



MAGIC BAKING POWDER

Guaranteed to be the purest and best baking powder possible to produce. Because of the purity and high quality of the ingredients of Magic Baking Powder its leavening qualities are perfect and it is therefore economical.

E.W. GILLET COMPANY LIMITED
WINNIPEG TORONTO, CANADA. MONTREAL

will be followed by the rise of flourish ing towns.
At Grand Falls Mills a town with over 500 houses has grown up.
Men holding important railway interests in Newfoundland are among the backers of the new scheme which aims at developing territories chiefly in the region of the Humber River.

An Epoch Passes.

The death of Marie Lloyd marks the passing of an epoch—the epoch of the music-hall in which our fathers revelled, from the age of the Elysian to the days of the old Pavilion and Tivoli. Whether the age will return is questionable; there is no question as to its having been superseded for the once by musical comedy and revue—and in unlettered spheres by Barrie and soulful sugar.

All of which is not without significance. We show the symptoms of becoming a so-called intellectual era, comparable to the Alexandrine age and Silver Latin. The old England was essentially "human." Our grandfathers would never have suffered from Shaw, and exasperated by Barrie. Who is the gainer? The rich, full-blooded bonhomie, of which Marie Lloyd was a last and licensed prophet, was always and admittedly in danger of degeneration too quickly into vulgarity. But at its best, it optimised a broad and virile health, with a vein of the genius that runs through Dickens, Rabelais, Swift, and all the Elizabethans. Let us take heed, as we applaud approvingly the bizarre effects of a modern revue by John Murray Anderson, or the sentimental sweetmeats of a Mary Rose, lest we are not losing a richer heritage than we have gained.—Daily Press, London.

A health saving REMINDER:

Don't wait until you get sick—USE



Author of "I Accuse,"

A VERSATILE GENIUS.

Author, dramatist, poet, psychologist, student of philosophy and motion picture producer—this is the type of versatile genius that has made it possible for the United Artists Corporation to present Abel Gance's sensational production, "I Accuse," which is the feature at the Majestic Theatre, to-day.

Abel Gance, author and director of this great picture, is a Parisian thirty years of age. Even as a boy he was an ardent devotee of the classic drama and while still very young conceived a desire to write plays himself. To carry out this ambition, he ran away from home, without money or acquaintances, and went to Brussels. For two years he was an actor on the speaking stage. He was quick to appreciate the great charm between the simple, direct and true words which touch the heart and stir the mind and that literary style which leaves but a frothy, writing two poetical dramas, he devoted himself to the study of philosophy. During this period financial stress made it necessary that young Mr. Gance find some new means of earning a livelihood and it was through this necessity that he entered the motion picture field.

"The cinema did not interest me until I was given a free hand by my employers," Mr. Gance says. "I had ideas of my own about motion pictures but what could one do with a machine-like program? What could I say to an employer who commanded 'Turn me out a three-reel adventure story in eight days' time, and don't spend more than 6,000 francs'?"

Prior to "I Accuse," he made several features which met with great success, but when "I Accuse" was shown it created a profound sensation throughout the French republic as well as in other countries. Mr. Gance received innumerable letters of commendation of the production from Czecho-Slovakia, Switzerland, Roumania and Japan, and when this great feature was seen in London and other English cities there came a veritable deluge of praise.

Grand Hallowe'en Dance in C.C.C. Hall, with C.C.C. Band on Tuesday, October 31st. Cauld Cannon Supper served by Presentation Convent Ladies' Association. Tickets, Gents, \$1.00; Ladies, 50c.—oct24.31,tu,th,s

Fell Out of Bed.

CHILD BADLY INJURED.
A little girl named Breen, residing on York Street, fell out of bed on Sunday night last, and broke two ribs besides fracturing her collar bone. The child suffered much pain, but it is thought will pull through under medical attendance.

Ladies' Evangeline Pump worth \$10 to \$15, the pair only \$6.99 at SMALLWOOD'S. oct24.31,tu,th,s

Allow us to introduce "Ward's" Cherry Crush "Ward's" Cloudy Ginger

Another sister and first cousin of the famous "Three," both of them worthy of the relationship.

Ward's Cherry Crush with its delicious slightly almond-y basis of fine Morella Cherry Juice is a joy to the thirsty palate, while Ward's Cloudy Ginger is a perfect example of what a ginger drink really should be.

