

## Order Now



**For HALLOWEEN**

PUMPKIN LANTERNS ..... 7c. 10c. 18c. 25c.  
CUT-OUT CAT GARLANDS ..... 15c.  
PAPER GARLANDS ..... 9c. 12c.  
TISSUE PAPER BALLS ..... 5c. 6c.  
PAPER PARTY HATS ..... 10c. 25c. 75c.  
PLACE CARDS (Celluloid) ..... 15c.

**HALLOWE'EN POSTCARDS**  
1c. each. 10c. dozen.

CREPE PAPER—in grotesque designs.  
HALLOWE'EN MASKS.  
PARTY INVITATIONS.  
FESTOONS and STREAMERS.  
TABLE COVERS.  
LUNCH SETS.

## THE BOGIE BOOK

Full of Ideas for Hallowe'en Parties—10c. copy

*Ayre & Sons*

## Opening Announcement

WE WILL OPEN OUR STORE

**178 Theatre Hill**

(formerly known as Henderson's)

— ON —

**To-Morrow, SATURDAY**

We solicit a share of your patronage. All New Goods just arrived.

A FEW OPENING BARGAINS:

LADIES' FABRIC GLOVES ..... 53c. pr.  
LADIES' GAUNTLET GLOVES 85c. pr. up  
LADIES' HOSE, in big variety.  
BANGLES ..... 20c. up

**ALEX. STEWART**

178 THEATRE HILL.

Forty-Six Years in the Service of  
the Public—The Evening Telegram.

rewinding. All that is necessary is once in ten years to insert a small, inexpensive battery. Lamb is a name that has been a household word for many years in Newfoundland. Entering the business owned by Lindberg just fifty years ago, Mr. Lamb eventually became a partner in the firm of Lindberg and Lamb and later he took over the establishment which is going strong on Water Street to-day.

## STERLING RESTAURANT.

Quite a large space is occupied and stocked with fruit, candy, cakes and drinks, and a brisk business is being done at the sales counter. Wedding cakes are featured and orders are taken with a guarantee of their being filled even at very short notice, in any design of ornamentation that may be chosen. Afternoon teas and suppers are also served.

## NUGGET SHOE POLISH.

In this booth, situated on the left corner of the main aisle, two youths are busily engaged demonstrating that they can put a "smile on shoes." Innumerable pairs of black and tan shoes have been polished by the energetic youths since the opening of the Fair, without cost to the wearers. A large block of ice directs the attention of visitors to the fact that Nugget Polish won't freeze. Messrs. J. B. Mitchell & Son are selling agents for Nugget.

## GERALD S. DOYLE.

The appealing fragrance of, and the attractive manner in which the goods are displayed, draws every visitor to the Three Flowers Booth. Complimentary samples of Three Flowers Preparations are being distributed. The economical way in which Three Flowers may be used is shown by a sprayer which is demonstrated by a daintily attired attendant who gives the ladies a trial of the perfume. Attached to a medium size bottle, not half the contents was used after one thousand sprays had been given. The booth has a rich setting of blue and gold silk drapery, with festoons of flowers. Adjoining the Three Flowers Booth is the Life Saver Stall. This booth is also a great attraction. A show case, filled with this popular confection, is on exhibition and much interest is centered on how many packages are there. A prize of \$20 is offered the person guessing the number. A live Life Saver feature is also an attraction which is meeting with great success as an advertising medium.

## HARVEY &amp; CO.

At the end of the main aisle on the left hand side is a booth that has a great attraction for the homebuilder or anyone contemplating repairs or improvements. The booth is built of different types of the product, and combined in such a manner that a pleasing effect is obtained. A part of the wall at the rear is finished with Velsote Tile. The product is made in panels and is not affected by water and can be used in kitchens, pantries, bathrooms and laundries in place of the expensive and fragile porcelain tile. Homasote which is used for exterior or interior construction is shown on the side walls. Homasote is not a substitute for wood. It has no grain like wood and there are no layers to come apart as in ordinary wall board. It is made in such a way that the fibres interlock and interlace. A section of the booth is also finished with Velsote grain board. It is an excellent substitute for solid or veneered grain wood panels of oak and mahogany. Velsote Panel Board is another type of product shown. It is a superior quality of building board useful for fine interior paneling, table tops, vehicle panels and also for partitions, bulkheads, pilot house coverings, etc., on boats.

## Armada Tea.

Messrs. Harvey & Co. have every reason to be proud of their display of Armada Tea and Bowling Green Coffee. The booth is arranged to represent a Japanese tea garden, and a most realistic scene has been achieved. The decorative value and charm of the booth is enhanced by a mural painting which forms the background. It is a typical piece of Japanese landscape from the brush of Mr. Dan Carroll. The display of Armada Tea and Bowling Green Coffee is so skillfully arranged as not to be obtrusive. The scene could scarcely be excelled. A refreshing cup of tea with biscuits is served at the booth for the nominal charge of 5 cents. The proceeds will be given to Child Welfare.

## HARVEY'S BISCUITS.

With a blue and white scheme of decoration Messrs. A. Harvey & Co. make an excellent setting to display the products of their bakery. In the centre of the background is a nicely mounted Caribou head. Thirty-seven varieties of biscuits are made by the firm and about 25 are on exhibit. These include Jam Jams, Molasses Cookies, Nic Nacs, Three X Sodas and Tip Top. Harvey's No. 1 hard biscuit is also prominently displayed. The extensive and ever increasing business carried on by this firm attests to the popularity of their products.

