

BE WISE! AND BUY YOUR CLOTHING where
You are Guaranteed Satisfaction!

THE STORE
 that sells
 all over the
 Country
 can satisfy you
 too.

WEEK

Larger Selections
 Better Varieties
 Supreme Quali-
 ties, at
 Guaranteed
 Lowest Prices.

MEN!

A MAN'S STORE

Buy at **GUARANTEED SAVINGS**
 at St. John's Largest Clothing Store

**OVERCOATS
 SUITS and
 TOPCOATS**

Important

MR. MAN! Every Suit, Top Coat and Overcoat is a masterpiece of the Tailor's art, selected because it came up to our very high standard of quality, workmanship and style.

Look where you will, shop around as much as you like, and you will find—THERE IS NOTHING TO EQUAL THESE GARMENTS IN THE CITY—AT THESE PRICES.

THOUSANDS OF BRAND NEW GARMENTS AT OUR FAMOUS **19.75**
LOW PRICES!

An Overcoat, Suit and Top Coat for every man, is the slogan of this Store—Over 3,500 garments to choose from—at our Guaranteed Lowest-in-the-City-Prices. **24.75**

Wonderful Showing of BLUE SUITS **29.75**

These are guaranteed Fade-Proof. Serges that assure service and pride in the wearing. **34.50**

Stanfield's Underwear

For this week we are featuring Stanfield's Underwear—for Men and Boys—all grades and numbers—at positively Lowest-in-the-City-Prices

This is St. John's Largest Boys Dept.

An entire floor devoted to catering to Boys' Clothing Needs only AT PRICES NOT TO BE EQUALLED.

BOYS SUITS

7.98 8.98 9.98 10.98 12.98

A COMPLETE RANGE OF COLORS IN SIZES 7 TO 18 YEARS

BOYS OVERCOATS

7.50 9.98 12.98 14.98 16.50

SMALL BOYS
 OVERCOATS

Ages 3 to 8.

\$5.98 \$6.98 \$7.98

**London, New York & Paris
 Association of Fashion**

SMALL BOYS'
 SUITS

\$2.98 \$3.98 \$4.98

London a Health Resort

LONDON, Eng., Oct. 16.—(Canadian Press Despatch).—When so much is said about the declining birth-rate of France it is interesting to find that so exalted an authority as the Lord Mayor of London asserts there is really no problem at all about the matter. Sir Alfred Bower, who is about to relinquish the Lord Mayoralty, is an enthusiastic admirer of everything connected with the City of which he has been Chief Citizen for the last 12 months. He declares no place in the world can equal London in the matter of sanitation.

"The so-called birth-rate problem in France is really a sanitary problem," declares his lordship. "In 1923 the birth-rate in France was 19.4 per thousand, that of England and Wales as 19.7, hardly any difference. But whereas our death-rate was 11.6, that of France was 17 per thousand, the difference being due to infant mortality. I know a good many Continental cities, and none of them can touch London for looking after the health of its population. Not long ago I visited abattoirs in Islington, and I was struck then by the supremacy of London in such matters. Certainly if France had avoided the war of 1870-2, and instead of paying Germany 200,000,000 francs had spent that on the sanitation of its towns and villages, the French people would have no more of population problems than we have. I am sure London puts ten years on everybody's life by drainage alone."

"I regularly take exercise for fresh air by walking the Embankment as often at midnight as in the daytime; Southwark Bridge, backward and forward, from end to end, is another favourite walk of mine."

On the subject of London City's great charitable expenditure, Sir Alfred remarks that the Lord Mayor is the president of over 100 charitable institutions, and that during the ten months of his present term of office he has raised money for 42 of these.

CONFEDERATION LIFE.

aug17,3mos

HARD WORK.



