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## Special Sale of White Satin QUILTS.

## Beautiful Snow White Satin \& Marcella Quills

he purchase of which we arranged for long
ago when prices were much lower than

## BETTER VALUES

The price range is somewhat extensive.
Even the leanest purse will find in this sale an inducement to buy.
The prices quoted here are all special, and
QUALITY QULTS at Old Prices.
S4.38, 4.75, $5.45,5.95,6.45$,
7.45, 10.25.


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## SURROUNDING

 Friday \& Saturday SHOPPERS with Seasonable Suggestions.

Friday and Saturday Bargains and our Fall Exhibit combined will make Friday and Saturday days of wonderful opportuinties st thousands. The newest merchandise and some striking Prices are beyond comparison with anything offered in St. John's.

## FLOOR COVERINGS

 at Most Reasonable Prices

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## USEFUL

HOUSEHOLD ARTICLES SPECIALLY PRICED.












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NOTICE!
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## Fads and Fashions.

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## "Economy," The Keystone of Success.

Economy is the watchword of the whole world to-day. We are all called upon to economize for the benefit of our Empire, and for our own personal benefit. Economy is essential to success. SUCCESS FOLLOWS ECONOMY. The offerings itemized below are real aids to economy.

## Embroideries! Ladies' American Coats !

A Big Job in White Embroideries,
10,000 yards. Although they have ad 10,000 yards. Although they have advanced over 50 per cent. we are still sel
inig at old prices, according to width, 6c. to $\$ 1.00$ per Yard.

DRESS GOODS-32 pieces Dress Plaids. Value for 40 cents. Selling at 35c. per yard.
CHECK GINGHAMS---10 bundles Remnants. Check, Ginghams, just the
thing for Children's Overalls, selling at 16c. per yard.

Only a few remaining from our Fall shipment
Now is the time to secure a serviceable WINTER COAT.
Up-To-I)ate Styles, Newest Materials, from $\$ 10.00$ up to $\$ 34.00$ each.

Ladies' Felt Hats !
About two dozen, the balance of a
Big Job, ranging in price from $\$ 1.20$ to Big Job, ranging in
$\$ 3.60$, clearing at
90c. each.
Fancy Flannelette Blouses, a Big Job! 40 dozen Ladies' Fancy Flannelette Blouses, value for $\$ 1.50$, now
$\mathbf{\$ 1 . 1 0}$

LÀ̀DIES' PETTICOATS---10 dozen d Petticoats, well assorted,
$\$ 1.20$ to $\$ 3.60$ each.



Rann-Dom Reels.

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10c. Line,
Mr. Shopkeeper, if can of,
BAKING
POWDER
have it. Special low
hat price on cases, 10 oz.
each.

## Soper \& Moore



Red Cross Fund.



## FRAMED <br> PICTURES

We have a large selection of Fram-
ed Pictures on our walls which it is well worth your while to see. If you are a Picture-lover you will be delighted with them, and you'll surely remember a bare spot where
favorite Picture would just fit.
The subjects are varied, some are
reproductions of ters; others are specimens of what is best in Modern Art-and all are the best of their kind.
When you need good Pictures for your home, or as a present for some-
one else's home, just remember the one else's home, just remember the

## U. $\$$ Picture \& Portrait $C_{0}$.



PAINTS and ROOFINGS
Guaranteed the best obtainable
GEO. M. BARR, Agt.


LATHROP OIL ENGINE
Better Because They Last Longer. A. H. MURRAY, Asept.

Keep Yoursell in Tonup with the War. Some of thesg wil mil The Syul of the War by P. Gibbs,







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 S. E. garlanp,



CUT IN PRICES. Steak, tenc. per lb. Roasting Peef, 30 \& 35 c .1 tb . Frying Beet, 30e. Bb. Stewing Beet, 25c. 1b. M. Connoliy.


