and



## LONDON, NEW YORK \& PARIS ASSOCIATION OF FASHION

For Ten Days Omly--An Astounding Dress Event!


An unprecedented event in quality, style and price. Every Dress in our entire stock at a saving cf 10 p.c. up to 50 p.c. Street Dresses Dinner Dresses Afternoon Dresses Jersey Dresses Evening Gowns ALL REDUCED

## MEN! 1\&2 Pants-Suits OVERCOATS

 Values that stand the supreme test of Close ComparisonThe remarkably low prices offered by this store are the direct results of our larger purchases--plus greater selling, combined with an inflexible determination to make this--
ST. JOHN'S GREATEST VALUE-GIVING SHOP

Choose from the Largest Assortment in the City
Beginning TO-DAY, we will establish a LADIESTIF贝AAh \$ALE unprecedented in the Hifstory of the Retall SIotiso of the Gountry

Higl
Grade
 Fir Trimmed


COATS of Distinction! Individuality! PRICED LOWER THAN ANYWHERE ELSE IN THE CITI

## $\$ 40$ - \$50 to $\$ 60$

The finest CoATS that high-grrade falorics, exclusive furs and expert talloring can proutuce. All sizes.
$\$ 5.00$ and $\$ 6.00$ Values.
TRIMMED HATS

300 Lyons and Panne Velvet HaTs 1.98 of the better sort. These Hats have actually been selling for $\$ 5.00$ and up to


An Economy Ghristmas Special Parents Won't Miss GIRLS' COATS

NEWER WINTER STYLES. Sizes 7 to 16 years. verly fashioned of Velours, 0 ver- $\quad$.er T0 plaids, Polo Coats, mostly Fur trim-12.98
med. All shades. KIDDIFS COATS

Ages 4. to 8 years 4.08 ddloth, Velour, Mixtures, Polos
fully lined and best fully lined and best Fur

ATRLS SEREE DRESSES Ages 2 to 16 years. little girl would love these Dresses
mother would appreciate their value.

SALE Fine Guaranteed fur coats
A REAL GIFT-One thet elther mothe

OHI BOYI We've got a Knockout for A GHRISTMIAS SPEGIALBOY's SUITS and DVERCOATS Nothing Like these values
ST. Johns.
Boys' $\$ 15.00$ All-Wool Sehool Overcoats, 11.98 The materials are warm and durable, Excellent tailor ing. Sizes 9 to 18 years. Boys other ALL WOOL OVERCOATS S7.00 up to \$14.98. Little Boys'

Overcoats Boys'Suits Boys' 99.00 Tan | $\begin{array}{c}\text { Overcoats } \\ \text { and Suits }\end{array}$ | $\$ 5.50$ to $\$ 14.98$ | $\begin{array}{c}\text { Raincoats and } \\ \text { Cap- } \$ 6.08\end{array}$ |
| :---: | :---: | :---: | :---: | $\$ 4.50$ to $\$ 7.98$ Ages 9 to 18 years $\begin{gathered}\text { Ages } 5\end{gathered}$

Towels.'Towels!


Ladies' Waists

LaTe largest and best value collection that it 98 c up
has ever been our good fortune to place on Sale

## Brassiers

Brassiers
Bratssers made of Satin and Lace-also 50 c
Satin Confiners. ................
Bungalow Aprons
An ideal Gift-Lace and Silk combina- 35c
Heavy Sateen Bloomers
Only All sizes. Colors Black and White ....................... 50c Camisoles
Heavy Crepe Ve Chanes at $\$ 2.00$.
980 Imitation Silk Underwear
Per Set .... ..........
Childs' Woolen Leggings, 98c




Great Saving Effected !
Good Solid FOOTWEAR KNOWLING'S


GIRLS GLove grained boors-sizes 6 to 10. Reg. 2.50. Now 1.90 . 11 to 2 . Reg. 3.20. Now 2.75.

