

"LUXURA"ORANGE PEKOE TEA MAKES
EVERY MEAL A TREAT.

Just a little whiff of its delicate aroma—the fragrance that gives promise of such delicious flavor—and the most jaded housewife finds herself feeling ever so much less tired.

There's nothing like a cup of "Luxura" tea at any time. It's so exceptionally good, its perfect blending never varies, and tried pound for pound with other brands, it is far more economical in use. Buy a package of "Luxura," and make this test for yourself.

F. M. O'LEARY,

Main Bldg. St. John's.

oct13,m,w,t,f

We wish it to be clearly understood that this line is slightly damaged, and were cleared out to us at.

Tremendous Sacrifice!300 CHILD'S HEAVY WINTER OVERCOATS
Sizes 4, 5.

Special—98c. each—Special

250 BOYS' HEAVY WINTER OVERCOATS
Sizes 6, 7, 8, 9, 10.

Special—\$1.20 each—Special

100 MAIDS' BEAVER CLOTH COATS
Extra—\$2.98 each—Extra100 MAIDS' MELTON CLOTH COATS
Special—\$4.98 each—Special

Only on sale in the mornings, as we cannot give the service during the busy part of the day.

SHOP EARLY! SHOP EARLY! SHOP EARLY!!!

BonMarché
WATER STREET ST. JOHN'S

oct11,eod

CITY OF ST. JOHN'S

St. John's
Municipal Council.

PUBLIC NOTICE.

POLL TAX.

The attention of the public is called to the following sections of the St. John's Municipal Act, 1921:—

Section 249:—Every male person of the age of twenty-one years or upwards who has resided in the City for the period of twelve months immediately preceding the first day of October in any year, and who is not liable as owner or indirectly as tenant to the payment of the City Tax on any property rated in the appraisal book of the Council at an annual rental value of forty dollars or upwards shall pay to the City a Poll Tax of five dollars per annum.

Section 250:—The said Poll Tax shall be due and payable without demand or notice by or from the Council between the fifteenth day of October and the fifteenth day of November in every year at the office of the City Clerk.

Section 251:—Any person who fails to comply with the provisions of the foregoing section shall, in addition to payment of the tax, be liable to a penalty not exceeding five dollars, or in default of payment to imprisonment not exceeding ten days.

All persons liable are hereby notified to govern themselves accordingly.

J. J. MAHONY,
City Clerk.

MINARD'S LINIMENT, THE ATHLETIC REMEDY.

SEE

**Dodge Bros.
New Models
FOR
1925****Royal Garage,
Carnell St.**

sept30,eod,t,f

New School Maps.

New Map of Europe ..\$2.95

New Map of North America ..\$2.95

New Map of South America ..\$2.95

New Map of World ..\$2.95

Eastern and Western Hemispheres ..\$2.95

Map of Nfld.\$2.35

Map of Africa\$3.00

Map of Canada\$3.00

Map of Asia\$3.00

**GARRETT BYRNE,
Bookseller & Stationer.**

SUSU. COMING SOUTH. — The steamer Susu left Cape St. Francis 11.49 this morning, coming south.

Some of the best local talent will take part in the Concert at St. Patrick's Parish Hall on Wednesday and Thursday nights. oct13,i

STOCK MARKET NEWSMONDAY, Oct. 13th, 1924.
Published by Johnston & Ward, Board of Trade Building, Water Street.
TO-DAY, COLUMBUS DAY, NEW YORK STOCK MARKET CLOSED.
MONTREAL OPENING.

Braslian .. 51 1/2
B.E.S. 2nd Ptd. 9
Laurentide Power .. 80 1/2
Montreal Power .. 187
National Breweries .. 35 1/2
Spanish River Com. 102
Spanish River Ptd. 112

(From Boston News Bureau, Oct. 7th, 1924)

UNITED STATES INDUSTRIAL ALCOHOL.

Indications are 1924 Earnings Will Exceed 1923 Showing of \$11.57 a Share on Common Despite Higher Production Costs.

