

Remember The Name


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ITS STRENGTH, PURITY AND FRAGRANCE ARE UNEQUALED The Sealed Packet is your safoguard
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## "My Hands Trembled

 and I Could Not Sleep"

## BIG REDUCTIONS!

## We Have Reduced Our Prices of LADIES' SUITS

and

## COATS

 own price. These Coats come mostly in All Wool Velour, some with Fur Collars and Cuffs, others plain in a host of styles, all silk lined. SALE PRTCE from$$
\$ 22: 00 \text { up to } \$ 32.00
$$

We have also Reduced all our
20129

## LADIES' HATS ${ }^{\text {¹ }}$

Made of the finest quality Felt Duvetyn and Lyons Velvet, in all the latest possible effects, in short and jockey pokes, off-the-face and fancy effects Also a large number Matrons Hats in all the new autumn shades. All these Hats are worth more than double the price we are selling them for SALE PRICE

## $\$ 1.48$ T0 \$5.50

## THE PREMER GARMENT COMPANY

341 Water St., formerly Blshop \& Sons Showroom, opp. Wood's Candy Siore



## Silk Overblouses

－$=$－$-\$ .98$ Waists we have ever offered．up to Would make an ideal Christmas Gift．Nさつ．9？


#  

 Placed on Sale at Most Drastic Reductions Ever
## Mid－Season

THATS
at the greatest reductions of the year．

Every $\$ 3.50 \mathrm{Hat}$ Every $\$ 4.50 \mathrm{Hat}$ Every $\$ 5.00 \mathrm{Hat}$ Every $\$ 6.00 \mathrm{Hat}$ Every $\$ 7.98$ Hat Every Hat a new wanted Winter Model．<br>Never have highest quality FUR COATS been

## FUR COATS

AI FUR COATS specially priced for this week． Gorked．
Every Coat of guaranteed quality－well tailored．Some plain，others richly fur trim－ med．

Coats for Women，Juniors，Misses and Stout Women This is an Opportunity of Opportumities－DO NOT MISS IT I


Buys actual 17．00 Coats Buys actual 20．00 Coats Featuring fine styles in Velours－also Sport；Stripes，
Plaids and Plain materials；Tailored styles，toor handsome Plaids and Plain materials；raiored styles，too handsome
Iy inend；in sizes for Juniors，Misses and Women．At
\＄12．98． $\$ 22.50$ Buys actual 33．00 Coats Buys actual 37．00 Coats
\％
Reuys actual 24.00 Coats
Buys actual 28.00 Coats
 FUR colluated MoDELS and Plain Styles；all hand
somely yined all sizes

# $\$ 25.00$ 

Buys actual 39．00 Coats Buys actual 45．00 Coats Never before have we been able to offer such a a athering of High Grade COATS at prices that barely cover the cost，
of materias alone．ALL THE FINEST FARRICS and FASHIONABLE FURS OF THE SEASON are represented
here AND THE SAVING ARE SECD TO N here；AND THE SAVINGS ARE SECOND TO NONE！


Busy Mothers will find here ev－8．9： ery needed Coat requirement．
Polaires，Stripes，Overplaids Polaires，Stripes，Overplaids， Juniors \＆e Girls＇Coat Clever Dressy Styles for your 4．98 little girl；nice warm，comfy Coats Ages 5 to 8 years．

## Xmas Gifts

 Suggestions！Fur Chokers， 7.00 up to 14.0 Silk Underwear， 1.00 pr Heavy Sateen Bloomers， 50 cts Boudoir Caps，： 20 cent New Winter Skirls，5．98．0 7.9

## MEN！

A Special Offering of Wonder－ ful Silk－Lined，Plaid Back

## OVERCOATS

At reductions af fully 40 par cent．，this SPECIAL SALE brings a SAVING that will bo instantiy appreciated by hundreds of men． BIGGEST SAVINGS OF THE YEAR

PRICES NOW AT
$12^{.50} 18^{.80} 24^{.00} 33.00$

## AII DRESSES Reduced！

THE FACT IS CLEAR－WFe are going after the BIGGEST DRESS BUSINESS in our
career．Values unbeatable are in these sixGroups：－


## BOYS！

 Boys＇Overcoats and 1 and Pants－Suits

CALIFOR: PORTO CALIFOR BOX AP "EXCEISI SLIVERP

## From

## Parkeris shae Shops

When you start out on your Christmas Shopping Tour it will be worth your while. to see our Stocks. At our Stores aree many attractions in the way of Xmas Gifts, see our selections before making your choice, it will pay you and please others.


