

Bowring's Grocery Dept.

HURRAH FOR THE PONY CONTEST!

Get your Coupons filled at this store. With every purchase from 10c. to 75c. you get 10 to 75 votes, but with every \$1.00 purchase you get 1000 votes. This is the way to make your votes soar. Buy one dollar's worth or more and you get one thousand or more votes.

Here are Some Special Inducements

2 Tins Camp Pork & Beans	1000 votes.
2 Tins Campbell's Soup	For \$1.00
2 Tins Tomatoes	
2-lb. Slab Choice Table Butter	For \$2.00
1-lb. Sinclair's Sliced Bacon	2000 Votes.
1 Tin Nestle's Thick Cream	For \$2.00
1 Tin Libby's New Strawberries	2000 Votes.
1 Tin Pineapple, 1 1/4's	
1 Tin Fruit Salad, 1 1/4's	

Save These Wrappers

Sunlight Soap	14c. cake
White Swan Soap	10c. cake
Hudson's Super-Powder	3c. pkg.
Lantic Icing Sugar	15c. pkg.

Needler's CELEBRATED CHOCOLATES

A 2-lb. Box is good for
250 VOTES.

Bowring's Drapery Dept.

FOR YOUR NEW DANCE OR PARTY FROCK.

New Silk Fabrics now showing, in the weaves and colourings most favoured this season. Plain or quaintly brocaded designs that look so swell when made up. Not only are the weaves and colourings so popular, but prices are lower than you would expect for such dependable quality.



Silk Crepe Broche—The new brocaded material for Evening and Party Frocks, 36 inches wide, in the latest shades: Conch Shell, French Grey, Coffee and Lavender \$2.40 yard.

Silk Crepe-de-Chene—36 inches wide, beautiful plain shades: White, Terrapin, Navy, Black, Whirlpool Blue, Silver, Pale Blue and Coffee \$2.25 yard

Canton Crepe—36 inches wide, in Black, White, Henna, Whirlpool Blue and Praline. \$2.35 yard.

Coloured Fuji Silks—30 inches wide, plain shades of Crysanthemum, Natural, Aphrodite Green, Powder Blue, White, Pale Blue, Biege, French Grey, Patlo and Coral. \$1.40 yard.

Black Silk Cordelaine—A heavy lustrous finish corded silk goods. Beautiful for matrons' wear. 38 inch width \$3.80 yard.

Black Dress Satin—36 inches wide, heavy Duchess quality, rich and lustrous \$3.10 yard.

Paillette Silks—Rich, soft quality, attractive shades, Autumn Brown, Navy, Zinc Grey and Bokhara. 32 inches wide \$2.35 yard.

SHANTUNG SILKS—In the Natural or Biscuit shade \$5c. \$1.00, \$1.45, \$1.55 yard.

When you make your own garments you can't go wrong if you use

McCALL'S PATTERNS.

McCALL'S QUARTERLY BOOK OF FASHIONS—25c. Copy.



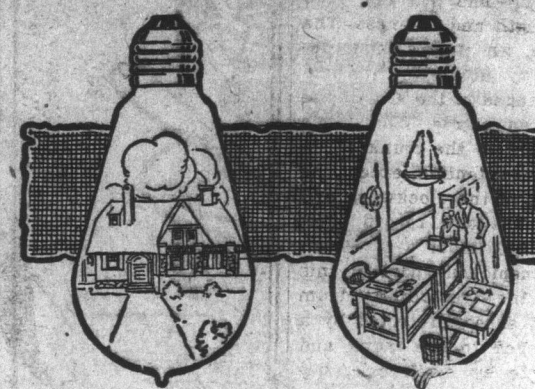
WE CAN GIVE YOU GOOD VALUE IN LADIES' WINTER COATS.

All latest styles and new seasonable shades: Fawn, Brown, Grey, Navy, Saxe and Plaid patterns.

Coats with embroidered braid trimmings. \$8.50, \$9.75, \$18.00, \$19.50, \$24.00, \$25.00 each.

Coats with Mole Fur collar and braided trimmings. \$14.00, \$17.50, \$19.00 and \$29.00 each.

Bowring's Hardware Dept.



KEEP THE HOME LIGHTS BURNING. AUTUMN NIGHTS MEAN MORE LIGHTS.

