



## Your Dollars Buy The Most HereAt St. John's Largest Clothing Store! Silk-Lined and Plaid Back <br> Men's Overcoats

 AND
## 1 and 2 Pants-Suits



## Collegiate Suits and Overcoats

Broys 15 to 20 years. Prices $\$ 14.00$ to $\$ 26.00$

## Suits

LONG PANTS SUITS
for the college boys, mostly Two Pair Pants Suitsbeautiful patterns-tailoring like Dad's and finished in

## Overcoats

Big warm College Coats-belted and semi-belted
models-very best materials.

To-Morrow-- Two Big Groups
Presenting Wonderful Savings!
$23^{30 \mathrm{~mm}} 30^{n}$
MEN! Here is value with a capital "V." Nowhere else will you find such a complete and wonderful assortment of New Winter Overcoats and One and Two Pants-Suits. Nowhere else are such low prices possible.

## Overcoats

Big roomy swaggèr models--well styled and excellently made throughout. Save!

## Suits

In a variety of styles, patterns and weaves to please every man.

## OUR CLOTHES

-are not an expense
BUT AN INVESTMENT
IN GOOD
appearance

## GUARANTEE 30ND <br> 

We guarantee the Price, of every garment in this Store to be the Lowest in St. John's. If within 5 days it can be duplicaed for less, we will refund the difference or return your money. THIS GUARANTEE BOND IS YOUR RROTECTION -against inferior merchandise AND ASSURIS
Lowest-Prices-in-the-City !
)
*


##  <br> LONDON DIRECTORY <br> ased <br> Fanatic <br>   <br>         $\mathrm{X}_{\text {Business Established in 1814. }} \mathrm{X}$





\section*{SUPREME Overcoat Values! <br> Something new in OVERCOAT Values, Undoubtedly better than have been shown for some time past! <br> The newest styles, comprising form fitting Chesterfields, Belted Ulsters, and the everpopular Pleated Storm Coats, with three piece belt and convertible collars. <br> The materials include the most fashionable Cloths-all Wool Coatings and Ripple Naps. <br> |  | $22^{.50} 23.50$ |
| :---: | :---: | <br> SEE THEM TO-DAY! <br> nors,21 <br> BEST VALUES OBTANHTLE}

\section*{Hall Stoves

## Hall Stoves <br> while the full assortment lasts. Prices from <br> while the full assortment lasts. Prices from $\$ 15.00 \mathrm{up}$. <br> ENTERPRISE OAKS-3 Sizes <br> ㅇ. 15 Ideal Quebec. <br> ", 15 Ideal Ruebe <br> ", ${ }^{25}$ Ideal Rival. <br> " 12 Enterprise Quebec. ' 2 patterns. <br> 14 Enterprise Quebec. Oak, with self feeder. SLOW COMBUSTIONS All Sizes.

## John Clouston

 Phone 406oct23,eod.tey

| $\text { in } 1$ | From Cape Race |
| :---: | :---: |
| Alow to ary well before us | Special to Evening Tele |
| Coid masked potatoes can be fav- ored with mrated chese, well season- | Wind south, CAPFE Reight weather to |
| eaiand browned tin a bouttered baking |  |
|  | 30.10; Ther. 42. |
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Ladies' Ready-to-weat Winter Hats

OUR HAT VALUES are always extra special, but during November
we are bringing
Hat Prices Down to Cost
way for the Christmas Trade DONT BUY the Values we are offeringe THEY CANNOT BE BEATEN.



## Another WVeek of <br> SENSATIONAL VALUES!

WERE ALWAYS FRST TO CUT THE PRICE! To-day just as when we first opened our Stores, we're always first to cut the price. That policy which means so much to every economical shopper is possible because of that fundamental principle of our business to buy and sell for cash only.

TheBroadway
WE SELL DEPENDABLE MERCHANDISE-FOR CASH ONLY.

