ys-for the urchasers.

SPECIAL MILL-ENDS of BROADCLOTH

White, Blue and P des-36 inches 39c. yard.

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CALICO REMNANTS 48 to 90 in. wide. color is very pop Sheets, Bed-Spr 10 Scarves, etc., abo

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HILD'S WOOL **OMBINATION** NDERWEAR , 10 and 12 year A real Bargain).

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59c. Pair

MILL-ENDS KHAKI ANNELETTE nes wide. Especia ble for Work Shirt SALE PRICE

33c. yard



CKINAW

## 10-DAY at the Popular STAR MOVIE

Dimitri Buchowetzki PRODUCTION POLA, the world's greatest emotional Actress, as a puppet of fate in a dynamic story of a young girl's struggle against the world. Included in the cast: Ben Lyon, Noah Beery and Raymond

THE IDUST

Lloyd Hamilton, in a 2 Act Comedy riot, "KILLING TIME." "Come with Lloyd and kill the blues."

Opening engagement of Christian Holtum, American Concert Baritone, who will sing "On the Road to Mandalay" and Harry Lauder's world-renowned song hit, "I Love a Lassie."

**ADMISSION** 30 cts.

liners and Lumbermen, the Color r's industrial rising

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ESSENCE OF 1 EMON. ESSENCE OF VANILLA. ESSENCE OF GINGER WINE.

You will find either of these F ssences the best you have ever used. We only use the best Chemicals in the manufacture of our various preparations. You can purchase Stafford is Essences from your

PLUMBING and HEATING.

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74 PRESCOT STREET. Premises formerly occupied by Edstrom & O'Grady. Expert Service. Satisfaction Assured. 'Phone 1567

CONTROL DECEMBER AND CONTROL OF THE PROPERTY O forty-Six Years in the Service of the Public-The Evening Telegram

The Neyle-Soper Hardware Co., Limited.

GUNS: We are showing a nice assortment of 12 gage Double Barrel Breech Loading Guns, \$22.00 & \$26.00 each.

CARTRIDGES: 12 gage, only \$4.00 per 100. GUN POWDER:

200 kegs in stock. SHOT: 200 bags in stock.

Full assortment, 0, 1, 2, 3, 4. AXES:

TRAPS:

50 dozen good Axes. **ENAMELWARE:** We have a good assortment in

100 dozen assorted cheap Grey Boilers and Saucepans, to open in a few days.

> TRACE CHAINS: 48 to 96 inch.

TOOL BASKETS: 2 sizes in English Baskets. TWINE:

We have on hand a large stock of Cotton Twine, 6, 9, 12, 15 and 18 thread. Hemp Sail Twine. Hemp 3th Genging. Hemp 3th Mackerel. Hemp 3th Herring. Hemp 3th Caplin, 16, 17, 18 lb Salmon Twine, 32, 36, 40 lb. to

CUTLERY: We have just received 1000 dozen cheap Tea Spoons, Dessert Spoons, Dessert Forks, Dessert Knives, Table Spoons.

The Neyle-Soper Hardware Co., Limited. it could fail to affect the poles.

S. G. COLLIER CO. Undertakers and Funeral Directors.

ON HAND:

Large stock Caskets, Coffins and Casket Furniture. Prompt and efficient

S. G. COLLIER CO. Telephone: 614, 1624, 1696

WANTED - Men's Suits.

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Rising Death Rate for Middle-Aged Persons

'American physicians and psycholrists are investigating the problem of he rising death rate for middle-aged sons despite the great advance in

herve diseases, has listed four physical and twelve mental reasons for the inability of the middle-aged to withstand the strenuous life of present-

"Bad physical hygiene and exesses of diet, exertion or infection are the physical reasons for middleage's surrender to death.

"The twelve mental reasons for leath which modern civilization ought

'The strenuous life carried too far 'Sudden business failure. Blocked aims and destruction of

ut a speck in time. Too much censuality 'In single-minded people the defeat of their one ambition.

"The ever-present sight he end of the road. "The death of another, especially a

'Increased speed of work and play. 'The demands of family and one's ellows for more and more luxuries. 'The cost of living

"Ego injury," hurt conscience, a kind of psychic shell-shock resulting from realization of failure after lifelong faith in the doctrine that anyone who strives can succeed. "Dr. Myerson says that when the

pleasure has gone from life living ceases to seem worth while. He calls around the Life Saver Booth at the the loss of the pleasure feeling 'anhe- Fair last night, that the floor gave donia,' and he asserts:-

donia and such deaths as come from was continuous and thousands regisit are those things which typify an tered their guesses at the number of American civilization which hurries Life Savers in the case. Twenty dolthrough everything too fast for real lars will be awarded the person guessenjoyment, too fast for real culture, ing nearest to the correct number of The idea of success has become patho- packs of Life Savers in the display logical; hurry and worry leave no case at the Life Saver Booth. Samples room for real satisfaction or enjoy- of Life Savers distributed to all visiment. Too much excitement burns out tors, was quite an attraction also.