We are also making a feature of the following new drink: America's Premier Ginger Ale, which may be obtained from all "Crush" dealers.

British Aerated Water Co.

Smallwood Building, Duckworth Street.

Evangeline!

The Perfect Shoe for Women



REMEMBER, LADIES!

Evangeline High and Low Cut Shoes at \$6.99 the pair

are reduced Dollars beyond the actual cost. The highest grade Women's Shoes ever imported into Newfoundland at

\$6.99 the pair

SECURE YOUR SIZE TO-DAY AT

F. SMALLWOOD'S,

LADIES' DEPARTMENT.
218 & 220 WATER STREET.

Wedding Bells.

BONE-FREEMAN.

Westmoreland Methodist Church, Toronto, was the scene of an autumn wedding on Oct. 11, at three o'clock, when Mildred Claire, second daughter of Mr. and Mrs. Wm. Freeman, was married to Mr. Percy Bone, son of Mr. and Mrs. S. Bone, Avenue Road, Toronto. Rev. S. W. Hann, Ethel, Ontario, of the bride, officiated, assisted by Rev. A. D. Robb. The bride, who was given away by her father, wore a gown of white crepe mirando with real lace. Her veil of embroidered tulle was held with a wreath of orange blossoms and her only ornament was a string of pearls, the gift of the groom. She carried a bouquet of Sweetheart roses and Swansonias. Misses Jean Freeman and Dorothy Thomas were flower girls in white crepe-de-chene and carried baskets of pink and mauve sweet peas. Mr. Cyril G. Bone was best man, and the ushers were Mr. Harold Freeman and Mr. B. Shepherd. Mrs. Fred Russell presided at the organ. During the signing of the register, Miss Laura Freeman, cousin of the bride, sang "At Dawning." After the ceremony a reception was held at the home of the bride's parents on Shaw Street, Mrs.

Freeman wearing black satin and corsage bouquet of roses. Mr. S. Bone, father of the groom, proposed the toast to the bride and groom, and Rev. A. D. Robb responded. Later the happy couple left on a motor trip to the States, the bride travelling in a navy blue suit of tricotone, with hat to match, and Isabella fox fur. On their return they will reside in their new apartments on Avenue Road, Toronto. The bride is a niece of Mr. S. P. Whiteway, Mr. Robt. Freeman and Mrs. S. Butler of St. John's. She was the recipient of many useful and costly presents.—COM.

Oporto Market Report.

GREEN FISH FROM ST. PIERRE.

A letter to the Board of Trade from Messrs. Lind and Couto, Oporto, dated Oct. 2nd, contains the following paragraph which is of much general interest, the last one in particular intimating the beginning of a new departure: "Demand is not sufficient for the stocks on hand, and prospects for the future depend very much on the course of exchange which is now 2 1-24 for cheque on London. Several Portuguese vessels have been sent from Oporto and Lisbon to St. Pierre, to collect green codfish, which we understand will be cured in Portugal."

In the Supreme Court of Newfoundland.

In the matter of the alleged Insolvency of Thomas Otis of Saint Lawrence, Shopkeeper.

Upon reading the Petition of Charles P. Ayre, a Director of Ayre and Sons, Limited, dated the 19th day of October, A.D., 1922, and upon hearing Mr. Wood, Counsel for Ayre and Sons, Limited, I do order that the said Thomas Otis and his creditors do attend before me in Chambers at the Court House in Saint John's, on Wednesday the 8th day of November, A.D., 1922 at 10.30 o'clock in the forenoon to be examined and heard touching his alleged insolvency. And I do further order that in the meantime James Urquhart of Saint John's, Merchant be and he is hereby appointed trustee of the estate and effects of the said Thomas Otis in whom the same are hereby vested. And I do further order that in the meantime all further proceedings against the said Thomas Otis be stayed.

Dated the 19th day of October, A.D., 1922.
(Signed) W. H. HORWOOD,
Chief Justice.

Red is having quite a vogue in costume accessories such as holsters, girdles, sashes and hat trimmings.



Stafford's Liniment

An invaluable remedy for Rheumatism, Neuralgia, Headache, Bruiises, Sprains, Soreness of the Joints, etc. DIRECTIONS:—Apply by the hand, rubbing it in well then cover with a piece of flannel. BE PREPARED and keep in the house a bottle of this reliable antidote. FOR SALE EVERYWHERE. Manufactured by DR. STAFFORD & SON, Chemists and Druggists, St. John's, Nfld.

