

OCTOBER ECONOMY SALE

In The Bargain Basement!

Unbelievable Bargains for Everybody

Here is one of the biggest chances you ever had to save money on ready-to-wear apparel that you need right now—in many cases our selling prices for these goods are away below cost. In fact the prices will speak loudly for themselves.

Ladies' Dresses

1 Rack Only

Superior quality of Canton Crepe, Crepe Knit, Jersey and fine Wool Serges—ultra fashionable styles. We drop them from the Regular Prices of

12.50 to 21.00 down to

4.90 to 10.50

FOR THIS OCTOBER ECONOMY SALE!

300 Ladies' Cotton Serge Dresses

In assorted Colors and attractive Styles.

Here is an opportunity rare indeed to save at least \$3.50 on each of those Dresses. You will find them most suitable and desirable in every way, and what you will like best about them is the price—which for this October Economy Sale is only

2.48 each

250 Ladies' Skirts

In Black and Navy Wool Serges and Melton Cloth. Ordinary values \$3.50 to \$6.50. Now offered for the October Economy Sale at

1.95 to 2.50

300 Misses' and Children's Winter Coats

In assorted colors and materials. These are worth anywhere from \$3.00 to \$7.50.

But for this October Economy Sale, we have dropped the prices down to

1.95 to 5.90

Be sure to attend this marvellous Sale, as we promise that it will secure to you the most astounding values that you have ever witnessed. We are unable to fill any Mail Orders for this Sale, but we welcome to our Store our Outport friends who will be visiting the city at this or any other season of the year.

We are the LEADERS in STYLES, LEADERS in LOW PRICES, and LEADERS in the Greatest variety of READY-TO-WEAR APPAREL obtainable in the City of St. John's.

The Broadway House of Fashion

331--Water Street--331

The Second Store East of Adelaide Street

500 Ladies' Fall and Winter Coats

An extraordinary offering that proves to you what True Economy is—We have in these Coats the most unrivalled selection in the city—Surpassingly smart in styles and unlimited in variety.

In justice to yourself you should attend this October Economy Sale and select in time one of these specially made COATS at our specially made prices, which range from.

6.90, 9.50 to 13.90

MORE SELECTIONS OF EXTRAORDINARY VALUES FOR THIS OCTOBER ECONOMY SALE.

- 120 Wool Pull-Overs 98c.
- 300 White Poplin Blouses 75c.
- 25 Only Ladies' Winter Coats . . \$3.50, \$4.90
- 40 Only Ladies' Sweater Coats . . . \$1.95
- 50 Men's and Boys' Sweaters \$2.25 & \$2.75
- 22 Ladies' Costumes . . . \$11.90 to \$15.00
- 50 Tweed Sport Hats 95c.
- 25 Misses' and Children's English Tweed Suits \$2.95 and \$4.25
- 35 Pairs Men's Cotton Serge Pants, 95c. pr.
- 75 Pairs Men's Khaki Pants, . . . \$1.75 pr.
- 22 Men's Single Work Coats \$2.90

New Zealand Butter-Making

The largest creamery in New Zealand claims an output of over 5,000,000 pounds of butter per year, and a record of 512 boxes of 56 pounds each in one day.

This is one of the interesting facts noted by the Dairy Commissioner J. A. Ruddick, in a report he has prepared on his visit to that country last winter. The factory system of New Zealand, though twenty years late in starting, is in many respects better than that of Canada. Most of the factories are well built, the newer ones being constructed or reinforced concrete on brick with no wood in the walls or floors. No expense is spared to have the very best machinery that can be obtained.

The majority of the factories are run by the farmers on the co-operative plan, though there are some very successful private concerns. Success or failure under either system seems to be largely a matter of management, and generally it depends on some single individual.

One great advantage attached to these large operations is that it is possible to secure capable management. The chairman, or president, as he would be styled in Canada, usually occupies the position year after year. He devotes a good deal of time to the affairs of his company and becomes well informed on the general dairy situation. Thus he is in a position to formulate and direct policies with intelligence. The office of secretary is an important one and, generally speaking, the secretary is the chief executive officer. The manager is the expert who is responsible for the working of the factories and the quality of the products.

A Shipshod Business.

Mr. Ruddick thinks that apart from the matter of size and volume of output the most striking difference between New Zealand and Canadian dairy factories is the matter of management, which in the average Canadian factory is a very shipshod business compared with the way in which it is done in New Zealand.

The position of men who actually make the butter and cheese and the conditions of such employment in New Zealand make for permanence as an occupation, especially in the larger factories where the pay is good. It is the rule to provide comfortable homes for the employees, in which they live the year round.

The maker is not required to "guarantee" his work by paying the "cuts" on inferior cheese or butter. Not that he is relieved of responsibility for the quality of his cheese or butter, because his services would not be retained if he paid two or three times the amount of the class and continued to make a poor article. Producers as a class in New Zealand are not satisfied to turn out inferior butter and cheese, even though they may be paid full price for it. The result of this is that there is no tendency on the part of the maker to cover up defects. If anything is wrong with the quality he is ready to acknowledge it and seek the necessary remedies. The producers or managers do not rely on the maker's guarantee to save them from losses arising from inferior quality. It is recognized that the patrons have some responsibility for defects of quality in the product. Much greater care and discrimination is exercised in the engagement of cheese and butter makers under the system.

The New Zealand butter and cheese makers, despite the fact that they have no dairy schools and no general system of instruction such as there is in Ontario and Quebec, are well posted in the technique of their art and are generally capable men.

Home Separation Universal.

