## GREETINGS TO THE TRADE!

## WE WISH YOU ONE AND ALL A PROSPEROUS 1923.

We belfeve in showing our appreciation of past favours hy giving better garments and better service this year than ever before. vev Goods, New Styles THE WHITE CLOTHING MANUFACTURING CO., LTD. Wholesale Clothing Leaders

|  | Auction Sales I |  |  |
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|  |  |  | PERFORMANCES |
|  | a auction. bankrupt stock. |  |  |
|  |  | 11111 WHEN YOU WRITE in artificial light, be sure |  |
| or poiz |  | it is good light such as we will furnish you |  |
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|  |  | ly maintained and our lighting service rarely fails, even in storms and |  |
|  | FOR SALE! |  |  |
|  |  |  |  |
|  | 2 SINGLE SLEIGHS. | fails, even in storms and emergencies. |  |
|  | 2 Speed steighs. | St. John's Light and Power Co., Ltd. Angel Building. |  |
|  |  |  | Just Landed Another |
|  | 2 SRED SLIGIG | Get Your |  |
|  |  |  | , |
|  | C. F. LESTER, Hamilton St. |  | BURNSIDE LUMPS, |
| On TUESDAY NEXT, Janaray 9th at 11 ocilgck, 3 quarters P. E. L. |  |  |  |
|  |  |  | North Sydney Screened, |
|  | FOR SALE. |  | WELCH ANTHRACIT |
|  |  |  |  |
| AUCTION. |  |  | Admirally Steam Coal |
| At 11 a.m. Tuesday |  | GARETTT BYRNE, |  |
|  |  |  | always afloat. |
|  |  |  | A. H. MURRAY \& CO., Ltd. Beck's Cove. |
|  |  |  |  |
|  |  |  |  |

Place Your Orders for the Spring Trade, Now I

## Nothing but the Best materials sued in the manufac.

 PAINTS, PUTTY, SOAPS, WAAHing Powner, AAk for STANDARD UNIVERSAL DISINFECTANT FLUD and escape infection.THE STANDARD MFG. GO.,
$+$ Limited

Home Sweet Home.

## Houses to Let: Building Lote

 $\begin{array}{ll}\text { Houses for Sale. } & \text { Muiring Lots. } \\ \text { Mortgage Investments. } \\ \text { Lland for Sale } & \text { Interest Collected. } \\ \text { Farms for Sale. } & \text { Rent }\end{array}$ as for Sale. Rents Collected.Fire IIsurance effeceted at lowest tres.
FRED, d, ROIL \& GO,


## jaluary clearailice LanIESCOTIS

 At Drastic Reductions 38 Navy Velour Cloth Coats, formerly 10.98, 4.98 54 Desirable Coats, formarly 23.00 \& 26.00, 17.50 63 Fur Trimmed Coats, formerly up to $38.00,25.00$ 15 Luxurious Coats, formerly $50.60,-30.00$ 25 Distinguished Coats, formerly $75.00 \& 85.00$, 50.00 and 58.00January Clearance WAISTS
Exquisite models of Crepe Velvet, Tricolettes, Voiles.
98c, 1.98, 2.98, 3.98

WHEN REDUCTIONS LIKE THESE COME the women of this community come from miles around--realizing that when we hold a SALE--it is "BUYING TIME." Benefit by this marvellous opportunity.

## London, New York and Paris Association of Fastion


$4 \cdot 8^{8!}$


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| Monday，January 8， 1923. |
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## 5 ROSES

## VERBENA Flours．

The irst shipme for jer of Also in Stock：
＂PURITY＂－Brls，and 14－lb．Linen Sacks ＂HOUSEHOLD＂－14－1b．Linen Sacks． WHOLE WHEAT FLOUR－BrIs．\＆ $1 / 2$＇s． WHOLE WHEAT FLOUR－7－lb．Tins．

## C．P．EAGAN，

Duckworth Street \＆Queen＇s Read w0000000000000000000000000

| ST．JOHNS GROCERY STORES | Postal Tel |
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|  |  | Unheard - of - Prices

## Women's

 Patrician Boots \& Shoes All at $\$ 6.98$ pair Boots in ocloured and sold a great many pairs of
these same Patrician Shoes for $\$ 14,85$ to $\$ 22,00$ a pair
and the customers tell us and the customers tell us
they considered them worth
every cent. Some have told every cen. some have toad
us they had two years' wear
and more foot comfort than and more foot comfort that
ever before. IS A GIFT.


From January 9th to 13th we are offering Merchandise at
Prices so Low
that they have never been equalled here.

