

SHOPKEEPERS--

Never forget that when you order

SUNLIGHT SOAP

You will surely reap a crop of sales.

SUNLIGHT sells itself.

**SALES OF SUNLIGHT
MEAN DOLLARS FOR YOU.**Selling SUNLIGHT SOAP is the easiest
thing a shopkeeper has to do.**Your Merchant Sells SUNLIGHT SOAP**

oct30.31.m.w.f

Salvage Notes.

Considerable time has elapsed since any notes appeared from Salvage, but seeing that W.J.L. has again come to the fore, at Trinity, it seems to be time for lesser scribes to imitate his motive—if not his style and throw a reportorial ink about.

By the way, I suppose the recent "ad" in the Evening Telegram spells

the end of Pepy's Diary. Too bad! One can scarcely conceive how Pepy's (the local) can manage to exist with the clothing 'manic' of his wife, if he has not some means of venting his feelings.

Several of our schooners have got back from St. John's, having disposed of their catches, the remainder being in the city now. In this connection we are glad to say all our schooners did very well at the fishery. Unfortunately

by the small prices offset any chances of big or even adequate returns from the season's voyages.

Messrs. John Moss and H. J. Oldford of Bishop's Hr., and Messrs. H. J. Oldford and Ed. Oldford of Salvage, are at present visiting the capital on their annual autumn trips purchasing merchandise for their respective stores.

Mrs. Job Stead of Bishop's Hr. is

visiting friends and relatives at the capital.

Rev. E. H. Humphries was away during the first part of the month to Greenspond and Newtown, acting as Chaplain to his Lordship Bishop White on his recent episcopal visit.

We have had many visitors during the autumn, chief among whom was the Rev. Canon Bolt, Secretary Treasurer of the Diocese. He came to talk

on the matter of Christian Stewardship. We were very glad to have him with us and regretted circumstances called him away so soon. We trust much good may come from the Canon's visit.

Mr. Alistair MacDonald, son of Dr. MacDonald, is enjoying a brief but pleasant holiday in the seclusion of the Salvage hills.

Mr. Jas. Brown, of Bishop's Hr., is visiting St. John's in the interests of his business.—COR.

Tobacconist Returns.

WILL MANUFACTURE FAMOUS CIGARETTES.

Mr. S.G. Faur, the well known tobacconist, who had been in the States during the past three weeks on business in connection with his new cigarette plant, which he contemplates operating in this city, was a passenger by Saturday's incoming express. Mr. Faur states that he has secured the exclusive right to manufacture the world famous cigarette named the "Independent Mild" which is a household word all over the States and Canada to-day. He has already placed on order a large shipment of tobacco for the purpose, which he expects will arrive in the course of a few weeks, when operations will at once commence. The "Independent Mild" will be done up in a package of most dainty design, the colors, gold, dark blue, and light blue, make an exceptionally fine finish. Each pack will consist of ten cigarettes. The aroma of the cigarette in itself will satisfy the most fastidious smoker. The Telegram wishes Mr. Faur every good luck in his new enterprise.

**Stupendous Attraction
at the Nickel.**

"BATTLE OF JUTLAND" AND "BEHIND MASKS."

The Nickel Theatre offers an exceptionally well-balanced bill to-day. Dorothy Dalton makes her re-appearance in "Behind Masks," a picture of E. Phillips Oppenheim's famous novel, "Jeanne of the Marshes." This is a beautiful picture. It has been well produced and Miss Dalton's support is all that the most exacting taste can demand. We recommend it to you as one of the season's best photoplay attractions. The other feature is the much talked of "Battle of Jutland." This picture was produced from the official despatches of Jellicoe and Beatty under the direction of Major Gen. Sir Geo. Aston of the Royal Marines. After many months of work this film has been released a short time ago, and it has already aroused much enthusiastic interest wherever shown. See it at the Nickel to-night.

From Cape Race.

Special to Evening Telegram.—CAPE RACE, To-day. Wind N.E., light, weather dull; the steamers, Nestles, and Venusia passed East this a.m.; Bar. 29.12; Ther. 42.

