



# Dame Fashion's Beguiling Smile Reflects Our Triumphant Success 

Like one stilled in adoration of the gold-and-silver glory in the artists sunset painting we see our own reflection in the huge mirror of satistied customers. We enjoy and deeply appreciate great dramatic creations, the advances made in science, philosophy, literature and art, for as this combination has progressed, we too have forged

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 sinulied zat ahead building a particular clientele which may rightly be termed monumental.

> Those who know the charm of our originality, the development of our creations, and our treatment of fashions in general are ever ready to tell of our success and their success.

The Lure of the High Cost It is a sad commentary that many fashionable women still judge the desirability of a garment by its cost. Our shop has a great many converts from this class to its credit. The high quality of apparel and the moderate prices are a revelation to them.
Dresses, Coats, Suits

# ExClusive <br> TALIORED GARMENTS. <br> The Master Tailors of Paris have contributed examples of their Highest Fashion Thoughts to this superb collection. <br> Complete assortments NOW READY. <br> Very Special, 90 

New Fall SUITS
For Stout Women,
Sizes $381 / 2$ to 56 .
450 PAIRS LADIES' HIGH SHOES,
Original Prices 57.00 to $\$ 15.00$ per pair.
Clearance, 5.75

Special Fur Coats,
Original price $\$ 370.00$
Now offering for $\$ 270.00$
All Ladics Hats $\$ 2.98$

Georgette Waists all for $\$ 9.00$

Ladies' Skirts 30 Per Cent. Reduction

## Ladies' Furs

30 Per Cent. Reduction

Fitting Papsy; Fitting Your Sweetheart; Fitting Your Eldest or Youngest Son in a SUIT or OVERCOAT is quite a pleasant proposition here.


## Special Xmas Gifts

You no doubt have now begun your selection of your gifts to your sweetheart. We know you think it pleasure-giving to your friends, etc., even though it may be a little wearisome to select.

We rould like to suggest a most beautiful line of Hand Bags, beaded and other styles, which can now be seen on display here.

## Christmas Gifts for the Children!

There is no Gift that you may give to your many friends that will bring forth that sincere and rapturous gratitude as the gift you give to a child, providing that gift be a toy. We are devoting our space this week to Children's Gifts and of course that means

CMHRTGTIMMASTS. Our assortment is large, as follows:-
Dressed Dolls, Jester Dolls, Trumpets, Drums, Puzzles, Roller Chimes, Setts of Tools, Go-Carts, Motor Bus, Sulkies, Rattles Air Ships, Tip Tops, Toy Villages, Toy Ranges, Tea Sets, Submarines, Gun Boals, Coast Defence Guns, Toy Reins, Dancing Niggers, Xmas Stockings, Flags and many other Toys too numerous to mention.

| Union Jack Cushions, | Saturday Our Special Sale Day. |
| :--- | :--- | only a few left. Sweeping Reductions in Every Dept.

Marshall Bros


## G. W. V. A.

A General Meeting of the Great War Veterans' Association will be held in the C. C. C. Hall on THURSDAY NIGHT, the 11th inst., at 8 o'clock sharp. Business of the utmost importance to be discussed
P. A. BRIEN,

Acting Secretary.

## SCATTER SUNSHINE

with
Christmas Greeting Cards Make a list of friends you wish to remember you cannot afford to forget anyone. Come in and see our fine large selection of Cards, and pick out your favorites while the choice is wide.

## ROYAL STATIONERY CO.

180-182 WATER STREET.


## Maternity Hospital Campaign

Nightly Banquets at Metho dist College Hall are being supplied with
Johnson's Plain Pound
and

## Sultana Cake

 Every Night.(10)

C. A. C. BRUCE, Agent, St. John's.

Forty Years In the Public
Service-The Evening Telegram.




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served by feamen never to wander be
yond sounainges, "they are accustom




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## FRUIT

Now in stock--Wholesale
Tinned Pears, Peaches and Apricols; Currants, Raisins and Prunes.

## Harvey \& Co., Ltd.

'Phone 454 for Quotations

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Christmas Cards in Boxes.





