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THE EASTERN TRUST COMPANY

Pitts Building, St. John's, Nfld. P. B. Rendell, Manager.
HEAD OFFICE—HALIFAX, N.S.
Montreal, P.Q. Saint John, N.B. Charlottetown, P.E.I.

The Care of Shoes

By F. H. BECKFORD.

It is said that one can tell a man's character by his footwear.

See a man, otherwise immaculately attired, with shabby shoes, and you suspect a kink in his character somewhere. See a man with trodden down boots and you will surmise that he is down on his luck, severely in his habits, or unable to manage his affairs.

If such a man is asked for an explanation, he will probably say that his one and only respectable pair of walking shoes is being mended and in the meantime he is carrying on with an old pair. But this is false economy, for in a month or two, the only respectable pair of walking shoes will be as shabby as the old pair.

The wisest course is to go to a good shop, where it is possible to get a comfortable, well fitting shoe as well as a fashionable one, and then buy three or four pairs.

Wear them in rotation and treat them carefully when not in use. Keep

them on trees until required, in order to keep the shape. Do this even when cleaning them.

As regards cleaning be particular as to the kind of polish or cream that you use. Preparations containing spirit rot leather.

Be careful when shoes are being cleaned to brush off all dirt and spots first, otherwise they will show through the polish.

Brown shoes stain more easily than black. It is quite a good plan to give brown leather shoes a bath or ordinary soap and water occasionally, with perhaps a mild mixture of turpentine in the water. Rub the shoes well with an old nail or tooth brush and let them dry. Then administer the polish. The shoes will come up like new.

Another good but old-fashioned plan is to rub the inside of a banana skin into the brown leather. This both softens and preserves the leather as well as cleans it.

Patent shoes have to be treated still more carefully, otherwise they are apt to crack and look extremely shabby. It is a good thing to rub vase-

line into them occasionally. This both softens and feeds the leather. Also, patents are made more pliable by putting them in front of the fire (not too near, of course) before wearing them.

Wm. Farnum "The Conqueror"

Big Matinee With Fox Comedies To-Morrow Afternoon.

William Farnum, idol of stage and screen, will be seen at the Majestic Theatre to-night in a revival of "The Conqueror," a William Fox production in which the beloved Bill plays the role of General Sam Houston, the backwoods boy who grew to be one of Uncle Sam's most brilliant soldiers and who was once Governor of Tennessee and twice Governor of the great State of Texas.

This picture is said to contain an enormously generous proportion of the qualities which made Bill Farnum as popular an idol as the screen ever saw. It tells in vivid, and often amusing fashion some of the vents of Houston's early life; of his curious courtship with Eliza Allen, the belle of Tennessee, who, finding that an ignorant, Tennessee mountain lad was in love with her, refused to see him until he gained an education. When he returned to her later, she told him to become a sheriff. He became sheriff. Then she set the seal as Governor. He became Governor. And then, in a strange fit of rage because of the girl's repeated refusals, Houston had no more than made beautiful Eliza Allen his wife than he cast her aside and went to Texas. She followed and went into a convent.

But at this point the romance is only beginning in earnest. Sidney Stokes, a former rival of Houston's for the hand of Eliza, learns of the true situation and starts trouble once more by inciting the Mexicans against the Texans. With Houston leading Texans, loyal Indians and Texas Rangers and his "greasers," a big battle ensues which is one of the finest ever filmed. A hand-to-hand fight between Farnum and his rival can be depended on to give Farnum fans the old time thrill. Jewel Carmen plays the part of Eliza Allen in this picture.

To-morrow (Saturday) afternoon, a big matinee, with a series of Fox comedies is prepared. Send along the kiddies to the feast of fun.

Try it anyhow. Buy one tin L. Just a little rub and it's ready for your pipe.

Historic Find Near Babylon

The discovery at Ur of the Chaldees, 140 miles southeast of Babylon of a remarkable work of art is recorded in a statement from Baghdad, issued by the Director of the British Museum.

