# HLILE PAGES TO-DAY <br> THE "PEOPLES PAPER - FORTY-THREE YEARSINTHE PUBLICSERVICE-IS A LIVEDAK YIN A BUSY CENTRE-STUDY IIS NEWSY ADVERTISING. TWELVE PAGES TO-DAY - The Evening Telecram =  



THE EVENING TEIEGRAM, ST. JOHNS, NBWFOUNDIAND, OCTOBER 18, 1922-2

the evening thlegram, st. Johns. newfoundland, october 18, 1922-3

## british Premier <br> 

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Wagner's, Blenheims, otc.

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 "KING" APPLES. "WAGNER" APPLES. "BLENHEIM" APPLES. "GILT EDGE" CAN. CREAMERY BUTTER ( $56-\mathrm{lb}$. Boxes).
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## Star

 ${ }^{\text {at the }}$The Biggest Production yet Presented in Newfoundland--

## "THE FOUR HORSEMEN OF THE APOCALYPSE"

IN 12 PARTS
Admission-Matinees, 10c and 20c. Nights, 30 c .

First show at nights will begin at 7 o'clock. Doors will open at 6.30. Matinees 2.30. 2017, iv


THE EYENLNG TELEGRAM, SY: JOHNS NEWFOUNDYAND, OCTOBER 18, 1922-4


TAE EVENING TELEGRAM, ST. JOHNS, NEWFOUNDLAND, OCTOBER is, $1922-5$

| CONGOLEUM | KNOWLING'S | CARPET |
| :---: | :---: | :---: |
| SQuARES: |  |  |
|  |  |  |
|  | Make Your Hoase Cosy for the Long Evenings |  |
|  | Compare Prices and Qualitios | Seind stirindisig |
|  | GARPET, CANVAS, CURTAINS, | $\xrightarrow{\text { and }}$ |

## Carpet Square Bargains, Tapestry, Axminster, Etc.

## TAPESTRY SQUARES







| Bargains in Floor Covering |  |
| :---: | :---: |
| 2 Yard Wide floor covering, | 2 Yard LiNoLeums, $2.35,2.50,3.00$ |
| 1.25, 1.35 | 2 Yard Inlaid linoleum $4.65,5.25,6.95$ |
| 2 Yard Wide canvas, | 2 Yard CORK CARPET, plain Green, also |


| BRUSSELS SQUARES | 79.75 |  |
| :---: | :---: | :---: |
| SALE Price $3 \times 3-\mathrm{Regular}$ value 73.75. | 50 | $31 / 2 \times 4-$ Regular value 167.50.  <br> SALE PRICE $\cdots$ |
| $3 \times 31 / 2-R e g u l a r ~ v a l u e ~$ 82.50. | 52.75 |  |
| $\begin{aligned} & 3 \times 31 / 2-\text { Regular value } 81.00 . \\ & \text { SALE PRICE } \end{aligned}$ | 54.50 |  |
|  | 48.75 | $4 \times 4-$ Reguar value $157.50 \%$   <br> SALE PRICE $\ldots$  |
| SALE PRICE ${ }^{4 \times 4-\text {-Regular value } 135.00 .}$ | 82.75 |  |

SOME NEARLY HALF PRICE

| S | VELVET SQUARES |
| :---: | :---: |
|  | $3 \times 31 / 2-$ Sale Price .. .. .n .. . . 58.75 |
| $\cdot 17.90$ |  |
| 28.75 | $31 / 2 x$ SALE PRICE 97.50 |
| 23.75 | 33/4 4 -Regular value 170.00. |
|  | SALE PRICE .. ... .. .. .. .n . 98.75 |
| 29.50 | 4 x 4 -Sale price .. . . . . . . . 118.75 |
| 32.75 | $4 \times 41 / 2-$ Regular value 175.75. SALE PRICE |
| 23.75 | AXMINSTER SQUARES |
| 46.75 |  |
| 45.75 | $\left.\begin{array}{rl}3 \times 3-\text { Regular value } 65.80 . \\ \text { SALE PRICE }\end{array}\right)$. |
| 48.50 |  |
|  | SALE PRICE .. .. .. .. .. ....... 62.75 |
| 79.75 |  |
|  |  |
|  |  |
|  | $3 \times 4$-Regular value 110.00. |
| 52.75 | Sale price . . . . . . . . . . . . 68.75 |
| 54.50 | $31 / 2 \times 4$-Regular value 172.50 |
|  |  |
|  | - $3 \times 4$-Regular value 127.50. |
| 82.75 | Sale price . . . . . . . . . . . . . 82.75 |

