, all one pote
ern; Novelty Wool Scarfs. Reg. Now 98c.

SATIN DRESSES Just a few-Ladies Black Satin Dresses, with gold tinsel and silk
trimming. Regular Price s24.90. Basement Bargain Price $\$ 9.90$

CORSETS. White Pairs Womens' Corsets
Prine
Wink-less than Half Price. Only 75c. GIRLS' SCHOOL DRESSES. Made in two-tone effects, of ser-
iceable Cotton Gabardine. Sizes 8 to 14 years.
Basement Bargain Price 98c.

> BOY-PROOF SUITS. These Suits are well named, be-
ing made from heavy grade Cotton
and Tweed. Sizes 8 to 14 years,
Basement Bargain Price $\$ 3.98$

## FREE:

We undertake to make, Fre,
arments bought at this Store,

## Economy Sale

## Coats and Dresses

Regardless of cost or former prices, OUR DECEMBER ECONOM
SALLE will bring before your notice-CHILD'S, WOMENS COATS and DRESSES The newest products of 1923-4 Season, at prices
that will make you OPEN YOUR EYE IT A AMZE that will make you OPEN YOUR EYES IN AMAZEMENT!

CHILDS' DRESSES. A limited quantity of Al-Wool Serge and Novelty Plaid Dresses,
to ft girls from 3 to 14 years. to fit girls from 3 to 14 year,
Values from $\$ 5.50$ to $\$ 11.50$.
Now Only $\$ 2.90$ to $\$ 7.50$.

## Coats

LADIES! At the prices that we are quoting, you can now purchas
WINTER COAT for a little more than Half Price. The STYLE your WNNTER COAT for a little more than Half Price. The STYLES
ARE RIGHT! THE FABRIS ARE RIGHT! AND, THE PRICES
ARE BEYOND COMPARE. All we ask is an opportunity to prove oux ARE BEYOND COMPARE. All we ask is an opportunity to prove our
 UP

## Dresses

From All-Wool Serge Dresses at $\$ 5.90$ to High Gradé Evening and Semi-Evening Dresses, with every conceivable style,shade and fabric to
choose from, is a big order-But we are prepared to accept same because

Men's Suits \& Overcoats
Let us assure you that only once in a life-time does a SALE like this
occur. So excellent are the Fabrics-So perfect the Tailoring--that we occur. So excellent are the Fabrics-s perfect the cailoring--that we
have no hesitation whatever in advising the most particular dressers to ceept the SAVINGS OF THIS EXTRAORDINARY OFFER!
Overcoats MEN! You simply must see these wonderful values-an immense
range to select from, and every COAT worth from $\$ 35.00$ to $\$ 38.00$. AII DRE PIPCe
OTHER COATS .......................... $\$ 16.25, \$ 35.90$, Etc. Suits
Our MEN'S SUITS are positively without equal, and to appreciate
his fact, you should examine them in detail. DECEMBER ECONOMY SALE PRICES
8.90-19.50-28.90

## Basement Bargains!

## KNITED SUITS. $\quad$ DRESSES.

 Basement Bargain Price $\$ 5.98$SWEATER COATS. Ladies' Heavy Wool and Cotton
Sweater Coats-Cardinal and Rose shades only. Regular Price, \$2.95. Basement Bargain Price $\$ 1.59$

A wonderful array of Serge,
Poiret Twill and Canton Crepe Poiret Twill and Canton Crep
Dresses.
Basement Bargain Prices: $\$ 5.90, \$ 7.40, \$ 9.90$
WOMENS HOUSE DRESSES Heavy Cotton Serge and Gabar-
dine Dresses. Basement Bargain Price \$1.98 FOR THE KIDDIES! EIDERDOWN BATH ROBES. KNITTED PULL-OVERS.
SILK \& WOOL JACOUETTES SILK \& WOOL JACQUETTES.
Basement Bargain Price 98c.

OUTPORT FRIENDS, PLEASE TAKE NOTICE:-Owing to goods being sold so rapidly we CÂNNOT UNDERTAKE TO ACCEPT MAIL ORDERS

## The Broadway House of Fashion



## F. SMALLWOOD <br> The Home of Good Rubbers 218 and 220 Water Street






## Have Good Xmas Music in Your Own Home With a Columbia Grafonola.

We are giving 18 selected 10 in. Columbia double-disc Records FREE to every purchaser of a Columbia Grafonola.
The music of Christmas! How dear it is to us all. The quaint old carols, handed down from mediaeval till these The magnificent hymns and anthems of the great co fect in its reproduction of "The human voice divine."
Why not have your festal music in your own home? A Columbia can be yours this Christmas at a lower price than ever before. One glance below will assure you of this, added to which is the absolutely Free Gift of 18 Double-Disc Records.
Think it well over, and make one of your Christmas purchases, for yourself er a friend, a Columbia Grafo


18 RECORDS FREE.

18 selected 10 inch Double-Disc Records abso lutely FREE to every purchaser of a Columbia or New Columbia Grafonola during this Sale !!

