



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**

The Cost of a Presidential Election

NEW YORK, Oct. 30.—(By Canadian Press)—The cost of a national election in the United States is roughly estimated at \$30,000,000. About one-third of the cost is paid by the States out of revenue raised by taxation. The remainder is paid principally by the dominant parties out of funds made up by campaign contributions.

No accurate figures have been compiled upon the cost of holding elections to the States, but \$10,000,000 is a conservative estimate. The cost in

	Republican	Democratic
National Committees	\$5,319,729.32	\$1,318,274.02
Congressional Committees	375,969.05	24,498.05
Senatorial Committees	326,980.29	6,675.00
State Committees	2,078,060.55	888,323.84
Totals	\$8,100,739.21	\$2,237,770.71

These figures do not include bills paid after the close of the campaign, which were represented by a Republican deficit in 1920 of \$1,600,000 and a Democratic deficit of \$300,000. Nor do they include the outlays of Senatorial and Congressional candidates for country and local committees, which aggregated a considerable sum. The expenditures in Presidential

New York State alone is about \$1,750,000. This includes the printing of ballots, the renting of polling places and the payment of judges, but does not include the cost of registering the voters and holding primaries.

The campaign of 1920 was admittedly the most expensive in the history of the country, but the Grand total of expenditures, as reported by the party committees, and given in the following table, amounted to only \$10,338,509.96, as follows:—

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primary campaigns are likewise excluded from the above table, although they may properly be taken into account as a part of the cost of national elections. The total amount spent in 1920 on behalf of ten Republican aspirants for the Presidential nomination in the pre-convention campaign was \$2,859,551, and on behalf of seven Democratic aspirants \$120,482.

London Letter

LONDON.—The 736th Lord Mayor of London, counting from Henry FitzAylwin in the year 1189, has just been elected. The election, which takes place in the historic Guildhall, is a species of stately farce, for everyone taking part knows what the result will be, though several "candidates" are supposed to put up for the honor. The platform of the Guildhall on this occasion is strewn with sweet herbs and spices after the pretty medieval custom, and the aldermen, sheriffs and members of the City Companies carry each a bouquet of autumn roses, caryophyllus, and other flowers. When the new Lord Mayor has been invested with his chain of office, a peal of welcome is rung by the bells of the City churches.

The chain of office is part of the city's ancient regalia. Presented by Sir John Allen, a former Lord Mayor, who died in 1544, it consists of 26 links formed of the letter S, with alternate knots, or bows of roses, in gold and enamel. Joined by a Tudor portcullis—the heavy grating once used to strengthen a fortress gateway. From this hangs the "Jewel," made in 1607, representing the City Arms in a wreath of roses, thistles and shamrocks, of brilliants and diamonds.

With the chain of office, the Lord Mayor also receives the City Purse (never used save on this occasion) and the Sceptre, a wonderful object, older than anything among the Crown Jewels of England in the Tower. It is a shaft of crystal engraved with a spiral thread, about a foot and a half in length, and said to date back to Saxon times, which would make it somewhere about 900 years old. Its head is a sort of coronet of gold, set with pearls and a band of sapphires and large uncut rubies. Except at the mayoral election, its only public appearance is at some great public ceremony such as a Coronation, in which the Lord Mayor of the day takes part.

These city treasures are hardly ever seen by the general public, but many visitors from the Dominions have seen them this year while enjoying the hospitality of their guardians.

WORLD'S LEADING PUDDING.
We believe that it was that mysterious Scottish dish, the haggis, that a poet hailed as "champion of the pudding race," but most Britons would

confer that title on the noble pudding of rump-steak, kidneys, larks and oysters provided during the colder half of the year at the "Cheshire Cheese." Canadian visitors to London usually take at least one lunch at that hostelry in a Fleet Street court; but those who go home before the beginning of October do not make the acquaintance of the pudding.

The opening day of the pudding season is now marked with some ceremony. Several distinguished guests are invited, of whom two (this year Dean Inge, of St. Paul's Cathedral, and Paul Moncheur, the Belgian Ambassador) help to cut and serve the famous dish. Among those present was a handsome old gentleman of 93, who first visited the House of the Pudding in 1851 (first Exhibition year) and has been a constant customer ever since.

Dr. Johnson and his friends are believed to have frequented the Cheshire Cheese and the great man's favorite seat is pointed out to enquirers, who usually manage to sit in it themselves, if only for a second or two. The Octor's house, 17 Gough Square, in which he lived from 1748 to 1753, is close by, and is open for public inspection.

THE BLACK MUSEUM.
The King and Queen of the Belgians, who spent a few days in London last week, found time for a visit to the so-called Black Museum at Scotland Yard. This museum contains relics of many years of crime, and is maintained for the education of budding detectives. The ordinary public is not admitted, but distinguished visitors from the Dominions and abroad, and persons with a recognized personal interest in criminology are sometimes granted permits by the Criminal Investigation Dept. One section is devoted to burglars' tools, from skeleton keys and "jimmies" to an oxy-acetylene blowpipe, with the help of which \$125,000 worth of jewels was carried off from a safe in Piccadilly. Another consists of gamblers' devices, of which the most elaborate is a thermometer with prism ornaments, which once hung in a gambling saloon. Behind it were two peep-holes. The prisms, together with mirrors on the walls, enabled a man in the next room to overlook each hand. He then signalled to the "crook" players with a sort of Morse code by means of a hidden wire.

