 ask your dealer OVERCOATS SUITS Pants, Overalls, MODERN STYLES for our hand made Greys; Browns, Mixtures Serges, Tweeds, Worsteds Mackinaws, Raglans for Mechanic, Clerk, Business Man Low Prices. The White Clothing Manufacturing Company, Limited Wholesale clothing Leaders

| nuction Sales ! Aurotion Sales ! |  |  |
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| $\begin{aligned} & \text { RELIABLE } \\ & \text { BRRNES } \\ & \text { ACTTONEER } \\ & \hline \end{aligned}$ |  |  |
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|  | Live-Stock |  |
| TION. | Market, |  |
| Wed Beef | Al’'s Wharf |  |
|  |  |  |
|  |  |  |
|  | At $110^{\circ}$ Clock, sharp, |  |

AUCTION.
-Day, Friday and
Saturday,
50 Head Cattle
3 Springers
30 Sheep



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## Maple Leal MATCIES!

## ST. JOHN'S

GROCERY STORES.
COAL.
Opening Announcement

Ready for
Delivery


LADY IRIS' MISTAKE;

THE EVENING TELEGRAM, ST, JOHNS, NEWFOUNDLAND, NOVEMBER 10, 1922-2

SHE EVENING TELEGRAM, ST. JOhNS, NEWFOUNDH AND, NOVEMBER 10, 1922 - 4


Here is a message of exceptional interest and importance to every woman of this city. This sale presents, a real opportunity to purchase your Fall and Winter Apparel at genuine savings--savings that will me
ordinary cost of ono-DON'T WAIT! DON'T DELAY-DO YOUR SHOPPING EARLY--NOW!

SOME OF THE EXTRAORDINARY OFFERINGS TO BE SEEN ON DISPLAYE

Remarkable Sale

## 300 FUR-TRIMMED COATS

these handsome coats are the bic value feature FOR THIS WEEK.
Very fine Wool Bolivias, Normandies, and Velour Cloth with sumptuous Fur Collars-some with tassels and embroidery; others plainly treated-all Silk lined-all the new Fall shades. Sizes for Misses-Women-Stout size. An early inspection of these Coats is advised.

SMART FALL SUITS Tailored Suits of POIRET TWILL, TRICOTINE and VELOURSall Silk lined and splendidly finished. Sizes for Misses-for Women and Stout Sizes.

REMARKABLE SALE OF WAISTS
In CANTON CREPE-TAFFETA-SATIN, SILK and VOILES -to be sold at Sacrifice Prices.

## DRESSES

300 SERGE \& TRICOTINE DRESSES.
The Season's Latest Models-Some strictly tailored; others hand-trimmed-also splendid ranges POIRET TWILL-Latest Season's Styles-Prices the lowest: Sizes for Misses-for WoSeason s styles-rrices
men-and Stout Sizes.

SKIRT SALE
Extraordinary values for Women and Misses. Every Skiri wotth double our Special Sale Price. Sport Skirts of Wool in plaim and box pleated styles-in all wanted colors. PRICES A REVELATION! COME!!

## LADIES' SWEATER WEAR

 Sale Extraordinary-Ladies' Sweater Wear. WOOL SWEATTR COATS-SLIP-ONS-every color and style -all popular shaden Priced so as to assure quick sales.SILK DRESSES-WOPth up to \$18 In TAFIETA, SATN and CANTON CREPE and new desigh Splendidy made-drd fthishied. Such values as to assure quided disposal. SALE \$10.00.

## NO APPROBATION

NO APPROVALS
NO EXCHANGES

# Majestic Theatre! RESTL ESS Thursday, Friday, Saturday <br>  <br> yer <br> <br>  <br> <br>  <br> Gista Bay Coiser. Cone From Coaker. 

 Paris.'We have been able to secure some EXCEPTIONAL BARGAINS in English

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\begin{aligned}
& \text { MEN'S TWEED SUITS } \\
& \text { OVERCOATS }
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which our Buyers bought on advantageous terms, owing to a large manufacturer making changes in his business.