40 PARSS Men's Black Boots $\$ 6.65$ pair Mer'. Boots exactly like thene were sold in ours
hatorer
pait
par tor
$\$ 9.900$ Men's Tan Boots $\$ 7.15$ pair

## English

 White Flannel $52,65,89 c$ yard Red Flannel $68,78,89 c$ yardThese prices are almost as low as Flannelette. We have a big quantity on hand which we

MUST SELL QUICKLY

This is the reason for such low prices.
$\$ 8.30$ Boys' Overcoats fit fourteen to seventeen years old, some of which are
regular eighteen dollar Coats. Men's Sweater Coats only 2.10, 3.98, 4.98
There are values here up to 8.90. Colours are Brown, Grey and Blue.

| Men's <br> Wool Gloves <br> 60c, 92c, <br> $\$ 1.24$ to $\$ 1.44$ <br> pair. | Flecce Underwear <br> for <br> Women, 75c, 98e, \$1.15 <br> garment <br> Girls, 87e and 97e garment <br> Some of these garments are regular $\$ 1.85$ each. | Men's Caps <br> To open Tuesday, a new shipment of <br> Men's Winter Caps |
| :---: | :---: | :---: |
|  |  | y, Itc. |



ner roons rampe- Don't say Paper, Say "EVENING TELEGRAM."
wadded and quilted lining and with black astrachan collars, at \$17 ea.

## Men's Macinaws

wonderful Value, $\mathbf{\$ 5 . 0 0}$
PIG LEAD
STEEL SHAFTING
BRONZE SHAFTING

GET OUR PRICES FOR SPRING DELIVERY
Wm. Heap \& Co., Ltd.

## Houses! Houses! Houses!


J. R. JOMNSTON,

Real Estate Agent, 30y/2 Prescott Street.
BAR IRON
BLACK SHEETS
GALV. SHEETS
INPLATES
WROT. IRON PIPE AD PIPE BRASS PIPE

| Men's Macinaws <br> with sheep stan finings, at very <br> lowe prices |
| :--- |


| Boys' Overcoals for boys' sizes 9 to 17 years |
| :---: |
| All sizes for only 54.90 each |
| We how our OTeroat values |
|  |
| HENRY BLAIR. |



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## IN

## OVERCOATS

for Men and Boys' Prices Talk, when Backed hy Quality OUR PRIGES SHOUTI

## Listen to Them!

Men's Winter Overcoats
good heavy weights, only $\mathbf{\$ 6 . 9 0}$, \$8.90, \$10 and \$12 each.

## Men's Heavy Grey Cloth

 Overcoatsorty-Four Years in the Public

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| Willianm Mosmor My |
| How does Your Office Look? |

Just a little "off color" after the wear-
and tear of a strenuous business year? That won't do! Your Office Must look spick and span and-prosperous.
Efficiency in business demands perEfficiency in business demands per-
fect equipment, we supply it. fect equipment, we supply it For large or small offices we carry writer Desks and Chairs, everythin necessary to make business run along on well-oiled wheels.
Let us give you an estimate for your office equipment. Our stock is one o
the finest in the city

## U. S.Picture \& Portrait Co.

St. John's.

## 

For Your Prosperous New Year!

You have been waiting for the time when you could get that SUIT
or OVERGOAT at not too great
a price.
I now beg to announce that I have madereductions on all SUITS and OVERGOATS and the price
is bound to satisfy your pocket.
Call in and let us tell you more about it.
J. J. STRANG, Tailor,
Corner Water and Prescoft Streets


## MUSIC FOR TEE HOME!

BRUNSWICK GRaMOPHONES The Best Imported, BRUNSWICR RECORDS
Special-"The Banks of Newfondland"


## Charles Hutton,

Service--The Evening Telegram Advertise in The Evening Telegram
 Farquhar Steamship Companies. PASSENGER AND FREIGHT SERVICE st. John's to halifax. STEEL STEAMSHP "SABLE
Sailing every nine days. Freight accepted and rates quoted to all points. For saiiing dates and other information, apply farquinar steamship companies, hailifax, N


Seasonable Goods! Moirs' Plain, Sultana and Marble Cake. Drake's Sponige Cake. Ingersoll Cream Chees. Ingersoll Cream Cheese.
Planters Salted Peanuts P. F. FEARN \& CO., LId 200 WATER STREET
 GROWN LIFEI
Reid-Newfoundland Co., Limited TO ALL CON (GERNED. HUMBERMOUTH-BATLLE HARBOR STEAMSHIP SERVICE. For Friegt, aceented on December 2lat, 192

 N.B. II the absence of disposal orders
Company will assume shippers wish poods re Company will assume shipers wish qoods
turned to them and witl act accordingly. SOUTH COAST STEAMSHIP SERVICE. Passengers leaving St. Sohn's on 8.45 a.m. .train
Weneseday. January 10th. . .inl make connection with
S.S. GLENCOE at Argentia for the usual ports of S.S. GLENCOE at Argentia. for the usual ports of
call betwen Argentio and orort uax Basaues)
Freightit or theabove route acepted at the Freigh Shed to-day Monday, from 9 a.m. to 5 p.m.
Reid-Newfoundland Co., Limited

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QUEEN INSURANCE CO. of America the great aminican ins. co,

Absolutely no trouble when a loss occurs, Phone css. GEO. H. HALLEY, Agent, BoX 789
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Morey's Coal is Good Coal! In Stock, Best Gradei ot
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