The statement says: We have found fragments, themselves large enough to be reckoned as monuments, of one of the greatest and most splendid works of art in stone that Mesopotamia has yet produced. Last year we laid bare the Ziggurat of Ur, the huge two-storey stage-tower of the Moon God set up by King Ur-Nugur about 2,800 years before Christ; now we have, beautifully carved in relief, upon a limestone slab which when complete was five feet across and nearly fifteen feet high, the portraits of its builder and his own record of its conception and achievement.

In one scene the king receives from his god the order to build the tower; the god holds out to him the measuring rod, and the flaxen line with which Ezekiel, an exile by the waters of Babylon, saw planned out the city and temple of his dreams.

In another scene Ur-Nugur shows his obedience by appearing before the god carrying all the tools of the mason, ready himself to lay the first brick on the Ziggurat; in another, of which unfortunately but a few small fragments remain, we see the actual construction in progress.

The king was a great digger of canals, some for irrigation only, others for trade, that ships might pass from Ur to the Persian Gulf and take toll of the Arabian coasts; the list of such canals is written on the stone, and the blessing that they brought to the people is symbolically shown by scenes wherein the king stands in prayer before the god, and above his head angels fly downwards holding out vases from which streams of water descend upon the earth.

The discovery was made in the courtyard of B-dubalmakh, one of the most important of the ancient shrines.

One evening gown of a pinky meuve has a jumper wrought with silver bugles, and a straight train.

The two-piece frock appears in strange combinations. For one, a tweed forms the overblouse and velvet the skirt.

Some of the best fall shades are penell blue, wine, browns, especially tanger and manakin, and greens.

Another Friday and Saturday of Sterling Attractions

Something for everybody. Every thing for a little. Every department marshals an incomparable opportunity. Facts that speak with greater force than words or long-winded statements. Facts that effect the interest of every man, woman and child in this country. Read—

Steers Limited Steers Limited Steers Limited Steers Limited

We Give the Wage Earner the Biggest Values Always at STEERS



MEN'S ALL WOOL SWEATER COATS—In Camel and Brown, made with long roll collar to fit snugly about the neck; sizes 38, 40 and 42. Reg. \$3.75 each. Friday and Saturday... **\$3.45**

MEN'S PLAIN COTTON SHIRTS—Tunic style with collar attached and soft single cuff; a very popular line; all sizes. Regular \$2.00 each. Friday and Saturday... **\$1.65**

MEN'S HANDKERCHIEFS—Of mercerized cotton with assorted colored borders; large size. Reg. 25c each. Friday and Saturday... **19c**

MEN'S PIPES—A big variety of the best standard shapes, made from real briar root. Special for Friday and Saturday, each **19c**.

MEN'S TWEED PANTS—Well made three pocket pants with cuff bottom and hip straps, in assorted Greys. Sizes 4, 5, 6 and 7. Regular \$3.30 pair. Friday and Saturday... **\$2.80**

MEN'S COTTON TWEED PANTS—Of closely woven striped Grey material in a light weight. The ideal pants for workmen where a heavier pants is not required. Strong and serviceable. Regular \$2.30 pair. Friday and Saturday... **\$2.10**

MEN'S FINE QUALITY WOOL TWEED PANTS—In likeable Dark mixtures. Made with cuff bottoms and belt straps. A most desirable quality for fine wear. Sizes 3, 4, 5, 6, 7. Regular \$5.50 pair. Friday and Saturday... **\$4.70**

MEN'S SLEEVELESS SWEATERS—Made from all Wool yarn of an extra good quality; that will prove most satisfactory in wear. Color: Camel trimmed Brown. Sizes 36 to 42 inches. Regular \$2.50 each. Friday and Saturday... **\$2.18**

MEN'S FINE QUALITY ALL WOOL SWEATER COATS—A quality that will give real good service and wear exceptionally well; color: Camel, trimmed tan at collar and pockets; sizes 38 to 42. Reg. \$5.50 each. Friday and Saturday... **\$4.80**

BOYS' TWEED PANTS—Knicker style, in Brown, Blue and Grey; sizes to fit boys of 8 to 14 years. Reg. \$1.45 pair. Friday and Saturday... **\$1.32**