Fashion Plates.

The Home Dressmaker should keep a Catalogue Scrap Book of our Pattern Cuts. These will be found very useful to refer to from time to time.

A PRETTY FROCK FOR SLENDER FIGURES.



4157. This is a good style for gabardine or French serge, with braid or embroidery for trimming. The dress is in slip on style, with the closing at the shoulders seams. The pattern is cut in 3 sizes: 16, 18 and 20 years. An 18 year size requires 4 1/2 yards of 40 inch material. The width of the skirt at the foot is 3 1/2 yards. Pattern mailed to any address on receipt of 10c. in silver or stamps.

A NEW COAT SUIT.



4145-3847. A smart and up-to-date suit style is here portrayed. The coat has semi-fitted lines, and the skirt is finished with plait sections on front and back. Broad cloth, velvet or tweed would be in good style for a suit of this kind, with simple stitching or binding of braid, for decoration.

The coat pattern 3847, is cut in 7 sizes: 34, 36, 38, 40, 42 and 46 inches bust measure. The skirt pattern 4145 in 6 sizes: 25, 27, 29, 31, 33 and 35 inches waist measure. To make the suit for a medium size will require 5 1/2 yards of 54 inch material. The width of the skirt at the foot is 3 1/2 yards, with plaits extended.

TWO separate patterns mailed to any address on receipt of 10c. FOR EACH pattern in silver or stamps.

No. 4145-3847

Size

Name

Address in full:—

Power for the Empire.

SCHEME TO DEVELOP NEWFOUNDLAND.

(Evening News.)

On both sides of the Atlantic, men are talking business with a capital B. The attention is now turned to the development of the colony. The scheme involves the harnessing of a portion of the water power available and turning it to account in new paper and pulp enterprises near the west coast of Newfoundland. "That would mean the construction of dams and other engineering enterprises. The Newfoundland Government is prepared to consider the question of co-operating with the Imperial Government in connection with the development of Newfoundland by British enterprise. There are endless resources of water power in Newfoundland that can be made available more cheaply than

in any other part of the world, and it is understood that the Newfoundland and British Governments will be asked to give certain guarantees in the event of the proposed syndicate finding the necessary capital.

The scheme has been under discussion for some months. Sir Richards said he was not in a position to enter into details, or to say when it would actually be launched.

He would not deny that the scheme, had been discussed during his visit, but he added: "I am really in London in connection with railroad affairs in conjunction with the Attorney-General."

"We have been securing the opinions of eminent counsel on certain legal matters appertaining to railway and transport relationships in Newfoundland."

New Towns May Spring Up.

At the present time migration into Newfoundland is not encouraged, but what has happened at Grand Falls, where the mills are situated that supply the paper for The Daily Mail, The Evening News, and Daily Mirror, may in time to come be repeated elsewhere and the establishment of new mills

Government Aid.

"These capitalists," said Sir Richards, "have approached the Trade Facilities Committee (appointed under the Trade Facilities Act, which empowers the British Government to assist Colonial pioneer enterprises), because the projected developments in Newfoundland would mean a large employment of labour in England in connection with the manufacture of machinery."

"The scheme involves the harnessing of a portion of the water power available and turning it to account in new paper and pulp enterprises near the west coast of Newfoundland."

"That would mean the construction of dams and other engineering enterprises. The Newfoundland Government is prepared to consider the question of co-operating with the Imperial Government in connection with the development of Newfoundland by British enterprise."

There are endless resources of water power in Newfoundland that can be made available more cheaply than

in any other part of the world, and it is understood that the Newfoundland and British Governments will be asked to give certain guarantees in the event of the proposed syndicate finding the necessary capital.

The scheme has been under discussion for some months. Sir Richards said he was not in a position to enter into details, or to say when it would actually be launched.

He would not deny that the scheme, had been discussed during his visit, but he added: "I am really in London in connection with railroad affairs in conjunction with the Attorney-General."

"We have been securing the opinions of eminent counsel on certain legal matters appertaining to railway and transport relationships in Newfoundland."

BON MARCHE SALE!

Our Opening Week—a wonderful Success, and we are doing our best to keep apace with the demand. Staple Lines at Bankrupt Prices.

