

THE EVENING TELEGRAM, ST, JOANS, NEWFOUNDL AND, DECEMBER 3, 1924-2



## WONENS SCARFS.

Values at $\$ 2.00$
1000 Beautiful Brushed Wool and Knitted Scarfs, pretty patterns. Wonder values. An ideal and practical Christmas offering.

London, New York and Paris Assoc. of Fashion

## SLIK CAMISOLES.

Values at $\$ 1.78$
Silk Camisoles, in all shades of Pink, Rose, Flesh, Green, nicely embroidered and lace trimmed. A real gift.

Silk Underwear.

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## Crepe Nightgowns.



Over Blouses.
New Style Waists, in Dimity

Flamel Petticoats.

Handy Apron.
Mate of good Englid Sat
een-ideal for house wear 98c

OUT THEY GO! Mmbityive Fonerymis

At a Price that is a Gift to You.


Hats in this groop worth up to $\$ 6.00$ and go on Sale at $\$ 2.49$. Hats of Lyons Velvets, Panne Velvets, Felts-for Misses and Women. Every Hat in this $\$ 4.59$ group are regular selling Hats at $\$ 7.00$ to $\$ 12.00$, and positively represent the greatest values ever shown in the country. Hats for Misses, for the Bobbed Head, for Women, for Matrons,

## Dresses.



Sweaters.
Values at $\$ 3.00$ :


## Corsets.



## Blankets.




Bath Robes. An ideal gift. Made of fine


## $\Longrightarrow \mathbb{C} A P P I N G T H E \mathbb{C L I M A X}$ OF Our Most Successful Year

We are offering a series of Startling Savings of interest to all Christmas Shoppers. For three reasons-First, to make thousands of new customers for this live Apparel House-Second, this is our way of thanking you for your appreciation of our Underselling Policy-and third, as a special inducement to early Christmas Shoppers to purchase their apparel needs before the Christmas rush.

## Men's Overcoats <br>  <br> 

Big, Roomy, Swaggery Models, well styled and excellently made throughout.


## Stout Men's

 OvercoatsHere is an opportunity for every
stout man to buy his new Overstout man to buy his new Over-
coat, in the right shades and coat, in the
patterns.

## Collegiate Overcoals

Fine, well-built Coats for college boys 16.50
and the young man-well tailored and the young man-well tailored
and finished. Coats that stamp you 22.00 as the well dressed youth-15 to 2025.00
years ...................... . 25.0

## BOYS' OVERCOATS <br> "GREATEST VALUES in the city"

 9.9812 .9814 .98Fine Heary Coats for the boy-well tailored and finished-storm
collars-beblted and half belted-all fully lined-shades of Grey,
Tan collars-belted and halif belted all fully lined -shades of Grey,
Tan, Fawn, Browns. Ages 9 to 17 years. Coats that both parTan, Fawn, Browns. Ages 9 to 17 years. Coats that both par-
ents and lad will like.

Small Boys' Overcoats Ages 3 to 9 years.
8.98
$\mathbf{8 . 5 0}$ $\begin{array}{lll}7.98 & 8.98 & 9.50 \\ \text { FINEST CHINCHILLA } & \text { COATS }\end{array}$ FINEST CHINCHILLA COATS with red flane the neek, well tailored, lined
wined. A good wearing checks, inter-
lind good looking with red flannee andiheayy checks, inter-
lined. A good wearing and good looking
Coat.
"MOTHERS! Here's a Remarkable Offer" Girls' Fur=Trimmed Coats
 $=10.98=-14.98$

## Misses Coats

 Ages 15 to 20 years,Fine warm Velour and Bolivia
Coats, fur timmed, nice pat-
terns and youthful styles

Girls' \& Tots' Coats
Fur trimmed, plain and block
Polaires, all the seasenn s. newest 4.98 Polaires, all the easos's newest
thander
thades.

## Dresses

## London, New York and Paris Assoc. of Fashion

 Great Sale of 1100
## Fall \& Winter Dresses

## This Sale is a Big Event - Values Too

 Big -- Too Exceptional for You to Miss, so be Wise, come early and make your selection$$
10^{.54} 14^{.98} 18^{.50} 26^{.00} 30^{.00}
$$

## Fur Chokers




## Children's Dresses

Ages 8 to 14 years. In fine Blue Serge, 9.98
Salior and Midd
youngsters will like. youngsters will like

Men's Undershirts | White and Cream ribbed |
| :---: |
| Undershirtsof heany weight |
| -Extra values. All sizes.. |

## Boys' Pants



Children's Dresses


Men's Winter Caps


Boys' Combination Underwear


# With Our Greatest Values 

 FOR EARLY CHRISTMAS SHOPPERSbeginning to-day, and for every business day in december, you can come here and buy the worthiest merchandise - at decidediy less than our regular prices, which are incontestably the lowest in saint johins

Misses', Women's and Stout Women's Coats 리 $\$ 28.00$ and $\$ 30.00$ FUR TRIMMED $\mid \quad 38.00$ to $\mathbf{4 5 . 0 0}|\mid A N$ IMPORTANT SAVING! YOU CANT DUPLICATE THESE VALUES!