| Child's <br> Kid Boots Sizes 6 to 10 <br> Reg. 3.25 . . . . Now 2.75 | Misses' Kid Boots <br> Sizes 11 to 2. <br> Reg. 4.00 . . . Now 2.75 | Growing Girls Kid Boots Sizes 3 to 7. <br> Reg. 4.80 .. . .Now 4.25 | Infants' <br> blick and brown <br> Kid Boots <br> Reg. 1.65 ..... Now 1.25 |  |
| :---: | :---: | :---: | :---: | :---: |
| Women's <br> or Growing Girs 9 INCH BRown calf Boots Sizes 3 and 4 -Reg. 7.00 Now 3.95 | Misses' <br> 9 inch brown calf <br> Boots <br> Sizes 11 to 2 -Reg. 5.00 <br> Now 3.95 | Childs' 9 INCH BROWN CALF Boots Sizes 6 to 10 -Reg. $3.80^{\circ}$ Now 3.00 | Women's or Growing Girls' 9 inch Kid Boots Sizes 3 and 4 only. Reg. 6.00. Now 3.95 | Misses 9nch black kid Boots Sizes 11 to 2-Reg. 5.00 Now 3.95 |

## Boys'

brown elk Boots Rubber Heels. Sizes 1 to 5 BOYS' RUBBER SOLE SH izes 8 to 10 , 65 c .; 11 to 2 , 75 c .; 3 to 8,8 Men's Genuine English Box Calf Boots, 4.95, 6.20, 7.50, 8.00 OUTPORT ORDERS PROMPTLY AT TENDED TO. FOR POSTAGE ADD 17c. EXTRA FOR MEN'S AND BOYS', AND 14c. FOR WOMENS AND GIRLS;
nor22,29-dec 6,13

## G.Knowling,". Shoe stores

## Notice!

NFLD. GOVERNMENT COASTAL MALL SERVICE.

WEST COAST SAILING.
S.S. Portia will sail for usual Western ports of call on to-morrow Friday, at $3 \mathrm{p} . \mathrm{m}$.

Boys' Box Call Bools
Built for the romping School Boy
indestructible soles. Size 10 Sizes 11 to 1
Sizes. 2 to 5

## Black Oats!

We have one carload ( 400 bags ) HEAVY BLACK OATS
(the old reliable quality) on the S.S. "JAN" due to-morrow from Charlottetown, and are selling this shipment at our usual thin profit for prompt delivery on arrival.

Get Our Prices.
F. McNamara,

Paronccococccococococcoct

\section*{Suitable Books for Xmas Giving

 <br> GARRET BYRNE, <br> 

We insure small homes. If you own a small house,
and furniture, a fire would mean a bige los t to you.
We will glady issue a on
 incerease $t$
you want
Call and we will talk it advic free sofereguard your TESSIER \& CO.,



## SPECIAT <br> PRICES

## Marshall's Special December Sale!

Enters on its second week with unabated vigour. Goods in every Department have been re-priced regardless of cost for this phenomenal Special Sale. These and many other stupendous reductions we feel sure will prove once again to our many satisfied customers and the public in general that It Pays to Shop at Marshalls."

Attractive Smallwares Child's Celluloid WatchesChild's Celluloid Bracelets17c. each. Rubber SpongesNeedle BooksDressing Combs; Black \& White each Barbers' Combs; Black \& White- each. Nail Brushes-

10 c . to 20 c . each.


Our Entire Stock of Ladies' Millinery \& Ready-to-Wear Hats med Child's and Misses' Hats Selling at Half Price Lares struks кo тwo aluk. all shapes.
which for honest value and quality cannot be excelled. PYJAMA FLANNELETTE COLOURED WINCEYS . KIMONA FLANNELETTE WHITE TABLE DAMASK - Special Quality BLAY TABLE DAMASK CUP TOWELINGS-From WHITE CAMBRIC GLASS TOWELS BLUE DENIMS COTTON TWEED GREY SHIRT FLANNEL BROWNDUCK CIRCULAR PILLOW COTTON

10c. to 22c. yd.

## Dainty Handkerchiels

.45c. yd. .55c. yd. .59 c . yd. 1.20 yd . .79c. yd. 31c. yd. 30c. ea. 47c. yd. 44c. yd. .55c. yd. 33c. yd. 59c. yd.

