BROTHERS, Limited, OcciRY, St. Jolin's. $\quad 332$ ,

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DULEY \& CO.
e Jewerers, St. Jon's.

THLLE PAGES TO-DAT THE "PEOPLE'S PAPER"-FORTY YEARS IN THE PUBLIC SERVICE-IS A LIVE DAILY IN A BUSY CENTRE-STUDY ITS NEWSY ADVERTISING, - THE EVENING TELEGRAM

the evening telegram, st. Jobnss, newfoundiand, november 21, 1918-2


Love in the Abbey
Lady Ethel's Rival


## WRIGIEYS <br> Hexavs. <br> your head. <br> "O. I know what it is, daddyr You held it too close and I smell It-lt's WRIGLEY'S!" <br> "Riahto, sonny = aive your appetite and digestion a treat, while you tickle your sweet tooth. <br> Chew it After Every Meaí The Flavour Lasts! <br>  <br> - 0



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## Goods are difficult to obtain but

 we have a large stock at prices that are bringing big business.If you have difficulty in filling your wants, we may be able to help, as we have goods which we know you will have great difficulty in obtaingo farther, so that you can and will purchase more from us. We have

Large Shipmemts of New Goods
which were unfortunately delayed in transit. These include: LADIES' FELT, VELVET and VELVETEEN HATS at very Low Prices, LADIES' HAT SHAPES, MISSES' HATS and HAT SHAPES. millinery velvets, velveteens and hat ornaments RIBBONS; SEWING and DARNING NEEDLES.

## "W.B." CORSETS

The World's Leading Corsets.
Ladies' COSTUMES in Tweeds, Blacks, etc. Extra Special Values, mercerised, silk and wool mufflers.

## Fursand Imitation Furs.

We now have a splendid assortment of Furs, including: White hare and ermine scarves, collars and muffs. imitation ermine scaries, collars and muffs imitation fur sets in Very Newest Styles. black hare necklets, COLLARS, animals and muffs. FUR STOLES (Full Animals) and MUFFS in Foxes. natural american oppossums, black wolves, mink MARMOTS, Etc., Etc.

## Dress Goods in Large Variety,

We now have a large stock of Dress Grods and we ask you to call and inspect the Special Values we offer
white sheetings-to open.
WHITE and RED FLANNELS-TO OPEN MEN'S TWEED GOLF CAPS-Extra quality, at $\$ 1.50$ each MEN'S EASTERN WINTER CAPS-Best Values in Town.
STANFIELD WINTER UNDERWEAR for very large men. Shirts as large as 50 inch chest measurement; Drawers 48 in . waist measure ment.
We don't mention prices here as this is only a service ad. to tell you "We have the goods"; but we say again that it is our prices that ar bringing us Big Business.
HENRY BLARR.
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Don't Say Paper, Say The Evening Tolegre

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Ladies' Coa $\$ 9.50$; now 16.50; now 21.00; n0w 29.50; now 35.00; now 40.00; now

These Ladies' Coaz
style and fnish. Made with Militar
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ranging from $\$ 12.00$ to We are showing at
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## New Goods

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BLACK WOLVES, MINK

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Values in Town.
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only a service ad. to tell you it is our prices that are

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## Gxies' Coals and Men's suits

and will mention the following reductions:

| Ladies' Coats at | Men's Suits at |
| :--- | ---: |
| $9.50 ;$ now $\$ 8.00$. | $\$ 12.50 ;$ now $\$ 10.0$ | 16.50 ; now 13.90. 16.50; now 14.00 . 21.00; now 18.00. 19.50; now 16.00 . 29.50; now 26.00. 25.50; now 23.00. 35.00 ; now 30.00 . 32.00 ; now 28.00 . 40.00; now 34.00. 39.00; now 34.00.

These Ladies' Coats are of the very latest design and up-to-date in Made with Military Collar, Belted and Patch Pockets, and are extra good value at above figures.
The Gent's Suits are of the best material, well finished, and come
in Pinch and Plain Backs and Kitchener Styles. Our Ladies' Costumes are a clearing lot in Serge only, and at prices
ranging from $\$ 12.00$ to $\$ 25.00$.
We are showing a full line of Ladies' and Gent's Boots and Shoes,
Sweater Coats and Jerseys, Blouses and Skirts, Men's Shirts and Pants, Sweater Coats and Jerseys, Blouses
all at specially marked down prices.
Make your purchases early, you will then have a much larger selec-
English \& Amm, Clothing Con,
312 Water Street.

THE LAW REOURES
That You Deliver 49 Pounds of Approved Substitute with each Barrel of Wheat Flour.

## You Must Obey.

QUALITY OAT FLOUR is an Approved Substitute which You Can Buy in 49 lb . sacks from

Ayre \& Sons, Ltd,
Jas. Baird Ltdo-
Bishop Sons \& Co., Ltd., C. P. Eagan, T. J. Edens, Monroe \& Co., SD Didah and Royal Stores, Ltd., D. D. Xyan and Steer Brothers.
Look for the Brand-Quality.
Colin Camphell, Itde, Distributors.