Ladies! Our time is all yours, this is no mad rush sale but Evangeline's to fit your feet correctly for \$6.99 at SMALL WOODS—oct30,31.

Rotarians.

Rotarians all, the great and small. Sure you are brave and true. May Heaven's blessings on you fall. For all the good you do. St. John's admires you for your work. You're praised by rich and poor. And from the cause you'll never shrink. Of that I'm certain sure.

March on, although the road be blunt. Which leads unto success. And God will help you bear the brunt. And all your labours bless. The cause is good which you espouse. This noble, true and grand. A sublime feeling 'twill arouse. All round your native land.

Trust Him, whose great all seeing eye Looks on us from above; Whose mighty power is always nigh Whose ruling law is love. Trust Him, and He will surely guide Your footsteps day by day. In calm and storm He's by your side, When others turn away.

Disdain to notice envy's darts No matter from what source. Let love abide in all your hearts, And by it shape your course. Be firm in all that you may do And time will surely find. That all you did was good and true A blessing to mankind.

To save the boy, and bring him up. In virtues steps, you'll try. To drain from life's embittered cup The dregs, made of alloy. To keep them free of error's ways And help them on life's way. And when they grow to manhood's days They'll bless you day by day.

Yours is a noble brotherhood. Sprung from the choicest seed. Who dare deny that doing good Is not God's blessed creed. Be true to Him, and to your toil And you'll make no mistake. And Providence will surely smile, On all you undertake.

TERRA NOVA.

Oct. 30, 1922.

BON MARCHE SALE!Our Opening Week—a wonderful Success, and we are doing
our best to keep pace with the demand. Staple Lines at Bank-
rupt Prices.**Personal.**

Sir Joseph and Lady Outerbridge will reside in Bermuda during the winter months. Lady Outerbridge left for there via Halifax by the S.S. Rosalind on Saturday last, while Sir Joseph will follow probably by the next Red Cross boat from here.

Mr. John M. Tobin, left by the S.S. Rosalind on Saturday for New York on a business trip. Mr. Tobin intends visiting Little Rock, Arkansas, for about a month, and will return home via Montreal, stopping off at that city for a few days.

Dr. W. H. and Mrs. Parsons were passengers by Saturday's incoming express, having spent an enjoyable holiday visiting friends and relatives in the city of Montreal.

Rev. Bro. J. Ennis, of Mt. Cashel, left by the S.S. Rosalind on Saturday last, enroute to New York, where he will consult a specialist for a slight ailment which has recently been causing him some trouble. The many friends of the Rev. gentleman are hopeful of a speedy recovery, and that an operation will not become necessary.

Miss Frances Ryan, a well known and highly esteemed lady of the East End, left by the S.S. Rosalind on Saturday for New York, enroute to Boston, where she will make her home in future. Until recently, Miss Ryan was Principal of the R. C. School at Quidi Vidi, but with feelings of regret, some time ago, she resigned her position to take up a more lucrative one in the land of Uncle Sam. Her scholars and friends alike were at the pier before her departure, and bade her fond farewell.

Messrs. B. Boulois and Albert Kelly, General Dealers at Grand Falls, arrived in the city by Saturday's cross country express to purchase their supplies for the coming winter. They are remaining in the city for about ten days.

The many friends of Mrs. W. A. Munn, will be delighted to hear that she has rapidly recovered from the illness which overtook her sometime ago. Her ultimate recovery is now only a matter of time. Mrs. Munn arrived in the city yesterday from the summer cottage of the family at Holyrood.

HIGHER LEVELS COACH SERVICE — Commencing Monday, October 30th, the following departures from Queen Street will be cancelled:—1.30, 3.00, 3.30, 4.00, 4.30, 7.00, 7.30, 8.00 p.m. MARSHALLS' GARAGE. oct27,31,5,m.

Hosiery Dept.

Ladies' Hose 19c. pair
Ladies' F. L. Underwear . . . 45c. gar.
Children's F. L. Underwear . . 35c. gar.

Shirts and Ties Dept.

Men's Negligee Shirts 1.35
Men's Cotton Shirts 80c.
Men's Wool Shirts 1.50
Men's Ties, Special 25c.
Men's Suspenders 1.50

Heavy Dept.