KING JOHN'S LAST DINNER.
One of the few facts of English his-

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— \$1.45, \$1.60, \$1.65, \$1.80
Men's Brown Rubbers . . \$1.55, \$1.65
Men's Heavy Dull Rubbers . . \$2.30
Men's Storm, Red sole and heel . \$1.80



SPECIAL!

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

\$2.25

SPECIAL!

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

\$2.89

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

GREY SUEDE SHOES

Only \$2.50

Grey Suede 1-Strap Shoes, Sallily, 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

Sizes 5 to 10.

Brown Kid, High Lace \$2.25

Brown Calf, High Lace \$2.50

Sizes 9 to 11, rubber heels.

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

Sizes 11 to 2, rubber heels.

Infants' Boots—Black and Brown; Lace and Button, leather soles— \$1.10 \$1.40

Girls' Black Rubbers (11 to 2)— 98c. \$1.20

Girls' Brown Rubbers (11 to 2) . . \$1.00

Child's Brown Rubbers (5 to 10) . .89c.

Child's Black Rubbers (5 to 10) . .85c.

195 Water Street East **PARKER & MONROE Ltd.** 361 & 363 Water Street WEST.

THE SHOE MEN.

Bargains in Dress Goods.

Wool has again taken an upward turn, but not our **TWEEDS** and **SERGES**. They are lower in price than ever before.

A new range of Striped and Plain Woolen Tweeds, in all colours. Heavy strong wear. 40" wide **65c.** yard.

56" Heavy Tweed, extra strong wearing material for boys' wear **98c.** yard

We have an ideal 44" All Wool Navy Serge **90c.**

56" All Wool Navy Serge, strong and wearable. Ideal for Dresses **\$1.15** yd.

Just Arrived, a few lengths of Men's Overcoating and Suitings. Extraordinary Values.

See these before they all go. Special Line of Men's Woolen Underwear . . . **\$1.45** gar.

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WATER STREET ST. JOHNS

FOR SALE

Best American Sole Leather, Upper Leather, English and American. Manila and Steamed Tanned Rope, all sizes. Best Italian Hemp Lines and Twines. Chains, Anchors and Grapnels. Lubricating Oil.
Men's and Boys' Long and Short Boots, 100% Leather—all going at Rock Bottom Prices.
We also buy Brass, Copper, Lead, Old Rope, Cow Hides, Calf Skins, Sheep Skins, Raw Wool and all kinds of Raw Furs. **HIGHEST PRICES PAID.**
NORTH AMERICAN FUR, HIDE & METAL CO'Y.,
WATER STREET WEST.
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"CRAWFORD'S DELIGHTFUL ENGLISH BISCUITS"

comprising the following varieties:
Currant Puffs, Boston Creams, Finger Creams, Custard Creams, Surrey Creams, Marie, Dinner Wafers, Dux, Petit Beurre, Polo, Daffodil. All fresh stock at lowest prices.
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DUCKWORTH STREET.
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ENTERPRISE OAKS—3 Sizes.

No. 15 Ideal Quebec.

" 25 Ideal Quebec.

" 15 Ideal Rival.

" 25 Ideal Rival.

" 12 Enterprise Quebec. } 2 patterns.

" 14 Enterprise Quebec. }

" 15 Oak, with self feeder.

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All Sizes.

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tory retained after schooldays in the average child's mind is the death of King John "from a surfeit of lampreys"—the lamprey being an eel-like species of fish. The River Sever, in the West of England, has been for many centuries a celebrated source of lampreys; the City of Gloucester used to send the King a 20 pound lamprey for his Christmas dinner and keeps up the custom after 700 years.

A well known sportsman the other day gave a lamprey lunch to a few friends at his club in Pall Mall, but nobody came within measurable distance of King John's fate, or even confessed with Queen Elizabeth that the queer fish "were one of his passions." The general opinion seemed to be that the port wine was all right, but the 18th century delicacy tasted too much like balled chewing gum.

"TREE OF LIFE!"

Keepers of departments at the British Museum have to wrestle from time to time with people who want to sell them rubbish of various kinds. Perhaps the queerest of these alleged treasures was a twig, which the bearer said had been won by a sergeant-major friend of his from a band of wild Arabs who were guarding this relic of the original Tree of Life! He was not at all pleased when the

Museum officials refused to open negotiations.

Anonymous gifts, of which odd bits of mummy are the commonest, are constantly received by the Museum. They are particularly numerous after any story of bad luck, attributed to meddling with Egyptian antiques, has appeared in the newspapers.

An Old Favourite returns to the market



1000 BARRELS

JUST RECEIVED

We are quoting an especially low introductory price.

HARVEY & CO., Ltd.

Express Passengers.

The following passengers arrived at Port aux Basques by the Kyle yesterday morning and are on the incoming express:—Thos. Rigi, Isador Adre, Miss M. White, Dr. J. A. Burke, Rev. M. Kennedy, N. J. Murphy, A. Frien-

man, M. Chaisson, A. Lapnier, J. A. Cameron, N. Green, M. Gaul, V. Rose, J. A. MacKenzie, Mrs. S. Ezekiel, Miss O. Harris, E. Burrell, Mrs. A. S. Du-bordieu, Mrs. H. Gillis, D. M. Vey, S. Wells, C. R. Chariton, J. Hallburton, L. Pelley, R. Newman, E. Colley, Mrs. J. Ford, Mrs. D. Boyce, II, Bergman, W. Horwood and Capt. Watson.