Coats cos.


Fur Trimmed Coats

FOR WOMEN, MISSES AND STOUTS.

| MATEERIALS: |  | trimiming: |
| :---: | :---: | :---: |
| ${ }^{\text {Doivnn Wor }}$ | - 0 | Moufflon |
| Ormandeles, Blocked Velours |  | Wolf |
| Rich Suedec |  | Some Collar and |
| Sustrosa ${ }^{\text {Silk Plushes }}$ |  | Cuffs trimmed. |

## Stylish Stout

 Coats For Women who wear sizes $421 / 2$ to
## High Grade

Fur Coats
Hanly a limited number at hese prices. Natural Muskrat Coats Hudson Seal Coats An ideal Sports model, 48 (Sseal Dyed Dine Mungrat) 48
 ELECTRIC SEAL COATS, at $\$ 115$ up to $\$ 140$

SACRIFICING $\$ 18.00$ and $\$ 22.00$ Untrimmed Coats without Fur Collarr-For Mises and Women.


Gigantic Sale Women's, Misses', Extra Sizes Fur Collared Coats Fur Collared Velours Fur Collared Polaire Rich Broad Cloths
Fur Collared Bolivias

27.80
42.50


Misses'
and Wome and Women's Black Coats
 23.00 32.00

THE EVENING TELEGRAM. ST. JOHN'S. NEWFOUNDLAND, DECBMBER 3 , 1924- 6

 PTy.


## Ladies' Underpants


 day Sale Price

## GOING! GOING! GOING UP!

 50 Birthday Sale Treasure Baloons



"In Years Never a Sale Like This"

## The Broadway's 3rd Birthday Sale With Values Greater Than Ever! <br> With Clothes for the Entire Family at Huge Savings! <br> With Months of Preparations!



Corsets
 account of
broken sizes
we clear them
at only $\dot{\text { ond }}$
Values to $\$ 2.25$ 79c

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| W a nted Colours! Splendid materials, $\$ 6600$ to \$7.50 Hats in the Birthday Sale for .......... |
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> 200 Lovely 20.00 to 26.00 Sample Frocks 9.96 and 16.83
 He
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son

| Fur Muffs <br> 50 only of fine Fur Muffs in variation of Furs. Here i chance for those who want t trim their Coats with a Fu Collar. Birth- day Sale Price 1.97 |  |
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|  |  | ${ }^{9.30 \text { to } 12 \text { oclock. }}$ SPECIAL:

Dresses

$=2.98$


| Another | A Special |
| :---: | :---: |
| Corset Special | in Ladies' Hats |
|  |  |

## 400 Linen Damask Tablecloths for 1.94

 Just one hundred of these fine Table Cloths. Goodheavy quality that will launder beautifully heavy quality that will launder beatitifuly:
Round and Square designs. All sizes. Buy Now:

Extra Special! Handkerchiefs
 broidered edgings. Meally thy
are
aur orith mores than double. are worth more th
Our Birthay Sale
Stock up on these.

Not Merely a Sale, But a Celebration! - A Feast of Values! - Come Early!

## Bargain Basement

Bargain Basement Sale of
Coats, Dresses, Costumes
THE DRESSES


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4.986 .79 and 8.43 THE COATS!


9.88 THE COSTUMES!


8.97

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THE BIRTHDAY SALE BRINGS

## Heavy

 Winter Coats 7.98 \& 14.64A magnificent assortment of 100
COATS, in sizes 8 to 14 years
Big, Heavy, Warm, long-wearing Big, Heavy, Warm, long-wearing
Coats for Girls, made of pure
Wool Coatings, in Wool Coatings, in tailored styles,
the popular ones of the day.
Warmly lined, too. Raglan or set. Warmly lined, too. Raglan or set-
in sleeves; inverted pleats in back and all around belts or straight line
models with side ties. Colors are: models with side ties. Colors are:
Brown, Grey, Blue, Heather mix-
tures, Plaids, Camel.

