


## THE BROADWAY HOUSE OF FASHIION Fall Continuation Slaughter Sale! <br> Slaughter Sale-on To-Day, To-Morrow and Every Day this Week--Don't Miss It! 500 Children's \& Misses Coats <br> IN THE SEASON'S MOST FASHIONABLE STYLES and in a <br> VARIETY OF MATERIALS and SHADES. <br> The Regular Selling Price of these COATS would range <br> From $\$ 7.50$ to $\$ 12.90$ <br> FOR THIS GREAT SLAUGHTER SALE WE WILL CLEAR THEM OUT <br> At 4.50 to 8.90 <br> 300 SWEATERS <br> 2.48 to 5.90 <br> 400 SCARFS and SHAWLS In Silk -and Wool <br> 1.90 to 3.90 <br> 250 CHILDREN'S DRESSES 2.90 to 7.50 <br> When you see the above you will appreciate what wonderful Bargains await you at this SLAUGHTER SALE! <br> New Dresses and Now Coats <br> Specially Priced for this Great Slaughter Sale  Now-The Materials are Neem-And the Trimmings are New <br>  <br>    A SMALL DEPOSIT <br> RESERVES YOUR SELECTION <br> In these Dresese the materials cone as follows: Frost Crepees Satio Faced Canton Crepes, Chififon Vevvets, Poiret Twills, and Flat Crepes. <br> The Coats come in- the following styles: Some have Beaverette Collars and Cuffs; others have Shawl Collars of Skunk Opossum; some have collars of Caricul or Nutria. Misses' Sizes, Regulars and Stylish Stouts. <br> 650 Pairs of Ladies' Parisian Corsels  95 c and 1.19 a pair 59 c each <br> 350 Ladies' Tricolette Waists <br> In all the latest attractive styles and shades. Sizes range from 36 to 48 . All will be offered at the extremely low price of 1.39 each <br> 200 Beautiful New Fur Scar's and Chokers <br> Worth double the price at which we are selling them. The SLAUGHER SALE Price of these range from <br> $\frac{3.90 \text { to } 7.50}{\text { A COMPLETE AND MOST ATTRACTIVE ASSORTMENT OF }}$ Ladies' Skirls and Waists- <br>  2.25 to 7.50 <br> 250 Ladies' New Circlet Brassiers The SLAUGHTER SALE Price of these wirbe

For Your New FALL SUIT and OVERCOAT This Store Presents to You the Best Selection in the City

Men's
Overcoats and Suits Suits \& Coats for the young dressy type, for the more conservative
type men for the stout men-in young or old. We have an assortment in

COLORS and CLOTHS
In this great will be a rerment yoution will tevery man, tor the In this great assortment you will fnd for the young
man SUITS with two pairs of Pants, 80 that the wearer gets the beneft of practically 7 wo surrs.

Prices range from

### 11.90 เ 35.00

aLL THESE SUITS AND COATS ARE ABSOLUTE. LY THE FINEST AMERICAN MAKES.

A Wonder Super-Value Special Men's FineTailoredSuits The prices at which we offer these would be wholly
ingipossible at any other time of the year, As we have only a limited quantity on hand, we strong-
ly advise you to secure a Suit at once. The Price is 9.90 per suit

Men'sTwo-Pair-Pants Suits Another marvellouss scooopt which only our enor-
mous buying power, our close touch with the toremost
 Only one price, 21.90 per suit

## Men's

Separate Trousers
0 ing for this SLAUGHTER SALE 550 pairs

Separate Trousers
And now enable you to share in this Lucky
Purchase by offering them
TO YOU
At the Low Price of
$1.90,2.50$ to 5.90
Per Pair.

Boys. Suits and Coats One and Two Pants. Suits Also a great variets in All our siftrs have fully lined Trousers which ensures
 Sutifaction OUR COATS
 Prices range from


Men's and Boys' Clothing Department--second floor. 工丂Mail Orders for this Sale Not Accepted We can't impress too much upon you the benefit you will gain by taking advantage of this-siauct IEE SALB THE BROADWAY HOUSE OF FASHION



THE EVENING TELIEGRAM, ST, JOHNS, NEWFOUNDLAND, OCTOBER 3 , $1023 \rightarrow 7$


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## $=$

PETER OMMARA,

## Recent Arrivals in our Showroom <br> \author{  

}NECKWEAR
Supreme in beauty and style-smart and in great ters

| variety to suit the most fastidious taste. | Tab Collars. |
| :--- | :--- |
| Epaulette Collars. | Lace Berthas. |
| Jenny Collars. | Lace Coat Collars. |
| Bib Collars. | Circular Lace Ruching |
| Bromly Collars. | Collar Tabbing. |

FUR CHOKERS
COSTUME SEASON
in White Grey and Black

Co

Wool Sports Hose
Showing Fancy Check and Diamond
effects in shades of Blue, Fawn, Grey and Brown. $4.30,5.00,5.30$ pair. TYI

## Wool Cashmere Hose

Ribbed. Shown in shades of Fawn,
Grey, Coating and Heather..
2.30, 2.70, 3.20 pair.
Artiticial Silk and Wool Hose


## Boudoir Caps

In a most extensive variety of colour-
ings.
Radiun and Late


## Blanket Robes




Silk Jersey Bloomers 3.25 and Saphire 50 pair.