Home separation is now almost universal in New Zealand. The cream is all graded as required, on a voluntary basis, by an employee of the creamery. There is no law of regulation covering this. The butter graders' reports constitute a check on the cream grader. For instance, if the cream received is graded 90 per cent. first grade and 10 per cent. second grade, the butter made from it is expected to grade the same percentage of first and second grade. If there continues to be a discrepancy between the grading of the butter and the grading of the cream, the district inspector is called in and the cream grading adjusted.

The cream is, of course, paid for according to quality. Frequent deliveries are made, in many cases, and rarely less often than three times a week. Under these conditions a superior quality of cream is received. A large part of it is fit for table use. The average acidity is from 3 to 4 per cent. It is not uncommon at some creameries for all the cream to be first grade for weeks at a time.

The large production on individual farms, making frequent deliveries worth while, and the fact that the producers for the most part have comparatively little work apart from that connected with the milk or cream are undoubtedly contributing factors in securing cream in good condition, but the fact that it is good is the important thing, because that is what Canadian producers have to compete with.

It will be easily understood by the

ter makers that cream which is pasteurized and the acidity kept low produces a very mild type of butter, especially when it is salted slightly, as is the practice, and that it will have good keeping qualities. It is thought in some quarters that the New Zealand butter makers are rather overdoing the matter of mildness in favor, and that their butter approaches the character of neutral fat. This is the view held in Australia, where a somewhat different type is aimed at.

Farm Book-Keeping Essential

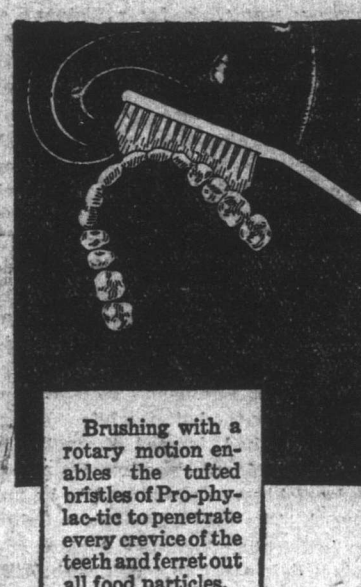
OTTAWA, Ont., Oct. 2.—To impress farmers and rural residents with the importance of an accurate book-keeping system, the Dominion Experimental Farms have recently issued a simplified account book which will serve all necessary purposes. It is designed to last a complete year and all transactions can be easily entered. Tables of measurement, calendars and directions as to how to make entries are also found. For the nominal charge of ten cents the publications branch of the Department of Agriculture, Ottawa, will furnish the book. Commencing on the importance of farm book-keeping, the following is said: "It is curious that Canada's basic industry—agriculture—should be carried on, so far as individual producers are concerned with it, in so casual a manner with regard to account-keeping. Especially is this strange when it is considered how simple farm book-keeping is in comparison with that of other businesses."

Willing to Try

Jones had terrible toothache, and happening to run across an old friend who had just returned from his honeymoon with a young and charming wife, he asked him if he knew of a cure for it.

"Look here, old chap," said his friend, "I had toothache last week. When I went home my wife kissed me, and, do you know, it cured it completely. Why don't you try it?"

"That's a splendid idea," said Jones. "Is your wife at home now?"



Brushing with a rotary motion enables the tufted bristles of Pro-phy-lactic to penetrate every crevice of the teeth and ferret out all food particles.

SAVE your teeth and your money by visiting your dentist four times a year.

Frequent examinations cost little—delays are expensive.

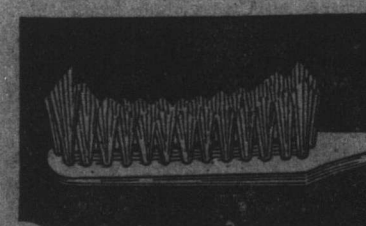
Clean the teeth regularly twice a day with the Pro-phy-lactic Tooth Brush.

The curved handle makes it possible to brush all around the back teeth. Always sold in the yellow box.

Pro-phy-lactic Tooth Brushes come in three sizes—adults', youths', and children's; and in three degrees of stiffness—hard, medium, and soft.

Distributed in Nfld. by GERALD S. DOYLE, St. John's.

Pro-phy-lactic Tooth Brush



"Leads in every District"

VICTOR FLOUR

See Wm. J. J.



What would you have when you enter our Store. Shall it be things for the kitchen such as beautiful

ALUMINUMWARE

or New Pots, Saucepans, Kettles, etc.

New Shipment

ENAMELWARE

just received.

John Clouston

140-142 DUCKWORTH ST.
Opposite Custom House.

The United Business College of Newfoundland.

Sept 13, 1923, eod

Opened on MONDAY, Sept. 10th, at 9.30 a.m. in the Victoria Hall, offering complete courses in Accounting, Stenography and other essential subjects to produce efficiency. Phone 2025R. Evening Classes at 188 Patrick Street. P. G. BUTLER, B.C.S., M.C.S., Principal.

Wallace Silverware.

Is your Table Silver as good to-day as when you bought it?

Have you noticed that at the parts most exposed to wear, the plate has become worn?

Do you think this condition of your Silver is in keeping with your idea of a well appointed table?

Then why not, when you decide on replacing your old ware, give place to it with the "Wallace" Brand, the Silver that refuses to wear and is guaranteed without time limit.

Start with the Tea Spoons and gradually complete your Set with the one pattern—there are several for you to choose from and the price is very moderate.

Tea Spoons cost \$5.00 for a Dozen.

T. J. DULEY & CO., Ltd.

The Reliable Jewellers & Opticians