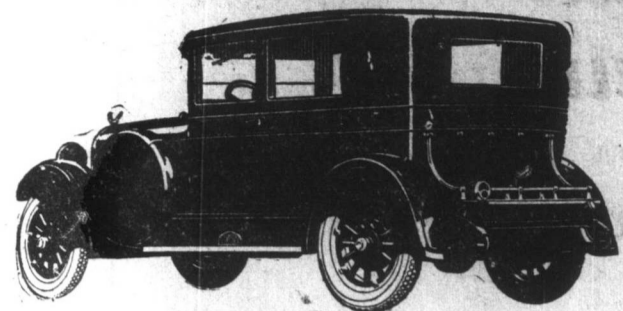


A Revolutionary Car for Every Owner



THE BROUGHAM

In literal sense, a revolutionary car: What other term could describe the Chrysler Six—a car that gives a high gear speed range of 2 to over 70 miles per hour—that weighs only 2705 pounds and yet can be driven in comfort 60 miles an hour on a cobbled street or a rutted road.

Never has there been a car within many hundreds of dollars of the Chrysler price, that could begin to do the things it does.

Never has there been a car that combined such starting performance with such economy of investment, maintenance and operation.

MARSHALL'S Garage

WATER STREET WEST.

Coolidge is the Favourite in To-Days Presidential Contest

Flooded Rivers of N. France and Belgium Threaten Widespread Destruction—Outbreak of Pneumonic Plague in Los Angeles Causes Grave Concern.

LAST MINUTE EFFORTS.
NEW YORK, Nov. 3. The election campaign of 1924 is passing through its final hours in a swirl of activity destined to make political history. For the first time the two Presidential candidates, President Coolidge and John W. Davis, are preparing to address an election eve message to the same audience, a radio audience that will extend the country over. The two candidates for the Vice-Presidency likewise are upsetting precedent by continuing through a pre-election Monday their speaking campaign. Governor Bryan is completing the swing through his home state of Nebraska, and Senator Wheeler is winding up his coast to coast speech-making tour in Baltimore. Senator LaFollette having laid his case finally before the people in Saturday night's address at Cleveland, has returned to his home in Madison, and Charles Dave is awaiting in Evanston the verdict of tomorrow's balloting. The managers for all three of the Presidential tickets, after making the usual pre-election claims to victory, devoted much of to-day to perfecting their machinery to get out the voters. The weather forecast for most of the country fitted in with these preparations and appeared to presage a record vote.

BETTING FAVORS COOLIDGE.
NEW YORK, Nov. 3. Following Republican forecasts of certain victory at the polls to-morrow, the betting odds that Calvin Coolidge would win the Presidency race went 21 to 1 to-day. A prominent Wall Street firm announced an offer to lay \$55,000 against \$5,000 on the President. The odds against Senator LaFollette, leader of the Independent Party, were 24 to 1. In Wall Street the odds against John W. Davis, Democratic President nominee, were quoted to-day at 13 to 1.

CHARLEROI REGION UNDER WATER.
CHARLEROI, Belgium, Nov. 3. Nearly the whole of this region is

under water and immense damage is reported. The big Hannout metal plant at Couillet is flooded, as well as the Marcelline Electric Plant, throwing thousands out of work. The authorities are organizing a boat service to convey food to the flood victims. It is expected the gas plant will be put out of commission at any moment, plunging the city into darkness.

FRENCH RIVERS OVERFLOWING.
PARIS, Nov. 3. Swollen by the incessant rains of last week coming on top of the dampest summer and fall in many years, the rivers of Northern France are rising with unprecedented rapidity, threatening widespread destruction.

COAL PRODUCTION.
GLACE BAY, Nov. 3. The October output at the Dominion Coal Company's Collieries totalled 355,327 tons, the largest output obtained since April, when a total of 379,569 tons were raised. It is 92,000 tons better than the output for September. During October the new colliery, No. 1 B., produced 62,097 tons.

BRUSSELS SUFFERING TOO.
BRUSSELS, Nov. 3. The River Senne is out of its banks south of this city and acres are under water.

HIGHEST RADIO STATION.
TARBES, France, Nov. 3. The highest radio telephonic station in the world has been opened at the observatory on Pic Du Midi, some 10,000 feet in altitude. The station uses a 460 metre wave length and has antenna capacity of 390 watts.

FIGHTING PNEUMONIC PLAGUE.
LOS ANGELES, Nov. 3. State and Federal Health authorities to-day were moving to the aid of Los Angeles in its fight to block the spread of the Pneumonic plague which at last reports had claimed 21 victims in the city's Mexican quarters. To-night under treatment at the general hospital were said to be critical. Ground squirrels proba-

bly brought the disease to Los Angeles and communicated it to rats, which in turn probably transmitted it to the first human victim through the intermediary of a flea, Dr. Kellogg said, discussing the history of the plague in the United States. The outbreak, according to Dr. Kellogg, is an indirect heritage from the Oakland plague of 1919.

