

Another FAIR!

During this week we will have our Store nicely decorated and will place on Exhibition our entire stock of Imported and Local goods comprising the very best brands of Cut and Plug Tobacco, high grade Pipes and the best Imported Cigarettes and a full line of Smokers' requisites.

During this week Our Store will remain open until 11 p.m.

JAS. P. CASH,

Tobacconist,
Water Street.

WHO WILL GET YOUR LIFE INSURANCE MONEY.

Statistics prove that 90 per cent. of Cash Estates of \$5,000.00 and upwards are lost in seven years.

65 per cent. of Widows lose their all in five years. A widow generally has no experience in making investments, and is liable—through bad advice to dissipate her whole capital.

Make Your Life Insurance Payable to The Eastern Trust Co.

The Trust for your wife and children. This will assure them of a permanent income from these funds.

DO IT NOW.

The Eastern Trust Co.,
Head Office Halifax, Nova Scotia.
Nfld. Branch Pitts' Building,
St. John's.

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Autograph Albums

We have a dainty new line of these now showing in assorted Leathers all with nicely decorated covers lettered in gold and with gilt edges and tinted leaves. These come in a large variety of sizes and are selling at prices from 55c. to \$6.50.

SEE THEM AT

BYRNE'S Bookstore

"Quality Tailoring for Men"

W. H. JACKMAN

39 Water Street,
St. John's Newfoundland.

'PHONE 795

Authorized Agents for

HOBBERLIN'S

Made-to-Measure
Suits and Overcoats

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TRAIN NOTES.—Sunday's west bound train arrived Bishop Falls 4.38 a.m. The express with the Kyle's mail and passengers left Northern Bight at 8.11 a.m. and is due at 2.30 p.m.

Wet Feet!

Prevent colds by rubbing the feet with Minard's. It quickens circulation, prevents chills.

MINARD'S
"KING OF PAIN"
LINIMENT

An Amazing Performance

Shattering all previous distance endurance records, a stock Chrysler Six phaeton covered 1000 miles in 1007 minutes elapsed time at Fresno, Calif., Sept. 17th.

Deducting the time consumed for necessary stops, such as for gasoline, oil, tyre changes and food for the driver, the net running time was 878 minutes, 10.3 seconds, an average speed of 68.351 miles an hour.

The distance, 22 miles longer than the New York Central Railroad's route from New York to Chicago, was made in 5 hours and 21 minutes less running time than the famous Twentieth Century Limited's scheduled time between America's two largest cities. It was made in an hour and 20 minutes less than the famous train has ever completed its shorter run.

Certification of the Chrysler, used for this amazing demonstration as a strictly stock car was made by the Los Angeles Times, which recently offered a trophy for such a feat, and which the Chrysler won. The time was clocked and certified by three associated members of the American Automobile Association.

The car was driven by Ralph De Palma, noted automobile race driver. It was the second record-breaking feat he has hung up with Chrysler stock cars within three months. On July 18, driving another stock Chrysler, De Palma tore up Mount Wilson, near Los Angeles, in 25 minutes, 45.55 seconds, breaking the former stock car record by more than two minutes, and the non-stock record as well.

This latest test which rolled two Indianapolis races into one, was made on the Fresno race track. Traffic conditions naturally prevented a test on highway. But Chrysler enthusiasts, who saw the gruelling run, point out that a race track is no better than any ordinary highway, and in spite of the Fresno track is actually not as good.

"Speed was not the prime purpose of the demonstration," is the word relayed by J. E. Fields, Vice-President of the Maxwell and Chrysler Motor Corporations, from the Greer-Robbins Co. and George Camps, Inc., Maxwell-Chrysler distributors in Los Angeles and San Francisco, respectively, who entered the car. "The Chrysler Six was already known as a car that will deliver better than 70 miles an hour, if anyone cares to go that fast."

Endurance in high speed work was the real test. And the combination of 1000 miles at a running average of 68.351 miles an hour is a speed that tells a story of amazing endurance.

"If you have ever driven the ordinary car at 60 miles an hour," commented Mr. Fields on the Chrysler's brilliant performance, "you know it is a terrific strain for the car. In the Chrysler, however, there is not only no indication that the motor is putting forth unusual effort, but it actually is not stretching itself. The Chrysler rolls along smoothly, as easily, as if unstrained at 65 and 70, as it does at 40."

