

PEARS' SOAP has been used by people of refinement for 133 years. If it were not superior, it would not have outlasted a century. PEARS' SOAP is preeminently the favourite Sóap of Ladies and Gentlemen. The better class shops sell PEARS' SOAP.

A few years ago, Messrs. A. \& F. Pears, the makers of PEARS' SOAP, produced a series of toilet articles which they named the "Golden Series." The articles which comprise the Golden Series are as follows:-

Pear's Shaving Powder
Pearr' N a il Polishing
Crayon
Pears' Dental Paste

> Pears' Shaving Sticks
> Pears' Baby Powder
> Pears' Lip Salve

Pears' Talcum Powder Pears' Compact Complexion Powder Pears' Solid Brilliantine

These new productions of Messrs. Pears possessed such excellent qualities, that many Ladies and Gentlemen desired an entire toilet table equipment bearing the familiar and reliable name of PEARS, so Pears' Tooth Brushes and Shaving Brushes were added. The above mentioned Toilet articles will be on sale in St. John's next week. The names of shops where Pears' Golden Series may be purchased will be published in this paper.

Please bear in mind that PEARS' GOLDEN SERIES represent 133 years' experience. Pears' Golden Series of Toilet articles have merited the approval of Their Majesties King George and Queen Mary and H.R.H. the Prince of Wales.


With this
you can make your hair stay combed-all day
 an easy, natural way to to keep
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Prompt Measures by Britain Bring Egyptians to Their Senses

Gompers Unanimously Elected Presiden of Federation of Labour---O.T.A. Majority Less Than 3 per Cent. of the Vote
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THE EVENING TELLEGRAM, ST. JOHNS, NEWFOUNDLAND, NOVEMBER 6 , $1924-3$
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Adriatic Battled With Hundred Mile Gale


91. ST. JOHNS, NEWFOUNDLAND, NOVEMBER 26, 1924-
LONDON, NEW YORK AND PARIS
ASSOCIATION OF FASHION Ets Your Dollars Buy The Most HereAt St. John's Largest Clothing Store! Silk-Lined and Plaid Back Men's Overcoats AND

## 1 and 2 Pants-Suits

Blue Serge $22^{.50}$ SUITS
That Stay Blue A New Suil for the one that does not wear." Blue Suits that are guaranteed to be fast in color-perfect in tailoring and to give satisfactory wear. They are the best Blue Serge Suits offered.

## Collegiate

 Suits and Overcoats Boys 15 to 20 years.Prices $\$ 14.00$ to $\$ 26.00$

## Suits

## LONG PANTS SUITS

 for the college boys, mostly Two Pair Pants Suits-beautiful patterns-tailoring like Dad's and finished in perfect manner- tailoring like Dad's and finished in

## Overcoats

Big warm College Coats-belted and semi-belted
models-very best materials.

## OUR CLOTHES

-are not an expense
BUT AN INVESTMENT
IN GOOD
APPEARANCE

To-Morrow- Two Big Groups
Presenting Wonderful Savings!

## $23^{10}$ <br> and 3

MEN! Here is value with a capital a complete and wonderful assortment a complete and wonderful assortment
of New Winter Overcoats and One and Two Pants-Suits. Nowhere else are such low prices possible.

## Overcoats

Big roomy swagger models--well styled and excellently made throughout. Save!

## Suits

In a variety of styles, patterns and weaves to please every man.

THIS GUARANTEE BOND IS YOUR PROTECTION -against inferior merchandise AND ASSURES

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Democracy
and Despotism






#### Abstract






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Difficult to Sink








## The Call of the Wild


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MENS BOOTS
"Our Own Make." All solid leather, Block
and Brown Calf leather. Will give ex-
cellent wear.
sPEcIAL PRICE

Our Stores are Headquarters for Boots and Shoes, Long Rubbers, Short Rubbers, Gaiters, Spats--in short, everything in the way of Footwear for every member of the family.

