
atice.
LLE HARBOR RICE.
outte vill be ac-I toody, Thurs--ry F IVarsday as

Co. Limited


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$\qquad$

"VICTORY BRAND" CLOTHING
BEST VALUES IN NFLD. $\longrightarrow$
$\longrightarrow$ NEW FALL STYLES.
Wholesale Glothing Leaders

Limited

| ices. |  |  |
| :---: | :---: | :---: |
| unction Sales I Auction Sales ! |  |  |
|  |  | DINE |
| AT EMPIRE HALL'. On Tuesday Next, <br>  | VEGETABLES. Saturday, Dec. 2nd, 11 o'clock, Waldegrave S | RESTAUR |
| Dowden \& Edwards, | ${ }^{12 \text { Barrales Mixied degetable }}$ J. A. BARNES, |  |
| AUCTION. | IG A | Home |
| To.Morrow, Saturday, <br>  | Friday and Saturday, <br> DAY AND NIGHT. | Prompt Service, Attentive Wait |
|  |  | Waitre |
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|  |  |  |



A new shipment of Genuine Devon Ware, lettered
with the quaintest of sayings. Each piece makes a
suitable and useful
XMAS GIFT


S. O. STERE \& SONS, Ith

NORTHERN SPIES APPLES, ETC.


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Conisint as trom this dato.
JOHN FENELON:

| The Cowan Brokerage Company, Limited. | Window and Carpet Clean-Tng-All work satisfactory and guar- anteed. phone 1023. J. J. CLARKE and | HELP WANTED |
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| ere and Gemal |  | WANTED Ward Maid |
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there is no beauty


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DR. LEHR,

$\square$
$\square$




Chapel Street. novi0.19i,eod
WANTED-By two Young
ladies', Board and Lodging, in house
with all modern conveniences, will-


## Asprink

UNLESS you see the name "Bayer" on tablets, you


Accept only an "unbroken package" of "Bayer Tablets of Aspirin," which contains directions. and dose workedilon for
physcicins during 22 years and proved safe ey millions for
Colds
Headache $\begin{array}{lll}\text { Colds } & \text { Headache } & \text { Rheumatism } \\ \text { TToothache } & \text { Neuralgia } & \text { Neuritis }\end{array}$ $\begin{array}{lll}\text { Toothache } & \text { Neuralgía } & \text { Neuritis } \\ \text { Earache } & \text { Lumbago } & \text { Pain, Pain }\end{array}$


## The Heir of

Bayneham


## Beauty Hint for Women

 For Mhen food is olly imporfectidy difieatod

 eyes late hhem and hep them in suigrous Take depenation Thef anc ampoumddod ot Beecham's 4 Pills:


FOLLOW the CROWDS - тo me LONDON,NEW YORH \& PARIS ASSOC.OFFASHION CRAND FINALE SALE

## IF YOU--

---Miss this Opportunity You May as Well Give up Shop. ping Altogether!

## SPECIALS SUPREME IN THIS

## Super Wonder Event

1100 Pairs TURKISH TOWELS at 30c pr. These Towels are Number One Quality and sell everywhere at 95 cents, 2000 TRICOLETTE WAISTS at 98 cents

Some " Seconds"--all colors--all sizes, easily worth $\$ 2.00$.
1250 VOILE \& ORGANDIE WAISTS ${ }_{98 c}^{54 c \&}$ Complete color and size range-values up to $\$ 3.00^{\circ}$
1000 Ladies' Bloomers \& Underskirts ${ }_{78 \text { cat }}^{\text {at }}$ All colors and sizes-Materials of Sateen and Silk-worth up to $\$ 2.50$ 750 Pieces Ladies' Woolen Neckwear 98c up to 2.98
Extra color range--values from $\$ 2.00$ up to $\$ 6.00$
1100 Small and Big Boys' Woolen Caps at 8c each
450 Men's Woolen Mufflers at 1.48 each. Values up to $\$ 4.00$
See Two Page Advertisement this Issue for Othersspecials!
London,New York\&Paris Ass of of arshition