"There is proof positive of this in the fact that the car, with its 1000 miles and the identical motor, pistons, connecting rods, oiling system and gear ratio built into every Chrysler, averaged 68 miles an hour for 1000 miles and came out of the test as though it had simply done a normal day's work."

"Compare this performance with cars you know. It is one thing to show a burst of speed for a mile or so. It is quite another to hold that speed for a thousand miles. The first takes power alone—the second power plus unrepented endurance."

"Chrysler showed its power at Mt. Wilson. The performance of another Chrysler at Fresno demonstrates with equal force the surpassing endurance it likewise possesses."

A car with destructive vibration could not stand a thousand miles at 68 miles an hour. An engine with anything but a perfect oiling system would be wrecked long before it travelled a thousand miles with throttle wide open. A car with anything but a perfect cooling system could not possibly keep cool at its topmost effort for more than 14 hours, and that on a day when the temperature reached 109 degrees.

"It is logical to assume that a stock car that can stand 68 miles an hour for that distance has the endurance, reserve ability and perfection of design to permit it to stand up for an abnormally long time under normal use."

De Palma recently bought for his personal use a Chrysler phaeton—the same model car that he drove to this and the Mt. Wilson record. It and his Miller Special racing car are his two automobile pets.

Just Folks.

By EDGAR GUEST.

COMMONPLACES.

This is very commonplace. Very commonplace, but true: If you keep a smiling face All the world will smile at you; This is whispered everywhere: Liars no one wants to meet. Therefore, keep your record fair, Never lie and never cheat.

No one ever speaks the praises Of a surly man and mean, Nor does the world like him; Of the vulgar and unclean; Knowing this, why cultivate Habits all your friends detest? Why be the world will hate? Why not seek for what is best?

Men draw their fellow's scorn. So of selfishness beware. With the right to choose we're born Why not follow what is fair? Men admire the youth who tries. All upon the filter flows: Therefore, why not seek to rise? Why deliberately go down?

Be you cheerful, brave and kind. Keep the simplest pledge you give, And where'er you go you'll find Friends about you while you live; Do your best at every turn. Help another when you can. This is all you need to learn: All the world admires a man!

UNAVOIDABLY HELD OVER.—We regret that an address on Armistice delivered by Mr. C. Garland, Vice-President of the G.W.V.A. at the St. John's School this morning has unavoidably to be held over until Wednesday as well as several other communications.

At The Fair

The Industrial Fair was the scene of large crowds on Saturday afternoon and evening. Up to the present there are very few people in the city who have not seen the exhibition, and those who have not will be given this last opportunity to-day and to-morrow. On Saturday afternoon a practical demonstration of home cooking was given at the Gas Company's booth. The demonstration consisted of making plain muffins, tea buns, sponge cake, etc. all of which was done on the Clark Jewel Gas Range. To-morrow afternoon the children of the City Orphanages will be present from 3 to 5 o'clock, and during this time no others will be admitted.

Armistice Night Dance

The annual Armistice Night Dance, under the auspices of the G.W.V.A. taken place in the Gaiety to-morrow night and promises to be a most successful affair. The executive is making all arrangements for the occasion, and nothing will be left undone to ensure its success. The special guests of the evening will include His Excellency and Lady Allardice, Hon. W. S. and Mrs. Monroe, Mayor and Mrs. Cook, the French and American Consuls, Hon. W. J. and Mrs. Higgins and Hon. A. E. and Mrs. Hickman. The decorations of the hall will be a special feature and much attention is being given to this end of the programme. The supper arrangements are in the hands of Mrs. McKee, Convenor of the Ladies Committee, and under such capable direction, it is felt this will be well looked after. The music will be of the very best and an enjoyable night is assured all who attend.

At the Star

"Make them laugh, make them cry, make them thrill,—and make them happy,"—the "them" being the public—said P. T. Barnum, first and greatest of showmen and entertainers.

All of this, and more, has been accomplished by Mary Pickford in "Rosita," her latest United Artists Corporation photoplay attraction which is announced by the management of the Star Theatre as the feature for to-night.

Miss Pickford's new screen accomplishment has in it everything that tends to stir the various and varied human emotions.