New Columbia Model 550 Very handsome Console Design The new thre-Spring Motor with
automatie start, and new nomest automatic start and new non-set
antomatic stop and new reroroncer.
and




> SALE PRIC

Hear a New Columbia To-day in our Store: It will be a revelation to von to hear how beatifally and truthumyly the New coumbia ropro



 achievemens
YOUR HoME.

## The New Columbia Reproducer


 talking maccine experts as "blast" Ap patented, exclusively Columbia

 throw the tone frealy and fully instead of straining it throurb internupting
tabric or loticomemork

The New Columbia has an automatic start and stop. A brand-new patent feature for your convenience. The motor starts when the tone-arm is moved over to place the needle on the record. The record stops
revolving automatically when the music stops, no matter what the length of the record! You can put on a record and go upstairs or into the next room, finish the dance, or keep your comstops the record swill no longer revolve. In
the 10,000 times, by actual test, it has never failed

Play it Again with CESCO REPEATER The Cesco Repeater automatically re-
peats. Grafonola Records. Simple in construction, with nothing to get out
of order; made of sheet steel, weighing
less than 3 ounces. The 'Cesco' is In action, as the needle reaches the
end of the record the tone-arm is rais
ed by the "Cesco" ed by the "Cesco" quick as a flash and There is no break or pause between The New Columbla Grafonola is an instrument that eclipses all previous talking machine achievements. After years of research, Columbia musical
experts and engineers have produced an instrument which experts and engineers have produced an instrument which
establishes the Grafonola on a higher musical place than establishes the Gratonola on a higher me present the "New
it has ever heretofore obtained, and we Columbia Grafonola as the most perfect music-reproducing
instrument ever built.

New Columbia Model 239
Chole design
Three Spring A. O. Motor with No 6
New Rew
Neproucer.
Fininited in



## 





Two Specially Good Machines for Xmas Gifts



Columbia Grafonola
Type C
 Finished in in Brown Mahogany All ex
posed meal partsin Nickel Exclusive


## The New Columbia

Has a Better, Quieter Motor The New Columbix motor rins with absolite regularare entirely bronze and brass, ittegears are bevelied and machined so that gear meets gear without a whisper, and when its finely tempered stee Springs expand, the action
is as regilar as the swing of a pendulum, and as quiet as

The New Motor is provided with an oiling system easy to reach and unfailingly effective. Each motor is run
for hours thoroughly tested and inspected before it goes
into the cabinet

## Columbia Grafonola

Type D
Simple and diphinged din outine, the
tone volume of this popular Model is tone volume of this popular Model is
astounding and the tone quality is ex-
andition ceptionally beautiful. Equipped with
new three-spring motor. Mahogany or uarter-cut Golden Oak, Base $181 / 2 \times$ $75^{\text {m }}$
P.E.I, POTATOES,

In Stock: 2000 Bags P.E.I. Potatoes.

Finest Quality and Prices Right.

## GEORGE NEAL,



Are you hungry for candy'?



SCHRAFFT'S CHOCOLATES



JOHN ROSSITER. distributor.

##  The ever Reliable <br> ERERSON MNNO

Famous Brunswick PHONOGRAPH
4 combination hard to beat.
CHARLES HUTTON THE HOME OF MUSIC


## 000000

FOR XMIAS TRADEI


BURT \& LAWRENCE

For Twenty Seven Years


 MIONEY TO LOAN ON MORTGAGE ON GOOD CITY PROPERTY SECURITY.
Amounts of $\$ 100.00$ and up at current rates of intereast. Be
consult us.
FRED J. ROIL \& CO. real estate \& wsurance aekis. Smal wood Builibs,

## CoAl S13,50 Ton

2000 TONS NORTH SYDNEY SCREENED Discharging to-day ex. S.S. "Erho
SCOTCH LUMP COAL- $\$ 12.50$
BEST ANTHRACTIE-All Sizes, ex Store and to
A. H. MURRAY \& CO., Limited, Cal Omece Phoone 1867. Beek's Cove.
$\$ 40$ English Worsted $\$ 40$ Suit to Order.

We have been fortunate in securing a few pieces of
Goods in beautiful Greys, and for strict Cash orders we will make in our well-known good style, with best

SUIT TO ORDER FOR $\$ 40.00$ COME IN AND SEE THE PATtERNS AND bE

SPURRELL The Tallor



