



THE EVENING TEMAGRAM, ST. JOHNS, NEWROUNDLAAND, OCTOBER 28, 192:-
 $A(m+2$
DOVERWHELIING WIL BE TEE REPPONSE OF THE ST, JOHNS PUBLIC AS THIS "GREATEST OF SAESS" SWEEPS THE CITY. MEN ARE TALKING ABOUT IT ON THE STREETS-WOMEN ARE TALKING ABOUT IT IN THEIR HOMES-ITS A SALE WITHOUT AN EQUAL REMEMBER THE GUARANTEE THAT GOES WITH EVERY PURCHASE YOU MAKE IN THIS STORE--NO MATTER WHAT THE SELLING PRICE OF AN ARTICLE ESEWHERE, YOU ALWAYS FIND IT HERE FOR LESS!:

## Extra! Extra! 1200 Silk \&e Lyons

 1) VelvetHats worth $\$ 5.00, \$ 6.00, \$ 7.00$ and $\$ 8.00$. Hundreds of
smart new shapes-new trims and new colors, withsmart new shapes-new trims and new colors, with
out a doubt the greatest offer of the year.

## - Women's Finest

Brocade Brassiers


REABY at 9 Oplock To-Mhorraw Morning with the Beat Znd Groatgot GOAT SALE Evor Holdin the Gity of St vohn's-and here's what the Growdis going to find when they get there 2240 WONEN'S AND MISSES' COATS A Coat Sale Without an Equal!
 $\$ 20.00$ COATS Le SHOP AND COMPARE-But don't buy untin you have seen the Coats represented in these groups. Key your expectations to the highest-look for values that you would ordinarily obtain only at double these prices. $\$ 38.00$ COATS $\$ 42.00$ CATS
$\$ 45.00$ COATS all at in buying at the above prices; Coats made of the new Suede or fine Velour or Chinchilla materials, laxuriousily in fact a Coat to meet every taste and requirement
And Remember Our Guarantee Lies Squarely

## Girls' Dresses

all



Girls' Coats
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Pbay
4.98,8.98, 12.98,4. 18

Girls'
Woolen Caps
S Thaieat at sision 55 c

SPECIAL 400 Ladies' Coat Sweaters 1.98

Values at 3.50 LOT 2
300 Sweaters 2.98

Values at 5.00

A Dress Sensation!

 Silk Dresses.

 DRESSES

### 5.00 CLOTHS SKIRTS 3.98

 Newest Fall styles in Plaids andStripes. Pleated and plain
models. Every size in the lot. $\$ 7.00, \$ 8.00$ and $\$ 9.00$ SKIRTS
in best Plaids, plain and pleat-
ed models. Wonder values 5.98

## Princess Slips <br> $\square$ <br> LON

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Squirrel Cliohers



## Greater Values-Bigger Business !

You are Always Certain of a Little Better for a Little Less-Here at "The Store Ahead"


## A Striking Demonstration

Pants Value
Real Dres and working Parts. tailored with
particular attenton to detail- or good dtrong
2.50, 3.50, 4.50, 5.50

Special-Stout Men's Pants. Sizes 40 to 52.


No Clothing Sale we have ever
held will Create the Enthusiasm of this One!



SUITS AND OVERCOATS.




| Overcoats, | Two Trouser Suils |
| :---: | :---: |
| Suits | Overcoats |
| 14.98 | 44.00 |
|  |  |

 Size 40 to 52 New Suits
New
Over


> Suits, Overcoats 38.50

One of our best ranges of
Suits and
Overcoatss all Suits and Overoatsis all
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out We have a complete $\int_{\text {range of of oupreate }}^{\text {made tor vou Funter }}$ made for you. Filurer
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MENS FALL and WINTER CAPS
"Sportsman" Caps-Universally known 1,5 and warmhe Alt he wanted shades
Tweed C Cinchilis Worted
Al Guaraited Values at $\$ 2.40$ and $\$ 2.80$
Men's Raglans and - Raincoats - - =2 = 19.50-25.00-28.50

Raincoats
Values up to 825.00 go in this Sale at

 Dandy Little Combination Suits for Boys Values at 54.00 to 86.00 Dreser little garments of the popplar
 $298-3.98$

## Rubberette

 CoatsFine finion heanly ined
gueranted. waterprof
7.98



## LONDON, NEW YORK \& PARIS

 ASSOCIATION OF FASHIONBoys' Combination Underwear



Thriling Adventures witzz alocky (As witz Blockn
(Conoluded).


