

London, New York & Paris
Association of Fashion

A Drive for 1000
New Customers

London, New York & Paris
Association of Fashion

The Season's Greatest Sale OF MEN'S AND BOYS' CLOTHING

Men's LIKE THIS:--Three Big Makers of Men's and Boys' Suits, Overcoats and Pants--Pooled their stock--in order to raise funds. Our Buyer was on the spot with cash and he bought--bought his own prices--now, following our usual custom, we are passing the savings on to you. To this Sale we invite your attendance to prove our statements and to fill your entire Fall and Winter Clothing Needs.

Assortment Largest in the city **MEN** Satisfaction guaranteed or money refunded.

YOU MUST COME HERE FOR CLOTHING
NO OTHER STORE CAN EQUAL OUR VALUES OR LOW PRICES.

Silk Lined--Plain Back
Overcoats
and
1 & 2

Pants Suits

THE GREATEST VARIETIES, THE BIGGEST SAVINGS, AT ST. JOHN'S LARGEST STORE--DEVOTED EXCLUSIVELY TO CLOTHING.

Now with the cold snap in the air the Fall and Winter Suit or Overcoat is a necessity. Why pay high prices? Why pay big profits?--when at this store you can buy the finest and smartest clothing at the lowest prices it is possible to offer.

Suits at 9.98 Right up to 42.50

All Suits from \$20 up with 2 Pairs Pants.

Overcoats at \$12.98 up to \$48

All sizes including size for stout men.

MEN'S FALL COATS.

Just the right weight for fall wear in various shades of Grey. Values at \$30.

Sale \$22.

MEN'S

SEPARATE TROUSERS.

Over 1200 pairs on display at

\$1.98 up to \$8.50.

ALL DAY SPECIALS
95c Waists at - 35c
1.80 Ladies' Guimps at 59c
200 Brush Wool Scarfs 98c

Mothers, do your boys need clothes?

BOYS'

Our Boys' Clothing Stocks were never more complete.

Parents! There is no other store in St. John's that can show you the variety of or make possible the savings that we have prepared on Boys' Clothing.

We have on display over 800 Boys' Suits

The largest assortment in the city. Parents, you must come here and see for yourselves the actual money you can save on your boys' clothing.

**Boys' 1 & 2
Pants Suits & Overcoats**

Savings of 1/4 and 1/2 off now at

5.98, 7.95, 9.98, 12.98

Ages 8 up to 17 years.

**Special!
Boys' Separate PANTS
At only \$1.48**

Ages 7 to 17 years.

BOYS' JUVENILE SUITS.

Ages 3 to 8 years.
All Wool Jersey Boys' Blue Serge Sailor Suits, Velvet Suits, Tweed Suits, Tunic Suits; Oliver Twist styles.
\$2.98 up.

SMALL BOYS' OVER-COATS.

Ages 3 to 8 years.
In Grey and Blue Nap, in Tweed; all nice belted around styles.

1.50 Men's Fall Caps, 50c
Ladies' Wool Tams, 33c
Men's Pants, - 1.98
3.00 Sweaters at 1.98

SIDE TALKS.

By Ruth Cameron.

WHAT DO YOU WANT?

The husband of a friend of mine offered to give her in place of the very modest machine she now drives, a much handsomer and more luxurious machine for her next birthday.

She firmly refused to let him. "How could you bear to," said the lady across the way. "Wouldn't you like a powerful, handsome machine all your own? Why, I think it would be wonderful. Do you mean to tell me you wouldn't care anything about one?"

Other Things First.

"Indeed, I don't mean to tell you anything of the kind," said the driver. "What I mean to say is that there are a great many other things I want more than an expensive car. After I have them, then I'll be interested in a car for show as well as for use, perhaps. But not until then."

The lady across the way looked only half convinced of the driver's sanity.

But for myself I said: "A Daniel come to judgment."

"I think it is a splendid thing to know what you want to spend money for most. It seems as if anyone would know that but I think there are a great many who don't. Until after they have spent it, and found that they didn't get what they wanted most."

The driver's analysis of her feelings set me to analysing mine and trying to get clear what I wanted most.

I came to these conclusions which may perhaps help you in clearing up your own desires--if the subject happens to interest you.

The Best Buy of All.

First of all I want to buy peace of

mind. That is I want to keep my scale of living so well below my income that I can always pay my bills and have enough left over for emergencies. No luxuries an increased income can bring me will be greater than that I know for I have had that peace of mind and I have been without it. And no luxury would make up to me for the money worry.

The thing I want next is an attractive home in a pleasant location. Not an expensive or luxurious home but just as pretty and comfortably a home in just as beautiful surroundings as I can afford.

After that I want educational opportunities plenty of good books and magazines on my table, a chance to hear good music, to attend some lectures, and if possible to travel some.

Next, or perhaps coequal with this last item, enough service to give me some leisure to enjoy these things.

Next, a machine for use and not for show.

One of My Weaknesses.

Next, pretty clothes. I am not sure they do not go further up on the list. I wonder if some of my serious Letter Friends will be disgusted with me when I confess that I adore nice clothes. (Shades of my Aunt Lucy! I can hear her saying coldly: "You love your mother and like your clothes.")

I don't mean expensive clothes necessarily but clothes of pretty materials in good lines, becoming, and with as much distinction as I can afford. A constant warfare goes on in me between my New England conscience and my love of pretty clothes. I spend more than my conscience approves but less than I might.

Those are my main items.