28" Plain & Stripe Fleece . . . 19c.
50" White Flax Sheeting . . . 65c.
28" London Smoke 25c.
28" White Shirting 25c.
15" Bath Toweling 22c.
18" Bath Toweling 30c.
Bath Towels, large size . . . 35c.
White Face Towels 15c.
Crash Toweling 19c.

Dress Dept.

36" Dress Material 25c.
45" Dress Melton 75c.
44" Navy All Wool Serge . . . 95c.
50" Tweeds 90c.

A new shipment of all Wool Serges, at our prices for Ladies' and Men's wear. Ask for Samples.

Blanket Dept.

50 x 70 Cotton Blankets . . \$1.90 pair
64 x 72 Cotton Blankets . . \$2.50 pair
64 x 76 Wool Nap \$4.90 pair
English Wool Blankets . . \$9.50 pair
(Large Size).

Boys' and Men's Dept.

Boys' English Suits \$6.50
Boys' Macinaws \$5.90
Boys' Overcoats \$5.50
Boys' Velvet Suits \$3.50
Braces (Police) 40c. pair
Heavy Wool Sox 30c. pair
Men's Suits—Special Prices.
Men's Overcoats \$1.55
Boys' Wool Jerseys \$1.55

Ladies' Dept.

Child's Sweater Coats 50c.
Ladies' Slip-Ons \$1.15
Girls' Sweaters \$1.55
Ladies' Sweaters \$2.50

Boot Dept.

Ladies' Boots \$1.50
Boys' Boots \$1.95
These are very Special.

Odd Lines.

Curtain Serim 12c.
Curtain Net (English) 65c.
Ladies' House Dresses 1.15
Child's House Dresses 55c.
Men's Mittens 35c.

BE EARLY AND GET THE PICK.

BON MARCHE.

oct19,tf

The Week's Calendar

OCTOBER—10th month—31 days.
30—MONDAY. Admiral Lord Nelson died, 1860. Lady Mary Wortley Montagu, 1690. Turkish national surrender, 1918.

31—TUESDAY. Hallowsmas. Archbishop of York (Dr. Cosin) born, 1884. First Lady Mary, 1914. Beersheba captured, 1917.

NOVEMBER—11th month—30 days.
1—WEDNESDAY. All Saints. Hallowsmas. Caledonian Canal opened, 1822. Part of Harbor of San Francisco collapsed, 1895.

2—THURSDAY. All Souls Day. Lion Riots, Harbor of Genoa. Naval Engagement of Katmon.

3—FRIDAY. Acre captured, 1840. mouth of the Nile. 1914. Austrian Armistice.

4—SATURDAY. Admiral Lord Nelson died, 1805. Mendelssohn died, 1847. Battle of Coronel, 1914.

5—SUNDAY. 21st after Trinity. powder Plot, 1605. William of Orange landed at Torbay. Battle of Inkerman, 1854.

Real genuine Nappa Kid Glove, selling at BISHOP'S this week at small sum of one dollar and 25c. quality glove was never sold at lower price than this, even in the pre-war.

Wedding Bells.

BUCKLEY—O'BRIEN.

On Saturday, Oct. 21st, at the Cathedral, by the Rev. Dr. O'Brien, the wedding of Miss Agnes O'Brien, daughter of Thomas and Susan Thomas, to Ronald Buckley, son of Thomas and the late Bridget Buckley, took place. The bride was supported by her sister, Miss Mary O'Brien, and the late Bridget Buckley. After the ceremony the happy couple motored to Topsail, where a joyous evening was spent, returning later in the night to their home, Barnes Road.

A health saving

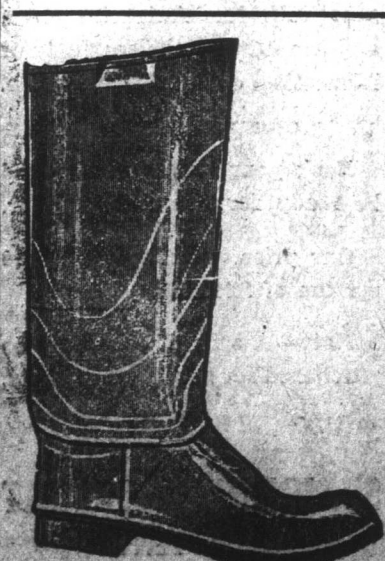
REMEMBER:

Don't wait until you get sick.

