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A Queen uncrowned
THE STORY IN THE LONE NN.


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REIIRE at night sure of the hours and then call you Abcing called on time in punctually, pleasantly righ tha morning. Puta Big Ben, the proper tim
Eaby Ben, Sleep-Meter or It's a big satisfactiontoown
L-ticrica on the iob and you an alarm clock wupon which crica on the job and you an alarm clock upon which conforget the rising hour and you can depend to call you
cnjoy a sound restul sleep. Nothing to worry about. clox on the dial marks that
Your Westclox will tick away kind of Your Westclox will tick away kind of service .
WESTERN CLOCK COMPINY, LA SAATIE, MLINOIS, U/S. A .

## For a sure call-Westclox

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 get clean with. soap and water somenimedirt getaso "Moind



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## First With The New Fall Footwear Styles! RIGHT NOW is YOUR opportunity to Avail of These Unusual Values.

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Made
feet.
$\$ 1.48$

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MENS HEAVY $\$ 3.00$ WORK BOOTS

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\text { Black and Brown, all sizes .. } \$ 3.00
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Boys'


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Boys Call Blucher.
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$\cdot 2.75$
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# A SEPARATE STORE CATERING ENTIRELY <br> MEAN' \& BOYS' NEEDS <br>  <br> A SEPARATE STORE CATERING ENTIRELI MENS \& BOYS' NEEDS GREAT 

n in IN NO SALE HAVE WE EVER DEMONSTRATED OUR SUPERIOR VALUE-GIVING AS WE ARE GOING TO IN THIS MAMMOTH SALE. A SALE IN EVERY SENSE OF
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WAY" th WAY P.




MENS HOSE
in heary Wool or fine mer- 20
for valus to dec
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For Boys of 3 to 8 year No matter what kind of a Suit you are looking for your little boy, we have
it, be it an Oliver Twist or a Russian
 have them in all kend of materials,
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Aere's anothes "Broadwars, display of real values. Nice comfy big bots
Coats for aprice less than the oost of
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PULLOVER SWEATERS
in Black, Nayy and Grey.
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Values up to $\$ 275$ for .... 2

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MENS WOOL SCARFS With the cold, weather on hand, every man should get one of these. Regular $\$ 1.50$ value for

98 cents


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## MEN'S PANTS

PANTS! PANTS! AND MORE PANTS! Hundreds
of pairs of Single Pants are placed on Sale at prices-every of pairs of Single Pants are placed on Sale at priees every
man needing ap pair to match his coat cantt afford to miss.
Pres. ange at
$\$ 2.48, \$ 2.90, \$ 3.48, \$ 3.98, \$ 4.50 \mathrm{up}$ to $\$ 7.50$
We also carry a full line of Men's Needs, such WALKING STICKS, UNDERWEAR, GLOVES, MENS \& BOYS' WATERPROOFS and OIL CLOTHES-
in fact everything Men and Boys need.


Some of these Suits are worth up to \$27.50, but on account of broken, sizes we have grouped
them at a very, low price.

Right now-we are "outscooping" by wual big
 $\left.4^{98}\right]^{.85} 0^{50}$


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Boys' Suits Motherst anes 8 to 17 years
and those who buy for boys.
If your boy is in need of Suit bring If thers and those who buy for boys.
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him to-morrow or any him to our Store to tomorrow or any
diay and we will fit him out with one
of our good strong Suits at a price that

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from. PRICES RANGE FROM 6.98 to 14.98

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your face," the well known "President" Hat, always known to give eomplete
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Selling Sunlight Soap is the easiest thing any shopkeeper has to do．Sunight sells ilsell．
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We will give a $\$ 20.00$ Gold Piece to the person，young or old，who suggests the best and
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Fill up the coupon below，cut it out，and send it to G．BROWNING \＆
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new colors and the last word in metal and feather mounts.
$1^{38} 2^{3.3} 3^{301}$
$4^{30} 5^{39} 6^{75}$
up to
$10^{31}$
Cliidran's HATS

A Special line of snug, comfortable little Hats for allround wear.
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## Special Notice!

