## UNION MADE

## MOOSE HEAD TOBACCO

FROM
Guaranteed by the United States Tobacce Go., New York
Tessier \& Cou, Agents.




## SQUIRREL NECK PIECES

 $\stackrel{m}{\text { mint }}$
Our Tremendous Coat Sales This Fall Have Broken Our Previous Selling Records
And in This Sale We Cap the Climax With 1400 Brand New Garments in


For Misses'--Women--and Stout Women

| Positively Our Lowest Price This Season for COATS in These M terials and in These Styles. |  | Three Price Groups 26.00 | 1,400 NEW COATS-EHundreds of New have never been on Sale before. |  |
| :---: | :---: | :---: | :---: | :---: |
|  | The Materials |  |  |  |
|  |  | $35.00$ |  |  |
| COATS | memme |  |  |  |
|  | The Colours |  |  | Coats |
| $14^{.98}$ | \%asmex |  |  |  |
| $16^{80}$ | $1{ }^{\text {dre }}$ | $48.00$ |  |  |
|  |  |  |  |  |

## Most Remarkable Sale of

1000 New Hats

> A Well Planned, Thoroughly Prepared Event - Condacted in our ustal way-wholeheartedly and with determination.
> Once more the women of St. Johin's and vicinity are given a practical demonstration of this Store's, Mil linery leadership. An event that features Style, Quality and Remarkably Low Prices.

HATS FOR MISSES. HATS FOR WOMEN. HATS FOR THE MATRON.
In fact an unlimited selection of the newest and best in Fall and Winter Millinery modes
This is the biggest and most outstanding. Hat Event of the yearGrasp the opportunity and BuyBuy Now!


CORSETS
A New Patent Device-A Hip-holding Feature. Has abdominal and spinal support. Health and Comfort for Medium and Stout figures.
Guaranteed Values at S10.00. Sizes 24 to 45 .

SPECIAL!



"FLAMING PASSION"

A Dramatization of the famous story "LUCRETIA LOMBARD
Adapted fiom
the Novel by KATHLEEN NORRIS A HARRY RAPF PRODUCTION featuring Irene Rich and Monte Blue

xtra attraction
"THE END OF A PERFECT FRAY."
Round 10 FIGHTING BLOOD Series.
ADMISSION:-Night, 30c. Afternoon, 10 and 20 Cents.
MONDAY:-"THE SPÓILERS," Rex Beach's epic of lawless Alaska, with
Milton Sills and Anna Q. Nilsson. A Cylonic Sensation.



PEPYS BEHIND Jire

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## smownoom Winter Dresses showroom

M denotes good taste-very smart and practical in style
Trifididers strae presess 11 mises paid wool


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MISSES' WAISTS
 1.80 EACH.
 MISSES' ENGLISH NAVY SERGE

GYMNASIUM DRESCES GYMNASIUM DRESSES 8 to 14 years. Regulation style \& | inned |
| :--- |
| 3.60 to | ccording to

MISSES WOOL PLAID DRESSES

6.80

 8 to 12 years. ALL ONE PRICE ... ALL ONE PRICE
8.80

MISSES WOOL PLAID DRESSES smart Pleated Skirts with Plain Wool Caatee with pocket, Braid trim 12.50

## Atyreisons

2x+18,2,t,t
 Anthracite COAL Now Landire
Ex s.s. "Recto" American Anthracite COAL

H. J. Stabb \& Co. COURTNEY'S | BEAUTY Parlor. |
| :--- |
| Beat |






Stormy Seas - Stormy Passions Star Movie To-Day

Thrills that only the sea can give. Emotions that only Dean can live.

## Priscilla Dean

in a Melo-Dramatic Thunder Bolt "The Storm Daughter" in 10 Parts.
Ruth Roland in "Haunted Valley"

## Admission 20c

COMING - Norma Talmadge in "Ashes of Vengeance"

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im

## HELLO! GIRLS.

Wonderful Variety

## BRUSHED Wool HATS

Two Tone Effects and Self Colors


SEE WINDOW

## MILLEY'S

ala


## GOSSAGES SOAP

Like the British Navy--
The Finest Ever Put Into Water




EXCEL
Long Rubbers
THE FISHERMANS FRIEND
FOR MEN \& BOYS
are made on a particular shape of last,
which gives the foot morer room and pre-
vents slipping at the heel and instep. vents slipping at the heel and instep. pre-
A heavy cloth insole made under a new
process process which absorbs all under a noisture, is
nicel fitted in to add extra comfort for
the wearer. the wearer.
ASK YOUR DEALER FOR "EXCEL" Sold by all reliable dealers from coast
to coast
Parker \& Monroe. Limited
${ }_{365}^{195}$ \& 363