With the coming of darker and cooler nights people have settled down to spending more nights at home. The attractions of the fireplace and an interesting book far surpass those of an auto ride or walk in the country.

ARE YOU SATISFIED WITH THE LIGHTING OF YOUR HOME?

Is it suitable for your eyes, or your children's, as they study their lessons? Throw away that smelly, dangerous oil lamp and have your house wired and fitted for

ELECTRIC LIGHTING

by our expert staff of electricians. The first cost is practically the only cost. If you are thinking of putting electric light in your home, let us give you an estimate. We guarantee satisfaction.

ELECTRICAL SUPPLIES

Wire, Sockets, Switches, Chandeliers, Table Lamps, Fancy Shades, Irons, Heaters, Toasters, Curling Irons, Coffee Pots, Tea Pots, Chafing Dishes, Heating Pads, etc., always in stock.

SPECIAL AGENTS For WESTINGHOUSE ELECTRIC BULBS.

BOWRING BROTHERS, LTD.

Tell Tale of Fierce Sea Fight

ANOTHER CREW SAVED BY AMERICAN MERCHANT MARINE.

NEW YORK, Oct. 31.—(United News)—From the raging seas of mid-Atlantic another epic tale of the American merchant marine and the rescue of human lives was brought into port today.

Unheralded by even the single toot of a barber whistle, the American trader, freighter of the American merchant lines, steamed up the bay with 33 men who had been saved from the Norwegian vessel Elven, which sank in mid-ocean Monday.

Even Dog Saved.

The rescue was made as the churning waves, rising inch by inch in the ship's hold, threatened at any moment to send the human cargo to the bottom, along with their craft.

The captain and the crew—and Teddy the little dog mascot—all were saved by the American seamen who fulfilled a similar feat achieved a few days previously by the President Harding. But Captain Hubbard C. Fish, master of the American merchant who stood iconically on the

bridge while the pilot guided his ship into port, received nothing of the ovation which had been accorded Captain Greville of the Harding.

The experience of Captain Fish, however, had all the thrills of the best sea story—huge, crushing waves, S.O. S. calls, a search through blinding weather which hid the sinking vessel, three trips in a storm-tossed small boat until all were saved.

Before her own misfortune, the Elven had stood by ready to aid the foundering Ignazio Floria, whose crew was saved by the President Harding a week ago to-day. After the Elven had left the Floria she was struck by a battering wave. Lifeboats were swept away, the bulwarks smashed, the rudder knocked from the ship.

American Trader to Rescue. At 10 that night the Elven's wireless crackled over the sea: "Latitude 49.14, longitude 42.06; breaking down quick; am sinking fast."

Half an hour later the American trader, swinging back on her course, replied she was on her way to the scene of distress, plowing through the tossing sea at 15 and a half knots.

Captain Greville, master of the Elven, in his broken Norwegian-English described a night when death grew nearer with each swish that

brought the water higher in the hold. In half a dozen leaky spots water crept into the ship. Every sea swept over the decks and poured into the hatchways. The crew, fearing the fatal moment at any time, clung close together amidships—all but the engineer who stayed below, manning the pumps, and the radio operator who stuck to his key.

CONFEDERATION LIFE.

aug17,3mos

The Bells of Carlisle Are Remade, But Silent

London.—Although the bells of Carlisle Cathedral have been rehung after having been re-tuned and augmented by two new bells to complete the octave, the silence of 180 years in the cathedral tower is still maintained. The old bells were sentenced to silence for 100 years because they were rung when Prince Edward Charles Stuart crossed the border in 1745. The oldest was cast in 1430, and is one of the most ancient bells in the country. Another has a special interest because it was cast in Carlisle by order of Oliver Cromwell, and it is believed to be the only bell sanctioned by the Protector.

Hudson's Bay Company

SENDS RADIO APPEAL FOR AID FOR NORTHERN POST.

BOSTON, Nov. 3.—(A.P.)—A radio message that may mean life or death in an isolated trapping and hunting post in the far north was injected into the broadcast of station WBZ of the Westinghouse Electric Company, Springfield, Mass., last night. To-night the ether will again be set quivering with the appeal, which it is hoped, may penetrate the distant Hudson Bay region and bring food to the post of the Hudson Bay Company on Southampton Island. Wednesday night the message will be repeated. The company's relief ship, laden with provisions, failed to reach the lonely post during the short Arctic summer.