- Grow ever more popular. Childs Baxed Haduercicies-
 Crepe-de-Chené Handkerchiefs Colored Silk Handkerhe to 500. eac
 White Silk HandkerchiefsMen's Col'd Border Handkerchiefs25 c to 55 s. eeach Men's Silk HandkerchiefsMen!s Wht. Cambric Hdkss.17c. to 30 c. each

Invictus Hockey Boots
$\$ 12.00$ pair

Make Your Xmas Giff Selections from these new Goods | Brush and Comb Setts- | Rosary Beads with Case- |
| :--- | :--- | Brush, Comb and Mirror Setts- ${ }^{78 \text { c. sett }}$ Collar and Tie BoxesMilitary Brush \& Shaving Setts-

Manicure Setts-
Pocket Books, Black and TanLeather Hand Bags-
Silk Hand Bags-BoxesGlove and Handkerchief Boxes- ead Hand Mirrors, white finish- ${ }^{\text {50c. ead }}$ Hand Mirrors, Black finish- ${ }^{\$ 1.75 ~ e a d ~}$ Work Boxes, Leather-
$\$ 1.20$ each
Perfumes-

New Dress Goods

## DRESS MELTONS-Striped and Plain

 DRESS LININGS-Floral designs. COSTUME BUTTONSCOATINGS-Blanket Cloths, etc. BLACK and COLORED SATEENS BLACK and COLORED COTTON CASHMERE VELVET CORDS-Assorted Colours WHITE TUCKED LAWNS


## New Gloves

Made to fit properly. Ladies' Wool GauntletsLadies' Wool Gauntets-
Ladies' Kid GlovesLadies' Suede GlovesSuede Finish GauntletsGent's Kid Gloves, TanGent's Grey Suede Gloves- ${ }^{\text {s2. }}$ Child's Kid MittsBoys' Kid Gloves -
$\$ 2.65$ to $\$ 3.00$

## House Furnishings

That will brighten up your Home for the Festive Season. CASEMENT CLOTH-With Coloured Border . . 52c. yd. WHITE MADRAS MUSLINS . . . . . . . . . 75 c. yd. CREAM MADRAS MUSLINS COLOURED MADRAS MUSLIN . . . . . . . . . . . . . 60 c c. yd. $\$ 2.20$ TAPESTRY MANTEL DRAPERY . . . . . .40c. \& 55c. yd. .65 c . to 2.70 yd . 90c. WHITE CENTRE CLOTHS . 3.10 WHITE DUCHESS SETS TABLE OIL CL.OTHS 45c. 50c. \& 60c SHELF OIL CLOTH SPRING BLINDS-Fringed.
$\$ 1.00$
$\$ 1.65$

## Gent's Pull-Over Sweaters

 50c each
## White Turkish Towels

 Special 75c pound
## HOSIERY

Full fastioned incomparable Hose. Every pair perfect. Originally sold at much higher prices, but now reduced for quick clearance. Holegroof Hosiery needs no introduction to the public, and we have them in Silk and Lisle; the range of colours being quite complete. The prices are excerti- nally reasonable and range
from 1.50 to 4.60 pair. from 1.50 to. 0,60 pair


LADIES' HEAVY RIBBED-Heather Mix.
BLACK \& COLOURED CASHMERE LADIES' BLACK - All Wool . INFANTS' CARDINAL HOSE . CHILD'S \& MISSES' BLACK \& COLOURED HOSE . . 17 c. to 1.00 pr . CHILD'S HEAVY OVERSTOCKINGS . . . . . . . . . . 55c. to 92c. pr.
. . ..... . . 45c. pr.
-....53c.pr. . 65c. to 2.80 pr . 1.00 to 2.00 pr .