Ladies' Fur-top Slippers




## 0 <br> Women' Cosy Slippers  All Wool Slippers  






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Skating Boots

## For Everybody



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Ladies' Rubbers


|  | Men's Christmas Slippers |
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|  | mixim |
| Men's | Men's |
| Leather Slippers | Romeos |
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Children's

## Party

 Slippers
Ladies' Hockey Boots



## Parker \& Moniroe, Ltd., The Shoe Men


and


## THE EVENING TELEGRAM, ST. JohNS, NEWFOUNDLAND, DECEMBER $20,1923-10$

## (1n) <br> Marshall's Special December Sale

## Bed <br> Linens

Superior quality Cotton Sheets and Pillow Cases offer substantial savings for these new pricings which prevail during this Sale. COTTON SHEETS, 94 PILLOW SHAMS, Plain White ... 75 c ch PILLOW CASES

## $\qquad$

 . . . 43c. to 80c. each. BOLSTER CASES ..... .... . 95 c . each. HONEYCOMB \& MARCELLA BEDSPRFADS2.:5 to 6.00 each.

## Shirts



## Floor Coverings

CANVAS, 844, English. Special LINOLEUM. From STAIR CANVAS OIL CLOTH. From SHELF OIL CLOTH ... ..... . ........ .12c. yd.
HEARTH RUGS. Pleasing designs . . . . . . 2.75 to 9.00


## New Gloves

In Kid, Suede and Wool, of the finest quality. Designed to sell for far higher prices, they are made to fit perfectly.
LADIES' SUEDE GAUNTLETS ... LADIES' TAN KID 1.30 to 2.00 pair LADIES' WOOL .85c. to 1.50 pair MISSES' WOOL GAUNTLETS . . . . . . 75c. to 1.00 pair CHILD'S KID MITTS . . ....... . . . . . . . . . . . . . 1.00 pair CHILD'S KID GLOVES .
. 1.50 up

## Felt Slippers <br> UNDERPRICED <br> Warm Bedroom Slippers of finest Felt that will never wear out. Exceptionally

 pretty styles.LADIES' FELT SLIPPERS. From . . . . . . . . . . . . . . . . . 1.80 to 2.85 pr.
CHILD'S \& MISSES' FELT SLIPPERS. From .. ..... . . . . . 1.50 to 2.00 pr.
CHILD'S FELT BOOTS. From
1.55 to 2.60 pr .


Reduced to Half Price.

## Trumpets.

Mechanical Trains. Motor Busses. Paint Boxes. Tool Sets. Drums. Tea Sets Soldiers.
Mechanical Steamers. Spin Tops.
Guns. Dolls. Games. Rubber BallBanks.

## Novelties

Clearing at Half Price
Thain Purses.

- Hand Bags. Party Boxes. Hand Mirrors.
Brush and Comb Sets. Work Boxes. Manicure Sets. Glove Boxes.
Handkerchief Boxes. Rosary Beads. Candle Shades. Coloured Candles. Pocket Books.
Military Brush Sets. Hair Brushes.


## Invictus Hockey Boots

ONLY A FEW PAIRS LEFT $\$ 12.00$



## Handkerchiefs

ure Linen Handkerchiefs with hemstitch. ed and coloured borders are a wonderful buy at these phenomenally low prices.
LADIES' BOXED HANDKERCHIEFS, 45 c . to 1.50 box. CHILD'S BOXED HANDKERCHIEFS, 45c. to 65c. box. CHILD'S PICTURE HKFS. (Charlie Chaplin) .. ..6c. LADIES' SILK HANDKERCHIEFS . . 60 c. to 1.20 each. COL'D PRINTED SILK HANDKERCHIEFS . . 25 c . each. COLORED CREPE DE CHENE HKFS. . . 30c. to 50c. each.



