



# Here it is-The Sale all St. John's has been waiting for 

# 1000 Niniv cisioiler 

A Double Welcome to All Old Friends and Patrons. We take this opportunity to invite all old
friends and patrons to participate in this Sale's friends and patrons to participate in this Sale's
offerings, when we will express our appreciation in a practical way for their past patronage. THIS EVENT ECLIPSES ANYTHING EVER OFFERED BEFORE

Our Entire Retail Stock of New Fall and Winter Merchandise Involved

Absolutely the most Sensational merchandising event ever attempted by this or any other organization. An event so great in size, so whole-hearted in it's value-giving as to incur the amazement of the entire Retail Trade. Despite the fact that previous Sales have been record-breakers-we expect this Sale to reach a peak
of success heretofore unknown. TO THIS SALE we invite your attendance, to conffrm our statements-and of success heretofore unknown. TO THIS SALE we invite your attendance, to confirm our statements-and

A Value-Laden Invitation To The New Cusiomers that thins Sale maxe surely brig bow We recog.
 Tremenous scale Values more wornderfor on h han eyer before- which makes us feel that we a
going to go Over The Top to SUCCESS!


## THIS GREAT COAT SALLE Has Exceeded Every Expectation

Women's and Misses' sizes-14-16-18 to 42. Stout Women's sizes-44 to 53. Extraordinary! Planned to bring hundreds of new customers to our store, Women's and Misses' Coats, assembled from every source where high characte garments are produced, through volume buying, in conjunction with the stores in the United States with whom we are affiliated, we are in a position to give values that will never again be duplicated.

## Models for Every occasion

 Fur Collars and many with Fur Cuffs. Interesting details finclude Embroidery, Silk Stitching, Silk Tassels and Novelty Buckles. Trimmed Wolf, Raccoon
7.98, $\quad 10.98, \quad 14.98,16.88,19.98$ WE PAID CASH FOR THEM-THREE THOUSAND COATS IN AL-AND HERE THEY ARE READY FOR YOUR CHOOSING, AT SENSATIONALLY LOW PRICES-PRICES THAT HARDLY COVER THE COST OF THE FUR THAT TRIMS SOME OF THEM!! \$24, \$27, \$36, \$42, \$45 up to \$84 Save by purchasing your NEW FUR COAT IN THIS SALE
Spectacular Dress Sale to

Ladies' Fall SUITS - 99,98

An Offering that will Attract Great Attention

We are fairly outdoing ourselves in offering SUITS like these at $\$ 9.98$. Beautiful materials, luxurious Fur trimmings. Velours, Tricotines and Twills. The Fur include Beaverette, Coney, Caracul, Wolf, etc. These SUITS come in the Season's best shades: Browns, Greys, Navy, Black and are guaranteed by us to be
worth at least $\$ 20.00$ a Suit. OTHER SUITS ON DISPLAY AT $\$ 16.00$ to $\$ 35.00$

For Women and Misses


Stout Women's tines, Silk.

## Stout

 Sized WomenDresses in -every range in your sizes. All colours-for all occasions.

Bie and little Girils' Wear

Sizes, 46 to 52 NOT ONLY TREMENDOUS SELECTIONS, but values the most Phenomenal ever offered in this city. 2,000 Brand New FALL DRESSES in this-Sale, ranging 83.98 up to s12.98; s14.98 up to 820 ; 822 up $10 ~ \$ 30$

You can choose a Street, Afternoon, Luncheon, Theatre or Dance Frock at these Special Sale Prices. All
a Third to Hall Less giving partlicular attention to needs for every day that
must combine service with neatness. Girl's \$15.00 Coats GIRLS COATS - $\$ 1200$
 Mostly Fur trimmed. other heavy Coatings.

Warmly lined; have nov- Highest type Mode elty pockets; buttons, belts 18 to 14 years. | trome fur trimmed. | 8 | $\$ 4.98$, | $\$ 7.98$, |
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| to 14 years. | $\$ 9.98$ |  |  | Gilis $\quad \begin{aligned} & \text { Serges, Crepes, plai Miodels- } \\ & \text { Serge Sailor styles-Braid trim }\end{aligned}$ Mred, pocketedty frataid Scho in Smart Fall Styles

everything in vogue is represented. Values so startling that you will not stop at buying one or two Dresses-but enough for the whole season.