## Wedding Bells.



## KYANIZE.

Kyanize White Enamel.

## Beat srade hitat bloss ename

 Undercoating White Enamel.


Sill
Kyanize Linoleum Finish.

 Kyanize Hard Floor Finish.


Kyanize Ground Colour.

Motor Car and
Carriage Enamel.
 Flat and Gloss Black Enamel

Screen Black Enamel
 Black Dazzle Iron Enamel.
Kranive, tor all stoves and store pipes.
Bath Tub Enamel.
KYANIZE VARNISH






PAINTS.
 White Paint.
 Homestead Red Barn Paint.

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Lead Ground in Oil. 1 1lt cans hack, Green, Hila




## Neyla's Hardwarer <br> ```LluM SOPER, Manager```

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Notice to Prospective
Engine Buyers.

Lathrop Engines

A. H. MURRAY \& CO.,

## MILLINERY DEPARTMENT

YOU ARE ALWAYS WELCOME AT OUR STORE.

Announcing a Large Shipment of

THE SATISFACTION OF EVERY customer is our aim.

## LADIES

## FALL and WINTER COATS

LATESTLIONDON AND NEW YORK STYLES-THE NEWEST AND MOST UP-TO-DATE MATERIALS-CLOTHS, TWEEDS, PLAAN AND CORDED VELVETS, ETC To fully appreciate their attractiveness you must see them. Come and try on a few. We
leave it to you whether or not our Coats are worthy of your preference.

Ladies' Untrimmed and Ready-to-Wear Hatis:
BLACK AND COLOURED FELT, VELOUR, VELVETEEN AND VELVET - BEAUTI FUL, STYLISH, SERVICEABLE HATS.

## CHILDREN'S AND MISSES' WINTER COATS.

A Small Shipment Children's and Misses' Tweed and Velvet Coats, finished in the latest American Style.

| Something to Avoid. by buti cameron. |  |
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| LOCAL DAMSONS, <br> a few gallons to-day |  |
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| Meatilo Pror \& Bams |  |
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| Campbell's Delicious Soups. : |  |
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To see the beautitul New Hats in our Millinery Department is to be charmed by their at
tractiveness and pleased with the remarkably low prices asked for them. Come and see them We are sure you will buy.

## Marshall Broo

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## BigSla

Owing to the arrival
for Stock Taking, we have very lowest prices. These
attention.
WOOD and ZINC WASH


PERFECTIO
WINDOW BLINDS in all WEIGHING MACHI)
ENAMELWARE

GLLASS STA
P. S.-Wholesale Cust

Martin-Roya

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TTERY'S e Dry Goods er erade and outport Dequen MN GOODS :

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## e \& Portrait to

 JohnsBig Diversity
 of Shapes, Exclusive Models and New ldeas.


## Ladies' New

## London

Hats, Millinery,
Buckram Shapes \& Hat Ornaments

## Ready-

 toWear.

## Mail Orders receive carefal consideration. <br> BISHOP, SONS \& CO., Limited <br> P. O. Box 920. St. John's



| dz Welfomes Petali. |  |  |  | New Arrivals <br> 300 barrels APPLES <br> 20 crates ONIONS <br> 20 bags ONIONS. |
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|  |  |  |  | 50 boxes CHEESE-Twins. |
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A Big Shipment of
BEDSTEADS,
White Enamel, Single and Double. The C. L. March Co., Ltd, cor. Water \& Springdale Sts.


Bedsteads: $\$ 9.50, \$ 11.50, \$ 14.50$, \$15.50, All Good Values.
MATRESSES.


We make them from Bunk Size up. Prices from
$\mathbf{\$ 2 . 0 0}$ to $\$ 18.50$.
The G. L. MARCH CO, Lttiln
Corner Water and Springdale Streets.



S, LTD.,
'Phone 11.


G, Limite I Shoe Stores.

The Royal Stores is a Lively Place at Any Time of the Year. But Jnst Now it is A Regular Bee Hive
of Life and Business

We have large stocks of the choicest apparel for Men, Women, Boys and Girls, as well as big assortments of Household Goods of all kinds.
Our RIGHT PRICES are Attracting Thousands of Buyers Every Week. atter-day and building up the largest Dry Goods Business in Newfoundland. If you are not acquainted with our Styles and Values, you certainly ought to do some investigating
Why Not [D\| Y and CATIDT M and Benefit By Our come Here

FRIDAY and SATURDAY Wide Resources.

RECORD VALUES on Standard Ouality Goods Sections.










A Display of Christmas Novelties of Particular Interest to Mothers.







 body the Essential Style-Features for Fall and Winter.
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NEW HEADWEAR and the Smarlest Ever at Reduced Prices.
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## OUR SPLENDIDLY EQUIPPED

GENT'S FURNISHING STORE

## Promises to be the Basy Section Bere To-Morrow.










Fine Lines of Fancy Goods, etc.: Offered at Special Prices.

5
Serviceable Lines for Women Bargainized for Friday \& Saf'y's. Selling.


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| $1,000 \text { V. C's. }$ |  |  |  |  |  |  |
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## King George's Message To President Wilson.

