

BE WISE! AND BUY YOUR CLOTHING where
You are Guaranteed Satisfaction!

THE STORE
 that sells
 all over the
 Country
 can satisfy you
 too.

WEEK

Larger Selections
 Better Varieties
 Supreme Qualities,
 at
 Guaranteed
 Lowest Prices.

MEN!

A MAN'S STORE

Buy at **GUARANTEED SAVINGS**
 at St. John's Largest Clothing Store

**OVERCOATS
 SUITS and
 TOPCOATS**

Important

MR. MAN! Every Suit, Top Coat and Overcoat is a masterpiece of the Tailor's art, selected because it came up to our very high standard of quality, workmanship and style.

Look where you will, shop around as much as you like, and you will find—THERE IS NOTHING TO EQUAL THESE GARMENTS IN THE CITY—AT THESE PRICES.

THOUSANDS OF BRAND NEW
 GARMENTS AT OUR FAMOUS **19.75**
LOW PRICES!

An Overcoat, Suit and Top Coat for every man, is the slogan of this Store—Over 3,500 garments to choose from—at our Guaranteed Lowest-in-the-City-Prices. **24.75**

Wonderful Showing **29.75**
 of BLUE SUITS

These are guaranteed Fade-Proof. **34.50**
 Serges that assure service and pride in the wearing.

Stanfield's Underwear

For this week we are featuring Stanfield's Underwear—for Men and Boys—all grades and numbers—at positively Lowest-in-the-City-Prices

This is St. John's Largest Boys Dept.

An entire floor devoted to catering to Boys' Clothing Needs only
 AT PRICES NOT TO BE EQUALLED.

BOYS SUITS

7.98 8.98 9.98 10.98 12.98

A COMPLETE RANGE OF COLORS IN SIZES 7 to 18 YEARS

BOYS OVERCOATS

7.50 9.98 12.98 14.98 16.50

SMALL BOYS'
 OVERCOATS

Ages 3 to 8.

\$5.98 \$6.98 \$7.98

**London, New York & Paris
 Association of Fashion**

**BOYS
 4-pc. SUITS**

COAT, VEST and
 TWO PAIRS OF PANTS.

13.50

Ages 9 to 17 years.
 A Wonder Value!

Mothers, See these Suits.

SMALL BOYS'
 SUITS

\$2.98 \$3.98 \$4.98

Fascinating Story of a Minister's Exploration Work in Palestine

THE REV. J. GARROW DUNCAN, OF
 KIRKMICHAEL, DISCOVERS THE
 OLDEST PIECE OF JEWISH MAS-
 SONY YET FOUND IN THE HOLY
 LAND.

"I am sure you would like to hear all that I have been doing these two years. Let me say first how grateful I am to you, the members of this congregation, who backed me up so strongly and gave me this great opportunity.

"Let me say also that I never worked so hard in my life. We started every morning at 5.30. Dr. MacAllister took the early shift at first, but from January, 1924, I took it myself. 5.30 to 8 a.m. superintending the work. Breakfast, 8-9 a.m. From 9 a.m. we were both together till sunset—5-6 p.m. And when he left I had to bear the brunt of it myself.

"Work stopped for the winter on November 25, and in the winter months I was able to overtake arrears and write up a full account of my discoveries, doing all the photography and the drawings myself.

"Some ladies—among them Lady Clayton and other ladies of distinguished position in Jerusalem society—volunteered to help me, and made some most beautiful drawings of painted pottery. All these photographs and drawings will, I hope, be published some day. If the Palestine Exploration Fund have not the money to publish them, I shall try to get them published otherwise.

"In April last work was resumed, and more discoveries made; but as the funds available were getting exhausted, we decided to close down for the meantime, hoping that before long more money may come in and allow the work to go on. On July 3 I completed the filling-in of our excavations, burying some of the finest discoveries I made—greatly to my sorrow. I felt as a mariner feels when he sees his beloved ship taking its final plunge.

"But by hit the walls of the ancient stronghold of the Jebusites were recognized to their grave, till the field was left exactly as I got it. We employed sometimes as many as 135 men and boys, but after Dr. MacAllister left I never exceeded 90 men and boys, and I assure you I found that more than enough. The pottery and other objects poured in at the rate of 1,000 pieces a day sometimes.

"These I had to have washed, thereafter to examine and select and finally to record and mark. I was thus able to take up any object found, and by looking at the marks on it tell exactly what spot and what depth it was found at. I could do so yet at any time—each piece bears its own history in my handwriting.

Most Important Discovery.
 "Of our discoveries the most important is the great Eastern wall of the stronghold of the Jebusites that was taken by David, as recorded in the passage I read (II. Sam. v. 6-10.)

"Of this wall we found a fragment before Dr. MacAllister left, but had no certain knowledge as to what it was. After he left I found the Great Tower built by David and repaired by Solomon, and the two stair bastions, one on each side of it. This tower with its bastions I will show you on the screen some evening.