WALT MASON

I marvel when my neighbor Dave Doodad, is in view; he's doomed to heavy labor that racks the bone and they. Each day I see him travel, serene and unafraid, to shovel sand and gravel where concrete walks are laid. He toils for hours together without a pause for rest; his hands are tough as leather, and bulging is his chest. Sometimes he wheels a barrow along a runway high; it's dangerous and narrow, if he should fall he'd die. And when the lights are burning, and evening kettles boil, I see this man returning, quite jaunty, from his toil. He whistles as he teeters upon his homeward way, saluting Mikes and Peters with badinage quite gay. And as the eve advances he dons his Sunday clothes, and goes to long-drawn dances, or to the movie shows. I, too, have wrought and striven throughout the long, long day; much labor I have given to writing ode or play. My easy chair has lying some seven inches deep, and while I'm there reclining I often fall asleep. My task is not requiring an effort worth a cent, yet I am always tiring, and making my lament. I'm too worn out to titter with Sarah in the show, too tired to ply the swatter, or make the ouija go. Most idlers are complaining about how much they do while working men are straining the tendon and the thigh.

CONFEDERATION LIFE.

aug17,3mos

A Yorkshire Pie

This is an easily-made delicacy which is a great favourite with many Yorkshire housewives. To 2lb. of pork allow 2 medium-sized onions, 3 cooking apples, and 3 big potatoes. All these should be cut up, the apples and onions in small pieces and the potatoes in thin slices. A teaspoonful of sage, a little salt and a sprinkling of pepper should be well mixed together and scattered over the meat, and one should have half a pint of stock, but lacking this a cube of any meat extract may be dissolved in half a pint of hot water. Grease a pie-dish with a little good dripping and put in first a layer of potatoes, then a layer of meat, which must be covered with a layer of apples and onions, and continue in this way until all the ingredients are used up, making the top layer of potatoes. Then pour in the stock and cover the dish with another much the same size and bake in a slow oven for two hours and a half. About half an hour before the pie is to be served remove the covering dish, and put a few knobs of dripping on the potatoes, to make them brown. If a pastry crust is preferred to a potato crust, the meat, potatoes, and onions should have a little previous slumming and not so much time allowed for cooking.

MINARD'S LINIMENT FOR CORNS

Half the world
 is half asleep
 It is terrible to feel all
 dragged out—to live
 from one day to the
 next in a constant state
 of weariness. Yet thou-
 sands do, because con-
 stipation is destroying
 their energy—even their
 interest in life. Only
 Kellogg's ALL-BRAN
 brings sure and safe
 relief from this disease.



"Poor Betty! She always looks tired"

BETTY was the office mystery. Once pretty, her beauty now lay masked behind an unwholesome complexion. Once vivacious, she now seemed eternally tired—a drooping figure of disappointment and dismay. Too bad she didn't realize that it was constipation which was stealing her strength.

But many men and women rid themselves forever of this devastating disease, by the simple, pleasant means of eating two tablespoonfuls of Kellogg's ALL-BRAN every day—or in chronic cases, with every meal.

As Kellogg's ALL-BRAN journeys through the system, its fiber remains unchanged. It is what doctors call a bulk food—a bulk food which sweeps the intestine clean—a bulk food which absorbs and carries moisture through the intestinal tract, stimulating natural, healthy action. Some-

thing habit-forming pills and drugs can never do.

Serve Kellogg's ALL-BRAN with milk or cream, sprinkled over cereals; cooked with hot cereals; in soups, or made into the many recipes given on the package. Delicious with fruit, baked apple, etc.

Caution: Only ALL-BRAN brings sure results. A part-bran product can only be partially effective. Kellogg's is the one, only and original ALL-BRAN. All grocers sell it. Buy a package today. If eaten regularly, it is guaranteed to bring permanent relief or the grocer returns the purchase price. Served in leading restaurants and hotels.

The original ALL-BRAN—ready-to-eat

**Kellogg's
 ALL-BRAN**



Orders for Britain

£1,500,000 CONTRACT FOR NEW
 MADERIA PORT.

A contract was signed by the Portuguese Government for the construction of a new port here involving £1,500,000 of British capital and the employment of British engineers and foremen.

The work, which is starting immediately, will occupy six years, and when it is completed Funchal will have the finest artificial modern port in these waters.