Bordering on the spectacular, and replete with gigantic settings and palatial grandeur, "Rosita," however, does not rely alone on the various elements of a beautifully and perfectly produced picture. The story is the thing. The thrilling adventures of Rosita, the little street singer of Toledo, Spain, in the Empire period of the Nineteenth century, who has fallen into the hands of the intriguer, the King, together with Don Diego, her gallant cavalier who sought to force her rescue and release with the result that he, too, is a captive, condemned for execution, forms the basis of the love tale that binds together beautiful scenes, emotional romance, thrilling action and wholesome, relieving comedy.

The King rules with a high hand. To Rosita with whom he has become infatuated despite her repulses, he presents a stately villa, gorgeous gowns and rich jewels. That she may become a Countess he orders her secretly wed to Don Diego, Count of Alcala, who he has sentenced to death. The marriage ceremony takes place, with bride and bridegroom blindfolded. Rosita learns it is her gallant lover whom she has wed, and that he is to be put to death.

Weed Anti-Skid Chains on all four tyres is the acme of sense and safety. We have them. BOWRING BROS. LTD., Hardware Dept.—oct29,61,eod

More Fortune Tellers for To-Night

There was a great rush for the interesting book entitled "The Mystic Fortune Teller" which was presented to all visitors to Gerald S. Doyle's booth at the exhibition on Saturday evening. To-night the remaining copies of these books will be given out and everyone should try and secure this very unusual and interesting book. It tells all about reading the tea-cup, reading the palm and telling fortunes at twenty-five cents each, but the Dr. Chase Medicine Company with whose compliments they are presented are giving them free to visitors to the exhibition. Be sure to call at Gerald S. Doyle's booth and get one.

Advocate Suspends Publication

On Saturday The Evening Advocate announced that after that day's issue, publication would be suspended temporarily. The hope was expressed that the suspension would be of short duration.

Crew of Inspiration

Due at Liverpool on Wednesday.

We have been informed by Messrs. James Baird, Ltd., that the S. S. Carlingford, which rescued the crew of the schooner Inspiration which was abandoned last week is due at Liverpool on Wednesday 12th inst. The shipwrecked mariners will be forwarded home at the first opportunity.



"To The Last Man" at the Majestic

Just as we promised on Saturday, the Paramount Special, entitled "To the Last Man" by Zane Grey, is the feature at the Majestic Theatre to-day. The following is the cast:—

Jean ... Richard Dix
Ellen Jorth ... Lois Wilson
Colter ... Noah Beery
Gaston Label ... Robert Edison
Blue ... Frank Campeau
Lee Jorth ... Fred Huntley
Daggs ... Edward Brady
Simm Bruce ... Jean Palette
Guy ... Lenard Clapham
Bill ... Guy Oliver
Mrs. Guy ... Winifred Greenwood

The story is based on the Pleasant Valley War, a feud between cattlemen and sheepmen fought in the late eighties in which both factions were wiped out literally to the last man.

The picture opens with a chance meeting between Gaston Label and Lee Jorth, leaders of the rival factions. Jean Label, son of Gaston, comes to Arizona from Oregon to aid his father. He meets Ellen Jorth, daughter of his father's enemy, and falls in love with her. Later he traces cattle rustlers to Jorth ranch thus precipitating a raid on the Label home. In the battle Guy Label is killed and one of the children mortally wounded.

Gaston Label is treacherously murdered and the Labels are ambushed while pursuing the Jorths and practically wiped out. Jean, the last of the Labels, continues the fight, killing the last of the Jorth sympathizers, and ending by marrying Ellen, Jorth's daughter, thus terminating the terrible feud.

The picture includes scenes of the most rugged grandeur. Some of the descendants of this last man take part in the mob scenes. It is a picture of rapidly changing situations, and it has all the atmosphere of the original story.

It will be shown to-day, and of course to-morrow, the whole holiday. "To the Last Man" is the story that commanded a big price in the largest circulating magazines.

Just received a new shipment of Weed Anti-Skid Chains, all sizes. Call on us for Safety's Sake. BOWRING BROS. LTD., Hardware Dept.—oct29,61,eod

To-Night's Attractions

STAR HALL.

The Ladies' Auxiliary of the Star of the Sea Society are holding a card party, dance and supper in the Club Rooms to-night. The prize for the card tournament will be a gold watch. A special programme of dance music will be supplied by the C.C.C. Orchestra, and an enjoyable evening is being looked forward to.