## A Notable Showing of $\mathrm{Fal}^{2}$ and Winter Coats at $\$ 17.75$

## Modes Designed in strict accord with

 Fashions Decrees-EXCELIENT Qualitiles.You're going to need a coat--with such marked popularity shown them for Fall and Winter wear, that becomes a settled question. What you pay for one is a matter that possibly calls for more consideration. If you desire one moderately priced, yet embodying the newest
Styles, Features and made of dependable fabrics, we com. mend to you these splendid garments we are showing at

## $\$ 17.75$.

Though so reasonably priced, they are not lacking in any those essentials demanded by the well dressed woman, as youtl see the first glance. To be more exact, they are exceptionally andsome, are made of materials that you'd expect to find in black velvet trimmed with large plush collar, $\$ 17.75$.
LET US HELP YOU SELECT YOUR NEW COAT FOR THIS WINTR
MILLEYS.



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JUST ARRIVED:
10 dozen Galvanized Buckets,

Enamelware.


Hollow Ware. stove pire exayel, aluminul paint,
geveral tinware, at
JOHN CLOUSTONS, 140-2 Duckworth Street.

Parcel Post for Nild. Expeditionary Forces!

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 (1) Parcels must not exceed eleven pounds
(2) Parcels should be addressed with the (2) Parels should be addressed with the Regi.
mental number, rank, name nad surname ond
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diress of the Unit with theich the indidual
was serving; for example:
No. 0978 Cpl. John J. Kent,
The Royal Newfoundland Regt,
Hazeley Down Camp, Winchester,
Hants Hant's Camp,
England.
$\begin{aligned} & \text { Parcels should bear the name and address } \\ & \text { a second addressee to to whom the paracel } \\ & \text { be delivered or forwarded, if it should }\end{aligned}$

 custom declaration are affixed, and the sec-
ond or ateration address shold be written
on the BACK of the parec. on the BACK of the parcel.
(4) If second address is not furnished at the time
of posting and delivery cannot be effected,
 (5) Parcels containing articles of personal na. ture of so speciar value will be reurned if request for their return, in case of non-de-
livery, is made by the sender, such request
to be wit to be written on
time of posting. (6) The procedure outlined in $(4)$ and $(5)$ is
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Office, to prevent the waste of a Offce, to prevent the waste of a large quan-
tity to prishable food suffis which form the
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(7) Parcels.
(7) Parcels should be packed securely
18) Attention is drawn to the Notice concerning
Chisitmas parects recently published by the
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each gallo of Royalite $C_{0}$
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Perfection Oil Heaters are Some, well finished and cost on timesiover belore wcener stont
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and other Bonfections.

P. F. FEARN
 Vertise in the Telegram

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& \text { TiIN LINED SACCEPANS AND DINNER }
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## PRICE REDUCTION SALE

of MIEIN'S and BOTS' OVERCOATS FOR ONE WEEK ONLY. Even at their regular prices these coals offer excellent value. They are snug-fitting overcoats, plain and belted back styles. Some with deep collars, others in self or velvet collar, pretty greys, warm tone browns and others in navy.

Our Special Prices should make a clean sweep of tinese

## VFRCOATS

Reg. $\$ 22.50$, Clearing at $\$ 20.25 \|$ Reg. $\$ 30.00$, Clearing at $\$ 27.00$
Reg. 25.00, Clearing at 22.50 Reg. 35.00 , Clearing at 31.50
Reg. 27.50, Clearing at 24.75 || Reg. 38.00 , Clearing at 34.00

## Boys' Overcoats

Just as carefully finished as the men's. They offer you choice of mixed Tweeds, warmly lined, mostly belted styles. We have them to suit almost every age.
Regular \$11.00, Clearing at $\$ 9.90$ Regular $\$ 14.00$, Clearing at $\$ 12.50$ Regular 12.50, Clearing at 11.25 Regular 22.00, Clearing at 19.80

## MEN'S SUITS

Underpriced for this
SALE.


This sale SAVES you dollars on Men's \& Boys' Apparel.

BOYS
Underpriced for this
SALE.

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Smallwood's Big Shoe Sale.




## CHOICE <br> PICKLED MEATS

Juet Arived.
200 tierces Choice Spare Ribs,
100 barrels Libby's Family Beet,
50 barrels Libby's Special Family.
GEO. NEAL
青 * Not Generally Known!
 are alike. Such is not the case. The Canadian Govermment has decreed that Flour must not be milled ABOVE ${ }^{\text {a }}$
certain standard.
But there is nothins certain standard. But there is nothing
to prevent miliers from milling BELOW to perenand mat

## Ogilvie's

 Standard Flour Try a Barrel and be convinced. *
## THREAD!

A short time ago we advertised $\$ 6,500$ worth of Dress, Coat and Suit Buttons. Now we offer $\$ 1,250.00$ worth of
STRONG LINEN FINISH GLACE THREAD, for sewing on buttons; also used by Shoemak-
ers, Tailors, Harness Makers. The best thread ers, Tailiors, Harness
for sewing skin boots.
Robert Templeton.

