

## Over 500 Uses GIILETT＇S

ITTis bost for cleaning and disintecting sinkss
 greasy pots and pans，tect：ifor Tremoving old
paint，destroying vermin，etce Full directions




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## Hellit for

## WORKNG WOMEN

LetLydiaE．Pinkham＇sV egetableCom－ pound Help You to Become Well．

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Can＇t hurt delicate fabrics

this pure，new laundry soap
Herts haudry oop thiat mill IIghiten the worko of ciothes，and linens．
It will dean thoroubhy－removing the subbornest

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thandry bope．
 And，becausite jout purg bip，tio tifg bin last for Then name is MOTHER HUBBARD Pifiet Kaundry To aveve clohes and time and hands－－use it next time
you wash Your dealer has it in tock 6 for 500 ，today．
The Palmolive company of candda，Limited

## MOTHER HUBBARD

PURELAUNDRY SOAP


# DOES YOUR ROOF LEAK? 

During this month of October, we shall sell Campbell's Patent Roofing, in full size rolls, at $\$ 2.89$ per roll, with nails and cement, for making joints waterproof, FREE.

## PRICES DURING NOVEMBER WILL BE HIGHER

## A roll of Campbell's Patent Roofing contains 108 square ft . and will cover 100 sq . ft . of roof surface

 Each roll weighs about $55-1 \mathrm{bs}$. This roofing is heavyweight, 3 -ply quality, worth $\$ 4.50$Houses covered with Vulcanite Roofing, or with Campbell's Patent Roofing, pay lower Fire Insurance premiums than roofs covered with ordinary felt

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Production Estimated $=$
at 781,737,000 Bushels. $\pm=4 \pm=$ e Prine of Wales Leaves for Hom on $=5=2= \pm=5$


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Welland Canal Tonnage













## Our SALE is A REAL SALUE

 We Guarantee the Genuineness of Everyitern Listed. Come and See. "Seeing is Believing"


WONDERFUL VALUES IN DRESSES

Raglan Coats
Fine quality Rainproof
Englith
Cototh . Wonderful value.
$A$ for Fall wear. $\begin{aligned} & \text { Orisinal Price } 825.00\end{aligned}$
SALE PRICE
$\$ 15.00$

## Jersey 2-Piece Coat Dresses <br> Fall pure Wool, in Taupe, <br>  8 ONLY <br> Evening Gowns

1 Eaude Nil, Satin, trimmed Silver.
Green, with Raching, Silver and Radium
Cloth,
1 Pale Blue Lisse Over Silk.
1 Flesh Satin.
1 Flesh Crepe
1 Flesh Crepe Over Satin
2 Blue and Silver:
1 Cerise.

- Original Pric

SALE PRICE
$\$ 9.50$
10 ONLY
3 Lemon Georgette Over Satin.
2 Flesh Georgette and Satin.
1 Cerise Crepe de Chine.
1 Blue Satin, trimmed Silver.
1 Blue Crepe de Chine, trimmed Silver.
1 All Ivory Georgette 1 All Ivory Georgette, Over Silk: 1 Flesh Satin, with Petal Overdress, in

## SALEPRICE

$\$ 13.50$

## Ladies' Hats

## SALE PRICE . . . . . . . . $\$ 1.50$

6 ONLY
10 ONLY
Fancy White Marquisette Dresses
Original values up to $\$ 10.50$. SALE PRICE . . . . . ...... . $\$ 1.25$

12 ONLY

 SALE PRICE 54.50

IS THERE ANYTHING ON THS PAGE YOU NEED? If there is, secure it right away, as we cannot duplicate any item listed. Many of the lines we advertised last week are cleared right out, and delighted customers have told us they've never before had such a splendid opportunity of obtaining REAL BARGAINS. This is the most Slashing Sale the City has known, it is continued during this week, and if you're WISE yod'll choose your requirements from our lists TO-DAY.


WAISTS
 and Biack Ont SALE PRICE

## 8 ONLY

 hand-mmocked, extra quality materialise berutrouly SALE PRICE . . . . . . ... . . . 87.50

## LADIES?

 4 ONLY

CoATSOOTI
Trench mod in prow Rate wismed

 SALE PRICE . . . ..... ${ }^{2}$ S2.50 1) 11 ONIT ${ }^{164}$
 Bromen mand Back.


| EVENING WRAPS. <br> Navy Satin. Lined Cerise Satin. SALEPRICE. $\qquad$ $\$ 18.50$ |
| :---: |
| 2 ONLY <br> 1 Old Gold. Lined White silk. Original Price $\$ 85.00$. SALE PRICE <br> . $\$ 7.50$ |
| 1 ONLY <br> French Negigee. Full length, Flesh Crepe de Chene, trimmed rich Lace and Satin Ribbon. <br> Original Price 882.50. |
| SALEPRICE . . . . . . . . . $\$ 15.50$ |


