

OUR - OWN

THE TAG OF QUALITY.

Why Do We Label Our-Own Bread?

A very simple question and very easily answered—

Because we are prepared to stand behind its reputation—it's baked in an up-to-date sanitary bakery, and it contains the most wholesome ingredients—it's made from the finest flour produced in the mills of Manitoba.

WE GUARANTEE ITS QUALITY.

NO OTHER JUST AS GOOD.

THE EAST END BAKING CO.
(Our Own Bakers)
oct11.eod.ley

Rexall Orderlies.

The Pleasant and Effective Laxative Tablets bring sure and easy relief from constipation. A never-failing laxative—gentle in action and absolutely safe. It is never necessary to increase the dose.

They Work Naturally and Form no Habit.
Take an Orderly to-night and feel fine in the morning.
15c. and 50c. box.

PETER O'MARA,
THE DRUGGIST,
THE REXALL STORE.

CHRYSANTEMUMS

Why Not Buy Chrysanthemums at Chrysanthemums Time!
You can always get Roses, Carnations and other flowers but "Mums" for several months only. Fresh daily at

THE FLOWER SHOP
Phone 1964.

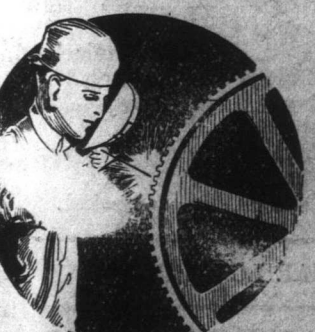
THE SHOP ON THE CORNER.

GAINSBOROUGH HAIR NETS.

Double and single, Black, Browns, Grey and White. The Net of the life-like lustre.

O'Mara's Drug Store

Rawlins' Cross,
Phone 358. P.O. Box 1581.
sep3.ley



THE ELECTRICAL WELDING OF GEARS

and gear wheels is one of those particular jobs that only an expert such as we employ can execute it successfully. There is always the risk of ruining a costly gear tooth or wheel. You can place absolute dependence on our electric welding.

N. Hansen & Co.,
oct20.s.m.w.ley 21 Water St. WestMINARD'S LINIMENT FOR DIS-
TEMPER.

Worn-Out Catch Cries

The old-time catch cry with which the Advocate is attempting to beguile the people, will not work. People today, are not to be tempted or seduced with ancient and worn out slogans, which have been worn threadbare by constant use. Merchant and fisherman, employer and employee have to work in unison for the common good. The fisherman is helpless without the supplier, as equally the merchant cannot make any progress in his business without the fisherman. Both, therefore are not independent of each other but dependent upon each other.

Is the wildest kind of phantasmagoria in such admissions as are contained in the Advocate nightly. With the Coaker journal, consistency does not count in the least, because all one has to do is to look over the list. Why, even Coaker himself claims the credit of being one of the greatest merchants in the country today.

During his four years, he dined in wine, fabled and confabulated, at catered to the merchants. What kind of a game do they think they are playing. No, Mr. Coaker, the people of Bonavista District and all over the country will know that Newfoundland's prosperity depends entirely upon the friendly relations and good will that must prevail between the merchants and the producer, and the fishermen and the laborers. Will likewise look to the merchants in their best interests. The best proof that these assertions are correct, is to review conditions for the past five or six months, when the first evidence of prosperity has begun to loom up, following the four and a half years of unemployment, poor relief and paupers' dole, which the abominable rule of Coakerism made possible since 1919.

The Monroe banner of prosperity is flying freely over the ship of state today, when fishermen are receiving extraordinarily good prices for their fish, and why should it not be so? It is unlikely that the voters of Bonavista District are willing to revert back to conditions, which prevailed from 1919-23, and it is only reasonable to assume that Premier Monroe, who is already designated "A Man of the People," will, with his team mate, Capt. Billy Winsor, Minister of Marine & Fisheries, be returned with increased majority on the 27th.