"It has been made a national monument by the Department of Antiquities. They were busy putting it in a state of repair when I left. It is now one of the great sights of Jerusalem. I had as many as 300 and 500 people there to see it some days; and my work was often hindered badly by my having to go and lecture to the crowd, explaining it as it looked.

"It is an honour which I certainly never looked for that my very first discovery when I took over the work has been made a national monument. It is an honour which every excavator covets.

"Our work has not produced showy or sensational results, but the results are of great scientific and archaeological value. The Hebrew inscriptions I found add greatly to our examples and knowledge of early Hebrew writing.

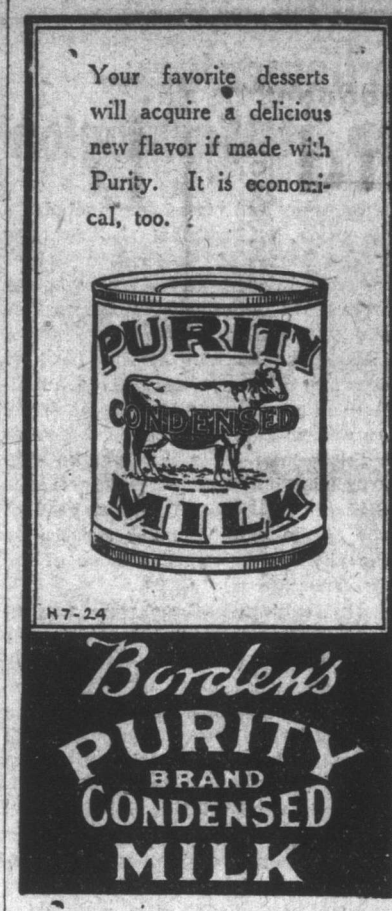
"The wall uncovered is the very wall that David had to break through to take the stronghold from the Jebusites. It is the same wall that the people stood on and listened to the Rab-shakeh sent to Jerusalem by Sennacherib in 701 B.C. to urge Hezekiah and the Israelites to surrender and accept Sennacherib as their Lord.

"The incident is recorded in II. Kings, xviii, 13—and the poet Byron has commemorated it in his famous poem beginning—'The Assyrian came down like a wolf on the fold.'

The Original Zion.

"It is now possible, therefore, for the visitor to Jerusalem to see a large section, about 150 yards, of the wall of the original Zion, the City of David, and to realize as he looks on it all the events of David's life, and Solomon's and Hezekiah's, as he could never have realized them from the words of the Bible.

"As time wears on, I think the value of our discoveries on Ophel will be widely appreciated. I have had this luck to uncover the oldest piece of



Jewish masonry yet known in or around Jerusalem, but some of my smaller finds are of even greater interest to the scholars and students of the Old Testament.

Important to Housewives

A well known Chef of St. John's, says that he can make one more plate of Soup from one tin of My Own Brand Vegetable Soup than any other brand, and still be superior in flavor.

My Own Food Products are increasing daily in popularity.

When ordering next from your Grocer, try the My Own Brand.

J. B. ORR CO., LTD.,
 Importers.

Majestic Patrons Pleased With To- Night's Feature

"BLOW YOUR OWN HORN," A COM-
 EDY DRAMA SCORES.

The trials of the ex-convict in retaining the position of a successful business man, his had he stayed at home.

Your Own Horn," a new Majestic Theatre.

The great war taught those who served in it the lesson of self-reliance, but it also impressed upon the boys at the front the fact that one man and his interests amount to very little when compared with great world problems. Appreciation of this fact tended to make most of them reticent in the matter of extolling their own good qualities upon their return, and while the acquired reserve was in itself admirable, it proved to be a drawback when it came to earning a good living.

Warner Baxter, as Jack Dunbar, the doughboy in "Blow Your Own Horn," had to unlearn this particular lesson that had come to him through his part in the great world crisis. It took him some time to "blow his own horn" without shame, but when he found that such a policy was necessary to success in business, he drowned out all the horn-tooters within a radius of many miles.

"Blow Your Own Horn" is a wholesome, rollicking comedy-drama which proves an instructive theme. It is both amusing and convincing.

Last night the Majestic patrons were pleased beyond measure with the feature which will be shown again to-night. Note: Keep posted on Monday's big super special.

CONFEDERATION LIFE. —
 8:17, 3:30

Florence: "I can't understand why Ethel married Mr. Gunson, he's old enough to be her father."

Lawrence: "Yes; but he's rich enough to be her husband."



If you would possess the charm of youth, use Mavis Face Powder for a perfect complexion.

Mavis Range is nature's own colouring.

V. VIVAUDOU, INC.
 Paris, New York

R-33 Afloat Again

SUCCESSFUL NINETEEN HOURS
 CRUISE — EXPERIMENTS WITH
 TINY AEROPLANE.