## to give the utmost in value

 is the endeavour of every great Store, whether you are geting the most tor vour expenditure is tor pou to dedide. We kenow that our merchandide As almass priced as low or lower than competitive galitity. Comparo and be convineed of our priceleleadernhinA Special Sale of Ladies' Coats For this week we have gathered a fine selection of COATS for
every Miss and Matron at the usual "Broadway" low standard Every group represents the best values your money can buy to-day. Save on your COAT! Buy one during this Sale! Values to $\$ 17.50$ Materials: Values to $\$ 42,00$ $10^{10}$ Values to $\$ 22.50$ 14.77 Values to $\$ 30.00$ $21^{1 / 65}$ Values to $\$ 35.00$ 23.75 Values to $\$ 38.00$ FOR $27^{75}$ Sizes for Women 16 to $20-36$ to 44


Sale of fine Warm Children's Dresses
 H.

## Growth

 THE OUTGROWTH OT Confidence Luck and accident play a very small part in business. Growth isthe direct result of success-and suceess, the outgrowth of confithe direct ressut of success- and success, the outgrowth of coni-
dence. With pride we point to the pre-eminent position we occupy dence. St Thrie wearing apparel l ield as an an example of the con-
in the St.
fidence of the public in the deserved and one which we will ever cherish and safeguard to the
very ful very fullest extent of human endeavour.
"IN YEARS NÉVER A SALE LIKE THIS!" 3rd Birthday Sale! NOT MERELY A SALE, BUT A CELEBRATION! ORIGINAL MODELS AND MAKERS' SAMPLE

Hats
NEW ARRIVALS! NEW ARRIVALS!




## The Broadway House of Fashion

A Special purchase of 62
Men's fine Tweed Men's fine Tweed Suits,
in Dark patterns and in Dark patterns and
cut to fit young and. cut to fit young and
conservative mer

## Another "Broadway" Triumph in

## Men's Suits



These are being turned
over to you at a small over to you at a small
percentage of profit to percentage of profit
us and to the great sa
isfaction of our custo

Men! Come to caur Store any day. Get acquainted with our methods and with our low prices-Be convinced!
Men's Hose


## Men's Caps



## Men's Combinations <br> 



## Men's Hats




| SALE OF |  |
| :---: | :---: |
|  | 5.98 |
|  | 6.98 |
|  | 7.98 |

## Boys' Oliver Twist Suits


Great Savings in these items during this week. MENS HANDKERCHIEFS, TIES, COLLARS, SHIRTS, UMBRELLAS, SCARVES, SINGIE PANTS, boys singif pants, CAFS, BLOUSES, SWEATers, And UNDERWEAR.

Overcoat Week at the Broadway The cold winds may blow, but
there will he plenty of warmth
for those wearing one of these there will be plenty of warmth
for those wearing one of these
fine new Coats Former seling
prices disregarded to make this
 Prices to suit every man .
VALUES TO $\$ 16.50$ 10.00

VALUES TO $\$ 22.00$ 15.00
values to 380.00
20.00



VALUES TO $\$ 35.00$ 24.90

VALUES TO $\$ 42.00$ 30.00
values to spa.00 35.00

VALUES TO $\$ 65.00$ 40.00

| House |
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| Fuurishings |



| Job Wall |
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| Papers, etc. |

Hepary

| Gents' | Men's <br> rurrishings <br> Readymades |
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Your Health Depends Upon Your Teeth.



