
and



To-Day's Messages. 10.00 AM.


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## Book Your

 Orders Now
## Pure Gold Jellies.

 Pure Gold Icings. Pure Gold Puddings. Pure Gold Extracts. Clark's Pork \& Beans. Clark's Tomato Ketchup Clark's Peanut Butter. Welch's Grape Juice. Clicquot Club Dry Gin-$\overline{\text { P. E. Outerbridge }}$


Casualty List.

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## A Surprise!

 A Sensation! An Epoch! Congoleumn MATS.It's a long time since there has been anything to beat these for value.

## Only 23c. each.

Priced for popular selling.
Take our word for it, that this line of MATS will be a big selling sensation.

## S. MIL LEY


The Letters B. F. H. T.
B
F Sand for FURS. See $\$ 3.00$ to $\$ 4.50$
H $\begin{gathered}\text { Stands for HATS, both in Ladies' and } \\ \text { Mend }\end{gathered}$
1 Men's Autumn wear.
T Stands or ENDS of COTTON 80 cts. all at
A.\&S. RODGERS

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the evening telegram, st. John's, newfoundland, november 9, 1917-6


THE EVENING TELEGRAM, ST. JOHNS, NEWFOUNDE, AND, NOVEMBER 9, 1917-7

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SURROUNDING
Mail Orders
attended to
promptly \&
carefully. Friday \& Saturday SHOPPERS with Seasonable Suggestions.

Friday and Saturday Bargains and our Fall Exhibit combined will make Friday and Saturday days of wonderful opportunities to thousands. The newest merchandise and some striking Prices are beyond comparison with anything offered in St. John's.


FLOOR COVERINGS at Most Reasonable Prices. roHAIR DOOR MATS-Plain Crimson and Green
with curl centre and plain straikht borders

 Regular
urras

 HEARTH RLESS-Here you will find a splendid
variety of designs and color combinations in




A Long List of SMALLWARES at Fri. \& Sat. Prices.


## WOMEN'S CLOTH TOP BOOTS


 INFANTS' CLOTH TOP BOOTS.
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## WAR NEWS

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## City's Health.




 Still Holding Gun When Plane Alighted.


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Economy is the watchword of the whole world to-day. We are all called upon to economize for the benefit of our Empire, and for our own personal benefit. Economy is essential to success. SUCCESS FOLLOWS ECONOMY. The offerings itemized below are real aids to economy.

## Embroideries!

A Big Job in White Embroideries, 10,000 yards. Although they have ad-
vanced over 50 per cent. we are still selling at old prices, according to width, 6c. to $\$ 1.00$ per Yard. DRESS GOODS -32 pieces Dress Plaids. Value for 40 cents.
35c. per yard.
CHECK GINGHAMS--10 bundles Remnants Check, Ginghams, just the
thing for Children's Overalls, selling at 16c. per yard.

## Ladies' American Coats !

Now is the time to secure a serviceable WINTER COAT.

## Up-To-Date Styles, Newest Materials, from

 $\$ 10.00$ up to $\$ 34.00$ each.
## Maushall Bros

Ladies' Felt Hats! Big Job, ranging in price from $\$ 1.20$ to $\$ 3.60$, clearing at 90 . each Fancy Flannelette Blouses, a Big Job! 40 dozen Ladies' Fancy Flarnelette Blouses, value for $\$ 1.50$, now $\$ 1.10$ each.
LADIES' PETTICOATS---10 dozen P1 20 to




## 100.Line. <br> Mr. Shopkeeper, if <br> BAKING POWDER <br> to self for 10c., we have it. Special low price on cases, 10 ozz, each. <br> Soper \& Moore <br> timptren \& Jobere

Rann-dom Reels.







## FRAMED PICTURES

We have a large selection of Fram-
ed Pictures on our walls which it is ed Pictures on our walls which it i
well worth your while to see. If you
are a Picture-lover you will be de lighted with them, and you'll surely
remember a bare spot where some remember a bare spot where som
favorite Picture would just fit.

The subjects are varied, some ar reproductions of famous old Mas best in Modern Art-and alf are the best of their kind.
When you need good Pictures fo your home, or as a present for some-
one elses' home, just remember the
beautiful Pictures on view at
U. S Picture \& Portrait Co.

## CERTAIN-TEED

PAINTS and ROOFINGS
Guaranteed the best obtainable

GEO. M. BARR, Agt
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## $\rightarrow$ V. VALUE FOR YOUR MONEY.

Now as never before, is it essential for you to get full value for the money you spend. We have always held the reputation for giving the best St. John's value in the undermentioned goods:

## WHITE TWIL SHEETING

 80 inches wide, of the best English make. CIRCULAR PILLOW COTTON 38c. yard.WHITE LINEN BEDSPREADS Double size, handsomely embr.

WHITE CURTAIN NET Soft, lace-like tite atractaride. designs WHITE SCRIM 23e. to 47 c c

AM. ART CURTAINS, sL.95 to 83.50 pair. CHINTZ, 22c to 46c yard.

White Embroidered 45 c to 75 c e ach Wid Linen, Silk Embroidered, 70c. to to \$2.70. CUSHION COVERS
White Frilled, only Cord Sateen, only
Linen Crash
Cushion Cords. PiLL Cow CASES
PIS. 4 each PlLLOW CASES Frilled, only
H.S. Embroid

432 CONGOLEUM MATS $18 \times 36$, only 23 c. each.
16c. yard,

## BISHOP, SONS \& COMPANY, LIMITED.



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## BAIRD'S BUSINESS-BRINGING BARGAIN BUDGET

Outdoing Every Previous Effort attempted This Fall. Read the Following List Which Gives Only a Few of the Many Items WE HAVE READY FOR
FRIDAY, SATURDAY and MONDAY.




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