## H. McDONALD, 27 GEAR STREET.

The above has an interesting display of miniature soldiers, mounted and unmounted, and birds and animals made by himself of lead. They are excellent models and are attractively coloured. These toys compare

## Week-End Change at The POPULAR STAR MOVIE



From Mary Roberts Rinehart's Novel—Produced in Ten Parts.

A Great Star—A Splendid Picture—A Famous Story—A Wonderful Cast—A Baffling Mystery—A Thrilling Climax—A Feature you cannot afford to miss.

**Daring Ruth Roland**

— IN —

**"Ruth of the Range"**

**Mr. Holtum in  
A Change of Selections**

(A) "WEST OF THE GREAT DIVIDE"

(B) "ROAMIN' IN THE GLOAMIN'"

SATURDAY:—A Special Matinee for the Children—with something new. Parents are well advised in sending the children to our Saturday Matinees.

WATCH THIS SPACE TO-MORROW FOR MONDAY'S BIG ATTRACTION.

favourably with the best "Made in Germany," and we feel certain that Mr. McDonald's enterprise and skill will bring him many patrons.

## N-O-N-I-A

QUARTERLY MEETING LARGELY ATTENDED.

The quarterly meeting of the Newfoundland Outport Nursing and Industrial Association was held in Canon Wood Hall last night and was attended by a very large number. Amongst those present were His Excellency the Governor, Hon. W. S. Monroe, Prime Minister, W. R. Warren, Esq., M.H.A., and Rev. Canon Bolt. Lady Allardice, Honorary President, was in the chair. The reports of the Industrial Secretary, the General Secretary and the Treasurer were all read and listened to with much interest as all present were anxious to know how the Association's work is progressing. All reports showed a very satisfactory condition of affairs. Their adoption was

moved by the Prime Minister and they passed unanimously. The meeting was then addressed by Miss Pressley Smith, who outlined the work that is being done in the Shetland Islands, and her address, which received a whole-hearted reception, was followed by another delivered by Rev. H. J. A. McDermott, who dealt with the work being done by "Nonia" in Fortune Bay. At the close of the address Mr. L. C. Outerbridge moved a vote of thanks to Miss Smith and Mr. Warren moved a vote be tendered Mr. McDermott. Both passed by acclamation, after which, with the singing of the National Anthem, the meeting adjourned.

Brick's Tasteless for a good TONIC and Blood Builder.  
oct21.1f

THE TRAINS.—Thursday's express is due at Port aux Basques on time. The express with Kyle's passengers left Port aux Basques on time. The local train arrived on time.

**Assist Nature!  
Resist Colds**  
by keeping the System Regular  
*Jake Beecham's Pills*  
THE NATION'S LAXATIVE

**HEINZ --- 57!**

100 Cases Assorted HEINZ PRODUCTS, ex. Rosalind.  
Beans with Pork and Tomato Sauce.  
Peanut Butter—2 Sizes.  
Tomato Chutney.  
Tomato Ketchup—2 Sizes.  
Mayonnaise Salad Dressing.  
India Relish.  
Spaghetti, Cream of Tomato Soup.  
Cream of Pea Soup and Vinegars.

Shredded Wheat.  
Puffed Rice.  
Puffed Wheat.  
Roman Meal.  
Malt Breakfast Food.  
Entire Wheat Flour.  
Rye Flour.

Pancake Flour, containing Puffed Rice.  
Pancake Flour.  
Bran Flakes "Posts."  
Cooked Bran, Tilson's.  
Cream of Wheat.  
Force, Corn Flakes.

## KIA-ORA—

ORANGE & PINEAPPLE.

Ex. S.S. "Newfoundland":  
35 Cases Skipper Sardines.  
35 Kegs Green Grapes.  
40 Crates Onions.  
20 Cases Hartley's Marmalade.  
30 Cases Hartley's Jams (Assorted).

**W. E. BEARNS**

"THE HOME OF GOOD THINGS TO EAT!"  
DUCKWORTH ST. RAWLINS' CROSS.

379. 'PHONE 971.

## AT THE FAIR

We are showing just a few of the articles we manufacture in Newfoundland by Newfoundlanders for Newfoundlanders.

All raw materials are supplied by English, American and Continental Producers of highest reputation, mainly English Housers who are on H. M. Government and Admiralty Lists.

All the leading dealers throughout the Island stock our Goods.

**The Standard Manufacturing Company, Limited**

Regular sailings of the famous "O" steamers  
FROM HALIFAX, N.S.  
TO  
CHERBOURG AND SOUTHAMPTON  
S.S. "ORBITA" ..Nov. 2.  
S.S. "OHIO" ...Nov. 30.  
THE ROYAL MAIL STEAM PACKET COMPANY  
HALIFAX, N.S.

**BERGER'S  
ENGLISH READY MIXED PAINT**  
— and —  
**RAMSAY'S  
CANADIAN READY MIXED PAINTS**  
JAPROID  
ROOFING AND FELT  
PLASTERGON  
WALLBOARD—THE QUALITY BOARD

Call and get our prices on the above lines. We can save you MONEY.

**Horwood Lumber Co., Ltd.**

Advertise in The Evening Telegram.