Canadian Eskimos Behind the Times

MONTREAL, Oct. 16-Captain J. E. oldest sea captains in the world still it. on duty, being nearly seventy-four, re- Some people lie inveterately, seem-

these expeditions usually lasted fifteen and black. months during which time he and the And as there are lies, so there are members of his party travel from is- liars of every grade and degree, whom land to island, covering approximately their friends-and enemies-herd into

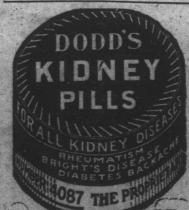
The addition of a radio to the ship's goats. equipment, he said was an inestim- Why do people lie at all? What is able boon to everybody, enabling them the common trait that all kinds of lyto hear concerts and so forth while ing reveal? hundreds of miles north of the Arctic

leagues and leagues of snow and ice." self-esteem. For lying is like thieving, the magnetic pole is "wobbling ow- made a social pact with others not to ing to "the changing of the earth's steal in order to protect our own normal folk," have not yet evolved to center." He explained that millions goods. We have a convention to tell the point where intellect and instinct and millions of tons of ice were con- the truth lest we ourselves should be square with one another, but it is no stantly changing position and, the led to act on the falsehoods of others. hasty generalisation to say that all world being a ball, he did not see how

Raps New Dances

MINISTER SAYS DANCING MAS. TERS OVER-STEPPING THE

BRIDGETON, N.J., Oct. 9 .- Dancing "Wesleyan," declared Rev. Dr. John Roach Straton. He said he anticipated the "Wesleyan Wiggle," the "Congregational Canter," the "Presbyterian Promenade," and the "Episcopal Embrace," as he metaphoricaly landed on dancing with both feet.



"The City That Never Sleeps"

MAJESTIC THEATRE SCORES AN-

edical science and hygiene and the heart appeal, a cost of popular playought to live by from ten to twenty- lavish settings and fascinating New five years," writes the New York cor- York as a background-you'll find ondent of the Evening Standard | them all in Paramount's, "The City "Professor Abraham Myerson, head | That Never Sleeps," which opened last night at the Majestic Theatre.

Drama of mother-love. The life when the girl, grown up, comes with her friends to her unknown mother's new cafe, the mother makes a supreme sacrifice to save her daughter's honor Melodramatic incident, real human interest, comedy, heart-tugs, lavish

producer feature this special. In the caste are: Louise Dresser Richardo Cortez, Kathlyn Williams Virginia Lee Corbin, Pierre Gendron, James Farley, Ben Hendricks, Vondell

scenic investiture and a marvelous

"The City That Never Sleeps" is a story of New York and New Yorkers, carrying audiences from the Bowery in 1910 to the brownstone Fifth Ave. mansions of 1924.

Here is a fitting successor to "The Covered Wagon," "The Enemy Sex" and "Merton of the Movies," all earlier Cruze successes.

Every lover of big stories should make it a point to sec "The City That Never Sleeps" which will be shown for the last time to-night at the Majestic.

Weight of Crowds **Causes Floor** to Give Way

"The symbols and causes of anhe- pairs had to be effected. The line up

Lies and Liars

By F. AVELING, M.C., PhD., D.Sc. We have it on high authority that a hasty judgment branded all men as Bernier, commander of the Canadian liars; and it is quite certain that there Government steamer Arctic, one of the is much psychological warrant for

cently told a gathering of radio men at | ingly by preference, in a cold-blooded, land are five hundred years ahead of most apologetic hesitation, driven to other Eskimos having their own par- it were, by circumstance. There is the liament newspapers. It will be a very blushing as well as the brazen lie; long time, he said, before Canadian just as there is the lie malignant and Eskimos reach this advanced stage. | the lie of excuse, the lie conventional, The veteran skipper, who has cir- the lie professional, and the lie of brilcled the world twenty seven times and liant imagination. In fact, there are dropped anchor in practically every all sorts of lies, more or less easy to port, described the many trips he had grade in an order of delinquency; but made to the frozen north during the graded already in popular estimation last 21 years, explaining that each of into the two great groups of white lies

Surely Surely, in one or other of Circle, "shut away from the world by its protean forms, nothing else than Captain Bernier said he believes always for personal gain. We have oct20,1i But the normal man steals when he are liars.

is starving, despite the pact. His instinct is too strong for conventions And we lie because of an instinct no Special Coins less natural than that of seeking food. Only-this instinct is unloosed by ignorance rather than by necessity.