Fitted with a new "nose" replacing that which was damaged when she broke away from her mooring-mast and embarked upon her amazing adventure over the North Sea last April, the R-33 took the air from Pulham Aerodrome, Norfolk, during the week. A long flight was decided upon to gauge the "form" of the monster airship in her reconditioned shape. On board was a crew of 24—including those who took part in the historic April flight—with various officers and specialists. Major G. H. Scott, hero of the R-34 flight to America and back, was in supreme command, and he had with him Flight-Lieut. H. C. Irwin, the regular skipper of the R-33; Squadron-Leader R. S. Booth, who was in charge during the April adventure; Captain E. L. Johnson, navigator; Lieut.-Col. B. C. Richmond, designer of R 101 and the new metal nose of R 33, and his technical staff for carrying out the experiments for which the flight was undertaken. When the airship left Pulham the weather was so calm that at 2,000 feet the wind was only six miles an hour, while at 5,000 feet it was only ten miles an hour. The flight lasted 19 hours, in the course of which the R 22 cruised over the sea near Lowestoft, and in the Clacton-Margate area, and passed over London. She reached her base safely at noon the next day. Towards the end she developed trouble in the gear box of the aft engine car; but was never in any difficulty. The duration of the flight was not shortened by this minor engine trouble, nor were the tests she was scheduled to execute restricted, the other engines functioning satisfactorily throughout the cruise. In the wireless log of the trip no reference is made to the engine failure. Countless thousands of Londoners on their way to work were thrilled with pride by the spectacle of the great ship sailing through the mists over the city at 9 o'clock in the morning. The hum of the engines was heard before the R 33 herself could be seen, for a haze mixed with sunshine turned the sky to a grey-blue—a background into which the colour and contours of the airship merged so happily that she was almost indistinguishable. She was comparatively low, and her lettering could be clearly discerned. At Pulham the task of returning her to her hangar was accomplished without difficulty.

performance of the flight. In future flights, it is to be made of a device to release and re-hook an aeroplane in the air. The tiny aeroplane, a single-seater monoplane capable of flying 60 miles an hour, has lain in the shed for some weeks beside the great sides of R 33. It has a strong clip operated from above the pilot's seat. When it is to be picked up by the airship in the air it will wait until its plane is the same as that of the airship, and then manoeuvre itself directly underneath the clipping bar. There are many possibilities if these experiments are as successful as similar ones have been in the United States. In war, one or more of these attached aeroplanes could be released from the airship to attack enemy machines and thus help to protect the airship. On the trade routes they could be released above minor towns just as an express train "slips" separate coaches to avoid too many stops.

FURLONG MY VALET for
 Cleaning, Repairing, Altering,
 Pressing, Dyeing and Turning;
 Ring 697. —sept29,1mo

**Wolworth Co. Throw
 \$49,999,999 Away**

DIRECTORS OF FIVE AND TEN
 CENT STORES WRITE OFF GOOD
 WILL.

NEW YORK, Oct. 15—The directors of the F. W. Woolworth Company, operating five and ten cent stores throughout the country, have just completed dumping \$49,999,999 into the waste-paper basket. The millions, of course, were not actual—they came from the company's balance sheet.

The "dumping" was done through writing off the books of the company that amount of the "good will" account.

The plan started in 1922 when \$20,000,000 was written off. Ten million more was written off each year for the next two years and recently \$9,999,999 was similarly disposed of.

So now the good will of the great chain of stores which has converted nickels and dimes into fortunes—including the leases and contracts of the concern; is carried on the books at only \$1.

The original \$50,000,000 valuation placed on good will was made when F. W. Woolworth, founder of the chain, incorporated the present company.

Brick's Tasteless for a good
 TONIC and Blood Builder.
 oct21,17

PURE FOODS

Purveyors of
 Jams, Jellies
 and Canned
 English Fruits
 to His Majesty
 KING GEORGE V.
 By Appointment

All Chivers' preparations are of
 guaranteed purity, and are made
 in the fresh air of the country
 under ideal hygienic conditions.

**Chivers'
 Olde English
 Marmalade**



Only Selected Seville Oranges and Refined Sugar, but so skillfully blended as to preserve the valuable tonic properties of the fruit. "Your Olde English Marmalade . . . makes breakfast worth while," writes a user.

**Chivers'
 Jellies**



Flavoured with ripe fruit juices. The family and visitors, children and adults, all delight in CHIVERS' JELLIES—they are delicious, wholesome and refreshing.

**Chivers'
 Jams**



Chivers & Sons own 6,000 acres of land, a large proportion of which is devoted to fruit culture. They use each year thousands of tons of fruit freshly picked from their own orchards and preserved as soon as gathered with refined sugar only.

**Chivers'
 Custard
 Powder**



Combines highest Quality with greatest Economy. It creams up into a nutritive Custard of exquisite flavour.

A Packet makes 1 Pint. A Drum makes over 100 cups.

CHIVERS & SONS, Ltd.
 The Orchard Factory,
 Histon, Cambridge, England.

Chivers' products are sold everywhere, but if you have difficulty in obtaining them, please communicate with the Chivers' Agent.

G. W. SNOW, 376 Water St.

ST. JOHN'S, Newfoundland.

ap23,th,17

A punctured metal cap top can be used on a ketchup bottle as a clothesline.

A delicious mixed grill is broiled ham, broiled sweet potatoes, and broiled tomatoes.