

JELL-O for the
CHILDREN'S
PARTIES

Use JELL-O

It looks so good! It tastes even better than it looks! It is so easy to prepare—you can make the most elaborate dishes with no bother by using exactly the proportions given in the tested JELL-O recipes—and it is so very economical.

Use JELL-O, the leading jelly powder, and save your "empties" to exchange for dainty Aluminum Jelly Moulds.

F. M. O'LEARY

Muir Bldg., St. John's

NEW POLICIES

The new Crown Life Policies embody all the latest and most modern features known to life insurance. They afford the policyholder the most complete protection obtainable. Enquire about these new features.

CYRIL J. CAHILL

MANAGER FOR NEWFOUNDLAND.
Law Chambers, Duckworth St., St. John's.CROWN LIFE
INSURANCE COMPANY

COAL!

WELSH ANTHRACITE

Steamer Cargo just landed. **\$19.50**
Same quality as last year.

AMERICAN ANTHRACITE

Steamer Cargo just landed.

SCREENED NORTH SYDNEY—In Stock.

A. H. Murray & Co., Ltd.,
Coal Office 'Phone, 1867. Beck's Cove.

Central Bakery

When you want Bread or Cake made by us ask for Central Bakery or Walsh's.

We make the following: White Bread, Whole Wheat Bread, Currant Bread, Pound Cake, Patties, Gingerslab. None of these are tagged. If you wish any of them do not forget to ask for Central Bakery or Walsh's, and see that you get no other.

OUTPORT TRADE:

We are steadily increasing our Outport Trade, and beg to notify Outport merchants and shopkeepers that their orders will receive speedy attention.

Central Bakery

CENTRAL STREET.

GENTLEMEN:—

THIS IS OUR BARGAIN WEEK TO YOU FOR

Shirts and Caps

and we are showing most exclusive lines with attractive prices. For a short time we are giving a 15 per cent. reduction on above lines, and consequently you can buy a good Shirt or Cap from us from \$1.25 up. See our Striped and Plain Blue English Broad Cloth Shirts, at \$3.50.

E. D. SPURRELL
365 Water Street
St. John's.WM. SPURRELL
210 Duckworth St.
Branch: Grand Falls.

ADVERTISE IN THE EVENING TELEGRAM.

In the Realms of Sport

CORRESPONDENCE.

Editor Sportograph.

Dear Sir.—In reference to the Halifax Marathon Sweep, the committee in charge announced that Wright, who was second last year, would be substituted for Linegar, we have also learned since from Jack Bell that Wright is not competing.

Upon receipt of this information the Committee wired The Halifax Herald as the adjoining message will show, asking them to give the name of the next man to Wright last year and if competing again, they named McLellan as the man, they also gave us four other names among whom was Corkum who finished fourth.

The Committee have now decided that instead of having Wright substitute for Linegar, they have selected McLellan, consequently any tickets marked Linegar will be represented by McLellan.

The Committee are endeavoring to protect those who have purchased tickets, and we hope they will endorse the position we have taken.

Yours faithfully,

JOHN M. TOBIN.

A. H. THOMAS.

Copy of Message.

J. E. Ahearn Esq.,

Sporting Editor, Halifax Herald, Halifax, N.S.

In a sweep here we had chosen O'Toole, MacAulay, and Wright, for purposes of competition. Understand Wright departed, would like name of runner who was third last year and competing again. Otherwise name from this year's list next man to Wright, irrespective of position. Wire soon as possible.

JOHN M. TOBIN.

(Reply)

John M. Tobin Esq.,

St. John's, Nfld.

McLellan third last year. Wright not running. Expect Harold Lapierre to get in with first three this year; he did not run last year. Corkum, Carey and Spragg strong runners.

AHEARN.

HALIFAX MARATHON TAKES
PLACE SATURDAY.Ron O'Toole A Strong Contender For
The Championship.