## Gent's Furnishings

## GENTS NECKWEAR-In assorted patterns and shades . . . . 23c. to 2.80 ea

 SILK BOWS-Nice neat patterns . . . . . . . ... . . .rov. . . . . . . . . . . 40 c. ea. BOYS' SAILOR SUITS-All sizes. From . . . . . . . . . ....... . . . 2.20 to 13.00 BOSTON GARTERS . . . . ..... . . . . . 50 c c. pr. SOFT COLLAR PINS GENTS' BRACES ... . . . . . . . 36c, to 80c. pr. CUFF LINKS
BOYS' BRACES . . . . . . . . . . . 17c. to 28c. pr. GENTS' HEATHER MIXTURE . 18 . 22 c. to 50 c . pr GENTS VELOUR HATS ... . . . . . . 5.50 ea. . GENTS BLK. CASH. $1 / 2$ HOSE $1 / 2$ HOSE 95 c . pr

 GENTS' FANCY SHIRTS-From . . ...1.30 ea. GENTS' FLANNEL SHIRTS ........ . 2.40 ea .

## Mail Orders

Receive Prompt, Efficient Service when entrusted to our care deas3,1,14

Maushall Bios
$\qquad$

Child's
Fleeced Lined Underwear Special 55c garment

## V,allpapers

are still in great demand and we would recommend that you visit this Dept.




THE JACK OF ALL TRADES
may be all right for some things but- A Storage Baterery

## MADDIGAN IS ONE


Willated Service Station, $\begin{gathered}\text { cufts } \\ \text { cove. }\end{gathered}$

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A CHRISTMAS CONTEST




A tea from Ceylor's sumny clime,
Renowned for favour rare
Makes the subject of this rhyme
A
D
$A^{\text {nd }}$ "ARMADA" is its name.
0000000000000000200000000000000000000000
Advertise in "The Evening Telegram."

## 

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of his deanted to be cured
"Theress.



BLANKET SALE! T冨 ALIWOOL DON'T nforine most extraordinary values to early comers.

Limited cuantity drastically reduced to clean up the Limited quantity drastically reduced to clean up the ity to buy the best and save considerably. MISS THIS! \begin{tabular}{c|c}
32 Pairs of All Wool <br>
Blankets; size $64 \times 84$, Strip- \& $\begin{array}{c}24 \text { Pairs of larger and } \\
\text { heavier All Wog (Blankets; }\end{array}$

 

ed borders. Our regular at \& heavier Al- Weg <br>
$78 \times 94$ size. Striped borders, <br>
13.00 value for
\end{tabular}

$9.98 \quad 10.98$


## 

patr culconsimanas


## SERVICE!




 U.S. FIDELITY \& GUARANTY CO’Y.



The Shop on the Corner


GIVE
a pearl necklet THIS CHRISTMAS!
Omari Pearls
They are made in indeecent nand

They are indestructibie.




5


THE EVENING TELRGRAM, ST. JOHNS, NEWFOUNDI AND, DECEMBER 13, 1923-1


BON MARGHE CASH STORE 0100000000000000000000000010000000000000

## To Please the Man


JUST REMEMBER ONE THINGI

Don’t ask for Sodas
say--TIP-TOPS


Black and Galv. Wrot NAILS. Galv. Dory and Wire Nails. Common Wire Nails, Comp. Nails. Coopers' Rivets. Copper Tacks. FELT TINS.

## JOB STORES, Ltd.

Essex Boy, 16 Wed to Rich Woman, 50




















## NAILS. <br>  Yourif for guntity and aerice <br> a Rearneys




A. HARVEY \& \& COnfacturers LIMITED.

## wout and Iepr-



mmpormsspan- Don't say Paper, Say "EVENING TELEGRAM."

## CURRANTS!

## 500 Cases cleaned currants

In Stock
(One pound cartons)

## GEORGE NEAL, Limited.

For Sale at Spaniard's Bay Selonging to the Insolvent Estate of Josiah Gosse.) WHARF and TRAMWAY
${ }^{3}$ CoAL CARS
50 BUNDLES HALF HHD. HOOPS. Carriage. SART. PAR WHEELS offers received by
H. A. BISHOP, Trustee, Co H. \& M. Bishop, P.O. Box 920, St. John's.