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## ensational Story Told by Daily Mail.

ay Planning War of Revenge taly Protests Execution of Greek Ministers -- Vatican Also Will Make Definite Protest--Newfoundland Represented at M.P.A. Gathering


Come in and be Convinced
Knowling's mom wannermersmem

## If the Goods required are not mentioned

## 

RRONCHITIS MIXTURE
Brings sure crelief from
COUGHSCOIDS
BRONCHITS


##  <br>  <br> 

$\left\{\begin{array}{c}\text { William Goodsell } \\ \text { the late } \\ \text { hew of Will }\end{array}\right.$

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##  <br> 

 , mill
 CANADASA Wheat crop.
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COME IN AND SEE.
our big stock of suides-cheapest in

 CARRIAGE HARNESS SET, Nickel Plated ${ }_{65,00}$ couiars, art
SINGLE BREECHING:
DOUBLE BREECHINGS HAMES, cart
WINEERS
HiNKERS.
STRADDLES, cart
HEAD STALI MUZ
WAT


SOLID OAK WASH TUBS,

A big assortment of aluminumware To ARRIVE TUESDAY. COME IN AND PUR Chase. It speaks for itself

- SOLID
G. KNOWLING, LtU Come in and ask for and get li, it's Here



and
 ss Shipping. and gets a seat.
London, Noo.


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## By the s.s. Rosalind JUST IN

## New Film Plates \& Paper

Tooton's, the Kodak Store, have just
received by the Rosalind all the newest received by the Rosadind ad the newest
designs in Snapshot Calendars for 1923. Also z large quantity of Films, Plates and Paper in all sizes.
Remember-Summer Snapshots make
ideal and inexpensive offering for the ideal and inexpensive offering for the Xmas Album
"The Gift of Gifts."
TOOTON'S,
The Kodak Store, Water Street 'Phone 131

> London,New York \& Paris Association of Fashion

Did you got one of the 5,000 circulars that were distrilouted for this great value-giving event?

London, New Yorkid Pavis Association of Fashion

# GRANDFNAILSALE 

Here are the Facts of this EPOCH-MAKING SALE Sale Now at its Height!

Over 20 manufactures of fine apparel are represented. Over 8,000 high class SUITS, COATS, DRESSES, GOWNS, SKIRTS, WAISTS, are involved. This is probably the largest and most important purchase of fine garments ever made by one Retail Store in this city. We bought them at a fourth to a half off, and we are turning them over to our customers on the same basis.

We could have marked all these purchases at REGULAR PRICES and cashed in on the savings we made-But that is NOT the way of this Store. WE SELL AS WE BUY. And so we are sharing not alone all the savings on these early purchases, but we are sharing part of our regular LOW PROFIT as well. Thus every family in the country is afforded the opportuaity to supply its needs for the entire Winter at prices customary only at the end of the season. READ OPPOSITE PAGE.

## LADIES' WINTER COATS AND DRESSES!

## The Biggest Values, The Finest Qualities and The Greatest Varieties Ever Offered, on Sale To-Morrow

## This is the COAT SENSATION of the Year!

Now if you know anything about the remarkable low prices that prevail at all times in our Ready-to-Wear Departments-this announcement will bring you to our Store in a hurry to-morrow morning.
COATS WORTH COATSWORTH COATS WORTH COATS WORTH UP TO $\$ 8.00$ UP TO $\$ 12.00 \quad$ UP TO $\$ 18.00 \quad$ UP T0 $\$ 25.00$ $\begin{array}{llll}\$ 5.98 & \$ 7.98 & \$ 12.98 & \$ 18.50\end{array}$
FUR TRIMMED COATS IN ALL GROUPS.
FINE TAILORED COATS IN ALL GROUPS.
EMBROIDERY-TRIMMED COATS IN ALL GROUPS.
Keep this fact in mind-There are higher-priced garments on displayand therefore Coats of unusual high character, superior style, superior quality of materials, superiorly tailored and finished to the smallest detail.