It has interested me to set them down and thus get a glimpse of that eternal mystery, my own mind. I hope it may have interested you by turning your thoughts inward.

Roman Treasure

Dope the "Mystery Cross" at Ribblesburgh Castle Guard a Hoard of Gold and Jewels.

This country is rich in Roman remains, and every now and then one hears of fresh treasures being unearthed.

Not, perhaps, treasures in the sense of buried hoards of gold, silver and jewels, such as are occasionally brought to light and the ruins of dead civilisations. Even these, however, may yet reward the relic-hunters, if the local tradition regarding the mystery cross at Ribblesburgh Castle, the ancient Roman fort near Sandwich, is correct.

This cross rests on a rectangular block of concrete, 146 ft. by 108 ft. 4 ins. on the ground level, which forms a sort of platform above the main body of the block, which is 126 ft. by 81 ft., and is sunk in the sand to a depth of over 30 ft. Legend has it that this block is hollow, and that, if it were opened, a great treasure would be revealed. More prosaic theories are that the block and cross formed a landmark for mariners or that the block was used as a granary.

A Bank of England Find.

Excavations are now in progress at the old Roman fort, in which area the cross stands, and it is hoped that the mystery surrounding this strange piece of masonry may soon be solved.

Meanwhile, a number of other interesting relics have been unearthed, among them some fine pieces of pottery. The biggest find, however, is a tessellated structure of Roman bricks, with an opening in the middle, which has been variously described as a well-head, a sacrificial altar, and a furnace for smelting iron ore.

But recent discoveries of Roman relics have not been confined to Ribblesburgh Castle. London has contributed its quota. Only the other week, for example, a coin of the Emperor Trajan was found during some small excavation work at the Bank of England, and aroused considerable interest. It is thought that other relics may be discovered when the rebuilding of the Bank begins in earnest.

A search for relics of the Roman days has also been in progress at the old Roman bath of the Strand, and has already yielded some results. Other interesting finds have been reported from Ham Hill, the ancient camp near Yeovil.

Aluminium 200 and 500 mark pieces issued by the German government some months ago, for small change purposes have, apparently, disappeared, and it is even impossible to obtain them at the banks. With the depreciation of the currency, the metal in the pieces soon became worth more than their face value in marks. Poker players, too, are held partly responsible for disappearance of the pieces, as the aluminium coins were just a handy size to be used for chips.

The proof of the pudding is in the eating. Eat CENTRAL BAKERY Bread. - Oct. 23/24

THE SAFETY POET.

Some poets sing of roses red, of pansies growing in a bed, of buds that into blossoms burst, but still I sing of Safety First.

Some bards stand up for fabled gods, for satyrs, nymphs and other frauds; but, having primed myself with worst, I tune my harp to Safety First. If I by singing can persuade some reckless youth or giddy maid to give a thought to others' rights, when scorching up the pike o' nights, methinks 'twill cut but little grass if I let crimson roses pass. If I by simple, homely runes can check the gall of speeding loons, and thus the undertaker rob, and save the coroner a job, my efforts you will deride, if I let fragrant lilies slide.

Oh, there are tons and tons of song that will endure through ages long; if you are suffering for poems tarred out by great and lofty dames, you'll find a million on the shelves; roll up your sleeves and help yourselves. But few of all the earlong odes discuss the traffic on the roads. No Milton warns the flying kids against the speedy car that skids. No Shakespeare piles a savage god upon the skate who hogs the road. "Such bards in grandeur were immersed; they gave no heed to Safety First."

BLUE PUTTEE TO-DAY.—Hot Chocolate and Coffee with whipped cream; also Tea, served with Sandwiches and Homemade Cake. - Oct. 22/23

Siam's White Elephants

With regard to the phrase "white elephant," Mr. Hermann Norden, in "From Golden Gate to Golden Sun," gives some interesting information.

The white elephants are kept by the King of Siam in the Royal stables at Bangkok, and are not really white, but merely lighter in colour than the normal beast.

They are supposed to be animated by the spirit of some great king or hero. According to Siamese faith the soul of Buddha existed in the body of a white elephant before it was incarnated again in Prince Gautama. In ancient sun worship also the white elephant was a sun emblem.

The King keeps these sacred animals in great luxury. "But the ownership of one by a prince was by no means a piece of good luck, for the king made war on him to obtain possession. This is the source of our commiseration of anyone who has a 'white elephant' on his hands."

Cuticura Talcum is Fragrant and Very Healthful

Don't Worry About Autumn Winds.

If you use Three Flowers Face Powder no woman need bother about the cold winds of fall. The finely prepared ingredients in Three Flowers powder are noted for their soft, beautifying effect. It is easy to tell the lady using Three Flowers because of this effect. No woman can afford to use cheap, unsatisfactory face powder, for powder has a great effect on the skin, and Three Flowers is acknowledged the leader by all competent to judge.

At Drug and Department Stores, in three shades.

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Angel Building.

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Lehr Dental Office

(Established by Dr. A. B. Lehr)

Owing to report that the Dental practice of Dr. A. B. Lehr has been sold I wish to say it has not but is being conducted in my behalf by a graduate dentist assisted by Mr. Geo. W. R. Heirly who for many years was associated in like capacity by the late Dr. A. B. Lehr.

MARGARET LEHR.
For the convenience of our out of town patients office will remain open evenings until 9 p.m.
Oct 10, 1923 M. L.

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AND

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Birch junk, finest quality for sale cheap; also dry kindling wood delivered daily to any part of city.

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