Boston—Alcohol prices are five to six cents a gallon higher than in 1923 and approximately 12 cents above 1922, with volume of sales at least equal to output of 1923 and in excess of two years ago. "Business is very good" is the succinct comment of the head of the largest producer in this country, United States Industrial Alcohol Co.

Notwithstanding important increases in production costs over last year, indications are Alcohol's earnings in 1924 will exceed 1923, when \$11.27 a share was reported on 240,000 shares of common. Compared with earnings in 1922 of only \$3.55 a share the present earning outlook is particularly significant, since it is becoming increasingly clear that this extraordinary improvement is the result of factors likely to be lasting.

Adoption of the Eighteenth Amendment and enactment of the Volstead Act had important bearing on the industrial alcohol situation. Through these measures the chemical industry was relieved of competition resulting from use for beverage purposes of the most available fermentable material—molasses.

The fortunate position of users of industrial alcohol in procuring supplies has been a great stimulus to active competition of the chemical industry in world markets. In no field of chemical industry has industrial revival of the past two years been more clearly reflected than in broadening use of industrial alcohol.

United States Industrial Alcohol Company is able to take advantage of this situation which, in the last four months, has changed from what was termed a decidedly courageous attitude by chemical manufacturers to one of very active demand for alcohol, notwithstanding two price advances in that period. Addition to property account in 1923 totalling \$829,384 were largely expenditures in expanding Industrial Alcohol's principal subsidiary, United States Industrial Chemical Co., with the result that the latter became in 1923 the largest single consumer of industrial alcohol. Additions are continually being made to its already enormous special manufactured products.

Supply of cellulose, starch and sugar, renewed annually by natural growth, offers practically unlimited raw materials for production of alcohol for fuel purposes in event of unusually high prices of petroleum.

Leading manufacturers of industrial alcohol in this country are not disposed to regard seriously the so-called molasses crisis in Cuba. American exporters deny there is a shortage of molasses, and resent the attempt of Cuban distillers to force delivery of 6,000,000 gallons of molasses for the manufacture of distilled products destined, it is alleged, for bootleg trade. The present situation was brought about by action of distilling interests in bringing pressure to bear on government officials to create a total or partial embargo on exports of molasses. Protests to the State Department resulted in entrance of the American Ambassador into the controversy in interest of American manufacturers, and it is expected a settlement will be made in a short time. Molasses exports to the United States and England in the past week have been particularly heavy through the ports of Matanzas, Manzanillo and Cienfuegos.

The woman who washes with Pearlina saves time and trouble. oct13,m,t,f

Shipping

S.S. Sable I. from Halifax is due here on Tuesday morning.

S.S. Sachsen is due at midnight.

S.S. Digby left Liverpool at 5 p.m. on Tuesday last.

Schooner Daxle has entered Quirpon to load Labrador codfish, J. W. Currie, shipper.

Schooner James W. Parker, Kearley master, has cleared from St. Lawrence for Halifax with 3,656 qts. dry fish, shipped by E. R. A. Chafe.

Schooner J. D. Hazen has arrived at Bay Roberts with a cargo of coal from Sydney.

Schooner Gladys Bullen, has arrived at Boone Bay from Sydney with a cargo of coal for T. W. Rose.

Plain work, handkerchiefs and fancy work done by Spencer pupils, under Miss Bremner's supervision, for sale on Wednesday at the Spencer Sale. oct13,i

MINARD'S LINIMENT FOR RHEUMATISM.

**Young and Old! Big and Small! One and All!
--- STAR MOVIE TO-DAY ---****GENE STRATTON PORTER'S****"MICHAEL O'HALLORAN"**
great novel comes to life!With Irene Rich,
Directed by
James Leo Meehan.

EXTRA! EXTRA! EXTRA! "THE INDEPENDENT TOBACCO CO., LTD." will distribute to-night Free Samples of their high-class Cigarettes—Royal Prince.

Lucky Winners

MANY PRIZES IN ST. LEGER WON IN ST. JOHN'S.