 M. S. POWER, D.D.S.
 BOOKS WORTH READING.


| Fancy Top Shirts Natty looking patterns <br>  | the past two weeks, have cleared out considerably, Only the following prices: |
| :---: | :---: |
| Work Shirts |  |
| Flannelette | , |
|  |  |
| Tweed Caps <br> Back band and pleated effects <br> From 65 c. to $\$ 3.00$ ea. |  |
|  | $\underset{\substack{\text { Regular } \\ \text { Special . . .. .. .. .. . } \\ \$ 20.00 \\ \$ 28.50}}{\$ 1}$ |
| Gents' Neck Ties A new variety of smart lookg Tubular Tie Regular Sale Price $\qquad$ $84 c$ ea. | Men's Tweed Pants Winter weight Tweeds $\$ 3.19$ to $\$ 6.00$ pair |
|  |  |
|  | Sweater Coats Light Grey |
| Umbrellas <br> 'In straight and curved-handles, wood and steel rods $\$ 2.00$ to $\$ 5.00$ ea | Special |
|  | Cotton Jerseys Special to Clear .. . 93 c . ea. |
|  |  |
| Men's Pyjamas Heary Flannelette, wide stripes, silk tape frogs and button holes button holes. <br> Regular <br> Sale Price <br> ....... $\$ 8.29 .20$ Suit | Men's |
|  |  |
|  | Men's Mackinaws Regular .. .. .. ...... $\$ 22.00$ |
| Men's Socks <br> All Wool Cashmere; assorted shades | Sale Price $\square$ |
|  | Men's Fawn R |
|  | Special .. ....... $\$ 17.50$ ea |


| Regular Vahe | Sale Price | 16c. each |
| :---: | :---: | :---: |
| Regular Value | Sale Price | 19c. each |
| Regular Value | Sale Price | 24c. each |

Resular vakue

## Ladies' Hosiery

Coloured Cotton. Special $\because 19$ c. pr. Black Cotton. Special . . . 19c. pr Col'd. Cashmere . 60c. to $\$ 2.50 \mathrm{pr}$. Black Cashmere $\quad \mathbf{7 5}$ c. to $\$ 1.50 \mathrm{pr}$.

## Dress Goods Specials

Striped Melton Cloth Striped Melton Cloth Blanket Cloth
Tamborina Nainsook
.75c. yd. Sale Price .80c. yd. Sale Price $\$ 2.90$ yd. Sale Price . . 70c. yd. Sale Price

## Shaving Stand Specials

Highly Polished Metal Stands with Mirror and Metal Top Brushes.
Regular ..
Regular ..
Regular ..

| .$\$ 1.65$ | Sale Price ... . . . . . . . $\$ 1.50$ eacb |
| :--- | :--- | :--- |
| .$\$ 1.95$ | Sale Price . . . . . . . . $\$ 1.75$ each |
| .$\$ 2.65$ | Sale Price . . . . . . . . . $\$ 2.30$ each |

$\$ 1.75$ each
$\$ 2.30$ each

## Ladies' Gloves

.68c. yd. Wool Gauntlets. Special . $\$ 1.25$ pr. 65c. yd.
.74 c . yd. Suede Gauntlets. Special . $\$ 1.25 \mathrm{pr}$. Suede Gauntlets. Special . $\$ 1.98$ pr
Suede Gauntlets. Special . $\$ 1.25$ pr. Suede Gloves .......49c. to 89c. pr.
Cotton Gloves. Special $\ldots \ldots 22$ c. pr.

## Tooth Brush Specials

Mail Orders Promptly Attended to.

FRIDAY,
SATURDAY
and MONDAY
SPECIAL SALE DAYS.

Unusually Low Priced All Wool Flannel Offerings, in Greys, Fawn, White, Fancy, suitable for making Warm Winter Wearables for
MEN'S, WOMEN'S and CHILDREN'S UNDERWEAR
Such as Pyjamas, Under Shirts, Top Shirts, Linings, Etc. In spite of the recent advances in wool these offerings are far below prices of the past few years.

| White | Very special quality, very fine weave, all Wool Flannel, suitable for Children's and Ladies' Underwear, also Infants. Would be good | White | Special Value, good strong Cloth, suitable for Boys' and Men's Undershirts, Women's Underwear, 30 inches wide; all Wool. Worth | Grey | 30 in. wide, specially suitable for Boys' and Men's Children's Bloomers, etc. Good strong Cloth, will wear well. Really worth | Fawn | Fine Twill, 30 inches wide, all Wool, suitable for Boys Ladies' an ${ }^{\text {and }}$ Men' Children's Baloomers, Bodices, etc. Good wearing, very, soft. |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | value at 1.30 to 1.45. | $W 00$ | 1.20 to 1.35 |  | 95 c to |  | Value 1.40 to 1.60. A real |
| Flannel | $\underset{\text { Yrice }}{\text { Price }}$ | Flannel | 管 | Flannel | $\underset{\text { Yard }}{\text { Lues }} 69 C$ | Flannel | $\underset{\substack{\text { Price } \\ \text { Ya }}}{ }$ | Make Your Own Garments and Save Half the Price


|  | See |  | Grey |  |
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| Famel ${ }^{\text {cim }} 888$ | Our | Child Welfare | Famme 'e' 45 c |  |
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## G. KNOWLING, Ltd. Nase


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## POPE'S

Furniture and Mattress Factory The Largest and Best Equipped Furniture Factory in Newioundland.


