





再EveningTelegram
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the evening telegram. St. Johns, newfoundiand, november $5,1923-6$





London's Ugly Dackling Scoffs
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During the past three weeks our entire stock of New Fall and Winter Merchandise hai been ruthlessly sacrificed by us in order to make our Record-Breaking Sale THB MOST TALKED OF EVENT OF THE SEASON.

## Amazing Dress-Offerings

Here we offer an artistic array of Women's New Fall Wool Poiret Twills, Gabardines, Tricotines, Botany Serges and Fancy Mixtures
never before were such values offered. Original Price $\$ 14.75$.

> NOW \$7.40
> Original Price \$17.75.
> Now \$9.90

## Honest Advertising!

Whilst we have made hig promises, thousands of satisfied customers can testify to the fact that we have made our hig promises come true.

This week the pruning knife has again been brought into action and proffts have been pared to the vanishing point.

WE MEAN BUSINESS--AND WANT YOUR TRADE:

Girls'

fine wool SERGE and Novelty plaid effectis Almost every mother knows the dificulty of obtaning We can help you over this difficulty and save you fuly In help you over this diffculty
the regular purchase price.
Original Prices $\$ 5.75$ to $\$ 9.75$
Sale Prices: $\$ 3.75$ to $\$ 7.50$

## Coats :: <br> Coats <br> 

We defy contradiction, when we state, that we have the most wonderful gathering of Ladies' Fall and Winter Coats ever offered for inspection in this city. Hundreds of Coats are here from whith you may make your selection-and bear this in mind-despite the fact that we are showing the Newest Styles and the Newest and Choicest Fabrics. Our prices are positively the very lowest obtainable.
Special Sale Prices: 6.90, 9.50, 13.90, 16.25, 24.90 up to 45.00

## Luxurious Display Hight-class Iresses

 "Seeing Canada"Boosts the Dominion $\underset{\text { Press) -Canadats, beauty, }}{\text { Orty }}$

Many of our New Dresses are exact replicas of famous American and French models, and we take pride in submitting them for the approval of the smartly dressed Ladies of this city. We are showing the newest
and most elaborate modes, amongst which you will find the smart Bishop and most elaborate modes, amongst which you will find the smart Bishop
Sleeve, Tight Sleeve and Straightline Silhouette, all beautifully portrayed Sleeve, Tight Sleeve and Straightline
in the New Fall Shades and Fabrics.

## Prices from <br> $\$ 7.00$ to $\$ 45.00$

Gorgeous Blouses Ladies' Georgette Blouses in a large variety of new Styles and Colors. These we offer at about ha
the regular prices.
Your Choice for $\$ 2.25$

## Smart Skirts

Don't fail to see our Special Rack of
Ladies' Pleated Skirts especially adapted for Street wear, and showing the two-tone Novelty Special Sale Price $\$ 7.50$

## The Broadway House of Tashion



Here's a Snap!

## 30 Boxes

 Blood Red Apples $\$ 3.90^{-\mathrm{pr}} \mathrm{per} \mathrm{Box}$, 150 Count.
## GEORGE NEAL,



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## 'Matchless'

The Paint of Quality
There are cheaper and more expensive Paints on the Market, but None as Good Value.

## BON MARCHE, SPECIALS





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GET ONE OF MAUNDER'S OVERCOATS and keep up the standard of good tailored clothes. Write for samples and style booklets, with measuring instructions.
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