



This week we are showing the very newest in Sweater Wear.

LADIES' BRUSHED WOOL

**SWEATERS**

as illustrated.  
Turned back Reverses  
2 buttons at hips.

Here you have comfort combined with style.  
Just the right shades, too.

**4.98**

**FALL  
MILLINERY**

Every day we are showing something entirely different in Fall Millinery. And now we have just opened a snappy line of English and American Hats; also come and inspect our lines already on display at Sale Prices: 98c. \$1.98, \$2.49 and \$3.50.

**MILLEY'S**

**New Crop**

**1924**

**Evap. Apples**

25 lb. boxes

At a Low Price

**HARVEY & CO., LTD.**

**RACINE**



**20% off**  
**RACINE TIRES and TUBES**

For balance of FAIR WEEK.

Order yours to-day.

**JOB'S STORES, Ltd.**

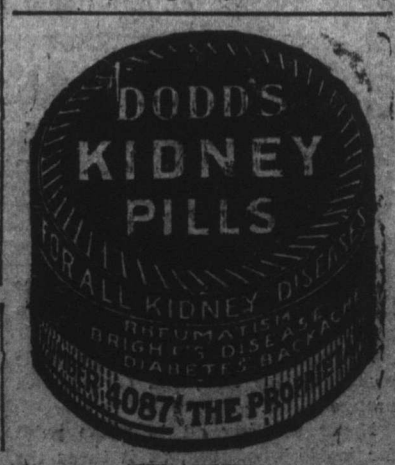
**Banish the Bell**

Rows of houses, all alike, are rather monotonous. But why not cheer them up with brand new door-knockers?

Many old towns of England are justly proud of their artistic knockers. In Watchbell Street, Ry, for instance, neighbours vie with one another in the beauty and artistry of their knockers. No two are alike.

York boasts some wonderful old knockers, as do Chichester, Arundel, Gloucester, and Norwich. The Continent teems with them, many fine examples being on view at the Glass Museum, Paris, while some splendid specimens of seventeenth-century knockers can be seen in the Dining-room Museum.

Let us bring these knockers back. They speak of the time when a hale and hearty bang on your door really



meant something far more than the gentle ring that the electric bell gives us. There is little romance about an electric bell; but the door-knocker recalls old-time hospitality, old-world charm, and the splendid adventurousness of the old-world journey.

**Fads and Fashions.**

Muffs are here again. Black and brown are best for ensembles. Pale rose is a general favorite for evening. An interesting novelty is fabric marked like fur. The new high collars are apt to button in the back.

**Harbor Grace Notes**

The members of the Aero Tennis Club held a public card party and dance at the British Hall on Thursday, when all attending spent a very pleasant evening. Auction forty-fives was played. The ladies' prize, a vanity case, was won by Miss May Chafe, and the gentleman's prize, a shaving set, was won by Mr. K. Thomey. Dancing was indulged in at the close of the game, and kept up till midnight, when the gathering dispersed.

The pupils of Victoria Street School held a Hallowe'en party in their school on Friday afternoon, which was well patronized.

To-day, the 4th inst., is the eighteenth anniversary of the elevation of His Lordship Bishop March to the Episcopate, he having been consecrated on November 4th, 1906, by His Grace, the late Archbishop Howley. Our citizens of all classes and creeds will unite in extending congratulations to His Lordship, and in wishing that he may long be spared to exercise his sacred office in this Diocese.

Mr. L. A. Whitman, who was on a visit to the city, arrived by Saturday night's train.

Mrs. Holt and Miss Allen left here recently for Montreal, where they will spend the winter. We wish them a pleasant stay in the big city.

Mr. Allan Parsons went to Corner Brook recently, where he has secured a position with the Nfld. Power and Paper Co., Ltd.

Mr. M. F. Hayse went to St. John's to-day on a short visit.

Miss Gladys M. Russell, of Bay Roberts, spent the week-end here with friends, and returned by Tuesday morning's train.

The death of Mrs. Rachel Benson, widow of the late Mr. Isaac Benson, occurred at St. John's on Tuesday, where she had gone for treatment. She had been in failing health for a long time, but the end to her sufferings has come, at the age of 76 years. She is survived by a son, William, in Vancouver, B.C., and a daughter, Mrs. Hutchings, of St. John's. Another daughter, Winnie, predeceased her a few years ago, and her son, Arthur, went down on the ill-fated Southern Cross. The body was brought here by Thursday afternoon's train, and service was held in St. Paul's Church; interment being made in the C. of E. Cemetery, Rev. W. R. J. Higginott officiating. We tender our sympathy to the bereaved.