| COATS | COATS | COATS | COATS | COATS |
| :---: | :---: | :---: | :---: | :---: |
| WORTH | WORTH | WORTH | WORTH | WORTH |
| Up to $\$ 26.00$ | Up to $\$ 38.00$ | Up to $\$ 48.00$ | Up to $\$ 50.00$ | Up to $\$ 75.00$ |
| 9950 | 9700 | $\$ 4$ | 9000 | 6010 |

The handsome FURS, BEAVERETTE, NUTRIA, CARACUL, OPOSSUM and others that trim the finer Coats are alone worth the Sale Price-Materials as BOLIVIAS, SALTS PLUSH, NORMANDIE, SUEDENE and VELOURS, etc., Silk and Crepe limings and tailoring that distinguishes good Coats are ear-marks of quality you will note on these garments.
SIZES FOR MISSES-SIZES FOR WOMEN-STYLISH STOUTS AN ENTIRE RANGE OF FUR AND SEAL COATS ARE ALSO TO THE FORE IN A STARTIING DEMONSTRATION OF FUR VALUES.

THESE ITEMS
GO ON SALE
AT NINE O'CLOCK.

> WOMEN'S

TRICOLETTE
WAISTS 98 cents. All Sizes-All Colors. WOMEN'S
WHITE COTTON WAISTS
54 cents. WOMEN'S
VOILE \& ORGANDIE WAISTS
98 cents
All Colors-All Sizes. WOMEN'S CREPE-DE-CHENE WAISTS $\$ 3.98$
Values up to $\$ 7.00$. WOMEN'S GUIMPS 98 conts. All Colors-All Sizes. WOMEN'S VOILE \& ORGANDIE WAISTS

+ 68 cents. WOMEN'S
SILK, SATIN \& SATEEN UNDERSKIRTS \& BLOOMERS 78 cents.


## Sensational Dress Sale:

Most Phenomenal Dress Purchase we ever made. SATIN FACED CAN. TONS, CREPES-DE-CHENE, CANTON CRERES, CHARMEUSE, SATINS, FINE TRICOTINES, FRENCH SERGES, JERSEYS. A Miracłe Dress Sale like this comes once in a great while-Women who have not attended a Sale in years will come here to-morrow-Because we say it is the Greatest Value event we ever had! And we do not exaggerate.

ALL SIZES FORWOMEN AND MISSES:

DRESS SALE EXCLUSIVE
Just 400 Dresses in the lot-the majority come in one of a kind-They must be seen to appreciate their real value. No matter what style you watit-or color or size-or material you're sure to find exactly YOUR DRESS in this to-morrow, at
$\begin{array}{llllll}\$ 12,98 & 16,48 & \text { 2 } 24 & \$ 32 & 38\end{array}$
Lovely new styles in VELVET, POIRET TWILL, TRICOTINE, CANTON CREPE; MATE LASSE and SATIN or LACE combined yithy MATF WASSE. REMEMBER-THE QUANTITIES OF THESE DRESS 5 A $\mid$ IT 1 DAND THEY WONT LAST LONG AT THESE PRICES $\operatorname{SO}$ COTHE LARLI FOR YOURS. DODGE THAT CHRISTMAS WOMOP-BUY NOW!!

London,New York \& Paris Association of Fashion

THIS SALE WILL AROUSE
ST JOHN'S ST. JOHN'S

London, New York \&Paris Association of Fashion

## SMART CLOTHES torBIGanILTTLE GIRLS <br> BIGGEST CASH PURCHASES OF CHILDREN'S APPAREL ON RECORD! HUNDREDS AND HUNDREDS OF PRETTY NEW COATS AND FROCKS-AT PRICES THAT WIL

 have instant appeal To All mothers who know what sturdy, pretty clothes like these are realiy worth!|  | inter Coats |
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| Big Girls S18Fur |  |
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| uly trim |  | for Afternoon or Street wear. Ages 3 up to 12 years, $\$ 2.48, \$ 3.98$.