B. I. S. DANCE.

The B. I. S. Athletic Association are holding a dance in their Club Rooms to-night, and judging by the preparations made the evening promises to be one of real enjoyment for all. A select programme of dance numbers has been prepared, the music for which will be supplied by the Prince's Orchestra.

You Laugh at Slippery Roads when your Car is equipped with Weed Anti-Skid Chains. BOWRING BROS. LTD., Hardware Dept.—oct29,61,eod

A Luxury in the Home

It is a real pleasure to wash in Ivory Soap. This fine cleansing, soothing toilet soap does all that the most expensive soap can do, yet its costs far less than most toilet soaps. Truly, it has been said that a cake of Ivory is a luxury in the home. For the delightful, natural fragrance of this pleasing soap makes it a real pleasure to use. There is a certain distinctiveness about Ivory Soap that other soaps lack. You will love to wash in Ivory and all the family will like it too. Ask the grocer for Ivory and try a real sensible, and economical toilet soap. oct13,m,t

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To-Night's Play—"The Road to Ruin"

COMMENCING FINAL WEEK OF YOUNG-ADAMS CO.

The young-Adams Company enter on their final week of the present engagement at the Casino Theatre. To-night they present that wonderful dramatic triumph which had a lengthy run on Broadway, namely "The Road to Ruin." We wish to remind you that this play was written for men and women only, and none under eighteen years of age will be admitted. It is a scenic masterpiece apart from its great dramatic atmosphere. Marjorie Adams appears in dual roles, first that of the wife of a busy business man, who is so wrapped up in his business duties that he neglects his beautiful wife which results in Miss Adams appearing also as Clara La Moynie, a part affording her ample opportunity of displaying her magnificent gowns. Speaking of gowns, have you noticed that Miss Adams has not worn any one gown twice.

The many friends of Marguerite Young will be more than delighted with her when they see her in the fascinating role of Lottie in this bill. "The Call of the Woods" is a leading role, that of Judge MacLean a part that suits him to the last letter. Edgar H. Jason and Harry Young have also got excellent roles. The entire cast is especially good in this performance.

A big holiday matinee takes place to-morrow, when that very successful comedy "Mary's Ankle" will be played. Wednesday and Thursday's bill will be something of a distinctly different nature from the usual run of plays. "The Call of the Woods" is a new play with a beautiful western atmosphere presenting Marguerite Young and Tommy Walsh. St. John's own boy in the leading roles. Judging from his success at recent rehearsals, we feel sure that Tommy is going to make a mark for himself in the world of theatricals.

The Old Colony Club

At the eleventh hour Saturday last a change of programme took place at the Old Colony Club, and Dr. Brehm honoured the occasion by attending as guest to hear Dr. Draper, instead of delivering his own address. Lady Horwood presided, and introduced Dr. Draper, who has come to St. John's at the request of Sir William H. Wilnot. Dr. Draper is a specialist in mental diseases. He has already lectured at the Rotary Club, and had conferences with out city doctors. Dr. Draper's gospel is the doctrine of sound mind in a healthy body—the doctrine that mentality is affected adversely chiefly by toxins, which form in diseased or non-functioning organs. These toxins find their way to the brain causing disease to the brain cells. The mentally afflicted should have all the humane and cheering influences possible, and be cared for as patients suffering from curable illness rather than as hopeless cases. Dr. Draper's address was full of valuable information to awaken us to a livelier conception of our public responsibilities. When the lecture ended Lady Allardice proposed the vote of thanks in an eloquent and inspired speech which was heartily endorsed by all present. Tea was then served by Mrs. Herbert Outerbridge, which brought a most instructive afternoon to a pleasant close.

The Star Reading Room and Billiard Committee are running a Big Card Tournament on Wednesday night, November 12th, at 8.30, in the Star Hall there will be three big prizes. Admission 50c. Men only. nov10,21

Argyle left Burn 9.10 a.m. yesterday, outward.
Clyde arrived Lewisporte 5.20 p.m. Saturday.
Malakoff left Port Blandford 7.30 a.m. Saturday.
Glencoe left Argente 4 a.m. yesterday.
Home arrived Bonne Bay 11.30 a.m. Saturday, going north.
Kyle at Port aux Basques waiting arrival Sunday's express.
Meigle arrived Bateau 4.30 p.m. yesterday.
Portia left Grand Bank 8.10 a.m. yesterday, coming east.
Prospero left Port Union 9 p.m. yesterday, going north.