BOYS' WOOL TWEED 2-PIECE SUITS—A very pleasing style for fall wear; Coat with belt and patch pockets and Pants in open knee style; made from good quality all wool tweed in Grey and Brown mixtures; sizes to fit boys from 8 to 14 years. Reg. \$8.35 suit. Friday and Saturday... **\$7.85**

UNEQUALLED BARGAINS in SMALLWARES

CROWN EXERCISE BOOKS—

Reg. 7c. ea. for 6c. TOOTH BRUSHES—

Reg. 17c. ea. for 15c. SEWING NEEDLES—

Reg. 4c. pkg. 2 for 3c. MENDING WOOL—

Reg. 3c. card for 2c. NOTE PADS—

Reg. 20c. ea. for 16c. MEMO BOOKS—

Reg. 18c. ea. for 15c. TALCUM POWDER—

Reg. 17c. tin for 14c. SHEETS OF PINS—

Reg. 3c. for 2c. NOTE BOOKS—

Reg. 3c. ea. for 2c. DRESSING COMBS—

Reg. 20c. ea. for 15c. SHAVING BRUSHES—

Reg. 20c. ea. for 16c. PALM OLIVE

SHAVING CREAM—

Reg. 55c. cake for 49c. COLGATE TOOTH PASTE—

Reg. 15c. tube for 13c.

Hosiery

WOMEN'S HOSIERY—

Brown, Grey and Black in plain make.

Wide garter tops; all sizes. Reg. 45c. pair. Friday and Saturday... **35c.**

COLORS CASHMERE HOSE—Green and Grey shades. Seamless feet. Reg. 50c. pair. Friday and Saturday... **73c.**

BOYS' RIBBED HOSE—Black only. Good wearing quality. Size 6—Reg. 26c. pr for 20c. 7—Reg. 30c. pr for 25c. 8—Reg. 35c. pr for 30c. 9—Reg. 40c. pr for 34c. 10—Reg. 55c. pr for 45c.

More Solid Bargains in MEN'S WEAR Than You'll Find Anywhere Else in St. John's

MEN'S WOOL TWEED SUITS—Heavy quality, in rich Brown Striped Tweed. Just the Suit for Fall and Winter wear, because of its heavy weight and wear-resisting quality; all sizes. Regular \$18.50 Suit. Friday and Saturday... **\$16.25**

MEN'S NEGLECTEE SHIRTS—Tunic style, made from fine striped shirt materials in assorted patterns; stiff neck bands, soft double cuffs. Sizes 14 to 16½. Regular \$2.40 each. Friday and Saturday... **\$1.98**

MEN'S NAVY SERGE SUITS—Perfect fitting Suits, tailored in the very newest styles from fine quality all-Wool Serge. We cannot lay too much emphasis on the quality and value of these suits, and at Friday and Saturday's price they should interest many. Sizes 4, 5, 6 and 7. Regular \$32.50 Suit. Friday and Saturday... **\$27.90**

MEN'S TWEED SUITS—A choice pattern of Dark Grey, made in the very latest style; cut button pants and perfect fitting coat; all sizes. Regular \$15.85 Suit. Friday and Saturday... **\$14.40**

MEN'S MERCERIZED COTTON HANDKERCHIEFS—Plain white with wide hemstitched hem; large size. Reg. 23c. ea. Friday and Saturday... **18c.**

MEN'S POLICE BRACES—Of good strong elastic webbing, finished with durable leather loops. Reg. 50c. pair. Friday and Saturday... **42c.**

DUPLEX BRACES—Fitted with nickelled metal fittings; a most popular Brace for fine wear. Reg. 55c. pair. Friday and Saturday... **55c.**

BOYS' BRACES—English make from good strong webbing with loops of fine leather. Reg. 25c. pair. Friday and Saturday... **19c.**

MEN'S BELTS—Of black leather with strong metal buckles; sizes 32 to 42 inches. Regular 45c. each. Friday and Saturday... **35c.**



MEN'S ALL WOOL HALF HOSE—In assorted Heathers; ribbed make with seamless toes and heels; the right quality for present season's wear. Regular 65c. pair. Friday and Saturday... **55c.**