## FRIDAY AND SATURDAY--BARGAIN DAYS AT THE ROYAL STORES

## THE READY WAY TO GREATER SAVINGS




## Note the Bargains on this Page!

| 0 Man! Special Values For You! <br> vertate |  |
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## Stamped Linen

## Linen Centres.


 Luncheon Sets.


## New Curtainings

Terry Cloth
 Tapestry"

 Andel

## Seasonable

 Hosiery Values Bayy Caitmere Hose

 Silk and doil Hos.

 Childs Hose. filiay

## Women's

 Underwear
 82.30 garment Sale Prre
Stanfield's Vests.





Needed Domestics

## Lower Priced





- Huckaback Towellimg.
 Eiderdiown.
and



## Splendid GLOVE

 Values
 Woin Give
 Wool Gauntets
 Men's Kid Gloves.




At Specially Reduced Prices
 Read.t.0.W.ar Hata


 Chidicens sape.



Corded Ribbon


Household Needs at Economy Prices Crochet Quits








## SH Blouses

 Sweaters

> Tricolette Smocks. A very A very
 each,
Crepe de Chenen Smocks
Halt sieves, round nock, tied
 Wool Slip-ons.

Silk and Wool Sweaters.
Rolled collar, 2 button tront.



Footwear For All the Family at Sale Prices
 7. Reeg ,has parf. Sale Prlee 't. ".
 Child's Boots.
 Mer's Bots.
Brown coils Bal
 Reg. 85.90 parir, sale Price
Youths' Boots.
 Hearth Rugs Axminster Rugs. $A$. porlendid assoriment in a range of now
 Axminister Rugs.


Bangles





The Recognized Firm for Quality and Good Value in General Home Fuurnishings

Carpets and Carpet Squares various Siee to fit any room, all Englid manuracare, in

Stair Carpet, Runners, Hearth Rugs

DOOR MATS
LINOLEUM and CONGOLEUM MATS any required sia
Sizes to fit any room-an exceptionally good quality and artistic designs. LINOLEUM \& CONGOLEUM SQUARES
CONGOLEUM-2 yards wide.
FLOOR CANVAS-2 yards wide.
SURFACE \& INLAID LINOLEUM-2 yds. wide.


Convenient, without odor, and gives economical heat.
Has alock key on the burner which sets the flame
at desired height, and a brass fount which will not Has a lock key on the burner which sets the flame
at desired height, and a brass fount which will not
corrode. corrode. $\$ 9.00$ and $\$ 13.50$ each

> STAIR CANVASSTAIR OIL CLOTH, Etc.

See our display and make your selection easy.

| Breast Drills . . $\$ 4.75$ | Type |
| :---: | :---: |
| Hand Drills . . . $\$ 3.00$ | LAMP BURNERS |
| Push Brace . . . . $\$ 4.75$ | (Large Siz |
| Ratchet Brace . . $\$ 3.30$ | Lamps flicker and smoke, |
| Pat. Hollow Auger- | because the great demand |
| \$3.50 | for gasoline has changed |
| Recip. Drill . . . $\$ 4.50$ | the properties of kerosene. To get a big steady White |
| Ratchet Drill . . $\$ 5.50$ | To get a big steady White Light from present day |
| Comb. Pliers- <br> 90c. to $\$ 2.30$ | kerosene, it is necessary to use this specially designed burner. |
| lated Pliers, \$3.30 |  |
| Ship Joint Pliers, 35c. | 25c. eac |
| WEA HER STRIPPING ${ }^{\circ}$ <br> To keep out the icy winter draughts and help make the house warm and cosy. Flexible and easy to apply to strong felt red or green covering. 20 cents per yard. <br> WEED ANTI-SKID CHAINS <br> All sizes in stock. |  |
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See Our Window Display of Roman Meal

A Delicious and Nutritious Food,

With every Package we will give free a large Teddy Bear or Doll. Just the thing for the Kiddies-45c. Pkg.