Miss Gertrude Parsons, daughter of Mr. and Mrs. Edward Parsons, leaves by Thursday morning's train for St. John's to connect with the S.S. "Roselind" en route to Toronto, where she will remain for some time. Her sister, Miss Susie, is residing there, and holds a good position with some business house, in that city. While we regret to see so many of our young people going away, Gertrude's many friends here will wish her much happiness and good fortune in her new home.

Miss Stella LeDrew and Mr. Jack LeDrew went to the city by Tuesday morning's train, on a short visit to friends there.

The annual Missionary meeting of St. Paul's Church, is being held in St. Paul's Hall on Friday evening next, 7th inst. The speakers for the evening will be Rev. W. E. R. Cracknell, Incumbent of Christ Church; and Rev. W. E. Godfrey, of St. Thomas's Church. St. John's, who was for ten years a lay Missionary in India—COR.

**McMurdo's Store News.**

**MERITOR BRUSHWARE.**

MERITOR BRUSHES for particular people, the Meritor Brushes are made for men and women, women and men, who want the full Concert Pitch of personal cleanliness and personal charm.

Meritor Hair Brushes, Ladies' and Gents from \$2.50 to \$3.75.  
Meritor Tooth Brushes, nine styles from 30c. to 60c.  
Meritor Nail Brushes from 90c. up.  
Meritor Bath Brushes, Fiber and Bristle \$1.75 and \$3.00.  
Meritor Shaving Brushes, Badger and Hog Hair \$1.25 to \$2.50.

When thinking of your Xmas Gifts see this line of Meritor Brushware, it is by far the finest line of Brushes ever seen in the City, a printed guarantee with every Brush.

**Women Discuss Wayward Husbands**

EDMONTON, Alta., Oct. 2.—(Can. Press)—Wife deserters may be dealt with severely, should a suggestion that provincial authorities make an example of such offenders be carried into effect. While no action was taken, the need of rigorous measures was discussed during a meeting of the public welfare board. An average of eight cases of desertion a month is stirring the welfare board to action and it is probable that representations will be made to the provincial authorities. It is felt that it would be an economy to use stronger efforts to bring home some of these wayward husbands, and give them severe penalties.

**MINARD'S LINIMENT FOR SPRAINS AND BRUISES.**

**Outport Shopkeepers! Read This!**

Sunlight Soap, the best Soap in the World, is made by Lever Brothers, Limited, soap makers to

**HIS MAJESTY KING GEORGE V.**

**DON'T GO HOME WITHOUT  
SUNLIGHT SOAP**

Intelligent People everywhere prefer Sunlight Soap. Selling Sunlight is the easiest thing any Shopkeeper has to do.

**THE BEST SHOPS SELL SUNLIGHT SOAP**  
Ask to see SMALL SUNLIGHT, it sells for 5 CENTS

nov5,wed,thurs,sat.



**It's Different!**

Try a tin of Fry's Pure Breakfast Cocoa—to-day. You will enjoy that delicious chocolate flavour so much that you will not want to go back to any other cocoa. It's different.

Everybody likes Fry's, from the children to the old folk. And it is really good for all—rich in nourishment, invigorating, strengthening, sustaining. True, it ought to be good—it has been continually improved for nearly 200 years.

**Fry's** PURE BREAKFAST **Cocoa**

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mouth is stirring the welfare board to action and it is probable that representations will be made to the provincial authorities. It is felt that it would be an economy to use stronger efforts to bring home some of these wayward husbands, and give them severe penalties.

**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.

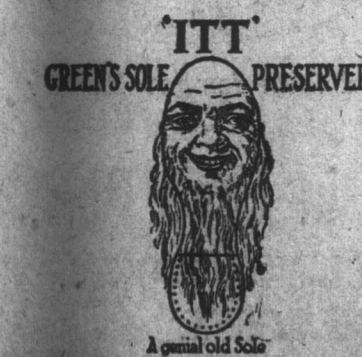
**CYRIL J. CAHILL**  
MANAGER FOR NEWFOUNDLAND.  
Law Chambers, Duckworth St., St. John's.  
**CROWN LIFE**  
INSURANCE COMPANY

oct23,th,s,tu,fr

**"ITT"**

**Green's Sole Preserver**  
Makes the Soles Outlast the Uppers.

Save Your Soles,  
Save Your Families Soles,  
And so Save Your Money.



No more hobnails, boot protectors, rubber pads or other unsightly fixtures on your Boots and Shoes.

Green's Sole Preserver is a transparent liquid, a few drops of which applied to the soles of Boots will make them outlast the uppers.

**Try a Tin ..... 35c. a Tin.**

Sufficient for several pairs of Boots.  
DO NOT APPLY ON DAMP LEATHER.

**G. Knowling, Ltd.,**  
SHOE STORES. SOLE AGENTS.

Forty-Five Years in the Service of the Public—The Evening Telegram.