A director of Messrs. William Muirhead, MacDonald Wilson, and Co., Ltd., of Parliament-street, S.W., the firm that has secured the contract, told a Daily Mail representative recently that it includes the construction of a harbor big enough to take the largest Transatlantic liners.

One part of the harbor will consist of a breakwater with 60ft. of water on the outside and a deep-water quay on the inside where passengers will be able to embark or disembark.

The contractors' plant, consisting of cranes, dredgers, light engines, etc., costing more than £50,000, will be sent from England, as will a great part of the cement to be used.

Airship Shed Contract

The Armstrong Construction Company, Limited, who are associated with Sir W. G. Armstrong-Whitworth and Co., Ltd., have been given the contract by the Air Ministry for the construction and erection at Karachi of one of the largest airship sheds in the world.

The whole of the steelwork for this great structure will be made at the company's works at Germiston, Glasgow.

Caused the Lay

Reader to Blush

LONDON, Eng., Oct. 20.—(C. P.)—

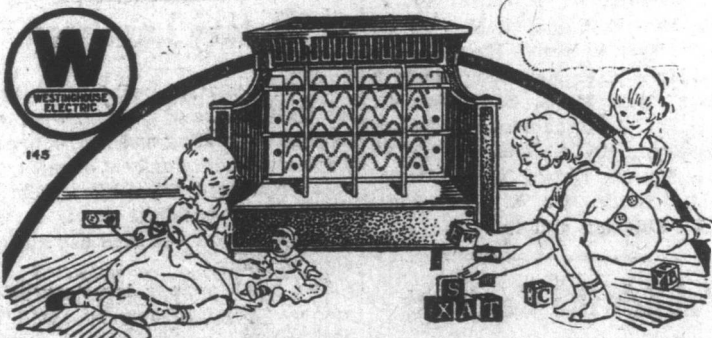
Members of the Bradford Diocese and Lay Readers' Association, as they passed along the streets of the city during the recent "Shopping Week," found the blushes mounting on their cheeks all of a sudden. It was the sight of scantily clad wax figures on the other side of the great plate-glass in some of the leading stores which caused the countenances of the lay readers to assume the hue of a pickled cabbage. The Lay Readers' Association gathered together and passed a resolution regretting the tendency to indecency which had developed in store-window dressing. They suggested that the Chief Constable or the Police Committee ought first to inspect such window displays.

Acting upon these representations some of the leading firms have modified their displays of feminine underwear. Other storekeepers declare that there are more pressing matters over which the lay readers could profitably exercise their concern. It is not likely that the civic authorities will take any action, although there may be some who will sympathize with the attitude of the lay readers.

3 Killed in the Alps

WHILE CLIMBING THE ROCHERS DE NAYE.

Three members of the Swiss Alpine Club—M. Thilo, an engineer; M. Lerch, an architect; and M. Koussing—fell while climbing the Rochers de Naye (6,473ft.) above Montreux, between Naye and Jaman. All three were killed.—Reuter.



**The Solar Glow—
 The New Westinghouse Heater
 for the Home**

THE Solar Glow fills a long felt need. It is the result of intensive thought and study in electric heat generation and distribution on the part of Westinghouse engineers. By its improved principle, the Solar Glow distributes the heat in the room diffusing hygienic warmth and cheerfulness.

The new Solar Glow is made in an attractive design—an ornament to any home.

WM. HEAP & CO., LTD.,
 Board of Trade Building,
 'Phones: 1830 & 1831.

Westinghouse



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"SAY IT WITH FLOWERS."

On every occasion—of joy, of sorrow. The best way to remember your friends, is to "Say it With Flowers."

We can have them sent anywhere, at any time, through the F.T.D. (Florists' Telegraph Delivery). Ask us for particulars.

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 (Sole Member F.T.D. for Nfld.)
 GROVE HILL, Phone 247R.

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SEEN A

BARGAIN

IN

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UNTIL

YOU SEE THESE

WONDERFUL

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 guaranteed.

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