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| 3 ONLY <br> ${ }_{8}^{4}$ Fance Tweeds. Blek and White Stripes. 1 Saxe Hair Bustre. 3 Silk Poplin, Green, Fawn, Byown 1 Brown Hopsack Hrown Hopsack. SALE PRICE Original Values up to $\$ 11.50$. .22 .50 |



| sizes. |
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> "The Store Ahead"
> "The Store Ahead Association of Fashion London,New York\&Paris


IT IS INDEED HARD TO OFFER GREATER VALUES THAN HERETOFORE. THERE IS A VAST DIFFERENCE between being generous once a month and being generous every day. In fact, in so far as values are concerned, every day's a Sale Day at the London-New York and Paris Association of Fashion. That is why it has required a tremendous effort on our part to offer you these-STILL GREATER VALUES.

WE ARE IN THE BUSINESS OF GIVING GREATER VALUES THAN OTHERS. We are in the Business of Underselling others, and with the whole-hearted co-operation of every department in the house, we have done the one thing no other store in St. John's has ever been able to doWE'VE UNDERSOLD OURSELVES. Be sure to Shop around and compare values, you'll find it priced lower at this Store.

## An Unusual Sale! We are going to sell this week 684 New Fall Diesses values up to \$83.00. <br> 5.98uptio6.98

Here are the Kind, the Quality and the Character of DRESSES for which you would regularly have to pay several times their present Sale Price. Charmeuse, Crepe, Satin, Crepe de Chene,
Canton Crepe-Lace Combinations, Poiret Twill, etc. Sizes 14 to Canton Crepe-
$20-36$ to 48.

## A Sweater Sale

 Supreme:HUNDREDS UPON HUNDREDS OF NEWEST FALL SWEATERS-Slip-On Models-Neiw Jacquette Styles -New Side Ties-COAT SWEATERS. MORE THAN A SALE OF SWEATERS AT LOW PRICES. It is an exhibition of unusually Handsome Styles in the Richest W.ools that one will see this season. Prices range at

$$
1.98-3.98-.98
$$

MISSES', WOMEN'S and STOUT wOMEN'S SIZES.
continuing our great sale
Women's \& Misses Plain and
Fur-Trimmed Suits \$21 and $\$ 25$ The Season's very Newest Materials-
Vellona, Llama, Poiret Twill. There
SPECIAL!

Fur and Plain | Vellona, Llama, Poiret Twill. There | $\begin{array}{c}\text { Fur and Plain } \\ \text { are the longer and shorter Coats, some } \\ \text { with Side Tie effects some trimmed }\end{array}$ |
| :--- | :--- |
| Trimmed |  | with Side Tie effect-some trimmed with Luxurious Furs-all sizes for

Misses', Women and Stout Women Misses', Women and Stout Women.
$\$ 20.00$ Values $\$ 10.98$

More and More Men are Coming Man's \& Boys' DepiL Word of the GREAT VALUES being, offered, is The sore of Material, color, Pattern, Model and Size.
OUR STORE IS STOCKED TO CAPACITY for FALL

## Men's Fall Suits




Heavy Overcoats



Top Coals, Raglans and Boys' School Suits



Boys' $\$ 9.80$ Suils for ${ }^{2}$
6.98

CONTINUING OUR MARVELOUS SALE! Beautiful Fur-Trimmed \& Plain

## EXTRA!

Newest \& Smartes Fall Hat $=-$

### 2.98 up106.9

 Every Hat Worth Douk
SALE! Fur Ghoker High Quality FUR SCARPS aind criokers ai Two Skin Squirrel
CHHKRRS
Owoskin Mink
CHOKERS Double Jap Mink
CHOKERS
Large Size Fine
Dark Skins. Beautiful Fox Scar


## Biggest Show of the Season at The Majestic TO-DAY <br> A Mammoth Twelve Reel Production, with a wonderful cast of Italian artists <br> A PERFECT REPRODUCTION OF ANCIENT ROME <br> (20)  <br> Late of the Metropolitan Operatic Assn., SINGING THE SONGS THAT PLEASE <br> One Show starting at $8.150^{\circ}$ clock. Admission 30 cents MATINEES WEDNESDAY AND SATURDAY. MISS GALLIVAN WILL SING. USUAL PRICES.



## NOTICE TO SHOPKEEPERS!

Profits are made on the soap you SELL--but not always on the soap you BUY Therefore, BUY SUNLIGHT SOAP, the soap that you KNOW WILL SELL ${ }^{2 *} .2 .2$ Don't be talked into buying soap which your customers do not want Whenever you buy unknown inferior soap you always lose money Stick to Sunlight and you won't be stuck, Sunlight sells itself Selling Sunlight Soap is the easiest thing any shopkeeper has to do Sunlight Soap, the soap which sells best, is the best soap to buy You can sell SUNLIGHT in bars for $14 c$.; in half bars for $7 c$. and cakes for $5 c$.