GIRLS' $\$ 8.00$ to $\$ 12.50$
Fall Dresses
$4.98 \quad 6.97$ 7.93

Flannels and Serges, etc, that of finen appeal to every girl. Mothers, too will note they are extra well mad
and long long sleeves, wearing. Straight lines,
sutyles, three-
quarter sleeves and button tris.
models, models. Colors are: Navy Blue,
Brown, Saxe Blue, Tan, Fawn and
others. Sizes 8 to

EXTRA SPECIAL! Girls' fine Dresses, in Navy
Bue Serge, nicely
with

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$\begin{array}{l}\text { Ages } \\
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## Men's Boots and Fubber Boots   <br> to-morrow -- spegtagular purchasey Slippers: Slippers: Slippers: $4.6 \mathrm{Cl}^{\text {pair }}$

 SALE STARTS TO-MORROW AT 9.30 SA.M.

## Boys'Suits

at İNearly Half Price
Brand New Suits of real strong Tweeds, the only kind that will stand up for Boys' wear. Smart nevy models in the Betted Coats or with
phain Coats. Grey, Brown, Mixtures and many other colors. Sizes plain Coats. Grey, Brown, M
to fit Boys of 8 to 17 years.
 Don't overlook your
chance to buy your
Boy's Winter yon Boy's Wo buy your
at cost autfit
at less
than


Men! We want you all here to-morrow when our doors open for our Greatest Sale in years! It will pay you to come early! Your Chance Supreme! Don't delay! Buy Now!

## Birthday Sale of

NENS OVERCOATS


MEN: There's no use denying the backward season experienced in St. John's shis year has hurt
our Coat Business immensely. Our policy is, "rather than carry goods over for another season" our Coat Business immensely. Our policy is, "rather than carry goods over for another season"
to sell them at cost and below cost if necessary. We must clear our Winter stock, and time is to sell them at cost and below cost if necessary. We must clear our winter stock, and time is
short Hence Overcoats bought to be sold up to \$43.57 will go on sale during our Great Birth-
day Sale at prices which speak for themselves, once you see the quality of the goods. Don't Delay! Make your Choice Now while Stocks are Complete!!

Boys' 11.00 Winter Coats Birthday Sale Price 7.54
 Another Lot of Boys' Coats
 $-4.94$ N cold when you can
warm him up for
such a low price.

| a spectal in MEN'S SHIRTS <br> Fine Striped Percales Shirt perfect. Sizes 15 to 17. Easily worth $\$ 1.75$. On Sale for .. |  | MEN'S LEATHER MITTS <br> Guaranteed horsehide Mitts, warmly lined throughout, nice and soft insuring the wearer freedom of his $\$ 1.50$ for |  | MEN'S WINTER CAPS Real warm Winter Caps in all sizes. Values to $\$ 1.75$. On Sale at Birth ay Prices | MEN'S TIES <br> A limited number of fine Silk and Knitted Ties some worth up to $\$ 1.00$ On Sale for . . . . <br> Come early for yours. |
| :---: | :---: | :---: | :---: | :---: | :---: |

## Boys'

Oliver Twist Suits



Waterproof Coats

 Price

A birthdax "winNer" por boyst Boy's Waterproof Coat and Hat - $2=6.98$ -

|  <br>  |  |  |
| :---: | :---: | :---: |
| 'Men's Fine Flannelette Pyjamas Nice and comfortable are these lovely Pyjamas of ues to $\$ 3.75$. On Sale for $\$ 2.69$ |  | Boys' Khaki Pants These are made of a heavy quality Khaki Drill, the kind that stand up for rea hard wear. Sizes 8 to 15 years. Worth $\$ 1.50$. On Sale for <br> 78c. |
| Men's Flannel Shirts Good quality Flannel in clean and fresh. No Jobs. A regular $\$ 2.25$ Shirt for $\$ 1.33$ |  | Men's Brushed Wool Scarves <br> Real nice and warm Scarves, easily worth $\$ 1.75$ On Sale for <br> $\$ 1.09$ |

WE SELL DEPENDABLE MERCHANDISE FOR CASH ONLY. THE BROADWAY HOUSE OF FASHION

TO-MORROW-THE BIRTHDAY SALE BRINGS WHOLESALE PRICES ON

## Men's Suits






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THE EVENING TELEGRAM, ST. JOHNS, NEWFOUNDL AND, DECEMBER 3, 1924-14

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| tion, is a Patent Flour of |
| the very highest quality, |
| gaining steadily in popular- |
| ity, guaranteed equal to any |
| first Patent Flour milled. |

BEST Vallues OBTAMMABLE

Ladies' Ready-to-wear Winter Hats otr har valuse

 Hat Prices Down to Cost
 DON'T BUY
 they canvor be beaten

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the Public-The Evening Telegram.
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nthe Realms of Sport


##  <br>  <br> SALE OF WINTER OVERCOATS

Offered in 3 groups, at Record-Breaking Value Prices

MEN! It will pay you very substantially to take advantage of this extraordinary Sale, another forceful demonstration of what our mighty buying power really means to you in point of superb value-giving. These Overcoats are the choice productions of one of America's foremost makers. Each one is accurate in styling, skilfully tailored through and through, and of a quality standard that insures thorough satisfaction. SAVE!