When you have Lamb behind the Bull's Clock, that is guarantee enough for you. J. T. LAMB. nov10,11

Government Boats

Argyle left Burn 9.10 a.m. yesterday, outward.
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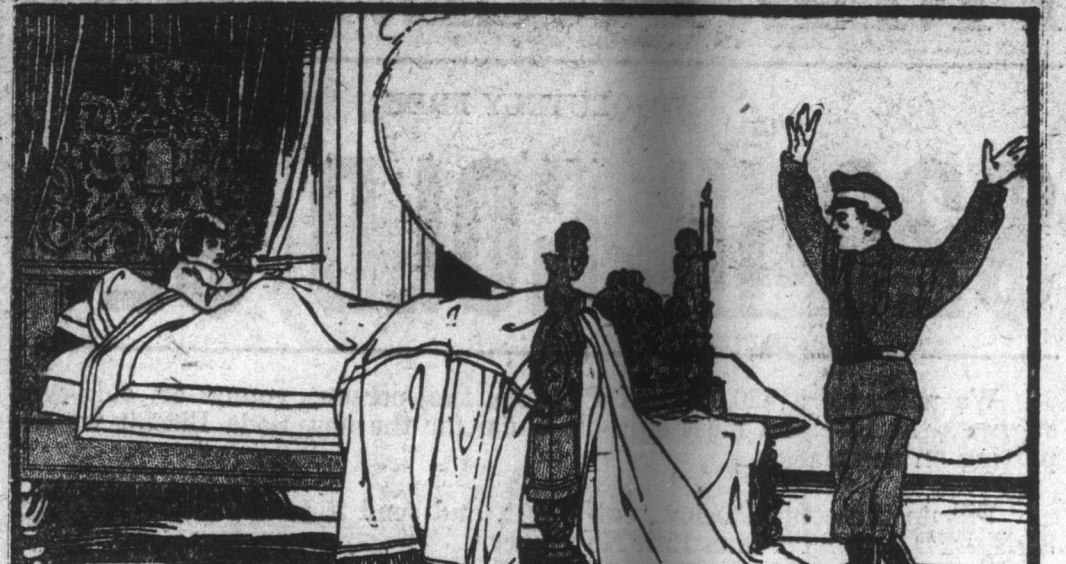
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Big Holiday Attraction at The Nickel To-Day.

NOTE:—Owing to the length of this production, Patrons are asked to Come Early.



JACKIE COOGAN in "Long Live the King"

By MARY ROBERTS RINEHART

Produced Under Personal Supervision of JACK COOGAN, Sr.

Directed By VICTOR SCHERTZINGER

No star, old or young, has ever been seen in a finer picture. Jackie outdoes himself in this, the most charming story ever to reach the screen.

PRODUCTION IN 12 WONDERFUL REELS—COME EARLY.

Admission—Matinees: Adults, 20c. Children, 10c. Nights, 30c.

COMING:—"PLEASURE MAD" adapted from "The Valley of Content" and "THE ARAB" Rex Ingram's latest big super-special, starring Ramon Novarro and Alice Terry.

"LUXURA" Orange Pekoe Tea

Ladies in St. John's who have used "LUXURA" Tea have already discovered the following facts about it:

1. That it has—used in the same proportion as any well-known tea—a greater strength than other brands, consequently, a smaller quantity gives a greater result.

2. That it has a distinctive and matchless flavor that appeals at once to the fastidious palate.

These are two FACTS you can easily verify by ASKING YOUR GROCER TO SEND YOU A PACKAGE OF "LUXURA" TO-DAY.



F. M. O'Leary, Distributor

Muir Building,
St. John's

H. E. Sir William Allardice, K.C.M.G.,
(Patron G.W.V.A.)

Will be present at the ceremony which will take place at the National War Memorial to-morrow at 10.45 a.m.

All ex-Service Men are requested to attend.

H. W. QUINTON,
Dominion Secretary.

nov10,11

ADVERTISE IN THE EVENING TELEGRAM.

Our Brands of Tea:
HEATHER,
TRYMORE
and
BLUE BIRD

are second to none.
Baird & Co., Ltd.,
Water Street East.