

ST. JOHN'S PUBLIC AS THIS GREAT FALL & WINTER SALE SWEEPS the CITY

FALL & WINTER SALE

A Sale that has stirred the City to its Very Depths!
Men are talking about it on the streets!
Women are talking about it in their homes!

VALUES AND STYLES THAT DEFY COMPARISON IN THIS FALL AND WINTER SALE. COME! PROVE THE TRUTH OF OUR STATEMENTS.
NOTE THIS FACT!—WE HAVE STAGED SPECTACULAR SALES BEFORE—BUT THIS SALE IS THE CROWNING EVENT OF ALL PAST ACHIEVEMENTS.
PLEASE NOTICE!—WE CANNOT FILL MAIL ORDERS, 'PHONE ORDERS or C.O.D. ORDERS ON ANY FALL AND WINTER SALE MERCHANDISE. WE RESERVE THE RIGHT TO LIMIT THE QUANTITIES PURCHASED BY ANY ONE CUSTOMER.

Wholesale & Less than Wholesale--Costs Prevail

Spread the news of our Fall and Winter Values among your friends. There is no rivalling the economy wonders in our apparel departments.

PARIS ASSOCIATION OF FASHION

A Big Development.

The local development of particular interest this week is the announcement by Mr. W. F. Coaker, presumably in official capacity, that the agreement for the construction of great power works in the vicinity of Deer Lake has been signed by the St. John's and Newfoundland Governments on the one hand and by the

Company on the other.

Although there has been a great deal of talk about this Humber proposition for over a year now, this is the first definite intimation that negotiations between the three parties concerned had resulted in anything definite being arranged in this connection. The people of this country therefore, at last have knowledge that this big constructive project is pretty

much of a certainty for the future.

But the sum total of our knowledge of the project does not amount to much.

We have the bare announcement of the signing of the tripartite agreement.

We presume that the amount of capital involved under the agreement is, as has always been understood to

be the case, about twenty million dollars.

We infer, also, that the capitalists who are engaging in this project are to operate under an interest guarantee and that guarantee represents five and a half per cent on the subscribed capital, or something over one million dollars per year.

We have been assured that, of this total guarantee, Great Britain assumes responsibility for the payment of one half annually and Newfoundland assumes responsibility for the other half.

While small parties of men have been sent to the scene of operations, we have no knowledge of the date at which the Company will begin to operate on a large scale, what it will be doing this winter, or what staff of men it will require when its operations are in full swing.

The general understanding, so far, is that during the present winter anywhere from two to three thousand men will be needed to 'carry on' at the site of the works and on the timber areas that are included in the agreement.

Boiled down then to a basis of absolute knowledge, what information is ours regarding this proposition, leaves us very much in the dark on points of vital interest to the country.

Evidently then the newspapers of both Government and Opposition are using guesses for texts for these articles in which the one side is exultantly boasting and the other side doggedly condemning the proposition.

We cannot confess to any admiration for politicians whatever their party who devote themselves to the exploitation of such a tremendous issue for partisan purposes.

Insofar as the Government press is rejoicing over the signing of the agreement because it represents work for a considerable number of unemployed, it is voicing the sentiments of the whole country. Such a prospect is an excellent thing in these times of depression and of armies of workless. It is bound to act as a stabilizer of business and it is certain to create more confidence in the minds of our business men and of other people generally.

But it is too early for government newspapers to commend to the country the signing of a Humber Industry as a panacea for all our ills. The country will be in a position to make up its mind on that score when the text of the agreement is made public.

On the other hand, the Opposition press have even less justification for condemning the agreement, lock and

barrel. At present they are ignoring the employment prospects and are concentrating on the guarantee clauses, which they are glibly condemning.

They, too, are eager to play politics with this industrial undertaking. Mighty poor politics they are playing, too.

A feature of any agreement may be very objectionable of itself. But that feature may be entirely justifiable when considered in relation to other features which bestow on the country as much or even more than it covants to give.

This is the information that the Opposition press, like the Government press does not possess and so is in no better position to cast up accounts against the agreement that is its opponents to declare a balance in favor of it.