## Tuesday, October 28, at 9 a.m. - smans oun <br> 

For this event we have made a supreme effort to offer, unprecedented values! Weeks of planning have made this Our Greatest Merchandising Success-presenting to the St. John's public-who have responded so eagerly to our previous offerings-an opportunity to secure the utmost in Quality and Style at unbelievably low prices. This Anniversary marks the beginning of the 2nd year of this Store-and we wish to make it a record-breaking event

## 360 Tricolette Waists

In Navy, Saxe Blue, Almond Green, Fawn, Honeydew,
Canna, Pink, Black, etc. Sizes $36-500$ Guaranteed all Canna, Pink, Black, etc. Sizes $36-50$. Guaranteed all
perfect. The same Waists others are selling as high
as $\$ 2.50$. perfect.
as $\$ 2.50$.

Special \$1.15

## Coats





SPECIAL!

## Infants' Coats


$\$ 1.19$

SPECIAL!
All-WoolKnitted Dresses
 $\$ 4.59$
Juniors and Misses ${ }^{\text {C }}$ Coats
 $\$ 5.50,6.50$ \& 8.98 Rubberette
Coats
$=5^{5}=5^{.50}$
6.5

## Serge Skirts

 $\$ 4.98,6.98,7.50$




\$3.98, 5.98, 6.98
$\$ 3.98,5.98,6.90$

| Very Fine Qui |  |
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## Premier Garmentco.


#### Abstract




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Every Requisite for the Smoker at Cash's Tobacco Store Woa are not giving
Radio outhe tor the reumm



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GRAVES
Superior Rayity
Pure Cider
Cider VIIEGAR
For sale at. Stores
there quaity conis. Baird \& Con, Ltd, Water Street East.


Before you buy rooling see DUX bAK ROOFING, â full size Roll costs only $\$ 3.50$ complete with nails and cement. Houses covered with DUX BAK ROOFING pay less for Fire Insurance than houses covered with felt and tar. By using DUX BAK ROOFING you will save enough on Insurance to pay for your new rool.

COLIN CAMPBELL, Ltd. (opp, the Monument) Water Street
The 1923 Poppy Day.
REPORT AND AIDS TO gRGANIEERS- 1924



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## Our Open Letter to Home-Lovers

Dear Madam:- Min winctad

## On your Dining-room floor,

or perhaps your Kitchen floor, or maybe your Bedruom floor, there's a worn shabby spot.

Such a shabby spot spoils the appearance of your room yet you can make it right so easily, so cheaply; it's a shame not to Don't you think so?

Come in when you're down town and see our stock of Congoleum Art Rugs. They're beautiful and not expensive We have them from \$11.25 to \$18.00. A size for every room in your home.

Now about that worn, shabby spot in your room. A Congolemm Rumer will cover it nicely. Runners 18 inches wide by 9 feet long cost only 51.95 36 inches wide by 9 feet long only $\$ 4.50$. and Thie moot beautiful Congoleum Rumners you ever saw, $41 / 2$ foet wide by 9 feet long.
poitively a gemen
Costitonty sir Doblars and Seventy-five Cents. VAIUS!

Whatyiluds witten alf over'it.
Come and see; even if you don't want to buy.

## Bowring Brothers, Ltd.

P.S.-All Congoleum Art Rugs and Runners are sold under the Gold Seal guaratee of quality, which means satisfaction or

## F CASINO THEATRE <br> H. WLMOT <br> YOUNG - ADAMIS

## Company

16-CAPABLE ARTISTS- 16
ellgant costumes-classy vaudevilie-jazzo orchestra
$\mathrm{T}^{\text {TO-NIGHT: TO-NGHT: }}$
892 "NCE PEOP PLI mut Sie" By Rachel Corthere
WEDNESDAY \& THURSDAY MATINEE WEDNESDAY "ST. ELMO" "NICE PEOPLE" "ST. ELMO"
Nobody wants to mise this. ce
 Popular Prices: $81.00,75 \mathrm{c}, 50 \mathrm{C}, \mathrm{3}, 5 \mathrm{c}, 25 \mathrm{C}$. Curtain Rises 8.25 p.m., Shatp.

## Read DownThesePrices <br> and note the Value we are offering-




## The 1923 Poppy

## Day.









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posibile delay.







 Poppy Day mo
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her emblem. GREAT WAR YTTERAXE ASSOCM:
TOO RELIEF FUXD APPEAL The Great War Veterans. Associa
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## At the Popular Star Movie To-Night

## D. W. GRIFFITH'S WONDERFUL

 PRODUCTION:
## The WHITE ROSE IN TWELVE PARTS

## Here's a Story That Will Thrill You, Surge and Sigh, as in the First Sweet Raptures of Your Own First Love. <br> ADMISSION: - - 30c.

COMING--" The Lily of the Fields," in Nine Reels, and it's a First National Attraction.--This is the only Theatre in the City where you can see First National Pictures--and the Premier of them all---
Reginald Denny in "Sporting Youth"---The Big Pictures for The Star NOTE:-Sceond Show starts at 0,20 , thereby giving shop hands an opportuntity of seeing the full show.


No possibie esiling places in the . Frivascr.