## Here Area Fow Real lifis!

MENS FLEECE LINED |BOYS' WOOL SWEATERS
Christmas CARDS
at best
Wholesale Prices

| Orders for Christmas |
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11^{.95} 16^{-50} 24^{75}
$$ <br> <br> $11^{.95} 16^{.50} 24^{.75}$

 <br> <br> $11^{.95} 16^{.50} 24^{.75}$}UNDERWEAR


CORDUROY ARMY BREECHES s.00 value.
sust the
thing for
Winter wear. .99

MEN'S CORDUROY PANTS

$$
3^{.85}
$$

## Boys' Suits and Overcoats

Boys' Overcoats

with fur ear protectors

## 98c

MEN'S DRESS SHIRTS Collar band Collar ba
style
some with
som
$\$ 2.00$ value

BOYS' WINTER CAPS

## Boys' <br> Suits

Sizes 3 to 8.


## Boys Sailor Suits steas 8.5. 2.48

## Personal Greeting Cards

Engraved Personal Gret-

 Davis line we are now show-
nng, or'phone for our sam-
le books. By selecting early there
s the wide hoice of many anusually attractive desighs
ans number of whing
will neaty
neaty engrave. wivh Your Personal. Greeting 2 t
short notice. See the
to
tay and at Christmas.

Scatter Sunshine With Greeting Cards Barrett Byrna Bookseller \& Stationer.


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LONDON DIRECTORY








 DEALERS EEREING AGEXCIBs




rum ropus papan Don't say Paper, Say "EVENING TELEGRAM."

## Lipton's Hight-Class English Biscuits

## For wholesale and and

Ayre \& Sons, Ltd.,
Bowring Bros., Ltd.
J. M. Brown
C. P. Eagan,

Geo. Knowling, Ltd, Royal Stores, Ltd., Steers, Ltḋ.

[^0]You will be wanting to give Her something good for Christmas. Why not give Her a Box of the Best Chocolates?

Our Special Xmas Boxes of "Schrafft's" are positively the best on the market.

## J. J. ROSSITER

Iron and Steel
Bars Plates Tubes Girders Sheets Angles
For Forward Delivery. Wholesale Only.

Wm. Heap \& Co., Ltd. 'Phone 1830-1831.

Forty-Five Years in the Service, of the Public-The Evening Telegram.

Prepare for the indoor months.
A ${ }^{\text {sk }}$ your Dealer for "MATCHLESS"
$\prod^{\text {nside Paints, Enamels, Stains, Etc. }}$
$\mathbb{N}^{\text {OW }}$ is
$T^{\text {HE TIME }}$
Try our Flat and Gloss White, Gold, Aluminum and Black Enamels (for radiators, piping, etc). Superh "MATCHLESS" Floor Stains, ete, etce.

The Standard Mfg. Co., Ltd.


## p00000000002000030000000000 <br> WANTED TO BUY All Issues of Newioundland Gov'tBonds Prices on application. BERNARD D. PARSONS, Phone 1731 . Muir Blag. 




It's Different!
Try a tin of Fry's Pure Breakfast Cocoa-to-day. You will enjoy that you will not want to go back to any other cocoa. It's different.
Everybody likes Fry's, from the children to the old folk. And it is really good for all-rich in nourishment, invigorating, strengthening, sustaining. True, it ought to be, good-it has been continually improved for nearly 200 yearse

PURE
BREAKFAST Cococh


## Christmas Cards

We herewith specify our Packet Cards for the
convenience of our outport Customers, to order from. The Favourite-
H. M. S. Hood-
$\qquad$
The Gem=
Thught=
Twuelito

## Thoughts- Execesior- Renown-

. When remitting kindily include Postage. Special
wholesale prices quoted to Shopkeepers on request.
S. E. GARLAND


Furness Line Sailings.
$\qquad$



Furnéss, Withy \& Co., Limited


RED CROSS LINE!


TORONTO

| CANADIAN | TORONTO |
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| NATIOIAL | TO-DETROIT |
| RAILWAYS | CHICAGO. |
| teavel by mational lines <br> "INTERNATIONAL LIMITED. ${ }^{n}$ <br>  "OCEAN LIMITED." <br> For Fares, Reservations, etce, apply to <br> R. H. WEBSTER, General Agent. |  |
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R.M.S.P. "ORDUNA"
 ADVERTISE IN THE EVENING TELEGRAM.


[^0]:    ASK FOR LIPTON'S BISCUITS. The High Class Biscuit at the Lower Price