Super Wonder Sale Handsome FUR-TRIMMED COSTUMES

FOR WOMEN AND MISSES $\$ 20.00$ Values $\$ 25.00$ Values $\$ 35.00$ Values $\$ 40.00$ Values $\$ 50.00$ Values
$\$ 9.98 \$ 17.50 \$ 20.50 \$ 25.80 \$ 35.50$
Another marvellous "Scoop," which only our enormous buying power, our close touch with the foremost makers, and our keen GRAND FINALE MERCHANDISING has enabled us to accomplish.
Large Choice of Fabrics and color range; by all events the most amazing Suit Values brought forward all season-Come in to-morrow and choose from Dozens of favorite models-at these very Low Prices. Sizes for Women, Misses' and Stout sizes.
250 PIECES FUR NECKWEAR IN SALE
Comprising every known "Fur"-color range and style-at prices emphasizing our GRAND FINALE SALE PRICES-Would make an ideal and practical Christmas Gift.

## Record Savings on

Men's and Boys' Winter Clothes READY WITH NEW SHIPMENTS TO-MORROW ! - HUNDREDS OF OVERCOATS-HUNDREDS OF SUITS READY AT THESE LOW PRICES: SAVE $\$ 10.00$ to $\$ 15.00$ NEVER BEFORE IN HISTORY-SUCH AMAZING EXTRAORDINARY VALUES.
The New Arrivals have brought our Stock up to the highest point for both value-giving and variety. We are ready again to break all records-and we will when the hundreds of men who come here tomorrow see these most sensational Suits and Overcoats at so low a price.

All Colors-All Sizes.

## WOOLLEN NOVELT <br> SWEATER WEAR. <br> $\$ 6.00$ Values.

$\$ 3.98$
Every color and combina tion of colors-styles.

300 NEW

| ENTIRE RANGES OF LADIES' SWEATER WEAR IN GREAT SALE. |
| :---: |
| $\begin{gathered} \text { LADIES' SWEATER } \\ \text { COATS } \\ \$ 7.00 \text { Values } \\ \$ 4.4! \\ \text { All Colors-All Sizes. } \end{gathered}$ |
| JERSEY SLIP-OVERS \& NOVELTY SWEATER WEAR $\$ 2.98$ All Colors-All Sizes. |
| WOOLLEN NOVELTY SWEATER WEAR. $\$ 6.00$ Values. $\$ 3.98$ |

## 

Single \& Double Breast- Convertible Collar Over ed English Form-fitting coats; Storm Coats; SinModels, Sports' Models, gle and Double Breasted two and three button gle and Double Breasted Models; Boys' first long Coats.; Form-fitting and pair of Pants-Suits. Dress Coats.
There isn't a Style-a Material-a Pattern or a Coloring that any man could want but that is represented in this
BONA FIDE AND MOST WONDERFUL SALE!
Boys' Overcoats, Reefers and 1 and 2 pair Pants Suits MEN'S PANTS IN THE GREATEST SALE OF THE SEASON!
 these 10 w prices. All materials. All Colors. All Siem
3.48

 6.48 City. Greater and Better Varieties than any

Ready-to-Wear, Sports and Untrimmed Millinery SENSATIONAL NEW PURCHASES HAVE BĖEN MADE FOR THIS SALE! ACHIEVEMENTS EXTRAORDINARY!!

PRIGES DOWN TO WHOLESALE AND LESS.
At a glance you'll realize why this Store is recognized as Millinery Headquarters by hundreds of well dressed women-Values like these now on Sale cannot even be approached elsewhere!