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GARRETT BYRNE,

## When you order your next Barrel of Flour

Ask for "Victory,"
You will then see how much better baking results you get.
Ten Thousand Barrels ON THE SPOT.
FRANKLINS AGENCIES, Lid.

## Buy Libby's <br> Tomato Soup.

Sold in Number 1 Cans.
Just add hot water to bring to right consistency. Cost less than any other brand.

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The S. S. LADY $O$ cargo of freight Messrs. Morey \& Co., signees are requested
ery of their freight.
NOVA SCOTIA
A. A. E. HIC 2006025380 SPECIA
We offer our ste
$g$ of 1,2 and 3 from $4 \times 4$ to $10 x$ boards.

Yards must be nonth.
W. \& G. - 20011

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Slide Shoes.
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Rim Knob Locks,
.30, 86.50, s12.00 doz
Shop Door Lock,

Dead Lock,

Sleigh Bells






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Neyle-Soper Hard-
ware Co

LHE EVGNING TMLEGRAM, ST, JOHNTS, NEWFOUNDIAND, DECEMBER 11, 1919-8



## No Better Values LadIEs winter coats THAN BLAIR'S. <br> we show <br> One Very Special Number

$\$ 18.00$ each
This is an American made Coat which is cur smarty in a traking styye, with is made in good teavy and the size range, bust measurement, is
om 34 inch to 44 inch. Then we have
Ladies' Black Cloth Coats.
Sizes 38 and 40 only. Special value at $\$ 20.00$ ea.
Ladies' Grey Heavy (English) Coats.
All wool makes, large collars, belted, at $\$ 23.00$ each.
Ladies' Mink Marmot Fur Coats. Size 40 only, at the Bargain Prices of $\$ 130.00$ and $\$ 170.00$

ALL OTHER LADIES' COATS
SPECIAL SALE PRICES. Coan can be asyured that yon cannot do os well
Owing tose seipining gelefys we have onv, lately
Ladies', Young Ladies' and Children's Winter Coats.


 INFANTS' COATS.

HENRY BLAIR,


## Honored by His Majesty.

Lumbermen


## We Wish toAnnounce



The Kodak Store, 220 WATER STREET.

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Each day you'lift


 Grinllimis MEELLS itynawiber
New Stock Just Opened. All sizes in BLACK and TAN.
Parker \& Monroe, Ltd. the shoe men. 000000000000000000000000 No Casting Vote Here. poitumet woin have to bues


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## Another

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Every known shape a makers are to be had
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The Perfect Shoe

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## popaining Satiurilay, Peecember 6, Another New Store!


ak Store, ©R STREET.

Rubber Heels.
O Shoe Repairers.

| Through our earnest endeavour to cater to the public's every |
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| Hant, we are again forced to extend our premises. This makes |
| He ffth new store during the past five years, and is the largest | def fitth new store during the

ingle store in Newfoundland.
All the Furrishings a Bood Drasser may want you will find here.


Every woman in town should know about the Patrician Shoe. We are now opening 900 pairs of the newest of all the all leather shoe made to best shapes shoe science has to offer.

Bishop, Sons \& Co., Ltd.
'Phone 484.
Mail Orders receive careful consideration.


We are showing an unusually fine assortment of Newest in Men's Emerson Shoes. The very cream of New
York's New Shoes. If interested in York's New Shoes. If interested in

hest makers are to be had at al: times.



## BLUE PUTTEE HALL, Saturday, Nov. 30th,

 and two following weeks. Open from 9 a.m. to 9 p.m. Thousands of Bargains for Ladies \& Children

## COATS.


$\$ 20$ to $\$ 125$.

50 SEALETTE COATS-An up-to-date line seling at
$\$ 65$ to $\$ 150$ each. 120 SKIRTS-Portraying in beautiful materials the latest style tendencies.
$\$ 25$ down to $\$ 7.50$


Children's Sweaters and English Rubber Coats, from the World's Best Makers.
Bring the little ones and let them help you select. prices, $\$ 2.00$ to $\$ 15.00$
HATS $\begin{gathered}\text { Magnificent Display of London, New York \& Paris, } 450 \text { Ladies HATS } \\ \text { and Children's. } \\ \text { Perfect in Design, Material and Price. }\end{gathered}$
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## Wanted!