| Tinned Bakeapples, 1s, 30c. $1 / 2 \mathrm{~s}, \ldots . .16 \mathrm{c}$. <br> Pineapple Chunks ( $11 / 2 s$ ) . . . . . . . . . 23 c. <br> Red Plums, 26 -oz. Bottles . . . . . . . . . . 55 c. <br> Gooseberries, 26 -oz. Bottles . . . . . . . . 40c. |  | Meliable Eggs 65 c . dozen |  |
| :---: | :---: | :---: | :---: |
| Feather Flakes makes washing easy. ${ }^{4-0 z}$. Packages, 9 c. Starch Cream, Blue and White Nixey's Blue | Geo. Washington Coffee. <br> made in the cup at the table <br> $\$ 1.40$ 95. <br> 45c. tin. | Sunsweet Evaporated Apricots 15c. Pkg. Prunes 14c. lb. | - Choice Table Butter, 55c. Ib. <br> Pure Lard 25c. lb. |

## Quality Goods <br> Delivered direct to your Kitchen Door.

AMERICAN or P.E.I. CARROTS
Extra fancy quality, $10-\mathrm{lb} . . . . . . .50 c$.
AMERICAN BEET-
Medium size,
P. E. I. PARSNIPS
Extra fancy quaity, 10-1b. ... ... ...6.
FANCY CANADIAN ONIONS-
Nice medium size, $10-\mathrm{lb} . \ldots . . .43 \mathrm{c}$.
QUINCE ........................... Dezz.
ANCHOVIES, in Spiral Bottles- Goc. Bot.
Larger Bottles, in Brine $\quad 70 \mathrm{c}$. Bot.
CANADIAN TABLE BUTTER- Fresh supply ......... . 50 c. ib.
Whole or Cut
GREEN STRINGLESS BEANS--
FRENCH BEANS


TWO STORES
DUCKWORTH STREET \& QUEEN'S ROAD.

 $\$ 10$ Yeariy for $\$ 3,000$.
For a ten dollar bill per year, we grant you $\$ 3,000$
protection against death from injury or accident, as
well as $\$ 1500$ for the loss of any limb.


U. S. FIDELITY \& GUARANTY CO.




Bricks Tasteless
7000 Bottles

BRICKS TASTELESS is evidently come to stay, it is zot one of those "come to-day and gone to-morrow"
Fatent Medicines. It is a good reliable tonic that does its work every time and poople who have taken it
always take it again when they need a good ToNIC always take it
end BUILDER.

Dr. F. Staftord \& Son
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Fish Provide Uner-,

\section*{pected Rich Harves <br> 

 $\underset{\text { Boots fitted with Rubbers, onty }}{400}$
 WooD'S, Ladies' Depar
nov15,tt $->$ (ishop Gore as Bishop Gore as
Champion of Criticism




| Men's \& Boys' Winter | Bogs' | Men's Work Pans | Men's Work Slirts |
| :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Knicker Pants } \\ \text { Anl zizee } \end{gathered} 1.09$ | Butit or <br> hard erice 2.20 |  |

New Lots just from New York to reinforce our Tremendously Successful Grand Opening Sale of
Men's and Young Men's 22.50, 24.75, 28.00 Winter OVERCOATS at 16.50

NEVER IN THE HISTORY OF THE CLOTHING BUSINESS HAVE SUCH QUALITY OVERCOATS SOLD FOR SO LOW A PRICE. FOR THIS IS NOT SALE CLOTHING-BUT THE PRODUCT OF AMERICA'S BEST FACTORIES. BUILT OF FINE WOOLLENS IN THE SEASON'S CHOICEST STYLES, EXPERTLY TAILORED AND BEAUTIFULLY FINISHED THROUGHOUT. OVERCOATS THAT ARE THE ACME OF PERFECTION. DESIGNED TO FIT AND SATISFY PARTICULAR MEN!

## EXTRA SPECIAL!

 Men'sDress Shirts, 99c.
MENS work sox 19.