All RACKS in Store COMPLETELY REFILLED EVERY NIGHT. LONOOL, NEW YORM \& PARIS ASSOC. OF FISHMON

## When YOU Want to Get VALUE for Your MONE) visit OUR STORe-"Our Prices are Right ${ }^{\text {PITM }}$

We give a dollars worth for a dollar. We do not pretend to give more--you would not beleive us if we did--w would not expect you to. Visit our store, inspect our offers-we know the result. prices are right. YOU GET VALUE FOR YOUR MONEY.

## Cotton Blankets <br> Special Job Line, only Regular Line, $45 \times 72$ Regular Line, $45 \times 72$ <br> $\$ 1.80$ pair $\$ 2.45$ pair $\$ 2.75$ pair <br> Wadded Quilts

 Regular Line, $50 \times 72$ Regular Line, $60 \times 76$ (Grey)$\$ 2.80$ pair $\$ 3.80$ pair

We are offering our stock of Wadded Quilts at an extra Special Cut Price.

## Wool Blankets

Our stock of Wool Blankets almost cleaned up. Why? Beause our prices were right. Only one line remaining which we are selling at only $\$ 6.00$ per pair.

SECURE A PAIR AT ONCE.

Regular Price \$5.50. Now Regular Price \$ 6.60. Now Regular Price \$ 7.50. Now Regular Price \$8.50. Now Regular Price $\$ 10.50$. Now Regular Price $\$ 12.50$. Now Regular Price $\$ 14.50$. Now Regular Price $\$ 15.50$. Now

## Eiderdown Quilts

HERE IS ANOTHER SNAP!

Regular Price $\$ 24.00$. Now Regular Price $\$ 28.00$. Now Regular Price \$29.00. Now \$ 4.50 Regular Price \$35.50. Now

## Toilet Soaps

We have just opened a shipment of DAINTY TOLLET SOAPS
Comprising Meadow Sweet, Fragrant, Venetian andid Sylyan Series. Prices Right.

## Spring xiblinds

 Good, strong, serviceable Spring Blinds at easonable prices.SPRETAQ JOB LINEREGYEAR LINESLiam Edge, Cream \& Green, only 8cc. eac Finge Edge, Light Green, only 87c. ead Insertion \& Fringe, Lt. Green, only 95 c .e Insertion \& Lace, Lt. Green, only $\$ 1.30$ e Insertion \& Ball Fringe (Lt. Green) Only . . . . . ........ $\$ 1.30$ ear Also, Strong Spring Blind RollersOnly

66TMT STUUFF"

British Aerated Water Co., Ltd. Smallwood Building

Duckworth Street



Smoked Fish is Delicious. Order some from Your Grocer TO-DAY. It will be sure to please.

| Smoked |  |
| :--- | :--- |
| Salmon, | Codfish, |
| Fillets, | Caplin, |
| Haddiest | Kippers. | JOB'SSSTORES, LH





1 nree E-E-E's Shoes are made in very handsome styles and give a refined elegance to the
foot that is greatly appreciated by the well foot that is grea
dressed woman.
Try Three E-E-E's for your next new Shoes.

Made by Ârchibald Bros. Harbor Grace

## 10000000002000010100000000100000000

Kixas $\qquad$ CARDS
WHAT happier way to greet your friends on Christmas Day than with one of our dainty cards, with its cheery wish ?
ALL the designs are printed in attractive colours from engraved steel dies.
THE wording will beprocess-embossed as well as your name if you so desite.
THE BEST DESIGNS SELL QUICKLY. IT IS WISE TO ORDER EARLY.


Havinden's Cocoa
at 37 cents per pound can is oheaper than tea.

## Havinden's Cocoa

is mourishing and refreshing. Is food and drink

## The Best Shops

sell Havinden's Gocoa, It's good tor everyone and better than tea for children.

