

Clothes cost money  
Sunlight Soap saves clothes.

Chemicals are put into inferior soap to cheapen it  
Inferior soap will damage your clothes.

Pure Soap is best for washing clothes  
Sunlight is Pure Soap.

Every tablet of Sunlight Soap is guaranteed pure  
This guarantee amounts to \$5000.00

Don't be deceived with inferior soap  
Soap which costs less than Sunlight is worth less.

Insist on getting Sunlight Soap  
Sunlight is best for all household purposes.

The few extra cents which Sunlight costs will save  
you fifty dollars worth of clothes.

When you are asked to buy inferior soaps instead of  
Sunlight Soap,

The reason is—someone wants to make money at  
your expense.

When Lady this or Lady that asks for Sunlight Soap,  
she gets Sunlight Soap.

When you ask for Sunlight Soap see that you get it.

You know some shopkeepers think any old soap is  
good enough for you.

If you don't get Sunlight when you ask for it, go to  
the shop next door.

Don't waste your money on inferior soap which will  
damage your clothes.

Clothes cost money.

Sunlight Soap saves clothes.

**"Sandra" Strikes  
at Human Appeal**

Barbara La Marr Scores Hit in  
New Picture From Doles Novel.

An absorbing study in human nature is afforded motion picture audiences in "Sandra," the first of a series of productions starring Barbara La Marr, which opens at the Star Theatre to-night.

This picture, visualized from the novel by Pearl Doles Bell, strikes an intensely human note in the naturalness of the variety of characters which it presents.

The story is enacted in the main, by ten principal characters, all of them distinct personalities which will immediately be recognized as prototypes of the real thing by motion picture audiences.

The character of Sandra is invested with a dual personality—one woman content with commonplaces of home and domesticity; the other, a restless, diversion-seeking type who believes that happiness lies beyond the bend in the winding road.

Then, there is Mate Stanley, a girl of sixteen or seventeen, sweet wholesome, full of fun, and to whom the world contains no evil; and, Bobby, her brother, is a typical Tarkington boy, seventeen, at the age when he takes himself and his clothes very seriously; while their mother, Eve Stanley, is a contented, home-loving woman, colorless and conservative. Her husband, Peter Stanley, is of the roly-poly, self-satisfied type, conventional in the extreme, and who would view as a radical departure the changing of his brand of cigars.

Stephen Winslow is a man-about-town, suave and charming, immaculately dressed, and the direct antithesis of David, husband of "Sandra," who is a simple, sport-loving, outdoor man, intensely devoted to his wife, and whose idea of a good time is fishing.

Then, we have the Reverend William J. Hapgood, a serious-minded, sincere type of young minister, more interested in his work than he is in creating a magnificent edifice as a tribute to his money-raising powers.

In "Sandra," a First National picture, these characters present a drama from the page of life, moving about and always acting as human beings and not puppets of the screen.

Bert Lyell is Barbara's leading man in this picture. Others in the cast include Lella Hyamas, Leslie Austin, Leon Gordon, Flora Finch, Edgar Nelson, Maude Hill and Augustin Sweeney.

**"The Unknown Purple"**

Famous Play Is Another Special Which Is Featured At The Majestic To-Night.

The story of the poor genius, an inventor who has discovered the secret of making the human body invisible, through the medium of a purple ray of light. But before he can enjoy the fruits of his labors he is betrayed by his wife, whom he dearly loves, and sent to prison for seven years to answer for the crime committed by her lover. It is in prison that he learns of this deception from a prisoner in the next cell, whom he has never been able even to see.

Peter Marchmont, when he is released from prison, through his genius, becomes a powerful but little-known figure in the financial world. It is then that he returns, unrecognized, to the home of his former wife and her husband, who were his betrayers. In possession of the secret of becoming invisible, through his purple ray of light, he begins the working out of a vengeance against them, which is weird and uncanny in its unfolding. He finally brings the man to the edge of financial and physical ruin, and has caused his former wife to become enamored of him without knowing who he really is. She agrees to desert her present husband, as she deserted him, and it is then that Peter Marchmont plans the thrilling climax which brings his vengeance and the play to its end.

A truly exceptional cast of players appear in "The Unknown Purple," headed by Henry B. Walthall, Alice Lake and Stuart Holmes. In support are Helen Ferguson, Ethel Grey Terry, Brimsley Shaw, James Morrison, Richard Wayne, Little Frankie Lee, Johnny Arthur and Mike Donlin.

BRICK'S TASTELESS is a wonderful Tonic. Try a bottle. sept12,11

**Kyle's Passengers**

S.S. Kyle arrived at Port aux Basques at 5.55 a.m. yesterday with the following passengers:—M. Solomon, D. Leaf, E. Wallace, J. Glickman, D. G. Gillard, Mrs. Gillard, W. Cooke, M. P. Channing, L. D. W. Leach, C. E. Fitzsimmons, W. C. Bell, G. Daley, A. D. Chapperton, J. C. G. Tibbo, M. N. Reid, S. B. Wicks, P. A. Smith, C. Parsons, L. Penney, S. Best, Mrs. E. Best, E. Brett, J. Currie, Mrs. Dr. Fullins, J. Harper, Mrs. P. H. Hill and child, J. and Mrs. Currie, J. G. Ogden, M. J. McLeod, C. Bell, Mrs. E. Billard and Mrs. A. H. Carter.