Unusually Strong Picture "I Accuse."

Abundant, at times tenderly loving, at times brutal and selfish, a poet of dramatic vision, a man of a woman's heart, Abel Gance is the central figure in the Gance's sensational film production "I Accuse," presented by the United Artists Corporation which is at the Majestic again to-day. "I Accuse" runs the gamut of all human emotions, and laughter, and tragedy are interwoven with the story for which Mr. Gance is noted in France and other countries of the world. The picture created a tremendous sensation wherever shown. In addition there is action, and the story is told in a way that is new and different. The acting is superb and the characters seem actually to live their parts, so simply and so truthfully do they picture the woman who is the central figure in the story. The story is simple and direct, but with a remarkable simplicity and directness. Francis, the husband, and the poet, are intensely jealous of each other, but, on the battlefield, they reach a complete understanding and become the staunchest of friends. In the absence, Edith, the wife, falls into the hands of the enemy. Four years later she escapes, to return with the husband, and the poet to protect her from the anger of her husband. The husband, finding the child, tells the true story of the wife's parentage. Then the men fight and return to the battlefield to avenge the woman. The husband loses his life, and the poet becomes insane. He returns to the village, with the hallucination that he has seen a vision in which his wife's spirit was brought to life. He might determine if "I Accuse" had or had not been in vain. "Accuse," he cries, and then goes to the part of the film which shows that others have profited from the deaths of their friends and neighbors and accuse others of having themselves by the great price of the men who went to the front line.

In addition to the superb photography, the artistic settings and the excellence of the production, which was drawn from the greatest composers.

Men's F. L. Underwear . . . 58c. gar.

Ladies' F. L. Underwear . . . 45c. gar.

Children's F. L. Underwear . . . 30c. gar.

Hosiery Dept.

Ladies' Hose . . . 19c. pair

Ladies' Wool Hose . . . 40c. pair

Children's Hose . . . 16c. pair

Boys' Wool Hose . . . 50c. pair

Men's Socks . . . 20c. pair

Shirts and Ties Dept.

Men's Negligee Shirts . . . \$1.35

Men's Cotton Shirts . . . 80c.

Men's Wool Shirts . . . \$1.50

Men's Ties, Special . . . 35c.

Men's Sweaters . . . \$1.50

Heavy Dept.

36" Plain & Stripe Flette . . . 19c.

30" White Flay Sheeting . . . 65c.

28" London Smoke . . . 20c.

36" White Shirting . . . 25c.

12" Bath Towels . . . 25c.

18" Bath Towels . . . 30c.

Bath Towels, large size . . . 35c.

White Face Towels . . . 16c.

Crash Towels . . . 10c.

Dress Dept.

36" Dress Material . . . 25c.

45" Dress Melton . . . 75c.

44" Navy All Wool Serge . . . 95c.

80" Tweeds . . . 90c.

A new shipment of all Wool Serges, at our prices for Ladies' and Men's wear. Ask for Samples.

Blanket Dept.

50 x 70 Cotton Blankets . . . \$1.90 pair

54 x 72 Cotton Blankets . . . \$2.50 pair

64 x 76 Wool Nap . . . \$4.90 pair

English Wool Blankets . . . \$9.50 pair (Large Size)

Boys' and Men's Dept.

Boys' English Suits . . . \$6.50

Boys' Macinaws . . . \$5.90

Boys' Overcoats . . . \$5.50

Boys' Velveteen Suits . . . \$8.50

Boys' Heavy Wool Sox . . . 30c. pair

Men's Suits—Special Prices.

Men's Overcoats—Special Prices.

Boys' Wool Jerseys . . . \$1.55

Ladies' Dept.

Child's Sweater Coats . . . 50c.

Ladies' Slip-Ons . . . \$1.15

Girls' Sweaters . . . \$1.15

Ladies' Sweaters . . . \$2.50

Boot Dept.

Ladies' Boots . . . \$1.50

Boys' Boots . . . \$1.50

These are very special.

Odd Lines.

Curtain Serim . . . 12c.

Curtain Net (English) . . . 12c.

Ladies' House Dresses . . . 1.15

Child's House Dresses . . . 50c.

Men's Mittens . . . 50c.

BE EARLY AND GET THE PICK.

BON MARCHE.

oct19.19