Artificial Silk Scarves

DRESSING JACKETS and GOWNS
Soft Ripplette Cloths in Serviceable Shades.
GOWNS $-4.20,5.00,17.80,23.00$. JACKETS-- $2.80,6.30^{\prime}$
JAPANESE SILK QUILTED-Lined in contrasting colours.
GOWNS-17.80.


## Blouses sid 11 <br>  <br>  <br>  <br>  <br>  <br>  <br> 

## Black, Brown, Purple, Hemna <br> Silk Jexsey Blay

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Sea in Ships"


# Shopkeepers in tovrns outside St. Johns 

 Will do well to order Sunlight Snap now.Last Fall many Outport Shopkeepers delaygd their orders too long and could not obtain a supply of Sunlight Soap.

## THESE SHOPKEEPERS LOST MONEY.

All the Wholesale and Retail Firms in St. John's sell Sunlight Soap and can supply you if you send your or der immediately.
Send your order now for Sunlight Soap, before anything happens to prevent you from getting enough Sunlight Soap for your Fall Trade.



## THE <br> FLASHLIGHT BE SURE ITS AN EVEREADY

"the right light to light right."
The newest thing sin Flashlights is the authu. INUM CASE FLASB, the price of which is surprisingly Low.

## WM. HEAP \& CO, LId.,

AGENTS.

## Coal! Coal! Coal! <br> The Best Scotch Household Coal Imported. All lumps, no slack, <br> $\$ 13.50$ Per Ton. <br> WALLSEND <br> ENGLISH HOUSEHOLD. <br> The very name means the best coal obtainghtige <br> ${ }^{\text {at any priee }}$ S14.50 PER TON <br> The Unlited Coal Cory <br> Phone: 297. 8






## MAJESTIC TO-DAY <br> For the convenience of patronsa s Ticket Oofite hase been opende at the Theatre

## A BIG FOX SPEGIAL <br> "WHO ARE MY PARENTS ?" <br> A vital problem of American Society portrayed in a powerful Drama of emotional appeal. It's an epic of live and love.

'The Ruling Passion' | appeal. It's |
| :--- |
| Bernier Returns | Don't Drop Your Friend







## CASH! CASH: CASH! Bought for Cash nnd to be sold for Cash Only. NO CREDT sYTTEM HERE   BON MARCHE SPECIALS 

### 4.50

 A Man's DARK TAN MAHOGANY CALF Price $\$ 4.50$ the pair Special prices to Wholesale Dealers on case lots. Mail Orders receive prompt attention.F. Smallwood

The Home of Good Shoes 218 \& 220 Water Street

## Houses for Sale!

FREEHOLD \& LEASEHOLD PROPERTIES Situate all over the City and Suburbs, Terms arranged in all cases. First Cash Payment of $\$ 250.00$ to start with. FRED J. ROIL \& CO.



CHARLES HUTTOON



## ${ }^{6}$ Lincoln' PLATE BEEF.

Retailers find this Beef very satisfactory. NO BRISKETS! NO WASTE! Get Our Prices on "LINCOLN" Beef.

## GEORGE NEAL,

Limited

## COATI

BURNSIDE $\begin{gathered}\substack{\text { is the sTock- } \\ \text { is } \\ \text { Bet Scoteh Coal importead. }}\end{gathered}$ in stock-
BEST SCREENED NORTH SYDNEY
2000 TONS WELSH ANTHRACITE
we deliver the best coal-all at the Lowen Coal Ofice Phone 1867 . Prices
A.-H. MURRAY \& C0., Limited,


Your Stenographer deserves the best office supplies obtainable. Yoù can get them from DIGKS \& CO., Ltd.


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## Furness Line Sailings

Nild. Government Railway.

AMERICAN and WELSH ANTHRACITL COAL

$$
\begin{aligned}
& \text { Will arrive about } \mathrm{At} \\
& \text { in stock }
\end{aligned}
$$

BEST NORTH SYDNEY SCREENED AM ERICAN and WELSH ANTHRACITE COAL.
M. MOREY \& CO, Ltd.

## Now Landing

1000 Tons Household Coal \$13.50 PER TON sent home. 2000 Tons WEISH ANTCK: HENRY J. STABB \& Co.


Boston, Halifax \& Nifd. onw Steamship Company.

## The next sailing of the

FIRST CLASS
S.S. YANKTON will be from Commercial Whar (the most con-
venient and centraly loateat in Boston and the Yenient and centrally loatad in Roston and the
former berth of the Plant Service for over a SATURDAY, October 6th
Squater of ofth on tury ) on
SAT
 For Freight bookings, apipis to
A.E. HickmariCo, Ltd.

AGENTS, ST. JOHN'S.

## RED CROSS LINE:

NEW YORK HALIFAX ST. JOHNS
Schedule of Sailingy for September.

 b) throveh rates quoted to an ports.
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G. s. Chatrbill \& Coneral Agents $\quad$ HARyEx $\& \mathrm{CO}_{n} \mathrm{ETD}_{4}$


## MOTTREA.5JOHIT:

Inter-Continental Transports, Limited. S.S. MANOA will leave Montrial for St
 John's on October 6th
 HARVEY \& CO., Limited,