LADIES' SHOES
Ladies' Black Calf Street Shoes, medium heels,
real value for the money; sizes 3 to 6 .
SPECIAL PRICE

$$
\$ 2.25
$$

Other Styles: $\$ 2.50, \$ 2.89, \$ 3.00, \$ 3.56$ LADIES' COMFY SLIPPERS shades of Copen, Royal Blte, Maroon, Orchid,
etce, soft padded soles. SPECIAL PRICE, \$1.10

LADIES HIGH CLASS SPATS

$\$ 2.00$
$-\$ 2.25$

LADIES' TAN RUBBERS
cut, medium heels and toes. Will give good
wear. A real Bargain. SPECLAL PRICE, $\$ 1.05$

## BOYS' RUBBERS

| BOYS' RUBBERS | very dainty Slipper. SPECIAL PRICE, |
| :---: | :---: |
| The best in town. Boys' Black Storm Rubbers, rolled edge, to stand hard wear. <br> Sizes $11 \frac{1}{2}$ to 2. Special .. .. . . . . . . . . $\$ 1.05$ |  |
| Same style. Sizes $21 / 2$ to 6. Special .. . $\$ 1.25$ | In every known shape and style. Ladies Büton |
| CHILDREN'S RUBBERS | Gaiters, low common sense heel; all sizes. SPECIAL PRICE, |
| Brown and Black Storm and low cut, best grade. |  |
| Child's Black Rubbers .. .. .. 5 to 10 85c. |  |
| Misses' Black Rubbers .. .. .. 11 to 2988 c . | LADIES' 4-BUCKLE GAITERS |
| Child's Brown Rubbers . . . . . 5 to 1089 c . | Good fitters and very comfortable, medium and |
| Misses' Brown Rubbers, Storm and low cut | Have your feet cozy in a pair. SPECIAL PRICES |
| $\ldots . . . . . . . . . .11$ to 21.00 | \$3.90, \$4.50 |

Shap at Our Stores for REAL VALUES

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Tico lean as a sence pole, squarer


Announcing FAMILY TWEAR

## Values



GIRLS BOOTS

 PARKER \& MONROE, Ltd., Sthe Men


Christmas, 1924
We are sure our display of Private Greeting Cards will prove interesting to you.
All New Designs in great variety
Dicks \& Co., Ltd., BonMarche


Admission, 20c.


## VICTORY FLOUR

Giving excellent satisfac-
tion, is a Patent Flour of
the very highest quality,
gaining steadily in popular-
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## J. B. Orr Co.

## Limited

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## To Our Numerous Outport Customers ! <br> Stafford's ESSENCE OF GINGERWINE <br> will be in greater demand this year than ever, judging years combined and we would suggest that you place your orrer   We have STAFForD's GINGER WINE ESSENCE packed in cartons of 3 dozen, and we gurante abso-- manteactirke bi <br> Dr. Statiford \& Son <br> CHEMISTS and DRUGGISTS. <br> 

## Lipton's

 High-Class English Biscuits[^1]Prepare for the indoor months,
A"sk your Dealer for "MATCHLESS"
$\mathrm{I}^{\text {nside Paints. Enamels, Stains, Etc. }}$
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Try our Flat and Gloss White, Gold, Aluminum and Blaek Enamels (for radiators, piping, etc). Superb "MATCHLESS" Floor Stains, etc., etc.

The Standard Mfg. Co., Ltd.
septro,te
rorty-Five Years in the Service of
the Public-The Evening Telegram.

GET IT AT GEAR'S HALL STOVES
The No. 15 Ideal Quebec TOPS THEM ALL.
Come to Our Store and See Them:
GEAR \& C0, Limited
'PHONE 404.
340 WATER ST.
Iron and Steel
Bars Plates
Tubes Girders Sheets Angles
For Forward Delivery. Wholesale Only.

Wm. Heap \& Co., Ltd. 'Phone 1830-1831.


##  <br> YOUNG MANI

 $\$ 40.00$ to $\$ 55.00$ each.
W. P. SHORTALL,
${ }^{360}$ Water Street Phone: 475. p.0.B. $445 . \quad$ ST. John's, Nald

## NEW SUITINGS

 in light colours and weights for Autumn wear.A splendid variety to select from. Samples submitted to you on receipt of postal.



[^0]:    The enjoyment of good music
    When you want it.
    umbia Gre new Col.

[^1]:    $\begin{aligned} & \text { FOR } \text { SALE } \\ & \text { wholesale } \\ & \text { and }\end{aligned}$
    Ayre \& Sons, Ltd.,
    Bowring Bros., Ltd.
    J. M. Brown ${ }_{\text {f }}$
    C. P. Engan,

    Geo. Knowling, Ltd., Royal Stores, Ltd., Steers, Ltd.
    ASK FOR LIPTON'S BISCUITS The High Class Biscuit at the Lower Price