Men's 1 and 2 Pants Suils.
Offerings that are a revelation in value giving-
Savings that are truly. remarkable.
$14.50,21.75,34.50$
"THE FAR"
Formerly Bishop \& Sonr
339-Water Street-339

## Grand Opening <br> Boys' <br> Boys' Overcoats. Overcoats. <br> Fashionable styles and fine quality materials at the lowest price in town! $\$ 12.00$ and $\$ 14.00$ value for <br> $\$ 8.98$ <br> Sizes to 14 varars <br> Swings into its second wonderful week To-Morrow with a multitude of <br> Fresh Offerings in all Departments <br> BOYS' SUITS. Manufacturers co-operated with us to give our Boys', Suit Department a rous- ing "send off?" BOYS' $\$ 15.00$ BOYS | 2-TROUSER | $\$ 12.75$ |
| :--- | :--- | SUITS 12.75 <br> 8.00 <br> Built on the - newest lines <br> newest lines smart service <br> smart servic

SUPPLY Your apparel and other personal wants. FULL stocks and unmatchable values provide advantages that cannot be duplicated anywhere else.

Men's Hais. $\$ 6.00$ values. The
famous "Harold Hat" in the sea- 4.75
son's new shades. Men's $\$ 9.00$ and $\$ 10.00$ Velour
Hats. New shapes and new autumn
colorings $\mathbf{6 . 7 5}$

000000000000000
Formerly Bishop \& Sons 339-Water Street-339

|  | ग. क. meaney | proportion of water and rum used in he dilution. <br> Mr. Holden, recalled and examined by Mr. Winter, stated that the rum sold by the Dept, at $\$ 2.00$ was $30 \%$ um. When he went to wepk arst, rum was sold at $\$ 1.30$. This rum was |  |
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| (This Morning's Session). <br> At 10 a.m. Mr. Howley began his |  |  |  |
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| who agreed that the bus war near | cead cost price considerably (per case). Rum was not included in the |  |  |
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| reviewed the medical evidence to how that the accused was not drunk. |  |  |  |
| Several witnesses said they saw no !igns of liquor on him. The several |  |  |  |
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| taken. At 2.30 pm . Mr. Hunt for Crown began his summing up. |  |  |  |
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| Plates Replaced |  |  |  |
|  | Mr. Grant placed in the box, told |  |  |
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## Cohen's Modern Emporium 335 Water Street

## A Record-Breaking, Value-Giving Sale of Coats

This is one of the most outstanding Sales Cohen's has ever featured. A Sale so unusual in values that we
confidently state that every Coat affords a saving of many dollars. See them! Compare them! PracNew Arrivals!

Magnificent Models of
Luxurious Fabrics.

## Look for the sign

## Cohen's Modern Emporium <br> The Embassy of Paris Fashions

335 Water Street, Corner Store, Bishop's Bldy, novy111

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## Stafford's

 ESSENCE OF GINGERWINE $=-2=2$ y=vicisutaz

Dr. Statiforid \& Son


SIDE TALKS.


In every New Style---Every New Material---Every New Shade, and every size. With or without Fur Collars and Cuffs, Satin and Crepe Linings

| 5.9 |
| :---: |

Woolen Scarves and Muffiers

In 2 sizes, and many beautiful 2 -tone striped combinations. Brushed Wool
$1^{25} 2^{290}$

Ladies' Dresses
Serges, Poirets, Tricotines, Crepes, Roshanaras
Cantons, Charmeuse, in all shades and sizes.
For day and evening wear.
$\begin{array}{llllllllll}5.90 & \mathrm{up} & \text { to } & 45.00 & 9.80 & 10.90 & 12.90 & 2.90 & 3.90 & 5.90\end{array}$
Ladies' Tuxedo Sweaters
250390690790
Brown Leatherette Coats
 9.75 and 11.50

Towels Corsets


## IN THE GENTS DEPT.

 We Offer
## SpecialSuit Values

Splendid lines in Tweeds, Worsteds and high class Navy Serges, with one
and two pairs of Pants. Big values in higheclass tailoring.

