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## ELLIS' GRAGKERS FOR GHRISTMAS FUN. "The Fun of the Fair"

What would Christmas be without them? As they Crack and Snap--as queer Hats, Caps, Toys, Jewels Hats, Caps, Toys, Jewers and other surprises tumble
out--the Children are, de-out--the Children are, de-
lighted, and Grown-up's become Children again.
Ellis' Merry Crackers will enliven your Christmas Festivities. The Designs, Colors and Varieties this Season surpassall previous Christmas's. Come! and See!

ELLIS \& CO, LIMITED
203 water Street

## MARCONI APPARATUS. <br>  <br> MARCONI THREE VALVE RECEIVER     Cests now being made between the British America. Twenty years' radio experience and two hundred odd exclusive patents, are behind every Marconi product. Marconi Wireless Telegraph Company of Canada, Limited.



English Household COAL TOOO Tons BEST WALLSEND COAL HENRY J. STABE \& co.

## Empire Northward




## camisoles

Values at 52.00 . Heaviest Quality Orepe de
Chene in colors of Pink, Chene in colors of Pink,
White and Flesh; all sizes
An Ideal Gifto...

## A MASTER STROKE IN BEYAG!

Manufacturers forced to unload their stocks-With THOUSANDS TOO MANY COATS on their hands, certain Big Manufacturers offered to let us have our pick of them at ALMOST UNBELIEVABLE CON.
CESSIONS. And when you see these BEAUTIFUL COATS you will be surprised as we were that SUCH COATS COULD BE SOLD BEFORE CHRISTMAS AT $\$ 25.00$ AND $\$ 17.50$. .


## Another Sensation

 for All Feminine St. John's ! !It seems that all the wonderful things our Coat Department has accomplished in the past have been leading up to this
SUPREME EVENT! B Ti. a SaLE

This is a SALE that should take the whole town by surprise. No Greater Sale, to our knowledge, has ever been held in this city.
We hardly know how to convince you of the elegance of these COATS at $\$ 25.00$ and $\$ 17.50$. Why there are Coats amongst them
that cost the manufacturer more than these prices to make them.

## Finest Materials:

Bolivias, Suedine, Velours, Crushed Plushes, Marvella, Salts "Peco" Plush

Other fine Coats on display at $\$ 10.00$ up to $\$ 75.00$ All showing extraordinary reductions--making an all-star coat event.


## Fur Trimmings:

Viatka, Squirrelette, Beaverettes, . Vicuna
In fact the kind of trimmings on coats usually priced at $\$ 10$ to $\$ 15$ more.
We couldn't have bought these COATE early in the season
the price we offer them to you for now IMAGINE YOUR GOOD FORTUNE IN BFINGABLE TO BUY THEM AT ABOUT USUAL WHOEESALIE 5 The manu-
facturers' big concessions belong to our customers-and we are facturers' big concessions belong to our ctustomers-and we ar
passing the savings on to YOU. No matter what Size you will find it in this SALE in prac
tically any style.
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London, New York and
Paris Ass'n of Fashion Super Wonder SPECIALS and incidently ideal Binistinis uF sugrestionsil

| Five $0^{\prime}$ Clock Tea Aprons. An ideal Gift, Lace and bright coloured ilk Values at $\$ 1.150$ | Corset and Brassier Combination. <br>  |
| :---: | :---: |
|  | Child's Woollen LeggingsHeavy Woollen Leggings for the <br> Kiddies 2 to quality Woollen. |
|  | Baby's Bath Robes The Baby will be delighted with these heary White Felt with ent <br> Pink and Blue combinations. |

## Xmas GIFT Suggestions

 Women prefor something to wear SWEATERS, BLOUSES \& SKIRT SALES
## Sweater Wear


 98c, 2.98, 3.98, 5.98 Overblouses \& Jacquettes
 98c, 2.98, 3.98, 5.98

## Tailored Skirts

Values at $\$ 8.90 . \quad 5.98$ up New Plain Models.
Sizes 26 to 36 .


Choice of the House Sale Every Winter SUIT 1-2 OFF YOUR UNRESTRICTED CHOICE OF ANY WOMEN'S AND
MISSES' SUIT AT JUST

## HALF PRICE

It makes no difference what these SUITS have been-pay the
Sales person half of the former price and the Suit is yours. Sales person half of the former price and the Suit is yours.
ALL THE SEASONS BEST MATERIALS are in the Sale -all the best shades-Misses', Women's and extra sizes. NOTE- Poiret Twill Suits alone excepted. Every thing else
included at EXACTLY HALF PRICE.

