



LET US MAKE THIS ULSTER FOR YOU

and you will have an Overcoat different in every possible way from the typical, conventional kind. Different in fabric, in fit, in tailoring, in service. It pays to pay us a little more—you notice it in the wearing.

CORNER PRESCOTT
AND WATER STS.,
ST. JOHN'S.

J.J. STRANG,
LADIES' AND GENTS'
TAILOR.

Gramophone Records.

Come in and Hear Them.

Georgette (fox-trot).
Three O'Clock in the Morning (waltz).
Little Town in the Old County Down (vocal).
Moon River (waltz).
Some Sunny Day (vocal).
Pick me up and lay me Down in Dixie-land (fox-trot).
Love Sends a Little Gift of Roses (vocal).
Dance of the Hours (Italian band).
My Sunny Tennessee (fox-trot).
Lullaby (from Ermine) (vocal).
Gin, Gin, Ginny Shore.

A Bunch of Roses (Instrumental).
Hungarian Dance No. 2 (piano).
My Wild Irish Rose (violin).
Dreamy Moments (Inst.).
Ronde de Lutins (violin).
Meditation Thais (violin).
Stumbling (fox-trot).
Madrigal (Mikado) (vocal).
On the Campus (march).
National Emblem (march).
My Home Town (vocal).
Angels Serenade (vocal).
Roses in June (vocal).
Tarentelle (operatic), etc.

CHARLES HUTTON,
THE HOME OF MUSIC.

LIGHT UP!

Don't make any mistake about

ELECTRIC LIGHT BULBS

Buy from us.

We handle only the finest.

William "If it's mechanical
we have it."
Nosworthy
LIMITED.

TAILORING SERVICE!

From the booking of your measure, to the last of the garment, we are at your service. Each individual has his own selection, cutting and making. Any defect is remedied before leaving store. You are always at liberty to have your clothes kept in order and good repair. Added to this, you have a choice of a splendid and varied range in Suitings and Overcoatings. New goods always arriving. Our Fall and Winter style books to hand. Prices no higher than hand-me-downs.



John Maunder,
Tailor and Clothier, 281-283 Duckworth Street

The Founder of England's Colonies.

Sir Walter Raleigh, the founder of England's colonial empire, was born at Hayes, near Badleigh in Devonshire in 1552. He soon developed a love for adventure and when a young man sailed with Sir Humphrey Gilbert on a voyage across the Atlantic. In 1582 he appeared at Queen Elizabeth's Court as a protégé of the Earl of Leicester, where his handsome person, splendid dress and witty conversation, combined with bravery, learning and ability, soon made him prime favourite with the Queen. This, of course, excited the envy and jealousy of the other courtiers, which was not lessened by his proud and haughty bearing. He assisted in raising an army to protect England from invasion at the time of the Spanish Armada. In 1592 he and others fitted out a squadron to capture the Spanish plate fleet. He invested £24,000 of his own money, but the expedition was a failure. After his return the Queen imprisoned him in the Tower for having a love affair with one of her maids of honor, Elizabeth Throgmorton. In three months he was set at liberty, married the lady and retired to the country. He next turned his attention to the golden city of Manoa, said to be somewhere on the Orinoco in South America. He raised an expedition of five ships, and sailed in 1595 to find it, but got more fighting than gold, and lost most of his money. He then attempted to colonize the land of Virginia and spared neither pains nor money in endeavours to make the new colony a success. One result was the introduction of the potato and tobacco in England. When Elizabeth died, Raleigh's enemies took good care he should be no favourite with James. They had him tried for high treason, on manifestly false charges, and he was imprisoned in the Tower. Here he resided twelve years and wrote his "History of the World." At last he induced James to let him go on one more voyage as he was confident he could find a gold mine. James who had promised the King of Spain he would execute Raleigh, let him go, but treacherously warned the Spaniards of his coming so that the expedition was a failure. When he returned he was beheaded in Old Palace yard on Oct. 29, 1618. Thus perished one of the greatest of Englishmen, whose real glory was his long, unflinching and persistent efforts to establish the colony of Virginia, and so began Britain's Empire beyond the seas.

Fisherman Carpenter.

Georges Carpentier, the former French idol of the ring, who was so effectively deposed from the pugilistic throne by Senegalese Siki, is going into the fishing game. If he is looking for a rest after the terrible punishment from the hands of the negro, he's making a beautiful mistake. If he intimates to any fisherman the world over that there is rest to be had in the fishing game he may expect a dose similar to the one Siki handed out. To use classic language, there ain't no such thing in the fishing game as a soft berth. A professional pugilist's job is a joke to a fisherman's.