The Xmas Annuals!

Every kiddie expects one of them for Christmas.
The Chatterbox Annual Tiny Tots Annual. Blackies Children's AnThe Children's Treasury The Children's Annual. The Bo-Peep Annual.
Little Dots Annual. Little Dots Annual.
The Wonder Book The Wonder Book The Jolly Book.
Boys' Own Annual Boys' Own Annual
Girl's Own Annual Chums.
Leading Strings, Leading Strings. The Childs Avoid possible disappointments. Buy them GARRETE BYRNE,
Bookseller and Stationer.

Fine Leather Goods!
Make Artistic Presents Writing and Attache Cases.
Blotters. Letter Wallets. Cases for Paper Money. Dressing Cases Purses and Card Cases. Hand Bag and Book Carrier.
All new and up-to-date
finish and design.
DICKS \& CO., LId. Stationery \& Fancy Goods

| $\begin{aligned} & \text { ALL ONE PRICE } \\ & \text { SMe.0.s } \\ & \text { Tip Top Tailoring. } \end{aligned}$ | Craig's Improved Red Dot Hockey Sticks. REX HOCKEY STICKS YOUTHS' HOCKEY STICKS GOAL BTIC' STICKS GOAL STICKS |
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| \% = 5it |  |
|  | Hocker gloves |
|  | GOAL KEEPE |
|  | Hocker Pant |
| н. J̄ACKM |  |
| (taw wer stet | dundes Tube skates. |
| notice. | Mable |
|  | W. \& G. RENDELL'S Hockey Store, STORE OPER Trreet 6 P.M. |
|  |  |
|  | the Public-The Evening Telegram |

## Oats! Oats! Oats!

Market has declined and we can supply you with any grade you may require and offer straight blacks, straight whites or mixed in four bushel sacks, at lowest market quotations.
F. McNamara,
'PHONE 393 - - QUEEN STREET


## HOCKEY GOODS.

Craig's Improved Red Dot Hockey Sticks.
YOUTHS' HOCKEY
SMALL BOYS' GOAL STICKS HOCKEY PUCKS OCKEY GLOVES GOAL KEEPERS' PAD GOAL KEEPERS' GLOVES PPORTERS KNEE PADS All above Goods are regul

## RENDELI'S

Hockey Store, TORE OPEN TLL 6 P.M.

Forty-Four Years in the Service of

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best makers of Style and quality, selling at very low prices

| WOMEN'S LOW RUBBERS 80c., 1.05, 1.15 | WOMEN'S STORM RUBBERS 90c., 1.05, 1.15 | WOMEN'S BROWN RUBBERS 1.35, 1.65 | WOMEN'S LOW RUBBERS Ivy, Roma 1.15 |
| :---: | :---: | :---: | :---: |
| MENS LOW RUBBERS 1.45 and 1.70 | $\begin{gathered} \text { MENS } \\ \text { STORM RUBBERS } \\ 1.20,1.50,1.60,1.70 \end{gathered}$ | STORM RUBBERS <br> Brown Soles and Heels. 1.80 | MEN'S BROWN RUBBERS $1.60$ |
| GIRLS' <br> LOW RUBBERS <br> Sizes 3 to $10 \ldots .85$ c Sizes 11 to $2 \ldots .95$ c. | GIRLS' <br> STORM RUBBERS <br> Sizes 3 to 10 ... .85 c. <br> Sizes 11 to $2 \ldots .95$ c. | GIRLS' <br> BROWN and WHITE RUBBERS <br> Sizes 3 to 10 .....95c. <br> Sizes 11 to 2 .... 1.00 |  |
| BOYS <br> STORM RUBBERS <br> Sizes 8 to $13 \ldots$$\cdots \cdots$1.10 <br> Sizes 1 to | BOYS' <br> ROLLED EDGE <br> RUBBERS <br> Red SUloses and Heels. <br> Sizes 8 to $13 . \cdots \cdots \cdots 1,30$ <br> Sizes 1 to $5 \cdots \cdots \cdots$ | BOYS' RUBBER BOOTS <br> Red Soles and Heels. Sizes 9 to $13, ., \ldots . .2 .95$ Sizes 1 to 5 ....... 3.90 | CHILDREN'S THIGH RUBBER BOOTS Sizes 6 tia $10 \cdots \cdots 3.60$ Sizes 11 to $2 \cdots \cdots 30$ |
| MENS PUB3ER BOOTS <br> Red Soles and Heels $3.50,4.80$ | MENS <br> RUBBER BOOTS <br> White Soles and Heels 5.25 | MENS <br> RED BALL and VAC RUBBER BOOTS 5.50 and 6.00 | MEN'S STORMKING RUBBER BOOTS $6.00,6.70 \text { and } 7.20$ |
| WCMENS ZUTTONED GAITERS $3.30,4.50,6.00$ | WOMEN'S BUCKLED GAITERS 3.40, 4.30, 4.40 | MENS <br> STRAPPED GAITERS <br> $4.95 \quad 4$ Buckle $\quad 4.95$ | GIRLS' BUCKLE GAITERS <br> Sizes 6 to 10 .. .. 2.60 <br> Sizes 11 to 2 .. . 2.95 |
| WOMEN'S RUBBER BOOTS 3.60 and $\$ 4.80$ | MENS RED BALL HIP, BOOTS Sizes 9,10 and 11 only. Reg. 11.00 Now 5.50 | WOMENS <br> GAITER SPATS 12 Button ........ 2.20 Fawr, Beaver and Taupe | WOMEN'S HIGH CUT ENGLISH GAITER SPATS 1.85 and 2.00 |