Grand Opening of Casino Theatre To-Night

YOUNG-ADAMS COMPANY APPEAR-
ING IN "VELLED WOMAN"

To-night's grand re-opening of the Casino Theatre will mark an epoch in theatricals in Newfoundland, for the list of plays and the cast of players brought here by Mr. Young are something to marvel at. As we have already stated, the opening bill is Wm. Devereaux's famous success "The Velled Woman." This play has been specially selected as the initial performance because it is a production that is sure to appeal to our people. Last evening we had the pleasure of listening to a rehearsal of the Young-Adams Jazz Orchestra, and we can safely say that they are going to be a big hit. But wait till you see The Durands, The Dancing Demons on Roller Skates. It's a riot.

Wednesday and Thursday the bill will be Myron C. Fagan's Thriller drama, "Thumbs Down." The title is taken from the old Roman custom of turning thumbs down upon a victorious gladiator, indicating the people's desire to have him slain. Mr. Fagan has thrown in this play how the world all too quickly turns its thumbs down upon a woman for a mistake, but lets the guilty one go without censure. There is a great mother theme running thru the story, that all play-goers will like. Seats are now selling at Huttons for the great Drama, "Thumbs Down."

Says Measles to be Eradicated

TESTS IN PHILADELPHIA SHOW
VALUE OF ANTI-MEASLES
SERUM.

PHILADELPHIA, Oct. 14.—Tests at the Philadelphia Hospital for Contagious Diseases of a new serum for the prevention of measles, which have been conducted by the Department of Health indicate that this disease can be made as rare as smallpox. Dr. William Krusen, director of the department, said yesterday in his weekly health talk.

Announcement by Dr. Krusen of the results of the tests here was the first information to be published concerning the new serum, which, he said, was taken from patients who were convalescing from the disease. "We have found much to our surprise and gratification," Dr. Krusen said, "that of 122 children already immunized against the disease at the Philadelphia Hospital for Contagious Diseases and afterwards directly exposed to measles only six developed it and with these six the disease was of such a mild form as to make its diagnosis difficult."

Van Houten's Cocoa best and goes farthest.—oct13.11

Monroe and Prosperity, vs. Coaker and Poverty

There is no mistake in the issue this time. The electors will know that Coaker's rule during the past five years, plunged Newfoundland into the worst area of misery and poverty the Colony had ever experienced. Along with this misery and poverty, wholesale squandering of the people's taxes had been the spectacle, known and exposed by the Walker enquiry. No one can deny, it is principally owing to the rule of Coakerism, that misery and poverty covered the land. The facts are as plain as daylight, and the wonder is, so many people are alive at all to-day. In brief, one need only compare the conditions of to-day, with what has gone before. No more bread lines! No more doles! Good primary fish! Trade increased! People satisfied and more confident! A happier! Surely, this is a cause of growing prosperity.

Bonavista has already challenged Coaker rule, and shown its independence, by defeating the three Coaker candidates a few short months ago. Bonavista went further. It elected a Prime Minister, who is already winning fame in the country. Unlike Sir William Coaker, Mr. Monroe has shown his sterling qualities and capabilities, in a manner that the people—independent of all creeds and classes—are pleased to acclaim. The people of Bonavista are called upon once more to assert their independence, to throw off the shackles of Coaker rule for all time, by registering an increased vote for the Hon. Walter Monroe, Prime Minister; and his colleague, Captain Billy Winsor, Minister of Marine and Fisheries; on Monday, October 27th. The issue is really one for them solely to consider, and in doing so, the eyes of the Colony, in fact, the British world, are upon Bonavista.

No attempt will be made to bluff them with false promises or scare cries. They themselves now well know the fruits borne out by Coaker misrule. They likewise have seen the great strides towards making this country the prosperous one it should be, under Monroe Administration. It is for Bonavista Bay to answer the question, Arise in your might, you men of loyal old blood of Bonavista Bay, and destroy the menace of Coakerism for all time, by voting for Monroe and Captain Winsor.

M.G.C.A. Trophy Night

A general monthly meeting of the M.G.C.A. took place in the Club Rooms last night before a large attendance of members. President Mr. H. J. Wyatt, presided in the chair. Three applicants were received and admitted to membership. The chief business of the meeting was the finalizing of arrangements for the annual Trophy night. As a former meeting it was decided to hold the event on October 29th, but through unforeseen circumstances the meeting decided to defer the date to November 6th. The affair will be held in the Presbyterian Hall. The track, tug-of-war, and football teams, numbering some sixty athletes, will be the guests of honor. The catering will be undertaken by the Ladies Auxiliary of the Association.