A telegram requesting the following broadcast was received at WBZ yesterday.

The following message is for Hudson's Bay Company at Chesterfield Inlet, Repulse Bay and Wager Inlet:

"The company's relief ship failed to reach Southampton Island this season. Consequently that post is insufficiently supplied with provisions. If Chesterfield Inlet or Wager Inlet receive this message, rush special courier to Repulse Bay and have forwarded from there to Southampton two sled-loads of staple food, advising Southampton to draw on Repulse Bay where stocks are plentiful for further requirements. Should Repulse Bay receive this message act on it at once without waiting to hear from Chesterfield or Wager Inlets."

(Signed) "Hudson's Bay Company, Montreal, Canada."

More than a year ago the company equipped many of its posts scattered through the Arctic with radio receiving sets for the reception of messages which otherwise would take months to deliver and for the entertainment of trappers during the long winter nights. Reception conditions in these barren lands, particularly from WBZ, have been excellent. It is noted in the logs kept at these Northern stations. Already, on several occasions, the sets have proven priceless to trappers otherwise cut off from the world and have made possible transmission of "life and death" messages.

The company has only one other means for getting relief to Southampton post and that is by dispatching a courier by dog sled into the north.

Renauds! Renauds! Renauds!

Perfumes, Face Powders, Talcums, Cold Cream, Vanishing Cream, Brilliantine, Eau de Cologne, Compacts, Natural Glow, etc., etc.

Direct From Paris

RENAUD & CO., of PARIS have been manufacturing and distributing their various lines of Perfumes and Toilet Articles for the past 108 years.

During those years, Kings and Queens, Lords and Ladies, and their subjects of high and low degree, have all responded to the spirit of youth and beauty, the spirit of Spring and of the happiness of little children so cleverly concealed in the RENAUD odours

Every odour distinctive.

Every odour the achievement of the master perfumer of all France.

When you purchase a Renaud Product, you get an article that is MADE and SEALED IN PARIS, FRANCE.

For Sale at all Drug and Departmental Stores.

DR. F. STAFFORD & SON

(Distributors for Newfoundland).

Forty Ships Tied up in Welland Canal

TORONTO, Nov. 4.—The Toronto Star publishes the following special dispatch from Port Colborne:

"The worst blockade in the history of Welland Canal threatens as the water on the Welland viaduct continues to drop. A total of 40 steamers were tied up in the canal due to low water, and the grounding of the two steamers, Pine Bay and Cornwall hard and fast on the aqueduct.

"Every bit of water available was turned into the Welland Canal, and industrial plants in the St. Catharines section, depending on canal power, were forced to close, but there was still insufficient water to float the stranded vessels. The water is at present only 12 feet 9 inches deep."



Dept. of Public Works

PUBLIC NOTICE.

The Department has found it necessary to effect a change in the matter of paydays. In future pay-days will be observed as follows:

Mechanics, Labourers and other workmen will be paid on Saturday of each week. Bills or accounts for services rendered or goods supplied will be paid fortnightly, on the FIRST AND THIRD SATURDAY of each month, excepting petty bills for vegetables, firewood and forage, etc., purchased from residents of outlying settlements which will be paid every SATURDAY.

All bills or accounts properly certified and on hand in the Department for approval and audit of the preceding TUESDAY will be available for collection on the following SATURDAY.

The above also refers to allocations in connection with Roads and Special Grants.

In the event of any SATURDAY being a whole holiday, bills must be in the Department of the preceding MONDAY and payment will be available on FRIDAY.

All those concerned will please govern themselves accordingly.

C. E. RUSSELL,
Minister of Public Works
Dept. of Public Works.
November 7th, 1925. nov7,25

CARD!

Dr. Charles Howlett
Dentist
(Graduate Philadelphia Dental College, 1906)
203 WATER STREET
St. John's.
(Opp. McMurdo's Drug Store). oct5,25

FOR EVERYONE

an **EVEREADY** Flashlight

SAFE—DURABLE—RELIABLE

EVEREADY Flashlights make night safe. They furnish a bright, white light that can be taken anywhere without fear of fire or danger. Wind or rain cannot blow them out nor dim their rays.

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