MEN'S PURE WOOL HALF HOSE—"Alpha" brand, with card of wool attached for mending; exceptionally good quality; all sizes. Reg. 95c. pair. Friday and Saturday... **82c.**

MEN'S CASHMERE HALF HOSE—Broad ribbed legs and plain seamless toes and heels; Black and Grey, in all sizes. Regular \$1.00 pair. Friday and Saturday... **87c.**

MEN'S PARIS GARTERS—Single grip style in assorted light and dark colors; good lasting quality. Reg. 45c. pair. Friday and Saturday... **39c.**

It's not hard to keep the family in good humor if you have

Good Wholesome Things to Eat

You can select a lot of good, wholesome things here. The quality makes them a pleasure. Our prices for Friday and Saturday make them an economy.

"My Own" Pork and Beans. Reg. 18c. tin. Fri. & Sat. **14c.**

Evaporated Milk. Borden's and Danish. Reg. 15c. tin. Friday and Saturday... **12c.**

Laundry Necessities

"Bibby's" Laundry Soap. Regular 20c. Bar. Friday and Saturday... **15c.**

Washington Lye. Regular 15c. tin. Friday and Saturday... **12c.**

Sunlight Soap. Regular 40c. carton. Friday and Saturday... **36c.**

WOMEN'S GABERDINE DRESSES—New styles with Hylo collar and long sleeves, nicely trimmed with braid and buttons; Navy and Black only; sizes 36 to 44. Reg. \$12.00 and \$12.30 each. Friday and Saturday... **\$9.90**

WOMEN'S VELOUR COATS—In Grey, Brown, Black and Cocoa, beautifully made and finished with fur collar and cuffs, some with fur edged collar and fancy stitching. Reg. \$20.50 each. Friday and Saturday... **\$17.25**

WOMEN'S BLANKET CLOTH COATS—Made with Hylo collar and front to fasten with one large button; colors: Grey, Fawn, Navy and Blue; all sizes. Reg. \$9.75 each. Friday and Saturday... **\$7.50**

INFANTS' FEEDERS—White, Pale Blue and Pink. Terry cloth in different designs, fringed ends and tie to fasten around neck. Reg. 33c. each. Friday and Saturday... **30c.**

ON GIRLS' COATS

MISSSES' BLANKET CLOTH COATS—Beautifully made and well finished with fur-trimmed collars and cuffs. Some are made with the popular storm collar that is so much in demand. Colors: Sand, Brown, Grey and Navy. Sizes 6 to 14 years. Regular \$5.60 each. Friday and Saturday... **\$4.95**

BLOUSES—Fancy striped Repp. in Navy, Sage, Brown and Black; made in shirt waist style with two-way collar; long sleeves and cuffs trimmed with buttons to match. Reg. \$2.75 each. Friday and Saturday... **\$2.30**

WOMEN'S OVERALL APRONS—Ginghams, in assorted pretty checks with tie-rac braid trimming around neck, armholes and pockets. Reg. 95c. each. Friday and Saturday... **80c.**

Chances For Every Woman to Save



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WOMEN'S OVERALL APRONS—Ginghams, in assorted pretty checks with tie-rac braid trimming around neck, armholes and pockets. Reg. 95c. each. Friday and Saturday... **80c.**

WOMEN'S UNDERWEARS—Of white fleeced material, short sleeves, styles finished with white binding; all sizes. Reg. 75c. each. Friday and Saturday... **63c.**

WOMEN'S OVER-KNICKERS—Fleece lined, in Camel, Grey and Pink; finished with elastic at waist and legs. Reg. \$1.10 pair. Friday and Saturday... **97c.**

INFANTS' SACQUES—Pink and Pale Blue, fleeced material, trimmed with fancy loop stitch at neck, front and sleeves. Reg. 95c. each. Friday and Saturday... **83c.**

NEW MILLINERY

Every lover of beautiful headwear should visit our Showroom department, for we have a magnificent collection of the very newest in FALL HATS. All the rich colorings so suitable for now are being shown and the prices are so reasonably low that you cannot resist getting one. Prices range from

\$2.10 up to \$9.00 each

Give them a look and see if you can't save money on your purchases!