Wholesale and Retail Manufacturers of House, School, Office and Lodge Furniture.
WeLeadin Manuiacturing Upholstered Furniture See Our Chesterfield Suites
Only the Best material used in the frames. Upholstered by Expert Mechanics.
Don't Say Paper, Say "Evening Telegram.


# At The Nickel <br> Thursday Friday and Saturdaý. 

## ELEANOR MEWS, L.T.C.M.

St. John's Brilliant Mezzo-Soprano
Appearing in New Musical Costume Act.
The famous Broadway stage success has been made into a brilliant photoplay-

> P thriling drama and one of sweetest love stories ever told
sweetest
pictures.


JuneMathis Directed by KING VIDOR AGOLDWYN PICTURE JOHN GOLIDEN


Current Chapter "FIGHTING BLOOD" Series,
Admission: Night, 30c. Afternoons, 10c. and 20c.
MONDAY:-"THE LOVER OF CAMILLE"-A tremendous Social Drama
OMING:-RAMON NOVARRO ana סARBARA LA MARR, in "THY
NAME IS WOMAN."

HERE ARE TWO SPECIALS I AM OFFERING ON SATURDAY MORNING

In MEN'S SHIRTS, three hundred of 'em; all sizes 14 to 17 .
Some with collars to match, beautifully tailored, neat patterns of Blue, Black and Helio. Pin Stripes on White grounds; soft double cuffs. Colors guaranteed fast, some with Silk stripe and all of rst class materials.

## Regular $\$ 3.00$ to $\$ 4.50$ <br> SPECLIAL $\$ 2.50$

Another little lot of one hundred, ranging to $\$ 3.50$ for $\$ 2.00$
Yours for Shirts of Quality
Kamays

KNOWLING'S GROCERY DEPARTMENT

## Ginger Wine

 One ib. White sugur
One Pint toling waie
 Asso in Raspberry: Stramberry, Lemon, and other
G. Knowling, Ltd.

## COAL! 2,000 Tons Rest Sereened North Sydney. Welsh and American Antiracite. 

Stafiord's Essence Ginger Wine
Te Thod contatitsof of one bottle will make one sallon 15c. per Bottle OR SALE EVERYWHERE Dr. F. Stafiord \& Son



Parker \& Monroe, Ltd, For Footwear!
Announciń special! Our FAMITY Mens Tan Superior PAMIL RUBBERS FOOTWEAR

## Values

Our Stores are Headquarters for Boots and Shoes, Long Rubbers, Short Rubbers, Gaiters, Spats--in short, everything in the way of Footwear for every member of the family.


MEN'S 1-BUCKLE GAITERS $\$ 2.75$

MEN'S 4-BUCKLE GAITERS Made especially for hard wear. All sizes. $\$ 4.75$

MENS RUBBERS
Ments Storm Rrumbers, all sizees and shapes. \$1.45, \$1.60, \$1.65
CHILDREN'S GAITERS Sires 5 to 20 . 8 .ucke, flece lined.
Sizee 11 to 2 . . . .. ....... an $\$ \$ 2.75$
BOYS' GAITERS
4-Buchefer stron and durabie, all sizes.
SPECILL PRICE,

LADIES' SHOES
Ladies' 'lack Calf Street Shoes, medium heels,
real value of the money, real value for the mones; sizes 3 to 6 . special price, $\$ 2.25$