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14
Streel
Boys' Heavy Grey Nap Overcoats
To fit Boys from 3 to 14 years. In Granby, Clifford and Clarendon styles. 10.40 to 15.85
According to size and quality.


MENS GOLF. C0ATS, Special in Heather Dark Grey Mixtures, 6.95, 8.10, 9.00.
It will repay you to look at these goods for value and finish. We are sure they
cannot be excelled.
aneowniviauls G. Knowling, Ltt.
Bors sfref parts
To ft ages 3 to 12 year
1.55 to 2.65

## mpson




E EVENING TEHEGRAM, ST. JOANS, NEWFOUNDIAND, NOVEMBER 10,1922 - 8



# \$145,000 WORTH OF NEW WINTER MERCHANOISE TO BE SOLD AT COST AND SLIEHTLY ABOVE COS 

WIDE AND WIDE-EYED ASTONISHMENT FOLLOWED OUR FALL AND WINTER SALE ANNOUNCEMENTS FOR SATURDAY. THE NEWS WAS ALMOST TOO BIG TO GRASP. "YOU DONTT MEAN IT !" PEOPLE EXCLAIMED-"IT CAN'T BE TRUE!" BUT IT IS TRUE AND WE ARE GOING STRAIGHT ON FOR THE NEXT EIGHT DAYS—OFFERING NEW WINTER MERCHANDISE ROR MEN-WOMEN-AND CHILDREN AT COST. AND-SLIGHTLY-ABOVE-COST

Extra Sales force to cater to the enthusiastic crowds who will respond to this unparalleled FALL and WINTER SALE of HIGH GRADE APPAREL. COME EARLY.

## All Price Records Have Been Shattere

## SLONDON, NEW YORK AN



PUBLICAS THIS GREAT FALL \& WINTER SALE SWEEPS the CITY

# Sale that has stirred the City to its Very Depths! Men are talking about it on the streets! Women are talking about it in their homes! 

VALJES AND STYLES THAT DEFY COMPARISON IN THIS FALL AND WINTER SALE. COME! PROVE THE TRUTH OF OUR STATEMENTS
MOT TIIS FACT - WE HAVE STAGED SPECTACULAR SALES BEFORE-BUT THIS SALE IS THE CROWNING EVENT OF ALI PAST ACHIEVEMIDISS
 LIMIT THE QUANTITIES PERCHASED BY ANY ONE CUSTOMER.

## Whylesale \& Less than Wholesale--Costs Prevail <br> Spread the news of our Fall and Winter Values among your friends. There is no rivalling the economy wonders in our apparel departments. <br> ARIS ASSOCIATION OF FASHION




## New Arrivals of Fall \& Winter Goods!

We have just received a large shipment of winter goods, consisting of COATS, DRESSES \& SKIRTS coats

A gathering of beautiful new styles from which it will be a fascinating delight to select your new fall and winter coat.

DRESSES
A remarkable selection of new models in Canton Crepe, Jacquard Crepe, Satin, Georgette, Crepe-deprominently in the foreground of prominently in the foreground of from 6. 75 up;

## SKIRTS

A large assortment of Pleated, Plaid and Serge Skirts in very pretty shades and newest styles.

Our aim is to give you the most of the best for the least expenditure, to maintain the established standard of our values.

## A STORE DEVOTED EXCLUSIVELY TO LADIES


Our New Large Fall Stock enables us to give youEFFICIENT 314 WATER STREET




## Mir. MAN:

if your wife selects her WALL PAPERS from us, you will always gnioy a pipe of peace-Because-in the designing of


## Watson Foster's Wall Paper

all colors and effects are properly blended, giving the Papers that
appearance of Restfulness, which induc ns that feeling of peace and contentment so essential to true Hap siness.
 The Judge! My Shoes: Says the Lawyer - have a hard Judge to please. I used to listen to all sorts of arguments, but my feet put in a plea for mercy. On a true bill from a grand jury of users,

## 1 Gave INVICTUS

 a TrialIt was good counsel, and I concurred in the decision of the Jury
To sum up in brief-the "Upper"
Court has confirmed as "Sole residuCourt has confirmed as "Sole residuary" of my feet
invictus shoes.
Price $\$ 13.80$
per Pair for Cash

and they fit just as well after two or three months' wear as they do when you first try them on.