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**FALL FOOTWEAR**

Of Superior Wearing Quality

The very newest style is apparent in our Fall Shoes. But next to style comes QUALITY, and when you choose FOOTWEAR here you can depend upon it that you are buying "mileage" as well as style.



Dame Fashion sets the pace for Autumn in Shoes of Light Tan. This colour carried extensively by us, will distinguish the wearer as a person of alert style sense.

**Our Shoes are Decidedly Different**

MEN WANT COMFORT—RIGHT HERE IS WHERE THEY GET IT.

**MEN'S MAHOGANY SHADE BOOTS**

Blucher style, wide fitting, all solid leather; Our Own Make. Rubber heels attached. Sizes 6 to 10.

Special Price, Only \$4.20 and \$5.00

**MEN'S BOX CALF BOOTS**

Strong and durable for working. Blucher style, made on a wide last. This Boot is Our Own Make and is guaranteed to be solid right through. Sizes 6 to 10.

NOTE THE PRICE . . . . . \$4.00

**MEN'S VICI KID BOOTS**

The real leather for comfort. Blucher style, specially made up to give real foot satisfaction; rubber heels attached. Sizes 6 to 10. Special Prices.

\$4.50, \$5.00

**LITTLE GENTS' BOOTS**

In strong Box Calf Leather. The "real" boot for boys. "Our Own Make" in Black.

Sizes 6 to 10 . \$2.00, 2.75, 2.80  
Sizes 6 to 10, Brown, \$2.50, 2.85

**WOMEN'S CUSHION SOLE**



**BOOTS**

Just the thing for tender feet. Rubber heels attached.

Special Price . . . . . \$3.25

**BIG BOOT VALUES FOR BOYS**

In Mahogany and Black shades; strong leather, Blucher style, rubber heels.  
Sizes 10 to 13½ . . . \$2.50  
Sizes 1 to 5½ . . . \$2.85  
Other styles in Youths'—  
\$2.50, \$2.75, \$3.00  
Other styles in Boys'—  
\$3.00, \$3.30, \$3.50



**LADIES' PATENT SANDALS**

Barefoot style, straps and buckles, low rubber heels. All sizes just opened. Special Price . . . . . \$3.25

**LADIES' SHOE VALUES UP-TO-THE-MINUTE STYLES.**

**LADIES' STREET SHOES**

In Dark Brown shade, medium toe and heel; a good Shoe for Fall wear. Sizes 3 to 6.

SPECIAL PRICES  
\$2.50, \$2.75, \$3.00

**THE VERY NEWEST**

Patent and Tan two-tone. Very dressy styles in ribbon ties and one-strap; medium heels and new toe.

SPECIAL PRICES  
\$3.50, \$4.50, \$5.00, \$6.00

**FASHION PROCLAIMS LIGHT TAN SHOES FOR FALL WEAR.**

Ladies' Light Tan 2-Strap medium rubber heels; very dressy and stylish. Sizes 3 to 7.

SPECIAL PRICE  
\$3.90

Ladies' Tan, ribbon tie, medium rubber heels; a new model; all sizes.

SPECIAL PRICE  
\$3.50

**INFANTS' BOOTS**

In Black and Tan shades. Solid leather soles and heels. Special Prices, \$1.10, \$1.20, \$1.50 up.

**PARKER & MONROE, Ltd., The Shoe Men**

**SIDE TALKS.**

By Ruth Cameron.

**A LETTER THAT BROUGHT THE SUN OUT.**

Sometimes one sees so much discontent that one wonders if there is such a thing as happiness in the world. Sometimes one sees so much ingratitude that one wonders if there is such a thing as gratitude in the world. And sometimes one sees so much of sacrifice made in a spirit of bitterness and bringing a poor return that one wonders if sacrifice is really worthwhile after all.

And then, if one is oh very lucky, one receives a letter like the following, and one feels as if the sun had come out again in one's heart and knows there are beautiful things in the world such as happiness and gratitude and appreciation, and sacrifice that brings its own reward.

**The Letter.**

"I was very much interested in your talk the other day about 'next parents.' I have the honor of being one. I am the oldest of ten children, our father is a farmer, honest, hard-working and God-fearing. Some years our small farm yields grudgingly; some of the boys and one of the girls are still school. My slender salary furnishes means for the largest part of the family's 'white hyacinths,' and for some of the 'bread and butter.' I give it gladly. I love to pay for Toadie's music lessons and the twins

**COME TO ST. JOHN'S**

**FAIR WEEKS!**

OCTOBER 19 TO 31.

HALF FARE ON RAILWAYS AND STEAMERS.

Coming October 16th to 28th. Returning October 16th to November 2nd.

Combine business with pleasure. Do your Shopping—See the Fair.

Instructive, Interesting and Entertaining.

MUSIC — DANCING — WONDERFUL ELECTRICAL EFFECTS.

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

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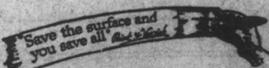
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sept20,11

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Our new Bulbs have arrived! Write for price list.

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