Other Styles: $\mathbf{8 2 . 5 0}, \mathbf{8 2 . 8 9}, \mathbf{8 3 . 0 0}, \mathbf{8 3 . 5 0}$ LADIES' COMFY SLIPPERS In shades of Copen, Ropyal Buue, Maroon, Orehid, $\$ 1.10$

LADIES' HIGH CLASS SPATS In shades of Dark Fawn, Brown, Medium Gres; $\$ 2.00$
Same styles and colors in 16-Butto \$2.25

LADIES TAN RUBBERS Low cut, medium heels and toes. Win give good
wear. A real Bargain. SPECLIL PRICE, $\$ 1.05$
BOYS' RUBBERS
The best in town. Boys Black Storm Rubbers,

Slues 1.2 to 2. special .. ..... . . . $\$ 1.05$ Same atyle. Sizes $21 / 2$ to 6 . spectar :. . $\$ 1.25$

## CHILDRENS RUBBERS

Brown and Black Storm and low cut, bast grade.
Chiles Black Rebbers .... .i. 5 to 1085 C. Miseses' Black Rubbers .. .. . i1 to 298 c . Chuldes Brown Rubbers ..... . 5 to 1089 c . Miseses Brown Rabbers, Storn and low cut


GIRLS' BOOTS Glrls' Black Kid Boots, solid Teather soles and
heels; no imitations spect speral PRICEs Sirees 5 to $10 \quad \$ 2.30^{11}$ to $2 \mathbf{2} 2.50$

BOYS' BOOTS
Id Leather, \&trong Crome Uppers.
Sizee 9 to 13. SPECIAL;
$\$ 2.50$ and $\$ 2.75$

$$
\text { Slizes } 1 \text { to 8. Same style .... } \$ 3.00 \text { and } \$ 3.30
$$

LADIES' FELT JULIETS
Leather soles and heels, fancy shades of Roval
Blue, Copenhagen, Dark Red, Dark Orchid, Black, $\$ 1.80$

LADIES FUR TOP SLIPPERS Leather soles and heels, dififerent shades in
Brown, Red, Royal Blue, Conen, Maroon, tc in Brown, Red, Roval Blue, Copen, Maroon, etc,
very dainty Slipper. SPECIAL PRICE, $\$ 2.00$
LADIES GAITERS In every hnown shape and style. Ladies Button SPECILL PRICE $\$ 3.20$
LADIES 4-BUCKLE GAITERS Good fitcors and very comfortable, medium and PECIAL PrICEs, $\$ 3.90, \$ 4.50$ Shop at Our Stores for REAL VALUES PARKER \& MONROE, Ltd., me me


Unclaimed Letters List G.P.O

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## Winter Keeping APPLES

To-day ex S.S. Sable I. from Halifax, and selling at lowest market prices, ONE CARLOAD -- containing the well known popular brands of Apples, 'BALDWINS' and 'STARKS'. Guaranteed Fancy Winter Keeping Fruit

## F. McNamara

Phone 393. Queen St.


Don't Say Paper, Say the Evening Telegram,

| OCK MARKET NEWS | $\begin{aligned} & \text { Anita had on a summer overcoat, Mrs. } \\ & \text { O. M. a summer costume. } \\ & \text { Three courtyards, a passage, and } \end{aligned}$ | ccident Restores |
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TO-DAY'S MESSAGES.


Some Show at The Popular Star TO-NIGHT

GLEN HUNT'ER, with MARY ASTOR
in a Heart.Appealing Drama
"Second Fiddle"
Produced in Six Parts.
RUTH ROLAND, in
'Haunted Valley'
COMING--- "Potash and Perl-, mutter, "The Eternal City," "Why Men Leave Home" and Charlie Chaplin, in 'Pay Day.' All First National Attractions
Admission, 20c.

Sinclair's Hawkeye Ham Butt Pork. hutwelikrrs new york boneless flank.
ontario ered ontario feed oats.

JUST ARRIVED:

T. B. CLIFT

SAD IRONS

| ${ }_{\text {do }}^{\text {do }}$ |
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LATCHES.