We call your particular attention to our HAT PRICES FOR. THIS WEEK. We have a large stock of Winter Models in Velvet, Satin, Felt, Beaver and Velour, in large and small shapes. Sports, Business and Dress Models. In order to clear out this surplus stock we have cut the price almost in half, therefore it will be greatly to your advantage to select your Winter Hats this week-and from us, in order to share in this big money-saving offer

## In Our Gent's Furnishing Dept. <br> We have made very large reductions on all Our Men's Wear, especially in MEN'S SUITS <br> Suits <br> Raglans Raincoats

## The "Fitth Avenue" Store

314 Water Street
St. John's

# The "Fifth Avenue" Store Commences Its First November FASHION SALE!! <br> <br> Ladies <br> <br> Ladies HATS <br> All brand new Hats in very smart styles, for wear on all occasions. <br> Practically every new shape 

James Douglas

## Ladies Costumes <br> =2- - - - <br> $$
9^{90} \text { ap to } 45^{\text {mo }}
$$ <br> Serge and Poiret Dresses

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5^{50 \text { up to }} 22^{50}
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Children's Coats Chinchillas, Naps, Blanket Cloths and Tweeds. Very handsome
little Coats

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 SPECIAL NOTE:-This is a picture that should be seen by every man, woman and $\frac{\text { MOST INSTRUCTIVE-MOST ENTERTAINING - MOST INTERESTING. }}{\text { One of the finest productions we have ever shown, }}$


A Story of the Snowlands Does Your Life Battle Compare WITH THIS?





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an absolute give away at practically your own price. a sale that will shake the very foundations OF STANDARDIZED PRICES. THE PURCHASING POWER OF YOUR DOLLAR IS DOUBLED. YOU DONT NEED TO STOP AND THINK TWICE TO GET SHOE BARGAINS HERE

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In a great variety of styles
and leathers. TO CLEAR,
$\$ 2.40$

LACE BROWN BOOTS

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| LADIES' BROWN SHOES |
| One and two Strap. Douglas |

$\stackrel{\text { One }}{\text { On }}$
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## Free!

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- Free!


## With évery pair of Ladies' Brown Vici Kid Strap and Laced

Shoes we will give FREE a Pair of HOSE to match.
Shoe values to $\$ 5.50$ on Sale at $\$ 2.98$.
HOSE FREE!

| LADIES' BROWN <br> W. L. Douglas make. Ever to match, Free. SAMPLES. | SUEDE SHOES <br> pair a wonder value. Rubbers | CHILD'S BLACK BOOTS <br> (Assorted) <br> Formerly sold as high as $\$ 1.30$. NOW, 99c. | MENS <br> BLACK SAMPLE BOOTS <br> Best quality, Goodyear welt rubber heels. <br> $\$ 4.75$ | MEN'S <br> BROWN VICI KID BOOTS <br> Positively all leather. Regular to $\$ 9.00$. SALE, $\$ 5.69$ |
| :---: | :---: | :---: | :---: | :---: |
| YOUTHS' TAN BOOTS <br> All sizes. Brown Calf. Values to $\$ 4.50$. NOW, <br> $\$ 2.98$ | MISSES' SHOES <br> Brown only. <br> Values to $\$ 3.50$. NOW, $\$ 1.49$ | CHILD'S BROWN BOOTS <br> Values to $\$ 2.00$, for 99 c. | MEN'S BROWN BOOTS <br> Medium Pointed Toe. <br> All leather Vici Kid. Regular <br> ly sold to $\$ 11.50$. SALE, <br> - $\quad \$ 6.95$ | MENS <br> BROWN CALF BOOTS <br> Guaranteed to give double wear. SALE, <br> $\$ 5.30$ |

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| $\begin{gathered} \text { CAMPBELL'S } \\ \text { TOMATO } \\ \text { SOUP } \\ 2 \text { Tins- } 29 \mathrm{c} . \end{gathered}$ | NEW ARRIVALS John Gray's Confection ery. <br> Kia-ora Lemon \& Orang <br> Tate's Cube Sugar. Tate's Coffee Crystals. Morton's Potato Flour. Ground Sweet Almonds. Crystalized Ginger. Petit Pois Fins. GlaxG. |
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Black Rubbers, Tan Rubbers \& White Rubbers. Biack Rubbers, Ranbers, Medium Heel Rubbers and
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