Fall \& Winter Fabrics of Rich Quality VELOUR, TWEEDS, BOLIVIA, MARVELLA, BROADTALL CLOTH, PLUSH, SEAL, MUSKRAT, DUVETYNE ; and VELOUR. All Rich Fall Colorings: All foll lined and interlined;

## Thrill the City

# London, New York\& Paris A DRIVE FOR 1000 NEW CUSTOMERS <br> London, New York \& Paris Association of Fashion 

# A Man's and Boys' Sale Extraordinary 

ASWEATERSALE Supreme

## Men and Boys, This Sale is Your Opportunity

We are determined to add at least 300 new customers in our Men's and Boys' Department, AND SO WE
STAGE STAGE THIS STUPENDDOUS MERRCHANDISE EVENT. Men! Mothers! An unusual opportunity to
buy real high class standard makes of Men's and Boys Clothing at a remarkable sacrifice in price. Without reserve-without any restrictions whatsoever, our entire super stock of Men's and Boys' New Fall and
Winter Clothing to be sold. Not the ordinary kind of clothing that you expect to find at a sale, but only the highest grade apparelJthat has placed this store to the fore as the greatest Value-Giving House in the country.

Men, theyhavejust comein 1000 Fall One and Two Pants Suits Good Models
 our label on them-proud to have the men of
pin stripes, mixtures, blue serge-everything.
They are going fast, Men! Values from $\mathbf{\$ 2 0}$ to $\mathbf{\$ 6 0}$, and in this Sale $\$ 11.98$ up to $\$ 45$

A Wonderitul Variety of
Men's Plaid Back Overcoats at $\$ 18,24,29,38,48$

## Men's Trousers



Mothers, Bring the Boys to our Boys Department, Second Floor, everything the Boys wear
Boys' One and Two Pair Pants SUITS Overcoats, Pants, Rubberettes THE LARGEST ASSORTMENTS IN THE CITY.
\$5.98, \$6.98, \$9.98, \$12.98, \$14.98
Talk about varieties-thousands upon thousands of garments; a size for every boy up to 18 eyars.
See Small Boys' Suits and Overcoats



Super Wonder Specials


Ladies Waists 35c. Men's Braces - 20 c . Ladies Coats - $\$ 6.98$ Ladies Tams - 39c. Men's Pants - $\$ 1.98$ Boys Pants

- \$1.40


## Turkish Towels

 gnicix dumern: per pair 40c.
## Best Quality

Woolen Scarfs - 98c.
Men's Caps - 50 c .
NO MAIL, 'PHONE or C.O.D. ORDERSALL SALES FINAL.

## Extra

Ladies Newest and Smartest

## FALL HATS

- Sensational Millinery purchases bring marvellous values to shoppers who attend our Great Value Sales.
$\$ 2.98$ up to $\$ 6.98$

[^0]the evening telegram, st. Johns, newfoundl and, october 19, 1923-6

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## Throngs Thrilled With the New Styles In wearing Apparel . . . . at the Royal siores



Now Winter Goatings at Sale Prices


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Wool Undorwear
Men's and Boys'Suits
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## Hearth Rug Specials

 Axminster Hearth Rugs.
 Axminster Fearth Russ.
 Rope Vestibule Mats
 Floor Canvas.
 Stair Canvas:


## Now [rities <br> 

Anything you require for that Dance or Party can be bought af our Stationery Department









## The Royal Stores



Wool Blankets


## Men's Gloves

 $\$ 6.20$
$\$ 6.85$


## Ladies' Gloves

15 Pairs Only, Scotch Knit Wool Gloves, Short length, Black, White 75

 Binasz sisis frice

## Ladies' Oil Coats

Fine Quality BLACK OIL COATS,
Belted, with Velvet Collar. Sizes 40, 42, 44. Regular \$8.75. \$4.50 SALE PRICE

12 Pairs White Mercerised Hose Good Quality. Regular Price 95c. PRICE

12 Pairs Good Silk, Field Mouse, \$2.00. SALE PRICE
24 Pairs Black Cashmere, Seamless; extra quality. Regular Price \$2.25. SALE PRICE
12 Pairs Heavy Silk, White, Brown Field Mouse, Black. Regular Price \$2.50. SALE PRICE
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Baldwin and Poincare



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45c
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U. S.P. \& PORTRAIT CO., Water St.

