

Children, please remember to get your name and address into Majestic Theatre at once. A list of the leaders in the Contest will be shown soon.

7.7.8

The leading merchants of this City, in a very short time will display a banner similar to the one outlined below, upwards of one thousand children will co-operate with the Merchants and Theatre to make this contest the biggest sales effort, ever attempted in St. John's, and it is only by the utmost stretch of imagination that the Merchants of this city can conceive the results of a city-wide community campaign of this magnitude.

Watch This
Window for Merchants Prize

MAJESTIC THEATRE PONY VOTES

Given at This Store With
Every Purchase

Children, please remember to get your Mother, Father, Sister, Brother to ask for Free Pony Votes with every Purchase.

In St. John, N.B., a city of the same comparative size as St. John's, Newfoundland, had over 1600 children and 45 Merchants, and the gross business resulting from the Pony Contest ran into the millions of dollars. Mr. Merchant, can you afford to pass this opportunity up when a phone call to 314 will bring a thorough explanation without any obligation to you? Please remember that after the first Merchant's banner is displayed no Merchant can enter this Contest.

Munson Steamship Lines

Next sailing from St. John's for Halifax, New York and Boston, will be

S.S. FREJA, on Friday, October 16th.

The next sailing for St. John's will be S.S. FRED-NESS, from New York, Oct. 21st; from Boston, Oct. 22nd; from Halifax, Oct. 24th, and due to arrive St. John's, October 26th.

Sailings regularly afterwards.

A. E. HICKMAN CO., LTD.,

Agents, St. John's, Nfld.

PICKFORD & BLACK, MUNSON STEAMSHIP LINES,
Halifax Agents, 118 State St., Boston.

MUNSON STEAMSHIP LINES,
General Offices: 67 Wall Street, New York.

oct13,41

MEN'S WORK BOOTS



\$2.80 \$3.00 \$3.25 \$3.50 \$4.00
\$4.50 the Pair.

F. SMALLWOOD

HOME OF GOOD SHOES.
218 & 220 Water Street.

oct12,4f

CUNARD ANCHOR-DONALDSON

PASSENGER SAILINGS

FROM MONTREAL TO
Oct. 16—Aurania Liverpool
Oct. 17—Antonia Ply. Cher. London
Oct. 23—Letitia Glasgow
Oct. 24—Aurania Ply. Cher. London
Oct. 30—Aurania Liverpool
Oct. 30—Saturnia Glasgow
Nov. 6—Athenia Glasgow
Nov. 7—Aurania Ply. Cher. London
Nov. 13—Aurania Liverpool
Nov. 14—Antonia Ply. Cher. London
Nov. 20—Letitia Glasgow
Nov. 21—Aurania Ply. Cher. London

FROM NEW YORK TO
Oct. 14—Mauretania S'ampton
Oct. 17—Carmania Q'town, Liverpool
Oct. 17—Caledonia L'derry, Glasgow
Oct. 21—Aquitania Cher. S'hampton
Oct. 24—Lancasteria Ply. Cher. L'don
Oct. 24—Franconia Q'town, Liverpool
Oct. 24—Transylvania L'derry, Glasgow
Oct. 28—Berengaria Cher. S'ampton
Oct. 31—Scythia Q'town, Liverpool
Oct. 31—Tuscania L'derry, Glasgow
Nov. 4—Mauretania Ply. Cher. S'ampton
Nov. 7—Camaronia L'derry, Glasgow
Nov. 7—Carmania Ply. Cher. London
Nov. 14—Andania Ply. Cher. H'burg

FROM BOSTON.
Oct. 18—Carmania Q'town, Liverpool
Nov. 1—Scythia Q'town, Liverpool

CHRISTMAS SAILINGS
From Halifax to
Plymouth, Cherbourg & London
Ascania Dec. 14
To Glasgow and M'ville
Athenia Dec. 14

Illustrated booklets, Sailing lists, etc.,
on request.
THE ROBERT REFORM CO., LTD.,
Montreal, Toronto, Quebec, St. John,
N.B., Halifax.

YOU
HAVE NOT
SEEN A
BARGAIN
IN
QUALITY OR
PRICES
UNTIL

YOU SEE THESE
WONDERFUL
BULBS

AT
VALLEY NURSERIES,
Valley Nurseries Store,
Phone: 1513, 1581.

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CASINO THEATRE

WEEK OF OCTOBER 12th.

FAREWELL WEEK

OF THE FAVOURITE

W. S. HARKINS' PLAYERS

Under the stage direction of MR. JOSEPH SELMAN.

TO-NIGHT

THE GREATEST MYSTERY PLAY EVER STAGED
"THE BAT"

By Mary Roberts Rinehart and Avery Hopwood.

"Thrills pile up in 'THE BAT,' the finest crime story ever written."—New York Times.

See what long runs it has made: Two years in New York, 1 year in Chicago, 1 year in London, 9 months in Boston, 7 months in Philadelphia.

"THE BAT" has been played in eleven different countries, and in seven different tongues—DON'T MISS SEEING IT.

Seats now on sale at F. V. Chesman's, Water Street.

Jealousy Theme of Picture Story

AT THE NICKEL TO-MORROW.