## COAL S13,50 Ton

2000 TONS NORTH SYDNEY SCREENED Dischargings today ex. S.S. "Erholm"
SCOTCH LUMP COAL-\$12.50
best anthractre-All, Sizes, ex store and to
A. H. MURRAY \& CO., Limited,


## ACCORDEONS,

$\$ 4.50, \$ 5.50, \$ 6.00, \$ 8.00$

| MOUTH ORGANS. |
| :---: |
| 10c. 20c. 40c. 50c. 70c. 80c. \$1.50 |
| TIN, BRASS \& NICKEL WHISTLES. <br> 5 5. 7e. 10c. 30c. 35c. 45c. 55c. 65c. 75c. |
| Outports include postage. |

CHARLES HUTTON, home of music.


## $\$ 40$ English Worsted \$40 Suit to Order.

We have been fortunate in securing a few pieces of
Goods in beautiful Greys, and for strict Cash ordes we will make in our well-known good style, with best SUIT TO ORDER
SUIT TO ORDER FOR $\$ 40.00$ COME IN AND SEE THE PATTERNS AND BE

SPURRELL The Tailor WATER ST, WEST. ARAN at DUCKWORTH ST

|  | Bon Marche Cash Store. $\qquad$ $\qquad$ <br>  <br>  <br> Bon Marche Cash Store. <br>  Open every night for your convenience. |
| :---: | :---: |
| Use 'Matchless' |  |
| The Pain <br> There are ch expensive Paint <br> None as | of Quality <br> aper and more on the Market, but ood Value |



## BAR IRON SHEET IRON TINPLATES

 For Forward DeliveryThe Latest British Prices
WM. HCAP \& C0, Ltd.,
Phone 873. Board of Trade Bldg.


What would you have when you enter our Store. Shall it be things for the kitchen such as ALUMINUMWARE or New Pots, Saucepans, Kettles, etc.
New Shipment ENAMEL WARE John Clouston 140-142 DUCKWORTH ST.

Templing and Persuading Values

## Christmas Gifts

 BLAIR'Sladies artificial silk hose. The best value in town, in Slack, White, Fawn,
Brown, Nigger, Navy, Mole, Silver, Mouse, Grey and
the newest fashionabie shades No. Brown, Nigger, Navy, Mole, Silver, Mouse, Grey and
the newest ashionabie shades, Nude and Onion, the
rage at present in London and Paris. All size
git rate at present in London and Paris. All sizes $81 / 2,9$,
$99 / 2$ inch foot. Good value for $\$ 3.00$.
Our Price Our Price Only .

HANDKERCHIEFS! HANDKERCHIEFS: A great variety of Ladies' Handkerchiefs in White
Irish Lawn, Hemstithed
Edged and Printed Borders aliso Whidered Corners, White Edise La nd, Priested Borted, Embroidered Corners, Latice
Silk Crepe, Lace Borders. Gents' Handkerchiefs, in White Hemstitched and
Printed. Borders, in great variety and prices. Gents' Famed Etonia Handkerchiefs, all Hem-
stiteched and Printed Borders. Gentss White Japanese Hemstitched Silk Handker-
chiefs, from 95c. up.

## Henry Blair

Lemanomenoms NEW ARRIVALS OF
Fall and Suitimgs and Overcoatings

You will find these Goods a specially well selected assortment. If your order has not been placed, see ours before byyig.
GET ONE OF MAUNDER'S OVERCOATS and heep up the standard of good tailored coltes. Write for samples and style booklets, with measuring istruc. tions.


Nild. Govermmenti Railway. CHRISTMAS \& NEW YEAR EXCURSOOA


 Joint excursion-christmas amp



Nild. Government Railway.
 Farquhar Steamship Company
 For in rem farquiar stemmehip companty itd.
 60000000000060060000003

Canadian National Railuai TRAVEL ACROSS CANADA "NATIONAL



 R. H. WEBSTER, Acting General Agee


Suits of English Weaves


W. P. SHORTALL,


XMAS SUPPLIES I STOCKINGS, GRACKERS.
Fancy Boxes -1 to 6 lbs. NUTS, CAEESS, CIGARS, CONFECTIONERY.
 200 Water S
 GIFT STATIONERY BARGAIN

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Forty-Four Years in the Service of
the Public-The Evening Telegram