Let's Get It
Enlarged!

## をquas:

 look alive. Let's ge Tooton to enlarge it at once,before the film gets scratch-

The Kodak Store makes
a feature of enlargements. All sizes may be obtained, and the best results from
any negative are guaran-
teed.
Get Tooton's prices on en-
larging. Like the enlarge
F. M. O'LEARY


A SEPARATE STORE CATERING ENTIRELY -to -
MENS \& BOYS' NEEDS

MENS \& BOYS' NEEDS

## GREAT



IN NO SALE HAVE WE EVER DEMONSTRATED OUR SUPERIOR VALUE-GIVING AS WE ARE GOING TO IN THIS MAMMOTH SALE. A SALE IN EVERY SENSE OF THE WORD! WITH GREATER SPACE AVAILABLE SINCE OUR GENTS' STORE WAS REMODELED, WE ARE PREPARED TO BID FOR A LARGER VOLUME OF BUSI NESS AND SMALLER PROFITS. THE "BROADWAY" IS OFFERING BIGGER VALUES THAN EVER BEFORE, RESULTING IN A RAPID GROWTH OF REGULAR CUSTOM-ERS-MEN WHO REALIZE THEY GET THE BEST AT THE "BROADWAY" AT THE LOWEST PRICE-"IT WILL ALWAYS COST YOU LESS TO BUY IT AT THE GROAD. WAY!"

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BOYS
HEAVY WOOL RIBBED
    STOCKINGS
    \mathrm{ in Heather mixtures.}

MENS WOOL SCARFS
With the cold weather on
With the cold weather on hand, every man should get one of these. Regular \(\$ 1.50\) value for.

\section*{98 cents}
\begin{tabular}{|c|c|}
\hline mevs Pants & \\
\hline  & 1.98 pair \\
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BOYS' PANTS \\

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& \text { MENS EAR CAPS } \\
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\section*{Juvenile Suits}

For Boys of 3 to 8 years. No matter what kind of a suit you are
looking for vour 1 ittle boy, we have
 it, est an oiver Twist or a Russian
Blouse eftect, ar Sail
Save them in all kinds of mate
haterials have them in all kinds of materials
such as Tweds, Serges, Woon Jersey,
Velvets, Corduroys, etc. Prices lower such as Tweds, Serges, Wool Jersey,
Velvets, Corduroys, etc. Prices lower
than ever.
2.98 to 5.98

Look -- Extra Special Men's and Boys' Fleece-lined and Wool
mixed Underwear, selling way' below
 On Sale for

79 c garment
Boys' Overcoats Ages 9 to 17 years,
Here another "Broadway" diglay of
real values, Nice comy big boys' real values, Nice comfy big boys
Coats for aprice less than the eotst of
making. Come early for better choice 7.89

\section*{MENS}

PULLOVER SWEATERS
in Black, Navy and Grey.
V
Values up to \(\$ 2.75\) for ....
 MEN'S EAR CAPS
Fur lined, in assorted pat.
terns. Values up to \(\$ 2.90\).-

We also carry a full line of Men's Needs, such as WALKING STICKS, UNDERWEAR, GLOVES, MEN'S \& BOYS' WATERPROOFS and OIL CLOTHES
in fact everything Men and Boys need.

\section*{Boys Overcoals}

 4.48

\section*{Boys' Suits} Mothers Ages 8 to 17 years. and hose who buy for boys.
If your boy is in need of a Suit, bring him to our Store to-morrow day and we will fit him out with one
of our good strong Suits at a price that
 quality of our goods. One and Two
Pants Suits in a great variety to choose from. prices range from 6.98 to 14.98

Men's Friendly Hats By that we meam Hats that "Pal with
vour face," the well known "President" Hat, always known to give complete satisfaction-ail priced according
our low margin of policy, from2.98 to 6.98 MENS LEATHER MITIENS Made from fine sheepskin, \(98 C\)
warmy lined. Regular val.
ue \(\$ 1.75\) for ........... MENS SOFT COLLARS 25 C Soft Collars in Silks and
Cords.
GTriangle Brand?

\section*{The Broadway House of Fashion}

orty-Five Years in the Service of
the Probic-The Evening Tolegram




\section*{NEW ARRIVALS}

500 Boxes CITRON PEET-10 lb, ee
500 Boxes Lemon Peel- 10 lb , ea. 200 Cases CLEAN CURRANTS 200 Cases bulk currants. 300 Boxes SEEDED RAISINS- \(36-1\) 's 200 Boxes SEEDLESS RAISINS- 18 -1 200 Boxes SEEDLESS RAISINS- 25 's 300 Boxes CALIFORNIA RAISINS- 3 -Crown 500 Boxes PRUNES -70 to \(80^{\circ}{ }^{\circ}-80^{\circ} \%\) to \(90^{\circ}\) s 200 Boxes DRIED APRICOTS \(-25^{5}\) s
100 Boxes DRIED APPLES
50 Cases SLICED PINEAPPLE- \(11 / 2^{\prime}\) 200 Cases TINNED PEARS \({ }^{2}{ }^{21 / 2}\), 200 Cases TINNED PEACHES- \(21 / 2\) 's 200 Cases TINNED APRICÓTS- \(21 / 2\) ' 100 Cases TINNED PLUMS- \(21 / 2\) s. SYRUPS, LIME JUICE, FLAVOURINGS,
SPICES.