For in each and every one of us there are in reality three selves. Two that others know. If I could only get gate Street. at the I that I am, the instinct might | The school is now removed to a

sires. This is the self I like to think I cient Mariner." am and want others to think me. At one time a Bluecoat scholar was boasting-even in our self-deprecia- "housey-moncy." No boy in the fami-

tration from pathololgy. The luna- special school money. tic who believes he or she is the Prime There was no possibility of the All the others are wrong; not he. We, value stamped upon it.

Free! Free!

Every Day During this Week

## A Pair of Riverside Wool Blankets

To the person forecasting the correct or nearest correct number of people visiting the Industrial Fair the following day, we will give a pair of the famous RIVERSIDE WOOL BLANKETS.

THERE ARE NO STRINGS TO THIS OFFER.

When you purchase your admittance ticket at the rink, you will receive a card, which you will fill in and deposit in a box provided for that purpose, at the RIVERSIDE MILLS BOOTH.

Make sure you receive one of these cards, and write your name and address plainly, as prize will be sent to address written on

In the event of two or more making the correct or nearest correct forecast, the prize will be awarded to first one drawn.

Read this advertisement every day, as the winner of each day's forecast will be announced in this space, also at the rink. You may be the lucky winner.

The Riverside Woolen Mills Ltd.

Riverside, Brigus, Nfld.

## At The Fair

LUXURA TEA

We're sure you'll enjoy the delicate flavour and aroma of this perfect blend. We want you to become well acquainted with it, so please stop at the "Luxura" booth, ask one of the dainty Geishas to serve you with a freshly steeped cup of

"Taste the luxury of LUXURA"

JELL-O

May we introduce to your notice 'JELL-O' the famous gelatine dessert. Of course, hundreds of you are already well acquainted. Delicious Jell-O dishes will be displayed, and books of tested recipes may be obtained, Free-

Not just Jelly-JELL-O!

PALMOLIVE Soap

"Palmolive" will be glad if you will visit the booth where it is exhibited and bring the little folks to see the Palmolive Bubbler Busy Blowing Big Beautiful Bubbles for their amusement at the Fair.

"Beauty from Trees.

PET MILK

They're just scrumptious. The splendid Wedding and Christmas Cakes and Candy made from Pet Milk by Mrs. S. A. Churchill (P.O. Box 394. Phone 1996-W) who will be pleased to take orders. These Cakes will be raffled during the Fair.

Tickets Free. Made by the **Originators of Evaporated Milk** 

F.M.O'Leary Exhibitor

**Booths 45 & 47** 

Muir Bldg., St. John's

for Schoolboys

Londoners do not need to be even of them we know-or think we know. middleaged to recall Christ's Hospital, One is a veiled mystery. There is the commonly known as Bluecoat School, masters "overstepped" themselves, I that I really am; and there is the upon which a department of the Genwhen they called a new dance the I that I think I am; and there is the I eral Post Office now stands in New-

be ridden on the curb. At least there magnificent building near Horsham, would be no justification of a false Sussex, but the old school went back into the centuries and had many fam-But I do not, nor can I. I know ous men as scholars, among whom myself only as I think I am-a crea- were Charles Lamb and Samuel Taytion, often fantastic, of my own de- lor Coleridge, who wrote "The An-

To keep up this fiction we lie; lie in not allowed to use the ordinary coinour buying and selling, in our high age. Every boy had to change his diplomacy and low cunning, in our pocket money for what was called tion. And we believe, or believe in the liar garb of Christ's Hospital could end, that we are telling the truth. buy anything from the tuckshop with The moral is pointed by an illus- ordinary money, but only with this

Minister or the Queen of Sheba lies "housey-money" being mistaken for indeed, but gratifies his esteem of him- coin of the realm, for, whereas the self, even in his lunacy. His controls latter was circular, the school money have worn thin or become deranged. was octagonal in shape, and had its ROOFING FELT

MAKE NO MISTAKE-The best values both in Quality and Price on

are offered at our Store. There is nothing to be had better than the JAPROID Line, and the

Price will suit every purse. -OUR LEADER

> -ROCKROID -SLATE SURFACED

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-RICHARDSON'S FELT ALL JAPROID. ALL GOOD VALUES.