

Firm Flesh Strong Bones－Good Colour
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baby is fed
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Viror contains bone marrow，malt
extract eggs and lemon syrup，with



VIROL


## FAILI SHOES For Fashions Followers <br> $\square$



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## Here it is-The Sale all St. John's has been waiting for

 1000 NeW CusionersA Double Welcome to All Old Friends and Patrons. We take this opportunty to invite all old
friends and patrons to participate in this sales friend and patrons to parricipate in this saies
offerings, when we will exprese our appreciation in a pratical way for their past patronaze. OFFERED BEFORE.

Our Entire Retail Stock of New Fall and Winter Merchandise Involved

Absolutely the most Sensational merchandising event ever attempted by this or any other organization.
An event so great in size, so whole-hearted in it's value-giving as to incur the amazement of the entire Retail An event so great in size, so whole-hearted in it's value-giving as to incur the amazement of the entire Retail Trade. Despite the fact that previous Sales have been record-breakers-we expect this Sale to reach a peak of success heretofore unknown, no
to satisfy your every wardrobe need.

A Value-Laden Invitation To The New Customers hat this Sale must surely bring us. We recog-
nize the fact that we have a herculean task ahead foct that Wehwee hrourerear it on
 ever before-which makes us feel that we are
going to go Over The Top to SUCCESS! THIS GREAT COAT SALE Has Exceeded Every Expectation
Women's and Misses' sizes-14-16-18 to 42. Stout Women's sizes-44 to 53 . Extraordinary ! Planned to bring hundreds of new customers to our store. Women's and Misses' Coats, assembled from every source where high character garments are produced, through volume buying, in conjunction with the stores in the United States with whom we are affiliated, we are, in a position to give values that will never again be duplicated.

| Models for Every |
| :--- |
| Occasion | Fors foptrs- Geemeral unility wer and Drees



 Wolf, Bacoon, Bearec, Baverectec:
$7.98, \quad 10.98, \quad 14.98,16.88,19.98$
We paid cash for them-three thousand coats in all -and here they ARE READY FOR YOUR CHOOSNG, AT SENSATIONALLY LOW PRICES-PRICES that hardiy cover the cost of the fur that trims some of them!! $\$ 24, \$ 27, \$ 36, \$ 42, \$ 45$ up to \$84 Save by purchasing your NEW FUR COAT IN THIS SALE
Now Comes a Spectacular Dress Sale to Ladies' Fall SUITS - $\$ 9.98$

An Offering that will Attract Great Attentipn
We are fairly outdoing ourselves in offering SUITS like these at \$9.98. Beautiful materials, luxurious Fur
trimmings, Velours, Tricotines and Twills. The Furs trimmings, Velours, Tricotines and Twills. The Furs
include Beaverette, Coney, Caracul, Wolf, etc. These SUITS come in the Season's best shades; Browns, Greys, Navy, Black and are guaranteed by us to be worth at least $\$ 20.00$ a Suit. OTHER SUITS ON DISPLAY AT $\$ 16.00$ to $\$ 35.00$.

For Women and Misses


Stout Women's Sizes, 46 to 52 NOT ONLY TREMENDoUS SELECTIONS, but values the most Phenomenal ever offered in this city. 2,000 Brand New FALL DRESSES in this Sale, ranging $\$ 3.98$ up to $\$ 12.98 ; \$ 14.98$ up to $\$ 20 ; \$ 22$ up to $\$ 30$

You can choose a Street, Afternoon, Luncheon, Theatre or Dance Frock at these Special Sale Prices. All | the fashion |
| :--- |
| tines, |

Stout Sized Women Dresses in every range in your sizes. All colours-for all occasions.

Fall \& Wintér Fabrios of Rich Quality VELOUR, TWEEDS, BOLIVIA, MARVELLA, BROADTAIL CLOTH, PLUSH, SEAL, MUSKRAT, DUVETYNE, and VELOUR. All Rich Fall Colorings. All full lined and interlined.

## Thrill the City

 Big and Little Girls' Wear at Third to Hall Less giving particular attention to needs for everymust combine service with neatness. Girls' \$15.00 Coats GIRLS COATS | $\$ 12.00$. | Mostly Fur trimmed. |
| :--- | :--- | he Polotones and Coatings. Highest type Models ly lined; have nov- notsq 3 to 14 years. y pockets, buttons, belt

some fur trimmed.

