

FIRE Prevention Week!

Oct. 30th to Nov. 4th
Inclusive

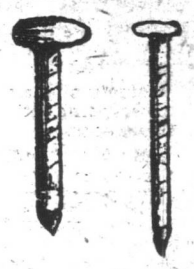
YOU CAN HELP
to Save Life & Property
from
Needless Destruction

Clean Your Premises
Remove Rubbish
Correct Defective Chimneys
Stoves and Other Hazards

START TO-DAY

St. John's Fire Losses 1921,
amounted to 1-4 of a million dollars,
over \$6,000 per head.

Oct. 28, '21



ROOFING NAILS!

Why pay a fabulous price for imported
Roofing Nails?

You can buy a better local made nail
that won't tear the felt, at 1-3 the
price.

ROOFING NAILS \$7.95 per 100 lbs.
FELT NAILS \$7.55 per 100 lbs.

Manufactured by

ST. JOHN'S NAIL MFG. COMPANY, LTD

Oct. 30, 41, m. w. f. s.

Clean Up!

Now that we are in the middle of
a Fire Prevention Week and the slogan
of "Clean up" is more or less of a
household word, the good work that
has been started by Inspector General
Hutchings may be carried on further
by the Municipal Council. There is a
law that all dogs must be licensed,
but it appears that there are still a
few of the ash bucket tipping kind
at large, and a great lot of the filth
on the city streets is caused by these
pests. Another nuisance is the car-
penter, who, after making a few re-
pairs, leaves an accumulation of shav-
ings, ends of wood, old shingles and
all sorts of debris on the sidewalk or
in the drains. A little more vigi-
lance on the part of our civic officials
would, no doubt, have a great effect
in helping to obviate these two un-
necessary nuisances.

WE MANUFACTURE RUBBER STAMPS SEALS—

For Companies,
Commissioners,
Notary Publics,
Justices of the Peace, etc.

METAL STENCILS

We carry a full line of
Numbering Machines,
Stamp Pads, and all sorts
of Stamping Devices.

OUR SERVICE IS PROMPT



Oct. 20, 1922

Fair Market Values Should be Imposed.

Editor Evening Telegram.

Dear Sir:—One of the greatest hin-
drances to the development of sound
business to-day is the lack of stabili-
ty, especially as far as values are
concerned. In the dry goods trade
particularly, the advertisements are
demoralizing, and it is no wonder that
the consumer believes that the bottom
of the market is not yet reached. The
average person is impressed with the
idea that goods have no stable value
and that he can dictate prices. This
condition will prevail just so long as
the stores continue to preach Regular
price \$10.00 now \$5.00. Regular price
\$20.00 now \$10.00, etc. A falling
market always unsettles the mind of
the purchaser who hesitates to pur-
chase, as he expects lower prices to
prevail the following week. The con-
sumer also knows that this so called
"regular price" is in most cases the
year price of three years old, and is
no longer interested in these prices.
The time has now come when a united
effort should be made by the trade
to advertise goods at to-day's market
value and eliminate the old "regular
price" comparisons. Goods offered at
about half price also gives the con-
sumer the impression that the stock
offered is old. The merchandising
trade of the United States and Canada
realized the importance of stabili-
zing values, two years ago. "Buy be-
fore the next advance," was the slogan.
The result was that confidence
was established, consumers respond-
ed, demand increased, prices stiffen-
ed, and to-day a fair sized boom is in
progress with prices for some lines
of textiles 60% higher than those quoted
twelve months ago. Raw cotton
was down to 10c, now it is quoted at
24c. The stabilizing of values, and
the appointment of a "Valuation
Board" from the general trade and
industries, to assist the customs by
giving evidence as to the "fair market
value" of so called "job goods," dump-
ed on this market, would do much to
improve the present trying conditions.
Yours truly,
Wm. WHITE.

Nov. 2nd, 1922.

(Mr. White may be stating, that
which is quite correct, according to
his own hypothesis, but he should at
least allow advertisers to know just
what they are doing, and can do, re-
garding the reduced prices of their
wares. H.C.L. can be considerably re-
duced by a more complete hammering
of war prices hitherto charged by
dry goods stores.—Editor.)

Fire Prevention Week.

MAKE A NOTE OF THE FOLLOW-
ING.

"Every individual must realize his
or her own responsibility."

"If you can get people thinking in
terms of 'Fire Prevention' as they
are being trained to think in terms
of safety, a great deal will be accom-
plished towards the preservation of
valuable property and more valuable
life."