42 LADIES' COSTUMES


MOTHERS! It will pay you to take advantage of thls SALE of GIRLS COATS and DRESSES Dresses


 OMODN, NEW YORR \& PRARIS ASSOCLITION OF FISHION



Christian Brothere' Collection, 1923

## CThedrai

 so.00-Han. D. A. Ryar

## Merely "Odds and Ends"

 No article on this list over $\$ 5$ VALUES UP TO \$10
## Curtain Stretchers  

Sale Price 4.50

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## Children's Rockers  

Sale Price 3.50

| Sale |
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Bamboo Corner Chairs


Sale Price 5.00

| Bamboo Corner Cabinets Yerry atractive in design, sturd in build and with iots of "stowaway" sunce. Heres oresel bargain cabinet at an altractive price. |
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| Iron Folding Chairs Heary-turable Chairs for Porth and <br>  in use. |  |
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Sale Price 2.75


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\text { hold the Ball when in use. }
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Sale Price 5.00

\section*{| White Enamel Easels Well made Easels, finished in fine White Enamel. Could be splendidly adapted for display purposes, or used for holding framed p ings. <br> Sale Price 2.7 |
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"Cupid Awake and Asleep"




| Photo Frames <br> Many pretty and attractive designs in various Woods, Gilt and Nickel. in various Woods, Gilt and Nickel. Round, Oval, Oblong and other shape. All sizes from $45 \text { c. to } 5.00$ |
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| Vases <br> Too numerous to describe, but among the selection, some of the mest lovely shapes and, designs. Many on an all- |
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| 3.25 to 5.00 | per's guide for Christmas Gift buying.


| Tea Trays <br> Mahogany framed Afternoon Tea Trays, with Glass bed, over dainty floral Tapestries $-18 \times 12, \$ 2.00 ;$ alse $22 \times 15$. <br> Sale Price 5.00 |
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Sale Price 4.50

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Sale Price 3.90

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Merely "Odds and Ends?" Yes, but odds and ends of so wide a variety, and so startling a price that there's at least one, or more, of them that everyone would like. There's a large assortment of real good Christmas Gifts for Men and Women, and - notably-some lovely toys for Boys and Girls. This list of "Odds and Ends" actually could be used as a good shop-

| Child's Kitchen Cabinet A fasinating, Moded Cabinet for the intlo housewife Perfectly equipped, it looks dike a baby "Hoocier? |
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| Sale Price 1.75 |
| Drums For "playing soldiers", its just tight, You can't play soldiers without a You can't play drum, can you? <br> Sale Price 1.25 |
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| Tool Chest For the young mechanic, who likes fussing around with a hammer, a saw, some nails, and a bit of board, Sale Price 2.75 |
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## Toy Dogs



| "Scain Soo" Another "dancing lady" who, dressed as ancient Egypt, does her very best to imitate the dancers of long ago on the banks of the saered "Nile". <br> Sale Price 4.60 |
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Sale Price 1.00

| Salt \& Pepper Shakers Very dainty and useful little China Shakers of pretty shapes and designs. Delightful for the Breakfast Table or the invalid's Tray. set. <br> Sale Price 2. |
| :---: |

Dolls' Bassinettes

Sale Price 3.20
Pillows \& Mattresses


Sale Price 1.00

| A good quality Clock, 24 -hour wind, strikes every hour. Case of fine grain light or dark Oak. A real genuine bargain at the price. <br> Sale Price 4.75 |
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Child's Tables
Tahes in Blakik and Roroze


Sale Price 3.90
Plush Door Mats
 Sale Price 2.50

Watch Chains
 75c. to 5.00

Neckties


Glass Milk Jugs

Sale Price 1.25

Pipes in Cases Marnasize Christmas Gift, very
 Sale Price 3.75

Mantel Clocks

Sale Price 4.75

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Curtain Rods


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Black and Galv. Wrot NAlLS. Galv: Dory and Wire Nails. Common Wire Nails, Comp. Nails. Coopers' Rivets. Copper Tacks. FELT TINS.
JOBSTORES, Ltd.
Idvertise in "The Evening Telegram."