## Table Covers, in Tapestry, Damask, Chenille, Velvet

| See Our Job Coloured Table Covers at 50c., 85c., \$1.00. |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Tapestry Table Covers, |  | $64 \times 64$-SALE PRICE |  | $\begin{array}{\|c} 62 \times 76 \text {-SALE PRICE ......... } \cdot 11.25 \\ \text { Round Tapestry Covers } \end{array}$ |  |
|  |  | $64 \times 77$-SALE PRICE | 9.70 |  |  |
| le price |  | $66 \times 78-$ SALE PRICE | 10.80 | spécial value | 6.80 |
| $36 \times 36-S A L E$ Price | 2.75 | Tapestr |  | Velvet Pile Table |  |
| $60 \times 60$-SALE PRICE | 3.95 |  |  | Special value .. .i. . . 23 | 5, 33.75 |
| $62 \times 64$-SALE PRICE | 4.50 | 54x 54-SALE PRICE |  | Utrecht Velvet C |  |
| $60 \times 60-$ SALE PRICE | 6.25 | $58 \times 65$-SALE PRICE | 6.25 | brown | 21.60 |
| $64 \times 86$-SALE PRICE | 6.80 | $57 \times 68$-SALE PRICE | 7.90 | CRIMSON, ELECTRIC or brown | 28.25 |

## Curtain Plushes, Cretonnes, Scrims, Tapestry

|  | Curtain Damask <br> Rose and Golden Brown. <br> 125 |
| :---: | :---: |
|  | Tapestry |
| For Furniture Cover | vering of Currains. 50 in. wide |
| Regular 6.00. Now | . . . . . . . . . . . . . 4.50 |
| new artivals of | Ar |
| sign .. ......... | $\cdots-2.60,2.75,3.20,3.75$ |

Door Mats, Hearth Rugs, Rubber Door. Mats, Cork Bath Mats, all at Lowest Prices
Emed dine deserve a aood $=2$
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for fall and wiwter At Lower Prices
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$$
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Service-The Evening Tologram

S. 3 THE AMERICAN BOOT \& SHOE STORE

# THE CRISIS CAME 


When circumstances force us to make a BIG REDUCTION on every pair of
BOOTS or SHOES that goes out of our STORE.
There isn't a Woman or Man in this City who can afford to neglect this un-
usual VALUE-GIVING FEAST.
If we were to go out in the market to-day and buy these BOOTS and SHOES
we would have to pay a good deal more than what we are selling them for.

## AT LAST! A SALE THAT IS A SALE

If a SALE is to de emecuve, it must, before all else, be based on sound principles-these principles are: Real VALUES-Truthful REDUCTIONS and Undisputable QUALITY.
This SALE will be efficient because it unveils and reveals these kinds of VALUES and REDUCTIONS which are sifted by QUALITY. This SALE is the implement of the survivorship and preservation of "SATISFACTION" and economy with every purchase.

## Prices so Low the Public MUST Buy!

# Here is your opportunity of the most spectacular merchandising event ever attempted in the history of St. John's, an event so great in size involving <br> $\$ 60.000$ worth of BOOTS AND SHOES ${ }^{*}$ 

That has aroused the amazement of the entire Wholesale and Retail world. An event that is establishing Low Price Levels on wanted merchandise beyond the dream of the buying public.
OUR LOSS IS YOUR GAIN!
NEW GOODS WILL BE PUT ON SALE EVERY DAY TILL THE LAST PAIR OF BOOTS AND SHOES IS SOLD.
Ladies' Boots and Shoes of all descriptions from 1.48 up. Men's Boots and Shoes from 2.48 up. Boys' Boots and Shoes from 1.98 up. Children’s Footwear from 69c up. ALL THESE WILL BE PUT ON SALE EVERY MORNING AT THE SAME REDUCTIONS WHICH EXISTED THE FIRST DAY OF OUR SALE!
BUY!
BUY! BUY!

DON'T FORGET OUR NAME AND ADDRESS:

## The American Boot \& Shoe Store $\mathbf{3 3 1}$ - Water Street 331

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Sheet Copper,
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Are you going to Boston or New England pointsi, it
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September 30th, October 14th, October
From St. John's to Montreal:

- $\begin{gathered}\text { Octob } \\ \text { ber } 18 \text { th. }\end{gathered}$

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