Degrees of Honesty

Can one man be more honest, or less honest, than another? In other words, has honesty any degrees? The fallacy, perhaps induced by slipshod grammar, is punctured in a paid advertisement appearing in the London Times. Selfridge and Company, Ltd., one of the largest department stores in London, consider it worth while to take half a column of what we are told is the highest-priced advertising space, for daily editorial comment, giving the opinion of the business firm on matters of public interest. On degrees of honesty they say this:

"Honesty, to the sincere, has no degrees of quality. To the sincere there can be no action which is honest, but not quite so honest as another; or an action which, dishonest, is yet more honest than another. It seems to us that an action can always be definitely placed in one class or the other. Either it is entirely honest or it is entirely dishonest; and the motive of that action is the deciding factor."

"There may have been a time when even the sincere considered there could be such things as standards of honesty. When the peddler who weighed the breadth of his thumb in a yard was nevertheless a fine fellow, or when cloth could, to all intents and purposes at any rate, be termed pure wool. But those days are over, and over for good; no merchant worthy of the name will slide back to that state of mind, however hard circumstances may seem to push him in that direction."

We are offering a line of Ladies' High Laced Vici Kid Boots, in Brown and Black, at One Dollar and Ninety Five Cents pair, less than half the value. Don't miss this Bargain. BOWRING'S.
oct13.11

MINARD'S LINIMENT FOR ACRES
AND PAINS.

Thrills and Suspense in "Red Lights"

GREAT PHOTOPLAY NOW RUNNING AT THE NICKEL.

There are mystery, thrills and suspense in abundance in the new Goldwyn feature photoplay, "Red Lights," which opened at the Nickel Theatre yesterday. It is an adaptation of Edward E. Rose's stage melodrama called "The Rear Car," in which Richard Bennett had such a big success on the Coast and which Taylor Holmes did in the East.

It would be unfair to those who see the picture later to give the plot in detail, but it is a story of a young girl, Ruth Carson, the abducted daughter of a railroad magnate, whose identity is at last discovered. This discovery begins a series of strange and mysterious warnings of imminent death. Her lover, John Blake, calls on his friend, Sheridan Scott, the "crime-deflector," to protect the girl. Passage is engaged to Chicago on the Continental Limited, but the mysterious warnings and strange happenings (including a murder, the baffling appearance of balls of red light in the car) continue to take place. The story comes to a climax when the rear car of the Limited is uncoupled from the train while it is going up a steep grade over the mountains and dashes madly down hill towards the second section of the train. Catastrophe is averted only because the switch is turned and the rear car is shunted off on a blind siding. There the mysteries are solved and the villains punished.

Clarence Badger directed the picture and he has kept it a swift, thrilling and baffling tale throughout. There are hair-raising episodes which will "get" the spines of the most blasé. The cast is an extremely capable one and includes Marie Prevost and Raymond Griffith in the leads, and Johnnie Walker, Alice Lake, Dagmar Godowsky, Jean Hersholt, William Dorthington, Frank Elliott, Lionel Belmore and others in lesser roles. "Red Lights" is a picture which must be seen to be appreciated, and everyone who likes to be thrilled and have his emotions played upon will appreciate it.

"The Fool's Awakening" A STIRRING FILM FEATURE.
Why a thoroughly entertaining, and true-to-life novel makes good picture material can be easily understood by audiences who see "The Fool's Awakening," the Metro picture which opened last night at the Majestic Theatre for a three day engagement, and which is based on William J. Locke's story, "The Tale of Triona." Harold Shaw's direction of an excellent cast in an interesting story, makes this one of the pictures which everybody is certain to enjoy.

Harrison Ford, Enid Bennett, and Mary Alden have the leading roles and are ably assisted by the competent cast which includes Alec Francis, Lionel Belmore, Harry Northrup and many others.
Under Another Name.
John Briggs, a poor young Englishman, builds up for himself a fictitious past which brings him fame when he publishes a book under another's name. When Olivia Gale, an heiress, marries him, she is in ignorance of his true story, and the shock of discovering his deceit results in her leaving him. The series of thrilling incidents which lead to his impotence, and his attempt at suicide when he believes that his wife cannot forgive his deception, making every rod of this photoplay of particular appeal to every type of movie-goer.