## Lower Prices for Boots \& Rubbers

| RUBBER SHOES <br> Men's Storm Rubbers 1 |  | es and Rubber Footwear ually Low Prices in first ICE OFFERINGS! |
| :---: | :---: | :---: |
| Men's Storm Rubbers 2.00 (Red Sole and Heel) <br> Men's Heavy Dull Rubbers <br> (Heavy Red Sole and Heel) .. .. .. 2.50 <br> Men's Fine Low Cut Rub- <br> bers (Pointed or round toe)........ .1 .75 <br> Men's Storm Rubbers |  | MEN'S BOOTS <br> Black Blucher Boots . . 4.50 Black Calf Boots . . . . 4.50 Black Calf, rubber heel 5.50 |
| (High and Low Heel) <br> Ladies' Low Rubbers 1.25 <br> Ladies' Storm Rubbers 1. <br> Ladies' Tan Rubbers 1.45 <br> and 1.70 . |  | Brown Blucher, rubber heel 5.50 . Brown Blucher, rubber heel 6.00 (All Solid Leather) |
| Girls' Rubbers (11 to 2) Girls' Tan Rubbers 1.15 |  |  |
| $\begin{aligned} & \text { Childs Tan Rubbers } 1.00 \\ & \text { (Sizes } 4 \text { to } 100 \\ & \text { Childs's White Rubbers } 1.00 \end{aligned}$ |  | Men's Brown Boots, Point ed toe 5.50, 6.00. |
| ${ }^{85 c} \cdot 1$ |  | $\begin{array}{\|c} \text { Men's B } \\ \text { Pointed } \end{array}$ |
|  |  | Men's Black Eid" Buucber 5.50. |

LONG
RUBBER or Boys (1 to 5) 3.60 For Boys (9 to 13) 2.70 to
3.80. 3.80.
For Girls (11 to 2) ..
For Girls ( 6 to 10) For Ladies ( 3 to 8) .. 3
Men's Long Rubbers 4. Men's Long Sea Rubbers
5.50 .



Scots Honor
Patron Saint. Lunoz amizhina rbesent.














Should Organize
Immediately.
















"Humoresque" is
Scheduled for Monday










 Girl Guides.


 Eat Mre STEWARTS Homo


Canadian View View
oflied Deb


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$8^{2000}$

## $5: 9$ <br> CLEARANCE SALE! Smashing Reductions!

WE ARE FORCED TO CLEAR OUT OUR GOODS AT SACRIFICE PRICES to make room for our new goods coming in. We can't delay any longer. We must clear immediately. All new goods-to be sold at RIDICULOUSLY LOW PRICES--some at cost--some half off--some below cost. Look a little ahead of time--You may never see an opportunity like this again.

## Tricolette Maists

In Navy, Black, Periwinkle, Saxe, Jade,
Brown, Red, Fawn, etc., etc. .. . . $\$ 1.98$

Another lot of these splendid Waists,
slightly damaged, in all colors, at only

One lot of Tricolette Waists, damaged; in all colors and sizes, at only . . .. . . 59 c .

## Serge Dresses

Our last lot of DRESSES, Sale Priced at $\$ 5.98$, went so fast, that hundreds were disappointed in not securing them. We have, however, secured another Big Lot, in NAVY, BROWN and BLACK, embroidered and braided of excellent Quality, Style and Workmanship, at
$\$ 5.98$

### 12.00 COATS for 5.98

These come in GREY only, with Dolman sleeves and BLACK SEALETTE Collars; sizes from 36-44. These COATS would be a Bargain at double the price. DON'T FAIL TO SEE THEM. Only
$\$ 5.98$
Fur Trimmed Coats \& Wraps

## AT CLEARANCE PRICES

## hese are nearly all advance style. The

coused, panelled and plain ve been tastefully plain backs, in Black, Navy and Browns of different hue. The Furs are of fine quality, and ve been tastefully used. Beaver, Wolf, Caracul and Moufflan are fashioned into full collors. If you are one of like-cuffs, we suggest that you see our Coats. ike-cuffs, we suggest that you see our Coats.

## Dresses

In Serge Tricotine and Poiret Twill, beaded, braided and embroidered, in Navy and Black; some long waisted; others with the new peasant sleeves. Sizes from $16-521 / 2$ bust.