Household Goods

COLOURED TURKISH TOWELS—Heavy close make in colour stripe designs. Size 19 x 24 inches. Regular 55c. each. Friday and Saturday... **48c.**

F L O O R CANVAS—Floral and Block designs, 2 yds. wide. Regular \$1.25 yard. Friday and Saturday... **\$1.00**

SCRIM CURTAIN SETS—With fancy lace edge; 2½ yards long. Regular \$4.75 pair. Friday and Saturday... **\$4.25**

PRINTED JUTE RUGS—In assorted patterns; finished with fringe. Size 32 x 60 inches. Reg. \$1.10 each. Friday and Saturday... **95c.**

PLAIN WOOL NAP BLANKETS—Buff, Pink and Blue grounds. Size 64 x 76 inches. Regular \$5.00 pair. Friday and Saturday... **\$4.25**

STAIR or HALL CANVAS—Floral and Block designs with borders to match. Size 60 x 80 inches. Reg. \$6.70 pair. Friday and Saturday... **\$5.60**

MISSSES' OVER-KNICKERS—Fleece material in navy, to fit from 6 to 12 years; elastic at waist and legs. Reg. 95c. each. Friday and Saturday... **83c.**

CHILDREN'S PINAPORES—White Cambric nicely finished with embroidery and pin tucks and frill at bottom. Reg. 70c. each. Friday and Saturday... **62c.**

WOMEN'S UNDERWEARS—Of white fleeced material, short sleeves, styles finished with white binding; all sizes. Reg. 75c. each. Friday and Saturday... **63c.**

WOMEN'S OVER-KNICKERS—Fleece lined, in Camel, Grey and Pink; finished with elastic at waist and legs. Reg. \$1.10 pair. Friday and Saturday... **97c.**

INFANTS' SACQUES—Pink and Pale Blue, fleeced material, trimmed with fancy loop stitch at neck, front and sleeves. Reg. 95c. each. Friday and Saturday... **83c.**

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ON GIRLS' COATS

MISSSES' BLANKET CLOTH COATS—Beautifully made and well finished with fur-trimmed collars and cuffs. Some are made with the popular storm collar that is so much in demand. Colors: Sand, Brown, Grey and Navy. Sizes 6 to 14 years. Regular \$5.60 each. Friday and Saturday... **\$4.95**

BLOUSES—Fancy striped Repp. in Navy, Sage, Brown and Black; made in shirt waist style with two-way collar; long sleeves and cuffs trimmed with buttons to match. Reg. \$2.75 each. Friday and Saturday... **\$2.30**

WOMEN'S OVERALL APRONS—Ginghams, in assorted pretty checks with tie-rac braid trimming around neck, armholes and pockets. Reg. 95c. each. Friday and Saturday... **80c.**

WOMEN'S UNDERWEARS—Of white fleeced material, short sleeves, styles finished with white binding; all sizes. Reg. 75c. each. Friday and Saturday... **63c.**

WOMEN'S OVER-KNICKERS—Fleece lined, in Camel, Grey and Pink; finished with elastic at waist and legs. Reg. \$1.10 pair. Friday and Saturday... **97c.**

INFANTS' SACQUES—Pink and Pale Blue, fleeced material, trimmed with fancy loop stitch at neck, front and sleeves. Reg. 95c. each. Friday and Saturday... **83c.**

BURNS SCALDS FROSTBITES BOILS
SORES ULCERS WOUNDS CUTS
BLOOD POISONING CORNS BITES
COLDS SORE THROAT EARACHE

The effect of "Mecca," when applied to a burn or scald, is simply magical, so quickly does it relieve the patient from pain. It also arrests inflammation and the destruction of the tissue. In serious cases not only does this action often save life—but in all cases, the less tissue destroyed, the less time is required for restoration.

"MECCA" IS INDEED A MARVELLOUS OINTMENT AND SHOULD BE IN EVERY HOME READY FOR EMERGENCIES.

MECCA OINTMENT

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