OL'DAD MARTIN, Oh, At Any Rate the Possibilities Would Still be There


## $\Rightarrow$ VALUE FOR YOUR MONEY．

Now as never before，is it essential for you to get full value for the money you spend．We have always held the reputation for giving the best St．John＇s value in the undermentioned goods：
－
WHITE TWILL SHEETING c．to 80c．yar CIRCULAR PILLOW COTTON a

WHITE LINEN BEDSPREADS
ouble size，handsomely $\$ 2.50$ each．

WHITE CURTAIN NET Soft，lace－like attractive designs． WHITE SCRIM Plain and H． $\begin{aligned} & \text { 23c．to } \text { ．} \\ & \text { Borders，inc．including the new } \\ & \text { Bluebird design．}\end{aligned}$ AM．ART CURTAINS，$\$ 1.95$ to $\$ 3.50$ pair． CHINTZ，22c to 46c yard

TABLE CENTRE PIECE White Embroidered，45c．to 75c．each． CUSHION COVERS

## White Frilled，only

Cinen Crash． PLLLOW CASE Frilled，only， Friled，only
H．S．Embroid
CRASH COS

432 CONGOLEUM MATS 18 ＇x 36 ，only 23 c．each．

STAR OILCLOTH 16c．yard， 15 inches wide．Only three pieces left at

## BISHOP，SONS \＆COMPANY，LIMITED．

To－Day＇s Messages． 10.00 A．M．

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## WRIGIEYS

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## WRIGLEYS

The name of the famous
Chewing Gum that has

## Small in cost Big in

It is a Sweetmeat， aHealth－help all in one．It benefits teeth，breath，appetite and diges－ tion．It steadies stomach and ment when you＇re fagged ment w

Made in Canada
Tight－Kept Right
The Flavour Lastsk
PUT WRIGLEY＇S IN Y Company，St．John＇s，Nfld． BOX．If costs little but gives a lot tof comfort and refreshment． Nueneher，a pict－c－me－up．Every Christmas parcel shound contain
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Our Volumteers.

 Read the Following List Which Gives Only a Few of the Many Items WE HAVE READY FOR FRIDAY, SATURDAY and MONDAY.
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You could sell more Flour in your town and make more money by handling

## VICTORY FLOUR

$\pi$ "VICTORY" has established a new stand ard for quality in a family flo
a sweeter loat, a tastier loaf.
$\$$ The "VICTORY" dealer
ๆ. Try to get the account for YOUR TOWN


> Ladies' Winter COATS, Splendid Selection. Ladies' \& Men's Overcoatings, Nap, Blanket Cloth, Tweed.
Prices Reasonable.

## Robert Templeton

J. J, ST, JOHN.



 J. J. ST. JOHN,


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## A Surprise!

 A Sensation! An Epoch! Congoleumn MATS.It's a long time since there has been anything to beat these for value.

## Only 23c. each.

Priced for popular selling.
Take our word for it, that this line of MATS will be a big selling sensation.

## S. MILLEY

:

 - Take Notice! This week we draw your attention to the Special Value in our Ladies' FELT HATS, Price, $\$ 1.50$ to $\$ 2.50$. Ladies' FAWN RAGLANS, Price, $\$ 7.50$ and $\$ 8.50$.
FURS at Clearing Prices. Accept the opportunity, and buy at
A. \& S. RODGER'S.

Advertise in the Telegram

REID-NEWFOUNDLAND COMPANY.
Poultry Exhibition, ST. JOHN'S Excursion return tickets will be sold from
all Railway and Steamship points to St. John's One W $2 y$ and One Third First-Class Fare.

Good going:
From Monday, November 19th, to Thursday,
November 22nd, and
ovember 22nd, and
Good returning:
Up to and including Friday, November 26 .
Reid-Newfoundland Co .
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## JUST RECEIVED :

Ladies' \& Misses' Coats
Sealettes, Plushes and Cloths, All latest styles which we are offering now
at greatly reduced prices. See us before buying elsewhere.
remenber the place:
The OUTLET SUPPLY HOUSE, 192 DUCKWORTH STREET. (opp. T. \& M. Winters.)

CEYLON TEA!
$6001-2$ chests, all grades.
$\therefore 200$ cases Currants, bulk and pkg.
25 cases 6's Cooked Corn Beet.
25 boxes Blue Nose Butter.
100 boxes Seeded Raisins.
100 boxes Prunes.
50 cases 1's Magic Baking Powder. 25 cases 1-2 Magic Baking Powder. 25 cases 1-4 Magic Baking Powder. 10 cases Shelled Walnuts.
200 cases Libby's Pickles.
Steer Brothers.


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