## HATS

All our Hats have been drastically reduced for this Clearance Sale. They come in Velvet, Panne Velvet, Velour Couche and Duvetyn. We won't say anything more about them. The prices will talk for themselves, from $\$ 1.98$ up.

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## OUR PREPARATIONS FOR <br> 

This year include an entirely
NewDepartment Planned inToronto which transforms one whole floor of our Dry Goods Department into a Children's Fairy Paradise. THIS DEPARTMENT
OpensSaturday

- DECEMBER 2nd, AT 10 A.M. with a full staff of extra Salespeople fully qualified to serve your every need in a


## Cheerful Christmas Spirit

 Bring the Children Early and Often. One of theNovel Features of this Department is the

## WISHING B0X

Boys and Girls: You know how disappointed you will be if you get something for Xmas that does not please you. This year Santa's own shop has a Wishing Box where letters confiding your wishes

## To "Santa Claus"

> frow ower

Comfy
Pedroomesilpp irs
$1.55,1,75$ and 495
For the abdid prices we
will be forwarded immediately to this Grand Old Man. Have the children Post their Santa Claus Letters here. Other Novel Features to be announced later.

St. John's.

FOR MEN! SMOKING JACKETS $9.80,10.50$ \& 15.00

This week will be the last opportunity to secure such high-class garments for so small an outlay.

## FOR MEN!

FELT SLIPPERS
$1.75,2.55$ \& 3.00

In colors that will not clash with any Dressing Gown.


Dancing Pumps 4.65 pair

These are always in constant demand during Winter months, You can now buy
$\$ 9.30$ English Shoes for $\$ 4.65$ HERE.

Again UnabatedKearney Stages Warmih Week

## Making the second step in

 The Tariff Reform Sale

 "Jaeger" All-Wool UNDERWEAR






## Now, Bosg

All Together


是
 Hom Jaeger" All-Wool GLOVES


 BENGALNE TIES still 34e.



TrueValue
Keaney
Sruelalue
Kearney



# The BROAOWAY HOUSE OF FaSHION 331--WVATER STREET--331 

Former Premises of the American Boot and Shoe Store

# GRAND OPENNG SALE 

Begins next Tuesday, Dec. 5, at 10 a.m.
uo celebrate our grand opening of our doors to uhe public. wothing so Vast Has Ever Been Attempted Here Beiore !!

MORE THAN A SALE--
A CELEBRATIION!
We believe--with many years of selling and merch/ andising experience--that the right and fitting way for us to celebrate our opening is to offer you, our future customers, seasonable merchandise at prices far below the ordinary. On this belief is built our GRAND OPENING SALE in which you are to share.

## WATCH SATURDAY's PAPERS FOR DETAIIS!

A SUPER EVENT!
AII the MERCHANDISE
offered Is SUPREME
and unequalled in
VALUE and PRICE
the whole FAMILY'S
Winter Meeds in WEARING APPAREL and sulostantial FOOTWEAR here at hUGE SAVINGS

This great selling event is only made possible because our buyer in New York with ready cash in his hand was able to buy goods NOW when the market throughout the STATES is at a low level on account of exceptional warm weather experienced there and the general conditions they are passing through in that country at the present time.
we pledge ALL OUR advertising to be truthful, and supporting the sane principles of doing when used, are bona fide, and represent previous prices for articles of the same quality.

This Great Sale will establish new low price levels in NEW wanted merchandise beyond the dreams of the buying public, and such as they cannot hope to see duplicated for some time. We have been preparing for quite a while for this SALE and we are sure you will be surprised.

##  331--VVATER STREET-331

Formerly Premises of the American Boot and Shoe Store

## INTRODUCIN

SOLLENE
Shredded Soap. $\longrightarrow$ somethive New

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| $\underset{\text { In } 1 \text { to } 4 \text { yard }}{\text { Per Yard }}$ Table Damask. |  |
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