So often one hears of the tragedies that develop from an unnatural jealousy that when one comes across a case where the conclusion is comedy rather than tragedy, it is invariably interesting and encouraging.

The story of "The Awful Truth" which comes to the Nickel Theatre starting to-morrow and featuring the lovely Agnes Ayres, in the leading role, is a story based on jealousy. While still on his honeymoon, young Norman Satterlee is seized with pangs of jealousy when he finds his wife's former friends still paying court to her. Returning from a business trip he finds his wife, through no fault of hers, in a compromising situation with another man and he demands that she divorce him.

This however, is not the end of the romance but rather the beginning. What follows is an absorbing love story in which the ex-husband is called to testify as to the good character of his former wife when she becomes engaged to another man.

Is it a unique theme and the result is a picture that is no end interesting and which gives Agnes Ayres an opportunity to be more attractive and more capable than in any of her numerous previous roles.

Paul Powell, whose long list of successes includes Mary Pickford's

"Pollyanna" and the recent Frank Wood's production, "Let Women Alone," directed "The Awful Truth," the screen version of which was written by Elmer Harris, the producer.

Hal Roach's Rascals will be seen in their latest "Our Gang Comedy" entitled "Jubilo Jr." together with a wonderful film showing "The Safety Suit" as demonstrated in our city by Captain Kelly. This picture is unusually interesting and should be seen by all.

Prescription Compounding

is the most important work we do. We take a great deal of pains to do it right. As soon as you leave your prescription in our store it is placed in the hands of a man of high qualification and special training in prescription work.

BRING IT TO

PETER O'MARA,
THE DRUGGIST,
THE REXALL STORE.

MINARD'S LINIMENT FOR CORNS

Annual Sale

BISHOP SPENCER COLLEGE.

This afternoon Lady Allardice will officially open Spencer Club's Annual Sale, at 3.30 p.m. The Club has recently painted and re-decorated the entire interior of the College at a cost of a thousand dollars, and have presented the institution with four hundred dollars worth of desks. The proceeds to-day also go towards the improvement of this excellent Girls' College. The new members of the staff this year are Miss Thomas, Physical Instructor of Queensbury College who replaces Capt. Elwin Nash as officer commanding No. 1 Spencer Girl Guides' Company and has charge of the gymnastics, dancing and athletic sports. Miss Maud Gould, B.A., is the new specialist in kindergarten methods. Miss Amy Gould, B.A., is the French teacher, and comes highly recommended having taken a special term of study in Paris. Miss Carmichael, M.A., of Edinburgh University, who had been on the staff a few years ago, has also rejoined the College and her old friends are specially delighted to have her assistance again. The other new teacher is Miss Collins, A.A., who has great experience in Newfoundland schools. There are about 260 children on the roll this month. Captain Thomas is now organizing the College Field Hockey team in order to afford the girls good healthy outdoor exercise on fine afternoons during the fall. A letter from Olive Moore, an ex-pupil, now studying at the Delta Collegiate Institute, reflects great credit on the standard of teaching at Spencer College, when she writes, "I am farther advanced in my lessons than most of the girls of my own age here, and I must thank Spencer for the good training I received and now I appreciate it."

McMurdo's Store News.

TELEPHONE YOUR ORDER.

We are always waiting on our end of the line to receive your orders and give them our very best attention. We treat a telephone order with as much attention as we do a personal call. Our policy is to please.

"Come here and be pleased."

McMURDO'S DRUG STORE,
Water Street. Phone 277.

From Cape Race

Special Evening Telegram.
CAPE RACE, To-Day.
Wind west fresh, weather fine, a three masted schooner showing James Baird's flag passed at 8 a.m. and schooner Eveline V. Miller west at 10.30 a.m., several steamers also passed east this a.m. Bar. 29.75; Ther. 46.

Ladies' English Footwear Barratt's and K's



Ladies! Now is the time you need good Solid Footwear. We have just received a shipment of Brogue Oxfords, in Black and Tan. Also Ladies' Tan Calf High Laced Boots and Patent Strap Dress Pumps.

F. SMALLWOOD

THE HOME OF GOOD SHOES
218 and 220 Water Street.

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Vessel Owners Attention

The Western Marine Railway Ltd.,
Burlin, Newfoundland
Require your patronage.

Docking Facilities:
Large Cradle:—1000 tons, deadweight capacity.
Small Cradle:—500 tons, deadweight capacity.
Depth of water—18 feet.
Hauling:—35 cents per gross tons.
Cargo:—30 cents per gross tons.
Lay Days:—25 cents per gross tons.
25 per cent. of ballast or cargo allowed free Balance if any 30 cents per ton hauling only. We aim to please with service. Address all communications to the Company.

C. F. DODMAN,
Eng. and Secy.
WM. BROWN,
Dock Master

BULBS

Our new Bulbs have arrived! Write for price list.

GROVE HILL
P.O. Box 792 'Phone 247R

— OR —
The Flower Shop,
Water Street.

Buy

CELEBRATE

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Take advantage

until present

16 Ring Tinner

15 Ring Tinner

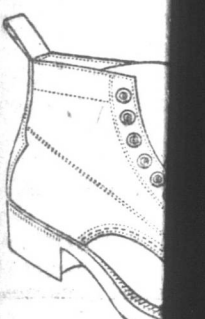
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