But, where the government press has justification for rejoicing over the signing of an agreement which will (1) provide much needed employment and the bare announcement of which must (2) help to stabilize the trade and (3) create confidence with the business men of the country, the Opposition press has little or no justification for calamity-howling in this connection.

It is a sorry pessimist, indeed, who begrudges people one little streak of silver lining in their dark clouds of trade stagnation and lack of work.

Men of the real public spirit prefer to hope for the best and to look for the best in connection with such public undertakings and to thank heaven and take courage because of an arrangement that, so far as we know, promises to enable Newfoundland

to resume her place on the path of progress and prosperity and to provide her with an industrial asset that will relieve the pressure on her fisheries and which will exploit to her own good natural resources so long dormant and unutilized.

The Humbermouth proposition may not prove a general panacea for the ills of our body politic. We do not expect it to prove such a panacea. But, whatever its objectionable features—and we do not know just now that it contains any—we do anticipate that it will prove immensely beneficial to all classes of our population.

That is as far as reason and good judgment will allow any unbiased journal or public man to go.—Trade Review.

Have you a Suit or Overcoat to be made. Bring it to FARELL THE TAILOR, Adelaide Street. First class work at moderate prices.—sept22,12

Cancer's 1,200,000 Death Toll.

New York, Nov. 14.—Approximately 1,200,000 persons in the United States died from cancer from 1900 to 1920 inclusive, according to an announcement made here to-day by the American Society for the Control of Cancer.

The Society bases its estimate on figures obtained from the United States Census Bureau. The Bureau's figures show that 377,410 deaths occurred during this period in the registration area. This area represents some less than two-thirds of the population. By adding this third the total number of deaths is reached.

10¢

"CASCARETS"—CONSTIPATION

Clean Your Bowels! Stop Sick Headache, Dizziness, Colds, Sour Stomach, Gases, Bad Breath

Clean your bowels—then feel fine! Enjoy the nicest, gentlest bowel cleansing you ever experienced by taking one or two candy-like Cascarets to-night. They physic your bowels fully. All the constipated waste and sour bile will move out of the bowels without gripping or straining you. There will be no bowel

pain to cause colds, sick headaches, dizziness, biliousness or sour stomach when you wake up in the morning. More men, women and children take Cascarets for the liver and bowels than all other laxative-cathartics combined. 10 cent boxes, also 25 and 50 cent sizes. Any drugstore.



This Unruly Member

generally starts a riot at midnight drumming up recruits all along the line in an always losing battle. Be wise—seek the

FINEST DENTAL WORK to be had—right here in our office where the skill will redeem an unruly member or arrest him in his sins.

DR. LEHR,
THE SENIOR DENTIST,
329 Water St.
Specialist in Extracting and Plate Work.

Coke

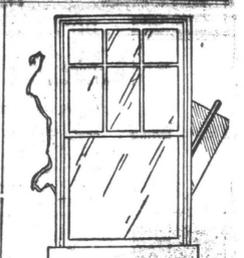
Of the best quality for sale at the Gas Works. An excellent substitute for Anthracite Coal, and the best smokeless fuel for Domestic or Industrial use. Clean, Efficient and Economical. Book your orders early and be ready for the cold weather.

Our price, sent home, \$20.00 per ton of 2240 lbs.

Note—A sack of coke may be purchased for seventy-five cents.

ST. JOHN'S GAS LIGHT COMPANY.

Use STAFFORD'S Phoratox Cough Cure for coughs and colds. It will cure.—oct21,12



Your Home

Can be made more easily comfortable and pleasurable by the installation of this simple, economical device. Save you one-third

of your fuel bill. Keeps out cold and draft, dust and soot, deadens noise and stops rattle.

Ceco Metal Weatherstrips placed on your windows and doors relieves you of the bother with storm sash. They are cheaper than storm sash; far more effective, and last as long as the building. For both new and old houses alike. Let us tell you more about

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Fads and Fashions.

Beaded net tunics in gorgeous colors are worn over sheaths of silk or metal cloth. Blouse jackets of paisley and camel's-hair have their fringe edging the front and collar. Tailored suits with thirty-four-inch jackets are belted, with a slight curve to the waistline.

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BELLBUOY Cigarettes

20¢ for 10

One certificate (equal to three regular coupons) in every package

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The're delightfully different.

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