14 years. $\$ 4.98, \$ 7.98 \% . \$ 9.98$ Gills $\quad \begin{gathered}\text { Serges, Crepes, Plain Modelsm } \\ \text { Serge Sailor styles - Braid trim- } \\ \text { med, pocketed }\end{gathered}$ DIESSES \begin{tabular}{l}
and Party Dress 51.98 <br>
$\$ 1.98$ to 57.98 <br>
\hline

 GIRLS HATS GIRIS' RUBBERETT A magnificent range of COATS 

A magnincent range of <br>
heavy Plush, Velvetc and <br>
Velours, just opened.
\end{tabular} $\$ 1.78$ to $\$ 4.00 \quad$ Only $\$ 6.98$

Ronderif New York \& Paris Association of Fashion

## A DRIVE FOR 1000 NEW CUSTOMERS

London, New York \& Paris Association of Fashion

# AMan's and Boys' Salle Extraordinary 

ASWEATERSALE Men and Boys, This Sale is Your Opportunity
We are determined to add at least 300 new customers in our Men's and Boys' Department, AND SO WE
STAGE THIS STUPENDOUS MERCHANDISE EVENT. Men! Mothers! An unusual opportunity to Suy real high class standard makes of Men's and Boys' Clothing at a remarkable sacrifice in price. With-
 Winter Clothing to be sold Not the ordinary kind of clothing that you expect to find at a sale, but only
the highest grade apparelthat has placed this store to the fore as the greatest Value-Giving House in
the the highest
the country.

Men,they havejust comein 1000 Fall One and Two Pants Suits Good Models
Fine New Woolens in neat patterns, excellent tailoring throughout. We're proud of them-proud to have
our label on them-proud to have the men of St. Johns get these Suits through this store. Pencil stripes, our stripes, mixtures, blue serge-everything

They are going fast, Men! Values from $\$ 20$ to $\$ 60$, and in this Sale $\$ 11.98$ up to $\$ 45$
A Man's Over-100 1025 Coats go in this Sale at 12,98 A Wonderiful Variety of Men's Plaid Back Overcoats at $\$ 18,24,29,38,48$

## Men's Trousers



Mothers, Bring the Boys to our Boys Department, Second Floor, everything the Boys wear
Boys' One and Two Pair Pants SUITS Overcoats, Pants, Rubberettes

$\$ 5.98, \$ 6.98, \$ 9.98, \$ 12.98, \$ 14.98$

See Small Boys' Suits and Overcoais


Suner Wonder Specials

## ON SALE ALL DAY

Ladies Waists - 35 c .
Men's Braces - 20c.
Ladies Coats

- $\$ 6.98$

Ladies Tams

- 39 c .

Men's Pants - $\$ 1.98$
Boys Pants - $\$ 1.40$

## Turkish Towels

 gucemur namacen: per pair 40c.Best Quality
Woolen Scarfs - 98c.
Men's Caps - 50c.
NO MAIL, 'PHONE or C.OD. ORDERSALL SALES FINAL.

## Extra

Ladies Newest and Smartest

## FALL HATS

Sensational Millinery purchases bring marvellous
values to shoppers who attend our Great Value Sales.
$\$ 2.98$ up to $\$ 6.98$
Pokes of all kinds-Trimmed Hats, Turbans, Cuff-
ed Hats, off the face Hats; in black and every wanted color, all trimmed in newest effects. EVERY HAT WORTH DOUBLE.

EveningTelegram


Economy Which
is Destructive








the evening telegram, st.

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Harbour Main

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| Importance depends upon pro |  |  |

Harbour Main
BIG MUSICAL BILL AT. THE GRES GENT THEATRE TO-DAY.
Farewell Week-PAT HARRINGTON-in Novelty Hits and Dances.
 TO-DAY'S MESSAGSS. |



Bell Island Situation Vatem one witite
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Store Windo




Fell Over Stairs
 will beveacant spaces, and the the
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of a number of gentlemen whose duyt it is to deilierate and to
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Threy are conscientiousty thying
to do all that is oossible in their executive capacity, but beyond
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## Five Thousand Dollars Reward

will be given to any person who can prove that Sunlight Soap contains any injurious chemicals, or any form of adulteration whatsoever

## This Proves Sunlight Soap to be Best

FISHERMEN!
Lower Prices on HAND-MADE BOOTS!


Hand Made Tongue Boot. Hand Made Tongue Wellington Hand Made Red Tongue Wellington Hand Made High $3 / 3$ Boots
rice 88.80

rice 88.00 |  |
| :--- | :--- |
| Price 87.30 | MOChin LEATHER PEGGED LACED BOOTS. (Fishermen! Don't put your money in any other)

Lumbermen's 12 inch High Laezit BootsBoys' 8 inch High Laced Boots .....Price 87.50
Youthe
. Price 84.00 MENS AND BOYS' SHORT LACED BOOTS Men's LLaced Peegged Boots. .Only $\$ 3.90$ Water Laced Pegged Boots Only 54.50 Boys' Laced Pegged Boots- Sizes $_{1,2,3}, 4$ and 5 . Only $\$ 3.10$ Youths' Laced Pegged Boots Mail Orders Receive Prompt Attention.
Wholesale Price List on Request.
F. Smallwood, THE HOME OF GOOD SHOESS
218 and 220 Water Street.