The Halifax Herald and The Evening Mail Annual 10-Mile Road Race, for the championship of the Maritime Provinces, takes place on Saturday afternoon, commencing at 2 p.m. The race, which is Canada's classic event of the east, will start from the Y.M.C.A. on Barrington Street, at the hour mentioned, rain or shine, and in the getaway will find the best feet footed runners in the Province, including MacAulay, four times champion, and Newfoundland's best, Ron O'Toole, all seeking for the much coveted honor. Due to the fact that MacAulay has won the event for the past three years, he is again lauded as the supreme favorite, but Halifax papers state that he will have lots of competition this year in McLellan, Lapierre, Corkum, Spragg, Carey and Ron O'Toole, of Newfoundland. With this in view the race promises to be a real thriller. MacAulay, though getting older, is still a good runner, but still the chances of the younger fellows look very bright. O'Toole, on the other hand, is presumed to be MacAulay's most dangerous rival, and

Wedding Bells

WILLIAMS—CHRISTIAN.

Last night at the residence of the bride's parents, 88 Pleasant Street, Miss Jean Alexandra Christian, youngest daughter of Mr. and Mrs. A. H. Christian of this city, was united in the Holy Bonds of Matrimony to Mr. Charles McDonald Williams, son of Mr. and Mrs. John A. Williams, Hayward Avenue, the ceremony being performed by the Rev. T. E. Fairbairn, pastor of George Street Church, in the presence of a very large number of friends of both the contracting parties. At 7.30 the bride entered the drawing-room, which had been tastefully decorated with holly and autumn leaves, leaning on her father's arm, and attended by her cousin Miss Madge Mews as bridesmaid and little Misses Betty Christian and Peggy Parsons as flower girls. The bridegroom was supported by his cousin Mr. Ralph Johnston who performed the duties of best man with professional dignity. The wedding march was played by the brother of the bride, Prof. H. G. Christian, L.R.A.M. The bride was beautifully attired in a baronet white satin dress, wearing a bridal veil entwined with Orange Blossoms and carried a sheet of Chrysanthemums and Carnations. The bridesmaid wore white silk crepe de chene and carried a bouquet of white Carnations. The two little flower girls were dressed in blue and pink and each carried a basket of Blue Violets. The bride is one of the most popular young ladies of the West End. The groom, is also very well known in the city, both having a very large circle of friends. This was evidenced by the number and variety of valuable and costly presents of silverware, cheques, pieces of gold and articles of household utility received. Following the ceremony supper was served and solo and community singing was indulged in and

should he keep his head in the early stages and not allow any jockeying, we feel sure that he will be with the leaders over the entire route, and make a supreme effort towards the finish for the laurels. Latest word received from Halifax states that O'Toole is running to form; and barring accidents his chances look very bright. Alfred Rogers is not running this year.

Additional Entries.

34—Silas McLellan, Nfld.
35—Norman Turnbull, Springdale.
36—Harry Gough, Trenton.
37—George Spragg, St. John.
38—Ed. Tanswell, Halifax.
39—J. Thomas, Halifax.
40—Thos. Smith, New Glasgow.
41—Ken Purcell, Fairview.
42—Gerald Fleming, Wanderers.
43—G. A. Geenough, Halifax.
44—Arthur Jones, Westmount, A.A.
45—Wm. Carson, Fairview.
46—Harry Tansman, Greensboro.
47—Harry Beech, Greensboro.

Latest.

Passengers arriving by the Rosalind this morning, speaking to Mr. John Bell, in Halifax, state that O'Toole is in excellent shape and will be ready for action on Saturday. On Monday O'Toole covered the hardest part of the course, including the deadly Arm Hill, a distance of 5 miles, and was clocked under 27 minutes. This is very encouraging news indeed, and gives Newfoundland's best a great hope for the championship. Late Halifax papers now state that O'Toole is a very likely winner.

FOOTBALL.

Postponed Game To-day.
Owing to the disagreeable weather yesterday, the football game between the Collegians and St. Bon's was called off. The game takes place this afternoon.

COMMERCIAL BOWLING LEAGUE.

LAST NIGHT'S RESULTS.

Harvey & Co. vs. Geo. Neal Ltd.

Harvey's	1	2	3	Ttl.
C. Wiseman	106	167	120	393
M. Squires	141	153	200	494
A. Heale	128	140	120	388
R. Henderson	109	137	140	386

484 597 590 1671

Neal's

Neal's	1	2	3	Ttl.
T. Pico	122	94	89	296
R. Nolan	114	86	113	313
M. Savage	67	125	73	265
W. R. Neal	95	85	95	275

393 290 264 1152

Post Office vs. G. Knowling.