BOATS MISSING AFTER STORM.
NEW YORK, Nov. 3. Two fishing boats with nine men aboard were reported missing, and another boat with eleven men aboard was towed into port to-day, as the aftermath to-day high wind which swept the waters off New York yesterday and last night. Three men are known to have been drowned and two boats were sunk during the height of the storm. The boat rescued was found helpless off College Point, Long Island, by Marine police in a patrol launch. All available police boats are being used in searching for missing craft.

TRYING TO PLACE THE BLAME.
NILES, Ohio, Nov. 3. With peace and order restored here the military county and city officials to-day turned their attention to fixing responsibility for the rioting here Saturday between Ku Klux Klan and anti-Klansmen which occurred while Klansmen were preparing to parade. The list of known wounded as a result of the skirmishes remained at thirteen.

WILL STAND.
BOSTON, Nov. 3. The will of Neil McNeill disposing of an estate estimated at between \$800,000 and one million, the income from which is to be paid to seventeen nieces and nephews during their lifetime and then go to St. Francis Xavier College, of Antigonish, N.S., was allowed to-day, objection being withdrawn. Some of the heirs had announced their intention to contest the will on the grounds of undue influence by the Governors of the college.

McMurdo's Store News.

MERITOR BRUSHWARE.
MERITOR BRUSHES for particular people, the Meritor Brushes are made for men and women, women and men, who want the full Concert Pitch of personal cleanliness and personal charm.
Meritor Hair Brushes, Ladies' and Gents from \$2.50 to \$3.75.
Meritor Tooth Brushes, nine styles from 30c. to 60c.
Meritor Nail Brushes from 90c. up.
Meritor Bath Brushes, Fiber and Bristle \$1.75 and \$3.00.
Meritor Shaving Brushes, Badger and Hog Hair \$1.25 to \$2.50.
When thinking of your Xmas Gifts see this line of Meritor Brushware, it is by far the finest line of Brushes ever seen in the City, a printed guarantee with every Brush.

An Entertaining Jewellery Firm

Recently, extensive alterations were made to the premises of Messrs. T. J. Duley, Ltd., Water St., and in consequence St. John's can now boast of a jewellery store that in appointments and range of stock, compares favorably with the most modern to be found in the cities of Canada and the United States. The alterations permitted an increase of 22 feet in depth to the main store and added close on 500 feet to the floor area. With increased space the whole layout of the display sections and counter cases became necessary. Made possible by the installation of two of the very newest type of all plate glass jewellery cases, the counter area has been practically doubled. These cases occupying either side of the store from the entrance to the rear and are the latest work in appointment. A notable feature is the rounded corners at the ends near the entrance. The advantages of this feature becomes apparent the moment one enters the store. In addition to these cases there are two six-foot display counters with a three mirror section and a fifteen foot show case. The latter is placed across the rear of the store. The firm, in remodeling, paid particular attention to illumination system and have equipped their main floor with up-to-date fixtures, giving a total of 1450 candle power. There is no doubt but that it is the best lighted store in the city. In consequence of the alterations, the Optical Department had to be removed to the second floor, but no inconvenience has been caused thereby, as easy access is obtained by an entrance in the main store. Messrs. Duley are now in a position to cater to the wants of an ever increasing clientele, as in keeping with the policy of up-to-date jewellery stores abroad, they have extended their stocks so as to embrace many new lines. They now carry a line of gift goods and novelties of exclusive design and not obtainable elsewhere in the city. They were personally selected in the markets of Great Britain and the United States, and are of such variety that the most exacting should find no difficulty in suiting their taste.

Last Night's Concert

At the Aula Maxima last night, a very enjoyable concert was held. Every seat in the hall was occupied and the manner in which those present received the various items proved that they were deriving much pleasure from the programme, which was made up as follows:—Piano Solo, Miss M. Power; Vocal Solos, Misses Mercedes Halley, I. Howlett, P. Vaughan, E. Shea, K. Hayes, J. McNamara, Mrs. Brown, Senora McCarthy Gomez, Mr. J. Canning; Song and Dance, Miss T. Bambrick; Recitations, Miss K. Howlett, B. Prim; Musical Monologue, Mr. T. P. Halley; Vocal Duet; Miss I. Howlett, Mr. J. Canning.



Our Perverted Proverbs

POPULAR SAYINGS WITH TWISTED MEANINGS.

Many of the proverbs in constant use are obviously nonsense. Others have a certain point, although it may be very different from that which first made the expression full of meaning. We talk of a thing not being worth a "rap," but probably we never realize the force of the saying until we know that R.A.P., in Indian account stands for Rupees, Annas, and Pice, just as we use £ s. d. in English.

There was once a similar expression—"not worth a tinker's dam." A tinker's dam is a wall of soft clay raised round a spot which a plumber wants to fill with solder. As the material of the dam is thrown away after use, the meaning of the saying was clear. Now its origin is so little remembered that we often hear of something not being worth a tinker's "curse."

Amis and Amile.
We now "lose the ship for a ha'p'orth of tar," or, more often, "spoil" the ship for that amount. Although this is not nonsense, it has not the point of "lose the sheep (pronounced ship in some districts) for a ha'p'orth of tar," when the custom of marking the owner's name on the sheep with hot tar is remembered. One of the best-known proverbs is "A miss is as good as a mile." It is possible that the original proverb read: "Amis is as good as Amile." Amis and Amile were legendary soldiers of Charlemagne, and, besides being great friends, were considerably like one another in appearance. They were famous as the heroes of a wide-known wild song. Later they entered into the traditions of the Church and were invoked indifferently. Hence the proverb.