Men's Overcoats
The very latest atyles from Now Yorkk, with the newest eut and perfect $12.90 \quad 16.00$ 18.00 up to 35.00

## Another WVeek of SENSATIONAL VALUSS:

WE'RE ALWAYS FIRST TO CUT THE PRICE! To-day juast as when we frrt opened our Stores, we're always frrat to cut the price. That policy which means so much to every coconomical ahopper is posesibl hecause of that fundammental principle of our business to buy and sell for cash only

Special Sale of Stout Coats and Dresses

\author{

| This week we have eet aside a special event for Stout Ladies, in COATS an |
| :--- |
| DRESSESS. An event which ought to attract every stout woman in S |

}


| SIZES 46 to 54 | SIZES 46 to 54. |
| :--- | :--- |

TheDresses The Coats


$1.93 \quad 7.98$

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II Styles. All Shades

## Sale of

## itio Coats


Extraordinary Sale of Skipts
 $2^{48} 3^{38} 4^{18} 4^{48}$

Tremendous Sale of Blouses
This Sale ought to attract hundreds of castomers to our store for this
week. We have taken odd lots of higher priced Blouses and re-grouped

 $10-69$


Sale of Fine Warm Children's Dresses



## 

WE SELL DEPENDABLE MERCHANDISE-FOR CASH ONLY.

TO GIVE THE UTMOST IN VALUE Is the endeavour of every great Store, whether you are getting the most for your expenditure is for you to declde. We know that our merchandise If always priced as low or lower than competitive quality. Compare and be convinced of our pricateadernhis

## Growth THE OUTGROWTH OF

## Confidence

Luck and accident play a very small part in business. Growth is
the direct the direct result of suceess- and success, the outgrowth of confi-
dence. With pride we point to the pre-eminent position we occupy in the St. John's wearing apparel fifld as an example of the con-
fidence of the public in the BROADW AY Store-a confidence well
 deserved and one which we will ever cher
very fullest extent of human endeavour.
"IN YEARS NEVER A SALE LIKE THIS!" our
3rd Birthday Sale!
not merely a sale, but a celebration!
ORIGINAL MODELS AND MAKERS' SAMPLE
Hats
NEW ARRIVALS! NEW ARRIVALS!


Representing
the acme
of
Style

Another "Broadway" Triumph in Men's Suits
 in Dark patterns and
cut to fit young and


These are beling turned
over to you at a small over to you at ar small
perentage of pront to to
us and to the ereat satpercentage of profit to
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isfaction of our custom-

Men! Come to our Store any day. Get acquainted with our methods and with our low prices-Be convinced!
Men's Hose


## Men's Caps 

Men's Combinations



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## Boys' Oliver Twist Suits


Great Savings in these items during this week. MENS HANDKERCHIEFS, TIES, COLLARS,

## The Broadway House of Fashion

SHIRTS, UMBRELLAS, SCARVES, SINGIE PANTS, BOYS' SINGIE PANTS, CAPS, BLOUSES, SWEAT-

Overcoat Week at the Broadway

 Values to $\$ 16.50$ 10.00 Values to $\$ 22.00$ 15.00 Values to $\$ 30.00$ 20.00

 VALUES TO $\$ 35.00$ 24.90

VALUES TO $\$ 42.00$ 30.00

Values to $\$ 50.00$ 35.00

VALUES TO $\$ 65.00$
40.00

Having ordered large stocks for the Christmas trade, we have to make room, so we are giving you the benefit of this Make-Room Sale. We want the space and we know you will want these goods at such BARGAIN PRICES.

| POWDERS- |  |
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PERFUMES-

| PERUMES |
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TOILET SOAPS-


## MARITIME DRUG

For Delivery 'Phone 1358


## STORE






REAL SNAPS in PILLOW CASES
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## FAMILIARIZE YOURSELF

 With These-The Best Values Along The Street To-Day Gathered from the Four Corners of this Vast Store. Notable Re-pricings to Bring Crowds--Bairdwards-Friday, Sat and MondayGet Acquainted With These
 Plain and Fancy--Reduced


 Wation







DO NOT MISS THESE Children's


SPECIAL VALUES Gorgeous CHINTZ


DTress Goods Values







FOUR BIG SPECIALS in FOUR BIG SPEC
HOSIERY






## Grasp These

 TABLE CLOTH VALUESThere Extra Special table cloths.
TAREELETHS BREAKFAST CLOTHS.
 circular dining cloths.
 TOWELS.

 bath mats.
 WHITE TowEIS
 18 INCH सHITE DAMASKS.



COTTON BLANKETS
Two lines we intend to clear out.
memporas papar- Don't say Paper, Say "EVENING TELEGRAM."

> Lipton's Higl-Clasess English Biscuits


## Iron and Steel

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

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

Prepare for the indoor months
A ${ }^{\text {sk your Dealer for "MATCHLESS" }}$
$\square^{\text {nside Paints, Enamels, Stains, Etco }}$
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