"The person who is so careless as
to cause destructive fire is nothing
short of being guilty of criminal
negligence."

"Carelessness that causes a great
majority of fires goes hand in hand
with recklessness on the streets and
highways that leads to a steady toll
of human life. It is time for a change
in these conditions."

"It is not through one 'Fire Pre-
vention Week' but through fifty-two
'Fire Prevention Weeks' in every
year that the elimination of the awful
cost of flames can be accomplished.
We must be more careful."

"Battle of Jutland"

Shown for the Children.

AT THE NICKEL SATURDAY
AFTERNOON.

The Nickel Theatre will show for
the benefit of the children the true
story of "The Battle of Jutland" at the

THIS GREAT DRESS SALE will at-
tract thousands on Friday, Saturday
and Monday.

Bishop's

We Must Clear This Week
EVERY DRESS IN STOCK
Regardless of Price.

The prices on Dresses are lower here this week than anywhere in St.
John's, regardless of who or how previous prices have been made
possible. ALL NEW DRESSES THIS SEASON.

COME AND SEE!

Dollars Lower than Elsewhere!

SILK DRESSES

6.90 in 17.50
Taffeta
9.50 Printed Georgette 19.85
and
12.98 Crepe de Chene 24.75
Colours are
15.50 Navy, Brown, 26.50
Black, Periwinkle
Fuschia, Jade,
Henna and Rose.



Cloth Dresses

2.95 in 15.20
Serge
4.80 Tricotene 21.50
and
11.25 Gabardene, 22.00
Georgiously
beaded and
14.80 braided, 24.00
The girdles on some
of these are worth
the price of a good
dress.

Every Dress Must Go This Week. Cost not taken into Consideration.

These Prices
are for
cash only.
No Appropriation
No Exchange.

BISHOP, SONS & CO., LTD.

St. John's.

MAIL ORDERS
carefully filled
with
quickest
dispatch.

Nov. 2, 21

BON MARCHE.

268 WATER ST. (OPP. BOWRING BROS.)
SPECIAL FOR THIS WEEK:

We have just received a large shipment of English Goods
including Ladies' Cashmere and Wool Hose, Blankets, Dress
Goods, etc., at our usual attractive prices.
LADIES' ALL WOOL CASHMERE HOSE 75c. pair.
LADIES' HEAVY WOOL HOSE 40c. pair.
MEN'S ALL WOOL SOCKS 45c. pair.
MEN'S WORK SHIRTS (with collar) 40c. each.
CURTAIN NET from 40c. yard.
DRESS GOODS from 75c. yard.
COTTON PRINTS 10c. yard.
MEN'S POLICE BRACES from 40c. pair.

SEE OUR WINDOWS.
BON MARCHE.
268 WATER STREET.

Victor Returns Home Amid Subdued Silence.

BLUENOSE FLIES FLAG AT HALF
MAST IN ENTERING PORT.

Lunenburg, N.S., Oct. 29.—The In-
ternational champion fisherman Bluenose
arrived at her home port here
this morning from Gloucester. Her
home coming was marked by deepest
silence in memory of the dead mem-
ber of her crew, Capt. George De-
mone, who was drowned at Gloucester
Thursday night.

As the vessel entered port with her
flag lowered the ensigns of the fishing
fleet anchored in the harbor broke out
at half mast.

The Bluenose remained at
stream. The body of Captain Demone
is expected here tomorrow and
the Canadian destroyer Patrick
will be no celebration of the
nose victory until after the
of the deceased fisherman.

You can get a nice
VELOUR COATING at
RINGS for \$4.50 yard.

For the woman who can afford
one fur wrap a coat is the best
vestment, as she can use it
daytime and evening wear.

—By Bud

Dye Stockings. or Sweater in Diamond Dyes

"Diamond Dyes" add years of wear
to worn, faded skirts, waists, coats,
stockings, sweaters, coverings, hang-
ings, draperies, everything. Every
package contains directions so simple
any woman can put new, rich, fadeless
colors into her worn garments. Or
driperies even if she had never dyed
before. Just buy Diamond Dyes—no
other kind—then your material will
come out right, because Diamond
Dyes are guaranteed not to streak,
spot, fade, or run. Tell your druggist
whether the material you wish to dye
is wool or silk, or whether it is linen,
cotton or mixed goods.

Brilliant handkerchiefs of either
printed or plain colored Georgette are
carried or tied around the left wrist
when one is wearing dark colors.



JEFF WAS CALLING THEM RIGHT, AT THAT.

MUTT AND JEFF