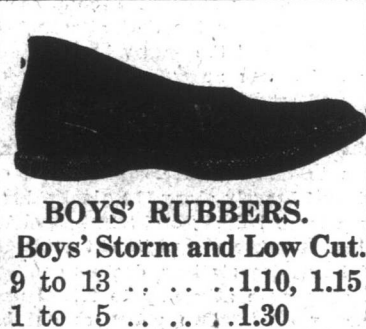
MINARD'S
"KING OF PAIN"
LINIMENT

**100,000 PAIRS
Rubber Footwear**Don't wait until the snow comes. Buy your Rubbers
to-day and prevent colds and doctor's bills.We were never better prepared with such leading
brands as "Excel", "Merchants", "North British", "Gutta
Percha"—all firsts, no culls or seconds.

Men's Storm and Low Cut.
1.25, 1.45, 1.65, 1.75.
Tan—2.00.



Men's Long Rubbers.
4.75, 5.50, 6.00.



BOYS' RUBBERS.
Boys' Storm and Low Cut.
9 to 13 1.10, 1.15
1 to 5 1.30

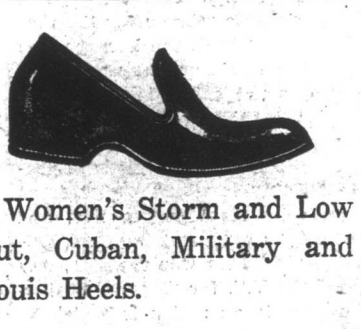


LONG RUBBERS.
BOYS' RUBBER BOOTS.
9 to 13 2.70
1 to 5 3.60



Women's Storm and Low
Cut, Cuban, Military and
Louis Heels.
1.15, 1.25.
Tan 1.45, 1.70

Dry feet are most essential
for school children. Give
them Rubbers.
Sizes up to 10 85c.
Tan—Sizes up to 10 . . 1.00
Black—Sizes 11 to 2 . . 97c.
Tan—Sizes 11 to 2 . . 1.15



LONG RUBBERS.
Women's Button Gaiters.
Sizes up to 10 2.50
Sizes 11 to 2 3.20
3.40, 3.60.

PARKER & MONROE, Ltd.

The Shoe Men

oct27,5,m,w,tf

RID-JID
OPEN END
FOLDING IRONING TABLE

A New and Better Ironing Board
THE Rid-Jid Ironing Table is as steady as a bridge—it will not wobble, sway, bend nor creep when you iron. You can sit on the end and it will not even tilt. No more propping an old board up on two chair-backs and having to lift it each time you wish to iron a skirt or petticoat. The Rid-Jid stands firmly on its own foundation, and is so constructed that a full-length skirt may be slipped on over the end.

In spite of its marvelous rigidity, the Rid-Jid is lighter than any other folding board made. It closes as compactly as a pocket knife. We would be glad to have you see it and use it.

BOWRING BROS., Ltd.
HARDWARE DEPT.

Hon
Feathers
In small
Sacks
Special
Prices
to wholesale
buyers.

BOWRING BROS.,
Limited,
Hardware Dept.

What Can I Buy for \$1000.

Every purchaser of a 10 cent ticket in the R.I.S. Grand Drawing holds a fair chance of winning \$1000 or a portion of the \$1700 that is offered as prizes. Every day you will hear ticket holders saying what will I do if I win

that \$1000. Just think out what this sum will do for you, then secure as many chances as possible. The last ticket you bought may be the lucky one.

You can purchase tickets in several prominent city stores, from members of the Club Committee or at the C.C. Band Promenade Concerts in the Prince's Rink—oct23,4,oct

AUTOMOBILE TIRES
have a small shipment of tires which will be sold at very low prices. All new. Different sizes. Also 30 x 3 1/2. Tubes—3. SPURLELL, 365 Water Street. sept18,oct12

MINARD'S LINIMENT
PHYSICIANS.