However, Carpentier has bought two new trawlers, according to a Paris report to the London Daily Chronicle. One he has christened Jacques-line—the name of his daughter, and the other Denise—the name of his manager's daughter. Carpentier had intended to engage in a few more battles for the sake of satisfying his many admirers, and incidentally acquiring a few more "roots of all evil." Then it was his scheme to retire an undefeated light heavyweight champion of the world and squander his copious francs in an endeavor to squeeze money out of fish. Siki rudely upset the programme so that Carpentier can start right in spending his money. We hope he succeeds and, frankly, we admire his courage. On this side of the Atlantic opportunities in the fishing industry are princely as compared with those in France, and it is about as easy to pry capital from our moneyed men in Canada for investment in fishery enterprises as it is to light a match on wet seaweed.—Canadian Fisherman.

For Gentlemen of good taste
—Cub Cigarettes.—sept 23, 22

Successful Men Smile.

The Chinese have a proverb which says, "A man without a smiling face should not open a shop."

Smiles are a real factor in business success. It is not that beauty is required—although a pretty waitress is a business asset to her employer—but just the smiling face.

It exercises a subtle influence on a customer. It welcomes. It recommends the goods. Can you picture a grabber, or a profiteer, with a smiling face? No!

The smiling face involves, almost of necessity, the pleasant manner. The combination gets custom, holds it and increases it.

A hundred and one hints on "how to succeed" have been given to the world, but one of the best is that wrapped up in the Chinese proverb, "A man without a smiling face should not open a shop."

London New York, & Paris Assoc. of Fashion

GREAT COAT SALE

We place on Sale to-day a brand new Shipment of

500 LADIES' FALL and WINTER COATS

Consisting of all best styles—complete ranges of colors and materials. SIZES FOR MISSES, for Women & Stout Sizes.

These Coats Would be Exceptional
Values at \$15.00 to \$20.00

On Sale at

\$8.94

Values Truly Phenomenal--Values that actually mean two or three Coats for the regular price of one.

FOLLOW THE CROWDS AND BE IN at the START

London, New York and Paris Assoc. of Fashion

oct 28, 22

A \$50 SUGGESTION!

We recommend for immediate purchase on margin of \$50.00, any one of the following five items:

10 Shares Middle States Oil	\$180.00
10 Shares General Motors	\$145.00
30 Shares Radio Corporation	\$135.00
400 Shares West Dome Lake	\$152.00
10 Shares Hollinger Gold	\$192.50

These quotations are approximate and subject to market fluctuations. The first and last stocks are dividend payers; the second stock should shortly enter the dividend class, while the third and fourth stocks are speculative with splendid possibilities.

All five seem good purchases just now.
J. J. LACEY & COMPANY, LIMITED,
CITY CHAMBERS.

oct 22

Morey's Coal is Good Coal!

In Stock, Best Grades of
North Sydney Screened, Scotch House-
hold and Anthracite
COAL.

M. MOREY & Co., Ltd.

oct 22

Forty-Three Years in the Public
Service--The Evening Telegram

Fashion

Y008 Plat

The Home-Dressmaker's
Catalogue Scrap Book of
New Cuts. These will be
useful to refer to from time
to time.

A PRETTY FROCK FOR
FIGURES



4157

This is a good
satisfactory or French style,
or embroidery for trimmings,
dress is in slip on style, with
closing at the shoulders and
The pattern is cut in 2 sizes
and 20 years. An 18 year
quies 4 1/2 yards of 40 inch
The width of the skirt at the
2 1/2 yards.

Pattern mailed to any
receipt of 10c. in silver or

A NEW COAT SKIRT



4145-3347

A smart and
suit-style is here portra-
coat has semi-fitted lines, a
skirt is finished with plain
front and back. Broad cloth
or tweed would be in good
a suit of this kind, with sim-
pling or binding of braid, for
tion.

The coat pattern 3547, in
sizes: 34, 36, 38, 40, 42 and
bust measure. The skirt pat-
in 6 sizes: 25, 27, 29, 31, 33
inches waist measure. To
suit for a medium size will
5 1/2 yards of 54 inch material
width of the skirt at the
yards, with plaits extended.

TWO separate patterns for
any address on receipt of 10c.
EACH pattern in silver or

No. ...

Size ...

Name ...

Address in full:—

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