Keep in mind "Human Wreckage," the greatest story ever screened.
LOUGHNAN HOLDS HARRY GREB TO DRAW AT PHILADELPHIA.
PHILADELPHIA, Oct. 13.—Harry Greb, of Pittsburgh, middleweight champion of the world and Tommy Loughnan, of Philadelphia, fought ten rounds to-night to a draw, the decision being given by the referees after the judges had disagreed.

Both men tried hard for a knockout, but they appeared to lack the necessary punching power. Greb's title was not at stake.

The Passing Hour

No Wonder.
First Steno—"The idea of your working steady eight hours a day! I would not think of such a thing!"
Second Steno—"Neither would I. It was the boss that thought of it!"
Wall Street Journal.

Exceptions to Every Rule.
"So you went after the job. I thought you believed that the office should seek the man?"
"I do, but this is a fat job, and I was afraid it might get windy before it reached me."—Boston Transcript.

"Willie," said his mother, "I wish you would run across the street and see how old Mrs. Brown is."
A few minutes later Willie returned and reported:

PARKER & MONROE, Ltd.

The Shoe Men

First With The New

Fall Footwear Styles!

RIGHT NOW is YOUR OPPORTUNITY to Avail of These Unusual Values.

Skuffer Boots

Black and Mahogany shades. Made especially for growing feet. Sizes 5 to 11. Special,

\$1.48



MEN'S CALF BOOTS

"Our Own Make." Black and Brown shades, made on a natty last as illustrated. Sizes 6 to 10. Special Price

4.50

Men's Brown Calf Blucher (Rubber heels) \$4.00 \$5.00

Men's Black Blucher (Rubber heels) \$4.75 \$5.00

Men's Light Tan Calf Bals., medium round toe, rubber heels. The new shade for young men, Goodyear welted. Special \$5.50

Other styles from \$6.00 upwards.

MEN'S HEAVY WORK BOOTS

Black and Brown, all sizes . . . \$3.00

Black Calf, Bellows tongue . . . \$4.00

Men's Heavy Waterproof Blucher—Hand-sewn soles, in Black and Brown. Regular \$7.50. Special . . . \$5.50

Men's Storm Rubbers—

Men's Brown Rubbers . . . \$1.45, \$1.60, \$1.65, \$1.80

Men's Heavy Dull Rubbers . . . \$1.55, \$1.65

Men's Storm, Red sole and heel . . \$1.80

Men's Storm, Red sole and heel . . \$1.80

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SPECIAL!

LADIES' STREET SHOES

in Black Gun Metal, medium heels, medium pointed toe, nice for street wear. Sizes 3 to 6. Special,

\$2.25

FELT COMFY SLIPPERS



with Crome soles, ribbon trim, moccasin style, silk pom-pom; shades of Old Rose, Orchid, King's Blue, Saxe Blue, Wine, Grey, Brown.
Only \$1.10 the Pair

Boys' Boots

"OUR OWN MAKE"—All Solid Leather

Boys' Crome Blucher \$2.75

Boys' Calf Blucher \$3.00

Boys' Brown Blucher \$3.50

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Boys' Brown Blucher \$3.50

SPECIAL!

Combination Package, containing 1 pair Ladies' Black Kid High Lace Boots with Rubbers to fit. All sizes, 3 to 7. Only

\$2.89

GREY SUEDE SHOES

Only \$2.50

Grey Suede, 1-Strap Shoes, Sall, open work front, med. toe, rubber heel. All sizes at \$2.50

Grey Suede Lace Oxfords—Low, flat heels, rubber heel. Only \$4.00 pair. Fawn Suede, novelty straps, Cuban and low heels at \$5.00

GIRLS' FALL BOOTS

Black Kid Lace Boots \$2.30

Black Calf Boots \$2.50

Brown Blucher \$2.85

Brown Kid, High Lace \$2.25

Brown Calf, High Lace \$2.50

Misses' Black Kid Lace Boots . . . \$2.50

Misses' Black Calf Lace Boots . . . \$2.85

Misses' Brown High Lace Boots . . . \$2.25

Misses' Brown Calf High Lace Boots . . . \$2.50

Misses' Brown Calf Blucher Boots \$3.30

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