Post Office	1	2	3	Ttl.
O. Skelton	104	174	129	407
J. Squires	78	61	87	226
W. Newbury	125	178	171	474
H. Raines	99	80	107	286

406 493 494 1393

G. Knowling

G. Knowling	1	2	3	Ttl.
H. Johns	72	120	107	299
J. LeGrow	77	78	84	239
J. White	99	143	114	256
J. Martin	87	127	85	299

335 468 390 1093

To-Night's Games.

7.20—Boot & Shoe vs. Imp. Tobacco.

8.00—Winter's vs. Royal Stores.

greatly enjoyed by the large number present. At 11.30 the happy couple after an old-fashioned send-off with the time honored rice shower, confetti, old boots and best wishes for their future welfare and happiness, motored to Donovin's. To-day they connect with the express for Holyrood where the honeymoon will be spent. Upon their return they will reside at William Street. The Telegram expresses congratulations to Mr. and Mrs. Williams.

"The Fair Cheat"

A FINE BILL AT THE MAJESTIC TO-NIGHT.

A tale extraordinary will be unfolded on the screen of the Majestic Theatre with the presentation of Burton King's latest cinema production, "The Fair Cheat," to-night.

The theme of the story is such that it is almost the last foot of the picture that the final cheat is explained and the cheater finds herself cheated in the most shameful manner.

It is a boy and girl story with the youth striving to make his way in the world and also have his way with the girl whom he wants to marry. Her dad, a millionaire, agrees to the marriage providing a certain test of the boy's feelings is made. The test involves shipwrecks, crooked private secretaries, a Broadway chorus and life in a two-by-four upstairs apartment.

The principally featured character is Dorothy Mackall, who is at the height of her screen career. In her support is Edward Brees and Wilfred Lyell. The latter is a brother of Bert Lyell. The remainder of the cast consists of Marie White as Gloria Clarke, William Robyns as Rutledge Stone, Harold Pasky as Critchenden Scott, Buckley, Bradley Barker as Floman Zeigler, Jack Newton as Sam Miller and Tom Blake as "Bunk" Willis.

Coming two big productions "The Ne'er Do Well," and later the greatest film ever screened "Human Wreckage," which set the whole world talking. Be on the lookout for further particulars.

An Appreciation
of a Man Who
Played the Game

Editor Evening Telegram.

Dear Sir.—It was with regret that I read in your issue of the twenty-first inst. of the demise of Mr. J. D. G. Houghton, at the early age of sixty-six. My recollections of the late Mr. Houghton are very pleasant, having met him on many occasions on the cricket field when I was captain of the old Methodist Institute club and he of an opposing team. When I say he was a cricketer in every sense of the word it is really superfluous to add that he was a gentleman who always "played the game." My interest in him is peculiar as I have now in my possession a valued souvenir of our friendly strife. When Mr. Houghton arrived in this country he brought with him a cricket bat which, upon leaving, he presented to the late Harrison Ridley Hayward, a boyhood and lifelong friend of my own. On one occasion at Pleasantville Mr. Hayward was playing with my team and was using this bat with such good success that he "sprung" the handle. After the match he threw the bat away and was leaving it on the field as of no further use when I remonstrated with him for throwing away such a serviceable blade when George Lawrence could put in a new handle which would make it just as good a bat as it ever was. "Alright, Steve," he said, "if you can get it repaired you may keep it as a present from me." I did so, and used the bat for many years after, although others now consider me too old for regular cricket matches yet I had the extreme pleasure of "hitting up a few" with this bat in practice games as late as the summer of nineteen twenty three. I feel certain that in tendering to the members of the bereaved family my very sincere sympathy I have the permission of each old-time cricketer of this city to couple their names with mine in this expression.

As for him, the last ball has been "delivered" the last ball "knocked off" the last over "called" may he hear the Great Umpire say "Well run!" "Well played!"
Yours truly,
S. J. TUCKER.
St. John's, Oct. 22nd, 1924.

Messrs. Wm. P. Hartley,
Ltd., Making Good
Progress.