IN STOCK!
HAM BUTT POPK 10th. HAM BUTT PORK-Light. HAM BUCK PORK. FAT BACK PORK.
"LINCOLN" PLATE BEEF. SPECIAL PLATE BEEF. SPECIAL PLATE BEEF.
SPECIAL FAMILY BEEF...
SPARE RIBS-Brls.
SPARE RIBS-BrIs.
BOLOGNA SAUSAGES.
SMALL JOWLS.

Prices Right.
'Phone 264.

## GEORGE NEAL,

Limited


CHARLES HUTTON

The Railway Passengers Assurance $C o$.
 Collanms paid over . S56,00,000


 HENRY C. DONNELLY


## Only <br> 4.50

A Man's dark tan mahogant calf A Man's DARK TAN MAHOGANY CALF
BLUCHER LACED BOOT with rubber heels. Price $\$ 4.50$ the palr Special prices to Wholesale Dealers on case lots. Mail Orders receive prompt attention.

## F. Smallwood

The Home of Good Shoes 218 \& 220 Water Street.

[^0]Your Stenographer deserves the best office supplies obtainable. You can get them from DIGKS \& Co., Ltd.

CASH! CASH! CASH! Bought for Cash and to be esid for Cash Only.
NO CREDIT SYSTEM HERE See this Purchase MEN STYTEMLENEREDERWEAR BOYS This is the finest ine ine imported HOES
 BON MARCHE SPECIALS! 26. WA TER STREET, ST. JOHNSS.
Mail Orders Sent Same Day as Received.


What would you have when you enter our Store. Shall it be things for the kitchen such as
beautiful
aluminumware or New Pots, Saucepans, Kettles, etc.
New Shipment enamelware just received.
John Clouston
Opposite Custom House.

## AMERICAN and WEISH ANTHR ATHRACTE COAL <br> Will arrive about August 15 th. <br> BEST NORTH SYDNEY SCREENED AM ERICAN and WELSH ANTHRACITE COAL. <br> M. MOREY \& CO., Ltd.

## Prompt Settement!



## 

You will find these Goods a specially well selected assortment. If your order has not been placed, see ours before buying.
GET ONE OF MAUNDER'S OVERCOATS and keep up the standard of good tailored clothes. Write for samples and style booklets, with measuring instructions.

## Goun MPlarnedter



## NOW LANDING Ex. S.S. "Herons

1000 Tons Household Coal S13,50 PER TON sent home. in stock:
2000 Tons WELSH ANTHRACITE COAL

> HFNPY All Sizes.
J. STA

A HANDSOME SERGE SUIT. Q5 $50 \begin{aligned} & \text { That's the price for a } \\ & \text { fin Custon-made In } \\ & \text { digo Blue, All Wool }\end{aligned} \$ 50$ Serge, with best of trimming, good workmanTweed Suils from \$40 to \$55. Mail orders promptly attended to. SPURRELL The Tailor

Nild. Government Railway.

NOTRE DAME BAY \& CREIN BAY STEAVSHIP, SERVICES.
Passengers leaving SE. Johris' on es press trains, 1.00 p.m. Suridays and Thursdays, will dothecEat Lewisporte on following morning witti SS .5 . 'Clyde' for Notre Dame Bay ports, and S.S. 'Home' for Green Bay ports?

Nild. Government kailway

RED CROSS LINE! NEW YORK HALIFAX ST, JOHNS SCHEDULE OF SALINGS FÔR OCTOBER. From Yoen York
at 11 izm.


through mates quotian vo ill ports.
 Winter Passenger Rates Now, Effecti bowrive \& Compiny, in Buttery Plaees Nem Y
 Agents,
HiLIFAX, v.s.

## CWTHRALSTOHIT

Inter-Continental Transports, Limited S.S. MANOA will leave Montreal for St
John's on September 2eth. and will sail from St John's on October 6th.
For space, rates, etc., please apply to this
Office, as space is limited.
HARVEY \& CO AGENTS.

Furness Line Sailin


 Furness, Withy \& Co., Lim
R. M. S: P.




 The Royal Mail Steam Packet Co



[^0]:    
    12,000 SIDES AMERICAN SOLE LEATHER.
    Large Quantity of CHARNS \& LEATHER.
    NEW IRON \& LURPICA
    NEW IRON \& LUBRICATING OII, at Rock
    Bottom Prices.
    Also AMERIAAN. PLYMOUTH STEAM TAR.
    RED MANLLLA ROPE-all sizes.
    And all kinds of Ships' Supplies.
    North Am. Fur, Hide and Metal Co $^{2} y_{\text {, }}$,