OUTPORT ORDERS PROMPTLY ATTEND-
ED TO. FOR POSTAGE ADD 11c. A FARr
EXTRA FOR SHOES, AND 20c. A PARR


EXTRA FOR BOOTS.
Shoe Stores

 The Only
AMERICAN ANTHRACITE COAL the market. All Sizes.
ALSO IN STOCK WELSH ANTHRACITE COAL

1. MOREY \& CO, Ltd.





## "N. E. Gales with SLEET."

 $=2=$

We have $\$ 37,000,000$ with which to pay you. U.S. FIDEHTY \& GUARANTY COY. jo. J. hacei, nfid. generil leinz.

Maritime Drug Store WE ARE NOW SHOWING A SPLENDID LINE OF GIFTS FOR THE SEASON

Perfumes, Powders, Face Creams,
Toilet Water, Manicure Sets, Vanity Cases, Military Brushes Soaps, Combination Sets. Our Combination Sets are very dainty and useful,
and are bound to please the most fastidious.
Here is an onport
 has been longing for.
THE FULLER FRENCH IVORY COMPACT VANITY
CASE With Comb Complete
Refills for same
Refills for same
THREE FLOEVS, Double Compa
LUXOR, LARGES, Sningle Compatpact
IUXOR, MEDUM, Twin Compact LUXOR, SMALL, Single Compact .
SEE OUR WINDOW FOR A FEW SUGGESTIONS.
Maritime Drug Store


## Use

## 'Matchless' <br> The Paint of Quality <br> There are cheaper and more expensive Paints on the Market, but <br> None as Good Value


12,000 SIDES AMERICAN SOLE LEATHER.
1,200 FEET BLACK UPPER LEATHER. 1,200 FEET BLACK UPPER LEATHER.
Large Quantity of CHAINS \& ANCHORS.
NEW IRON \& LUBRICATING OIL, at Roc
Bottom Prices.
Also, AMEREACAN PLYMOUTH STEAM TAR.
RED MANILLA ROPE- - ald $^{\text {In }}$ sizes.
And all kinds of Ships' Supplies.



## COAL S13,50 Ton

2000 TONS NORTH SYDNEY SCREENED Discharsing to to chy ex s.s. "STrom."
SCOTCH LUMP COAL- $\$ 12.50$
BEST ANTriRactre-All Siviees. ex Store and to

## A. H. MURRAY \& CO., Limited, <br> Calal ofice Phone 1867 . Bectrs core:



##  <br>  <br>  <br>  <br>  <br>  <br> W <br> victor FLOUR



## English Household COAL <br> 1000 Tons BEST WALLSEND COAL <br> henry j. stabb \& co.

SUPERIOR TRAINING COUNTS: OY


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