Immediately to Rent, a good sized

## OFFICESUITE OR STORE

Preferably on Water Stree Ground Floor. Lease necessary. What have you to offer?
Write L. L., care this Office.

## Package

## Currants,

 etc., etc.To-day at lowest prices
PACKAGE CURRANTS-New Fruit, 1 lb . cartons.
PACKAGE RAISINS- 1 lb . cartons. PACKAGE DATES-1 lb. cartons.
ex S. S. Sachem

And hourly due from Liverpoo ALMERIA GRAPES-80 lb. kegs. VALENCIA ORANGES- 420 's. SLLVERPEEL ONIONS- 120 lb b boxes.

## F. McNamara, QUEEN STREET.

## New Arrivals <br> FROM ENGLAND. <br> A Fine Selection of <br> Serges \& Tweals; <br> Winter OVERCOATINGS. <br> Satisfaction Guaranteed. <br> J. J. Strang, <br> Tailoring of Quality, COR. WATER and PRESCOTT STS. <br> 000000000000000000000000

Apples, Oranges \& Grapes in Stock.
600 brls, APPLES-Winter And to arrive next week:
100 cases Californt or 100 kegs green grapes.

BURT \& LAWRENCE,


## Moro Cass!

We have for sale the following cars In Perfact Running Order
buick, Chevrolet,
MERCEDES (Limousine), OVERLAND, MAXWELL. 1918 and 1919 models. This is a rare chance to secure a good car at

SEE OUR ADS.-THEN SEE US.

## P. C. 0'Driscoll, Lid,



## FOUNTAIN PENS xmas girt

Are almays appreciated
the receiver.
LATEST IN FICTION.
Books of all the best and
latest authors. PRAYER BOOKS. Common Prayer, Hymns Presbyterian, Congre ga
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The Maritime Dental Parlors The Home of Good Dentistry.
Free examination, advice and eract
Fitmate of putting your teeth in per. -0,

Dr. A. B. Lehr, Dentist, 203 Water Street.
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Lady Friend? Yoo are puzzled what to give
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In beautiful and arristic
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Having made satisfactory arrangements whin the Dominion Coal Co., we have

51500 P Now landing ex S.S. Corunna: best qualty scrienid coal
CROSBIE \& Company

## FLOOR COVERIME nEPOONSET SANOLIN Oak Bordering <br> FLOLR EOVERINE NEPONSET SANOLIN OAK BORdering <br> FLOOR COVERIME nEPONNET SANOLIN OAK Bordering <br> FLOOR COVERIII nEPOONSET SANOOLIN Oak Bordering. <br> Lowest Wholesale Prices,

The Direct Agencies, Lit

## 200vervevevesvevereversen

## Headquarters!

December 8th. in stock: 1000 Barrels "victor" FLour. 1000 Barrels "ROBIN HOOD" FLOUR. 1000 Barerls "FIVE STARS" FLOUR. OHOMINY FEED, GLUTEN FEED
CORN, BRAN, MDDLINGS. 1000 Bales No. 1 HaY. 1000 Sacks P. E. I. WHITE OATS. 300 Boxes CANADIAŃ CHEESE. 50 Bozes Canadiaf creamery. Lowest prices.

## George Neal

Reid-Newfoundland Compant
placentia bay steamship service

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HUMBERMOUTH-BATTLE HR. STEAMSHIP Freight for S . S. ETHIE will not be accepted d
Saturday, Dec. 13th, and not until further notice.
Will consignees who have bonded freig
still at Dock Shed and Morey's South please arrange to have it removed?

Reid-Newfonndland Company

## Id makd af idial <br> C. O'Driscoll, Ltd.

FOR SALE.
Ten Rubber and Ste ed Bugies, 3 Sing ighs, also
C. F. LESTER,

MOKED HERRING


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LEX. M. DUNPH
Petines Crosing:
New Fruit
We ofrer wholesesie:
Runve \& Apricors
(Evaporated).
EACHES, PEARS,
APRICOTS, TOMATO
APRICOTS,
(in tins).
BAIRD \& CO'Y
Water Stret.

## NOTICE



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