## Our Montreal Letter.



Another shipment of Wonderful DUTCH FLOWVERING BULBS

AT NEW LOW-LEVEL PRICES Every home hhould have at least a dozen ready to flower for Christmas time. No trouble-pot them and
they'll look after themselves, or set them in water to-day.-Their beautiful hues will repay you amply and

| HYACINTHS | The Dozen 38c |
| :--- | :--- |
| The Dozen 38c |  |
| NARCISSUS | The Dozen 38c |

## CROCUS <br> The Dozen $24 c$

 SET SOME TO-DAYI's heautiful weather for planting out-doors


THE EVENING TELEGRAM, ST. JORNF, NLEWHOUNDLAND, OCTOBER 15, 1923-1

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## E. J. HORWOOD,

WHolitesale broker.







In the olden days you had to pay five shillings a pound for tea-Today you pay less than that amount for Golden Pheasant, the Tea of reas.

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## THE <br> FLASHLIGHT

BE SURE ITS AN EVEREADY
"the right light to light right?"

The newest thing in Flashlights is the ALUMINUM CASE FLASH the price of which is surprisingly Low.

## WM. HeAR \& EO, LLA.,

[^0]Ruhr Occupation Working Hardship to Swedish Mines

## A Sketch of



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## Saves Time-Saves Waste

Always ready-for any milk use
CARNATION Milk is pure, fresh, sweetmonth's supply on hand if you want to. You never need to be out of milk over week-end. ing. And there's absolutely no waste with Carnation Milk. As cream-serve it as it comes from the can. As milk-for drinking or cooking, add water as desired.
Carnation Milk is the purest of fresh cows' milk with about $60 \%$ of the natural water content removed by evaporation, then sealed in air-tight containers and sterilized.
What better milkman than your grocer-the Carnation
Milkman. Carnation Milk saves time and trouble, saves waste and it's alvayys ready for use ! Get several tall
The label the
red dand white waste and it's alwayys ready for use . Get several
$(16 \mathrm{oz}$.) cans or a case of 48 cans-to-day, Write for a copy of the Carnation Cook Book-a col-
lection of over 100 selected, tested recipes. Try this one.




## Carnation Milk

## APPLES

## IN STOCK:

300 Brls. Gravenstein Apples. 100 Boxes Table Apples. 100 Kegs Green Grapes.
Place your order for Fruit with us. Price and Quality Right

## GEORGE NEAL, <br> Limited

COATI! OLD NORTH SYDNEY COAL si4.00 Peer Ton (Spot Cash)
BURNSIDE SCOTCH COAL Sis.00 Per Too (Soot Cash) 2000 TONS WELiSH ANTHRACTE
 A. H. MURPAY \& CO., Limited,

The Railway Passengers Assurance Co th the ounst of Lovios, kxglasy to sind in the
 CLATMS PAID, OVER S36,000,000



HENRY C. DONNELLY


## 崕

 A Man's DARK TAN MAHOGANY CALF Price $\$ 4.50$ the pair Special prices to Wholesale Dealers on case lots. Mail Orders receive prompt attention.
## F. Smallwood

The Home of Good Shoes 218 \& 220 Water Street

Wanted to Purchase 5-Gallon 011 and Gasolene Tins in good condition
The Standard Manutacturing Company, Lid.


THE , URNING QUESTION splendid all lump scotch coal $\$ 13.00$ per ton
The eery Beet SCOTCH HOUSEHOLD COAL imported $\$ 13.50$ perton m":
The United Coal Co.




## Notice!

NFLD. GOVERNMENT COASTAL MAIL SERVICE.
S.S. PROSPERO

Freight for S.S. PROSPERO for usual Northern ports of call; ; is now being received at the Wharf of Messrs: Bowring Brothers, Ltd. DAY, OCT. 17th, AT 10 A.M.
NEWFOUNDLAND GOVERNMENT COASTAL MAIL SERVICE

If Well, YOU Pay Us $\$ 12.00$ Per YEAR IH Injured, WEPay You $\$ 25.00$ Per WEEK


US. FIDEITTY \& CU BiPiNTY COT





## Nild. Government Railway.

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Nild. Government Railway,

## RED CROSS LINE!

 NBW york halifax st johm schedule of samings for october



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TIP TOP SUGGESTION: Before serving at table place the TIP TOPS in the oven for about five minutes and
A. HARVEY \& CO. LIMITED.

Manufacturers
BON MARCHE SPECLALS!

 mail orders shipped same day as rechived
BON MARCHE,


## 00000000000000000000000009



Large Quantity of CHAINS \& ANCHORS.
NEW IRON \& LUBRICATING OIL, at Rock
Bottom Prices.
Also, AMERICAN PLYMOUTH STEAM TAR-

North Am. Fir, Hide and Metal Co'y.

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    the Public-The Evening Telegram.