They give your figure graceful, slender contours; they yield to every movement of your body but they never lose that firm control over the lines of your figure that first attracted you, and, they are guaranteed not to

RUST, BREAK OR TEAR.
Prices \$1.80 to \$6.00 pair
We are Sole Agmints for the Above Lines MARSHALL BROS.

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## GEORGE NEAL, Limiled.

November 10th. ARMOUR'S PORK \& BEANS. fray bentos beef-6's. LUNCH TONGUE-6's.
california oranges.
wagner apples. ONIONS-100 lb. Bags. onions-Cases, 4 's \& 5 's. best canadian butter.

## GEORGE NEAL, Ltd.

 Service-The EveningTelegram




## EXPORTERS REQUIRING Box Strapping

 «2panned Embossed Steel Strapping
## robert Templeton's.

## WEST TREE GOLD MINE <br>     J. J. LACEY \& COMPANY, LIMITED, CITY CHAMBERS.

## NEW ARRIVALS!

Planters salted peanuts.
Fishilus confectionery

CRYTTALIZED BON BONS.
OUTPORT ORDERS PROMPTLY F

## P. F. FEARN \& CO., Ltd.

$\qquad$
 Sacrificed Car Sale. Now is sour opportunity to buy at an exceptionally
fisure FIRST CLASS SECOND-HAND PAIGE CARS Sueral 5 Passenger PAGGE Touring Model 5 Pas.
 These Cars have and others.
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## FHRE INSURANCEI

queen insurance co. of America the great animicican ins. co. cipal patar NEW York.
Absolutely no trouble when ald FHONE EWM


## [8) <br> THE LEADING OPTICAL HOUSE <br>  <br>   R. H. TPAPNELL Ltd Jemeters ond Opticinam 197 wher Lta.



Come to us for your Electric Supplies. And know that you are getting up-to-the-minute
stuff. Be it a Battery or anything else that you want to come to us for it. Also come to us for any sort of Electrical
Goods you want. We will sell it to you for a fair Goods you want.

and square price. \begin{tabular}{l|l}
\hline Vacuum Cleaners. <br>
Tea Pots, Coffee Pots. \& $\begin{array}{l}\text { Curling Irons. } \\
\text { Disc Stoves, Sad Irons. }\end{array}$ <br>
Tead

 

Kettles, Chafirg Dish. \& $\begin{array}{l}\text { Reading Lamps, } \\
\text { Toaster, } \\
\text { Bulbs. Shades, }\end{array}$ <br>
Brackets
\end{tabular} BOWRING BROTHERS, Ltd,

## Bracelet

## Watches


 Thates.
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$\$ 28.50$

T. J.DULEY \& Co., Ltd.

The Reliable Jewelle and Opticians.


Try BURNSIDE $\$ 13.50$
hard welsh anthracite SCREENED NORTH SYONEY.
DZZ SALT-Always afloat-ex. Britor
A. H. MURRAY \& CO., LTD.,

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Bay a box and son mui bo coarnoed ot meitr sood
J. A. BASHA,

Forty-Three Years in the Rublic Service-The Evenina Telearam


This is the Trade Mark to look for on every Bag of Salt you buy.

IT INSURES THE BEST Pure Vacuum Salt

FOR HOUSEHOLD USE.


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South Coast Steamship Service.
Freght for the above route will be accepted at the freight shed morrow, Saturday, from 9 a.m.

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ANOA-From Montreal to St. J.
November 15th and 25th.
From St. John's to Montreal:
November 8th and 22nd.
HARVEY \& CO., Limited
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For rates and other iff fibuthtoh, apply
J. W. N. Johnstone,


RED CROSS LINE!
new york - halifax
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Schedule: of Sailings for November Month $\begin{array}{ll}\text { From St. John's, Nfld. } & \begin{array}{l}\text { From New York } \\ \text { Saturdays at } 12 \text { o'clock (Noon) }\end{array} \\ \text { Saturdays at } 11 \text { amil }\end{array}$ s.s. ROSALIND
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