COMPLIMENTARY BOOKS IN TOWN

"This is HARTLEY'S" seems to be the slogan nowadays, for all over the City local dealers are handling with excellent results these world-famous JAMS, JELLIES and MARMALADE of HARTLEY-MAKE. Fresh stocks are always in transit from London and on the arrival of the next Purves boat big shipments will be landed here. When this shipment reaches our market Hartley's may be obtained from all our reliable houses. Firms such as Messrs. Geo. Neal, Ltd., Harvey & Co., Ltd., F. McNamara, A. B. Hickman Co., Ltd., J. D. Ryan will be pleased to fill your valued orders for these splendid preserves. Family Grocers who are leading in St. John's carry Hartley's in stock at all times. Both on Water Street and throughout the city in general Hartley's Jams, Jellies and Marmalade may be purchased.

BEWARE OF SUBSTITUTES! INSIST ON HARTLEY'S GENUINE PRESERVES! Your Grocer either has them in stock or in transit.

Special mention is made of Hartley's Table Jellies, as the demand is something remarkable. Of course the quality is beyond all imagination—THAT IS WHY.

Some thousands of Complimentary Books from the World's largest Preserver Works have just arrived and within a few days they will have been distributed. Should the Hartley messenger make any error in delivery kindly 'phone 1883.

Mr. Leo A. Duffy is surely getting after the business and the Hartley people are certainly giving us a line to feel proud of.

You owe it to yourself to have the best. It costs no more, so remember to order that supply of HARTLEY'S JAMS, JELLIES and MARMALADE in the morning.

Hartley's Record says, "On the busiest day in the 200 full railway wagons passed over our sidings in or out, and the busiest week's traffic was a thousand full wagons. This was in addition to our motor traffic, and also in addition to receiving 100 tons of sugar daily from our Refineries by road."—Oct. 23, 1924.

Illustrated Lecture on "New York" to-morrow, Thursday, in the Canon Wood Hall, at 8 p.m., by Llewellyn Colley, Esq. Come hear a good lecture, hear a good song, and take part in the Community Singing. Proceeds in aid of Feldman Campus Fund. Tickets 40c., at the Hall and from Field boys.—Oct. 23.

Thursday, Friday and Saturday at THE NICKEL



Betty Balfour

"Britain's Queen of Happiness" in

Love, Life and Laughter

THE STORY OF TIPTOES

A Fascinating Romance from Ol' Lun'on

With a Cast of England's Foremost Screen Actors and Actresses

An All-British Production that will Live Long in Memory.

Extra added attraction:—"FIGHTING BLOOD."

MONDAY:—Paramount's Big Super-Special—"HOLLYWOOD"

Lifting the curtain on Hollywood—the magic land of pictures.

Revealing all the stars in the movie firmament in the most astonishing cast ever assembled.

Telling the swift-moving story of a girl's search for screen fame. Thrilling, humorous, unusual—and lavishly entertaining.

COMING:—"NAME THE MAN" from Sir Hall Caine's "Master of Men," one of this year's greatest pictures.

BARBADOS, B.W.I.

WILBERT TAYLOR

Wholesale Commission Merchant.

CONSIGNMENTS SOLICITED.

CODFISH, HERRINGS and SALMON

EXPORT

SUGAR, SYRUP and MOLASSES.

I am prepared to render account sales with the signed Sales Notes of the purchasers, as I sell the goods consistent with market conditions, so that by this method, every shipper receives full benefit until the consignment is closed.

REFERENCE: THE COLONIAL BANK.

CABLE ADDRESS: TAYSONS.

oct13,3m

Bon Marche
Cash Store

Until the end of the year we intend to GIVE AWAY to our patrons an EXTRAORDINARY SPECIAL every Friday, Saturday and Monday.

This week-end's extra Special is a manufacturer's close-out in Boys' Black all Wool Heavy Ribbed Hose.

Sizes 7, 7½, 8, 8½ only—54c. Pair.

We also feature this week an Extra Sale of

BLANKETS:

45" x 72" Special Purchase \$2.25 pr.

54" x 72" Soft and Fleecy \$2.75 pr.

Other larger sizes \$2.95, \$3.70, \$4.70, \$5.85

Special value in all Wool Yorkshire Blankets.

Extra large size—\$10.50

Another Special in Striped Flannelette, beautifully soft and fleecy—22c. yard.

Bon Marche
WATER STREET ST. JOHNS
oct23,31,th,fs

FOR SALE CHEAP
100 Barrels Dried Caplin.
Also, Juniper Plank.

H. & M. BISHOP,

Bishop's Cove.

oct14,oct11

Phone, 617