The Choice of Most Women

Pearline washing Powder is selected by many women who know what a real good washing powder is. Pearline costs only ten cents a package and saves dollars in toil and labor. Years ago Pearline was the favourite—it is still the favourite with all its numerous users. Your grocer knows that Pearline is considered the best of all washing powders and this is why he will recommend it every time you ask his opinion. For cleaning pots, pans, kettles, etc. there is nothing like Pearline. For all washing or scrubbing a little Pearline added to the water makes the work much easier. Every woman should use Pearline. Ask your grocer for Pearline.—oct14,t,t

for cuts & bruises

use **Mentholatum** You feel it heal
Price 25c
Jars 50c
Tubes 50c

MINARD'S LINIMENT RELIEVES PAIN.
MINARD'S LINIMENT FOR ACHES AND PAINS.

Do Your Shopping at Steers

Where You Get Unusual Values in the Season's Newest Merchandise.

Our Service Makes Friends. Our Values Keep Them.

We Specially Invite You to Visit Us During Shopping Week, November 3-8.



Men's Wear.

SUITS!

Pick the style and fabric that you want—then put on the garment—see yourself in the mirror, you will have the answer then. Our values say Buy. See our Suits first.

\$11.90, 13.75, 15.00, 17.50, 23.50, 25.00

Fine all Wool Navy Serge Suits.

\$19.50, 25.00, 27.50, 32.50, 35.00

Overcoats.

Style and fabric have combined to make every Overcoat a tailored treat.

\$12.75, 14.75, 17.50, 25.00, 30.00, 32.50, 39.50

Boys' English Made Suits.

Made of the best quality hard wearing English Tweeds, smart styles. To fit from 6 to 10 years . . . \$7.60 to \$9.30

To fit from 9 to 13 years . . . \$11.50 to \$14.00

Long Pants Suits.

High class, best styles. To fit 14 to 17 years. \$17.00 to \$18.50

Little Boys' Navy Corduroy Velvet.

Oliver Twist Suits. Size 3 to 6 years, \$3.50

Fancy Mottles Tweed, same style . . . \$3.50

Jersey Cloth Suits, same style . . . \$4.75

UNDERWEAR!

Men's Stanfield's Pure Wool, Unshrinkable.

\$1.90, 2.50, 2.85

English Wool Cashmere Underwear, high grade, Unshrinkable.

\$1.70 to 2.25

Heavy English Grey Union Flannel Shirts, with collars \$1.75, \$2.50



SHIRTS!

We are showing a wide range neat Striped Percales and Madras

\$1.35, 1.75, 2.00, 2.50

Plain Cream Pongee Shirts, \$2.25

Plain Cream Pongee Shirts, with detachable collar to match, \$2.75

Fancy Striped Flannel Shirts, Sateen collar band \$2.50

Same style with collar attached \$2.75



In Our Showroom

A GRAND DISPLAY

Ladies' Seasonable Apparel.

See Our FALL COATS

You will be delighted with the fabrics, the styles and the values.

\$9.00, 14.00, 16.50, 18.50 to \$42.50

Our Dresses are real eye openers. Charming styles in Poiret Twill, fine Serge and Charmine.

\$5.75 to \$15.00

MILLINERY.

Charming up-to-date models.

\$1.65 to \$6.50

SILK SCARVES.

WOOL SCARVES.

HAND BAGS.

Compact Cases. The latest Novelties in Neck Beads.

Fancy Kimona Cloth

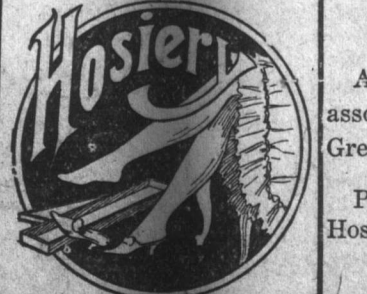
Pretty designs. 55c. yd.

BLOUSES.

See our delightful styles in Tricolette, Knit Silk, Jersey Crepe etc.

Over-Blouses and Smocks

\$2.25 to \$5.50



NEW HOSIERY

All Wool Cashmere Hosiery, assorted ribbed, in Fawn, Greys and Browns . 88c.

Plain Wool Cashmere Hosiery, assorted colours, 78c.

We have a Wonderful Assortment of Autumn Flowers and Fruit, Feathers and Aigrettes, Feather Bands, etc.

STEERS, Limited

Don't Count Your Dinner Before It Is DIGESTED

Food is certain to cause distress until you improved digestive action and sweeten the stomach. You can do this quickly and surely by taking Beecham's Pills. Their natural action stimulates the flow of gastric juice, increases activity of liver and bowels and improves digestion. Take Beecham's Pills with confidence, for 80 years' experience prove they are good for the stomach.

Sold Everywhere in Canada

BEECHAM'S PILLS