The following is a list of the winners in the St. Leger, run in England recently:
No. 13096—Non de Plume, Gem; Horse, Deem-Volt; Place, St. John's.
No. 13250—Non de Plume, Olive; Horse, Heitican; Place, St. John's.
No. 13043—Non de Plume, Hickjohn; Horse, Salmon-Trout; Place, St. John's.
No. 13283—Non de Plume, Ivy-Leaf; Horse, Chime; Place, St. John's.
No. 13094—Non de Plume, Wea; Horse, Kilmeny; Place, St. John's.

Here and There.

MEETING TERRA NOVA COUNCIL.—A meeting of Terra Nova Council, No. 1452, takes place at 9.30 to-night instead of 8.15 as previously announced.

BANKERS DID WELL.—A message from Grand Bank to the Sub-Collector of Customs was received this morning stating that the schooners Ellen, Mary and Admiral Dewey had arrived from the Banks, each reporting for 300 qds. codfish.

Insurance

Fire and Marine.

If you insure with us you get

Perfect Protection.

Personal Interest.

SERVICE.

Information freely given.

TESSIER'S
INSURANCE AGENCIES,
oct12,t,f St. John's.**Every Requisite for
the Smoker at
Cash's Tobacco Store**

We are not giving a Radio outfit for the return of box fronts, but we are giving our Customers the very best quality of goods in our line, comprising: Pipes, all the highest grade quality. Tobacco, all the leading brands—imported and local. Cigarettes: Turkish, Virginia and Egyptian. Cigars, Bock and other Havana brands. Tobacco Pouches the very latest designs. Cigarette Cases, Silver and Plain. Cigarette Holders very best quality.

And a full line of all Smokers' goods to choose from.

JAS. P. CASH,
Tobacconist.

oct12,eod,t,f Water Street.

TRY
**MACDONALD'S
BRITISH CONSOL
CIGARETTES**
AND
**PRINCE OF WALES
CHEWING TOBACCO.**
Baird & Co., Ltd.,
Agents.**"THE SHOP ON THE CORNER."****GAINSBOROUGH
HAIR NETS.**

Double and single, Black, Browns, Grey and White. The Net of the life-like lustre.

O'Mara's Drug Store
Rawlins' Cross,
Phone 358, P.O. Box 1581.
sep8,t,f**Wall Papers**

Great Values in Wall Papers now offering at No. 2 Adelaide Street, splendid assortment of patterns to choose from.

OPEN EVERY NIGHT

2 Adelaide St.(Where cars stop).
oct6,m,w,t,f**Unruly Boys Causing
Annoyance on Plank Rd.**

Neighbors of Plank Road are complaining of stone throwing by school boys who live in that neighbourhood. This practice has gone on unchecked for several weeks past, and the quicker a stop is put to such nuisance the better for all concerned. On Thursday morning last the climax was reached when a large stone was hurled through a bedroom window, the missile barely escaped hitting a lady. As a result she is still suffering from shock. A visit from a plain clothes policeman would probably have the desired effect.

MINARD'S LINIMENT RELIEVES PAIN.

The Heart - Appealing
Story of an Orphan Boy
Fighting the Battles of
Life.SIMPLE SADIE with
BOWES and HYIATT is
the best two-act Comedy
you have ever seen.**"The Acquittal
?"**We are sure doing our
utmost to obtain permis-
sion to show it.Censor will see it
Wednesday.**Amission: - 20c.**

Bright and Durable. Indoor & Outdoor Work.

For Outdoor Protection & Indoor Cheer
—"PAINT THIS FALL"—**Rainbow Paints**

are ready for use, cover 400 square feet two coats per gallon, form when dry, a tough, resilient, protective film and have a high, lasting gloss—

COME IN AND GET A NEW COLOR CARD.

W. & G. RENDELL.

SAVE THE SURFACE.

Importers' Association.

Commencing Monday next, October 13th, and continuing to Monday, November 10th, Stores will remain open until 9.30 p.m.

Tuesday, November 11th, will be a General Public Holiday.

oct11,i

A. B. PERLIN,
Acting Secretary.

ADVERTISE IN THE EVENING TELEGRAM.