\section*{GEO.NEAL}

Beck's Cove Liniter.
hone 264
NEW SUITINGS in light colours and weights for Autumn wear.

A splendid variety to select from. Samples submitted to you on receipt of postal.

Gohn Mrlautuder
nureficcoans, N.?

\section*{"Matchless"}

ThePaintof Oulitity
Practical Painters choose "MATCHLESS" because it works easily, covers well, and saves time.
Property Owners ask for it because it is durable and lasts so long that it saves money.
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= SAVE FROM DECAY =
IN THE "MATCHLESS" WAY.
The Standard

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Manufacturing Co., Ltd.

\section*{RUBBERS FOR EVERYBODY! \\  \\ Low Rubbers, Storm Rubber} Black Rubbers, Tan Rubbers \& White Rabbers. High Heel Rubbers, Medium Heel Rubbers and Low Heel Rubbers.
Pointed Toe Rubbers and Broad Toe Rubbers. Rubbers for Men, Women and Children. Boys' Rubbers.
F. Smallwood, \({ }^{\text {misimim }}\) 800000000000000000000000000
\begin{tabular}{|c|}
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203003000000000000000 ARRIVE THURSDAY. \\
100 BAGS SHVERPEEL ONIONS.
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Montreal-St. John's.
The S.S. NICO leaves Montreal about OcThe S.S. PALIKI leaves Montreal about
ovember 6 th.
ST MURRAY TRANSPORT CO., Limited,

\section*{Ladies' Warm Hose}

For Cool Weather.

\section*{Henry Blair's}

\section*{This Week}

We are Offering "WAGNERS!"
"WAGNERS" are Very Showy Red Apples, "Sweet as a nut" - "Good Keepers" and not too large in size for Retailing, Cooking or Table use.
We have one carload ( 250 Brls.) of this Fancy Fruit due ex. "Sllvia" Thursday forenoon and are naming specially low prices on this consignment for prompt delivery from steamer's wharf on arrival.

GET OUR QUOTATIONS.
F. McNamara
'Phone 393. Queen St.

dies' 41 Rib Cashmere Hose-Our Star
Brand. Shades: Coating, Nigger, Quaker Brand. Shades: Coating, Nigger, Quaker
Grey, Mole and Black .... .95c. per pair
Ladies' Fancy Rib Cashmere Hose-Our Countess Brand Shades: Coating, Mid-

Ladies' Special Fancy Rib Cashmere HoseShades: Nigger, Coating, Grey, Mole,
Ladies' Latest \(41 \mathbf{R i b}\) Marl Wool HoseWhite . . . ... .......... \(\$ 1.55\) per pair vadies' Art Silk and Wool Mixture Fancy Rib

HENRY BIARR.

Nild. Government Railway. NOTRE DAME BAY STEAMSHIP SERVICEE
Fin Dreight for ports on the above route, as adverticed in Fireight for ports on the above route, as advertised

SOUTH COAST AND ST. MARY'S BAY STEAMSHIP

 nesay, October 29 sh, up to noon.
S., PoRTLA siis from Dry Dork Wharf 10 a.m.
Thursday. Ship does not call at Argentia. Embargo NOTICE. Eifective November 1st, and unce. furt fur notice,
an embarzo is placed against horses and cattle ornd syaney to points on this system, and vice versa. Until further notice, Safe Harour has been added as port of call. Freight accepted Tuesdays and Thurs-
days. Portand has slaso been added as port of call-
freight accepted Tuesdays. SOUTH COAST AND FORTUNE BAYS.S. Glencooe. has been discontinued as port of call for

Nild. Government Railway.


COAL! man miniour
Steamer Cargo just landed.
Same quality as last year. 19.50 AMERICAN ANTHRACITE Steamer Cargo just landed. A. H. Murray \& Co., Ltd.,

\section*{Iron and Steel \\ Bars Plates Tubes Girders Sheets Angles}

For Forward Delivery.
Wholesale Only.
Wm. Heap \& Co., Ltd. 'Phone 1830-1831.


\footnotetext{
mint
CHARLES WALMSLEY \& COMPANY 6 p.e. Bonds, due 1933,
Sir W. G. Armstrong-Whitworth Co. Ltd., of England. PRICE 98.50 BERNARD D. PARSONS,
}```