## ENGLISH-AMERICAN CLOTHING CO’Y OUR GREAT CLOSING-DOWN SALE

## Is Now at its best for Big Bargains

It's still going "full blast," our Great Closing Sale. The reductions which were unbelievably large, even at first, have on many lines been made still greater, so that we have no hesitation in saying that the prices on all our many lines for this Sale are "the very lowest ever known," and the qualities are so exactly right, that every individual line is a special attraction in itself. New customers, as well as our old friends--to whom we express our appreciation of their liberal patronage-will be heartily welcome, and will receive ali courtesy from our staff.

## ENGLISH-AMERICAN CLOTHING COY

Plugedle






FRICTION ENGINES.
An Engine that only needs to be wound up to 65c. \$1.25, \$1.35, \$1.50, \$4.50

## MANICURE SETS

Makes a nice Christmas Gift. One's hands and nails may look at their best with but little care and attention, if proper instruments are available Our Prices: $\$ 1.95, \$ 2.25, \$ 3.60, \$ 4.35, \$ 5.95$ each.


INFANTS' SETS
Puff Boxes, Hair Comb and fine Brush. What a
at appearance it makes on baby's dresser, with snow neat appearance it makes on baby's d white hristles


TOY SAND PAIIS. Assorted colors with
Shovel. $10 \mathrm{c}, 18 \mathrm{c}$. 35 c . 45 c . ea.
 PENCIL BOXES. Every boy and girl should learn to care for their pencils, erasers,
etc. Our Prices: 10c. 15 c .25 c . 55 c . ea.

## Kindly Remember

W. R. Goobie
Assorted colors
Prices
$10 \mathrm{c}, 15 \mathrm{c}, \mathrm{y}$
45 c, each

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SIDE TALKS.
By Ruth Cameron

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For Boys \& Girls.
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children.









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## Tor

# IELDM ! T0 THE IVPUSE--Unloosen, Unhasp thy Purse Strings for Christmas time-Gift Giving Time is Nigh 

GLOVES
No Gift List complefe without them











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say it with HOSIERY "190






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POT-POURRI


SHOP
EARLY Santa's Own Headquarters You will find this great Christmas Store a treasure-trove of Gift Suggestions, rich with those that are use-
ful as well as beautitul, and which truly breathe the sirit of service and thoughtuluness.
Behind our choicis this Store's reputation for Quality, adding immeasurably to the value of your Gift
and to the pleasure of giving.
 Elsewhere in this issue appears Our Toy Advertisement--iead It


Xmas Decorations, Tags, Seals, etc.



5.00 Jumpers2. 98











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Giveable Gifts

## for the housewife

















## Gorgeour Hangings

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Express it with Handkerchiefs




 15c. 30c. 33c. 40c. 45 c. 55 c . $51.10^{\circ}$
 rion 40c. 45 c . 65 c . 85 c . 90 c . 81.00
-

## Winter Travel


U.S. FIDELITY \& GUARANTY COY.
J. J. Lacer,
We Now Have
in Stock

The Latest Designs
Fireside Fenders
Brass
Brass and Black
Copper and Black

## Extra Fine Grade

Fire Irons.
See Our Windows.
GEAR\&CO.
Limited
304 Water Street
'Phone 404
St. John's.

Health and Comfort in the Home.


Graduate Optctera 457 WATER ST. WIESS. Phime 916 P.O. Box 252

## HYPOPHOSPHITES

 A Strength Maker Treed, Rumotrm Men and Price $\$ 1.00$ Bottle PETER O'MARA, titib priveisf

St. John's Mmicipal Comeci. PUBLIC NOTICE. POLL TAX.



ALL ONE PRICE $\$ 24.00$ Men's
Tip Top Tailoring.


 W. H. JACKMAN,

St JOHN'S Grocery Stores Granulated Sugar, $1 \mathrm{lb}, 101 / 2$ Holyrood Potatoes. Currants, Ib. $\quad$.e. $\quad=0.15 \mathrm{c}$. Holyrood Cabbage, that
with a taste, 1b. Raisins, 1 lb. Packets .. 18 c c
Best Pineapple, cubes . ......25c. 100 doz ancy Molasses.
 hisarve hliminat for hema. Juck. J. ST, JOHN.




## RED CROSS LINE!



MAKING WONDERFUL HEADWAY!


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


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