AAA SHOT.
HORSE STABLE RUGS
$\underset{11 / 213,2 \text { in. and } 21 /}{\text { SLIDE }}$


## Buick Car! $\underset{\text { Publicnerice }}{\text { and }}$

R
$11 / 2,13 / 2$ in. and $21 / 4$
length $61 / 2$ to 12 feet.

## 

 To open in few daysAXE HANDLES COOPERS' RIVETS GAL. $\overline{\text { BUCKETS }}$ GARDEN SHOVELS HINGES 300 dozen asorted.
PICTURE WIRE
150 dozen. AXES 18.00, 20.00 dozen, ${ }^{53.00 ~ d o z . ~}$ SOLID BRASS SHOE NAILS The Neyle-Soper Hidw, Co., Lid.


The Season's Newest in Gent's Hats!
We Stock the Celebrated

## 

manufactuerd by appointment to H.M. the Kinge
SOFT FELT-Shades: Grey, Fawn and Holly 7.50 and 8.00 each

VELOUR-Shades: Grey and Fawn 15.00
Other Lines English Manufacture
SOFT FELT-Shades: Brown, Fawn and Grey 2.45, 2.75, 3.90 each VELOUR-Shades: Fawn and Grey 4.80 each


| CURLING IRONS | WATER HEATER | DOUBLE DESK LAMP | TOASTERS |
| :---: | :---: | :---: | :---: |
| 2.00 and 5.70 ea. | 3.50 each | 50.0 e | $6.00,8.0013 .00$ ea. |
| MARCEL WAVER | OVENETTES | READING LAMPS | IRONS |
| 6.00 each | 15.00 each | 10.00 to 25.00 | GR 6.50 ea. |
| PERCOLATORS | WARMING PADS | BOUDOIR LAMPS | 12.00 and 16.00 ea. |
| 12.00 each | 11.50 each | 8.50 to 16.00 | DISC STOVES |
| TABLE STOVES, | SHADES | FIXTURES | 10.00 each |
| 25.00 | $35 c$. and $60 c$. | 6.00 to 25.00 | 11.0014 .80 |

ELECTRIC BULBS $10,15,25,40,60$ Watts 35c. to 60c. ea.

ELECTRIC CORD
4c. foot SWITCHES 45 c . up SOCKETS 40c. to 90 c. ea.

## BOWRING BROTHERSLtd.




You are NOT in the Habil of Throwing Away MONEY.

## Hence, Use

## U. S. MARINE TOBACCO,

The Highest Quality. The Lowest Price.

## J. J. ROSSITER

[^0]


It's Different!
Try a tin of Fry's Pure Breakfast Cocoa-to-day. You will enjoy that delicious chocolate flavour so much that you will not want to go back to any other cocoa. It's different.
Everybody likes Fry's, from the children to the old folk. And it is really good for all-rich in nourishment, invigor-
ating, strengthening, sustaining. True,
it ought to be good-it has been continually improved for nearly 200 years
Tny's 3 PURE Bocoan

## NEW SUITINGS

 in light colours and weights for Autumn wear.A splendid variety to select from. Samples submitted to you on receipt of postal.
 p0000000000000000000000000

## Sacrifice Sale of CAPS




## Lipton's

 Highl-Clisas English Biscuits

Ayre \& Sons, Ltd.,
Bowring Bros., Ltd.
J. M. Brown,
C. P. Eagan,

Geo. Knowling, Ltd., Royal Stores, Ltd., Steers, Ltd.


Accordeons




[^0]:    Our Stock for the Coming Winter:
    best north stoneys screensd coal.
    
    
    M. Morey \& Co., Ltd.

    Phoness force
    

    P ${ }^{\text {repare for the indoor months. }}$
    A $^{\text {sk y your Dealer for "MATCHLESS" }}$
    $\prod^{\text {nside Paints, Enamels, Stains, Etc. }}$
    $\mathrm{N}^{\text {ow is }}$
    TTE TME
    Try our Flat and Gloss White, Gold, Aluminum and Black Enamels (for radiators, piping, etc). Superb "MATCHLESS" Floor Stains, etc., etc.

    ## The Standard Mfg. Co., Ltd.