## Men's Hose

23 Dozen Black and Colored Mercerised Half Hose. Regular Price 35c

30 Dozen Black and Heather Wor sted Half Hose. Regular Price
$\$ 1.00$. SALE PRICE ........ 50c

36 Pairs Heavy Black Silk Hose. Regular Price $\$ 1.25$. SALE 50 C
PRICE ...............

## Men's Gloves

30 Pairs Scotch Knit, Heather
 42. Pairs Heavy Wool, Heather S $\$ .25$ Mixtures, Leather bound, Dome
fastening. Reg. $\$ 2.00$. S. PRICE

## Men's and Boys' Leather Belts 24 Men's and Boys' Belts, assorted 95 colors, values up to 55 c. ....... 12. Only Men's Patent Buclle ${ }^{\prime}$ ? Belts, Tan Leather. Regular Price OC \$1.00 SALE PRICE ...........

## Shawl Scarves

With pockets. Famous "Bob Long Brand." Original Price $\$ 9.50$.
SALE PRICE 2.50
"Bubble"Books
75 Delightful Books of Gramophone Records for big and little folks. 4 records in each book. Regular Price $\$ 1.25$.
SAIE PRICE 1.00

## There's only Four

Genuine All Wool

## collaf baralan

 40 Dozen "Lion" Brand Men's fine Linen Collars, various leading styles All sizes. Regular Price 30c each.
## sale price 15ceach

 $\$ 1.50$ per dozen 






#  <br> <br> The BARRIERS of RESIST <br> <br> The BARRIERS of RESIST   THE BAIRD PAGET THE BAIRD PAGET Friday，Saturday \＆Mondas <br> $\$ 15.00$ Sorge and Gahardine DRESSES 9.98 <br>   <br> Coloured Trlaolette 2.79 JUMPERS <br> Very newest styles，and many of them to seleet trom，with and without collar，banded side，tio fifeot others <br> $\pm=5$ <br> <br> \section*{$\$ 5.50$} 

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## NCE $?$

 Beautiful Fur Pleces go on Sale
## CHOKERS

26．00 Regular for 19.98


fALL ATTIRE

## DRESS TWEEDS

Ratines，Moirettes \＆Linings．



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Profitable Showroom Shopping．


THE BURNING QUESTION splennd all uump scorce coant. $\$ 13.00$ per ton
The very Best SCOTCH HOUSEHOLD COAL imported $\$ 13.50$ perton

The United Coal Co.

## CHEESE! CHEESE!

IN STOCK:
FINEST QUALITY

## Canadian Cheese,

ins.
Oats, Bran, Cornmeal, Corn, Diamond Gluten, No. 1 Hay.

## GEORGE NEAL, Limited

## ( 2 FACTS!



 U.S. FIDELITY \& GUARANTY COT. j. lacki, nflid. gembral lebmt

Wanted to Purchase
5-Gallon Oil and Gasolene Tins in good condition.

The Standard Manufacturing Company, Ltd.

Wallace Silverware.






T. J. DULEY \&CO, Ltd.
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The Home of Good Shoes $218 \& 220$ Water Street.


Five Superior Houses for Sale.

FRED J. ROIL \& CO.


The Railway Passengers Assurance CO .
 CLAmMS PAD, ovEr STB600,000


 HENRY C. DONNELLY



 S14.00 Per Ton (Spot Cash.) BURNSIEE SCOTCH COAL III Si3.00 Per Ton (Spot Cash) ) 2000 TONS WELSH ANTHRACITE
 A. H. MURRAY \& CO., Limited,

Coal Omee Phone 1887 .


Gee Willikens! What A Good Time ! Thats, what you'll say
the minute you see our stock of Stunning big silhouettes
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Inter-Continental Transports, Limitel The S.S. MANOA will sail from St. Joht'
On October 20th, and from Montreal on Octobed For space, rates, eter, please apply to this HARVEY \& CO, Limited




[^0]:    Pokes of ail kinde-Trimmed Hats, Turbans, Cuffed Hats, off the face Hats; in black
    color, all trimmed in newest effects. EVERY HAT WORTH DOUBLE.

