
and
 ILIIIG EVEPY STORE IIN SAIIT JOHIN'S! "Away Over The Top" - That's The Slogan of Our Store "LET NO HANDICAP INTERFERE WITH THE VOLUME OF OUR BUSINESS"-"GIVE GREATER VALUES"-"MAKE STORE-AND ALL fITIING BY THIS EXTRAORDINARY UNDERSELLING POLICY .......... IN THIS STORE -- YOU CAN BUY FOR LESS -- SAVE MORE - And Get GREATER VALUES--Than Anywhere Else in The Country :
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MOTHER! LITTLE DAUGHTER NEEDS HER NEW WINTER CLOTHES!
Girls' Dresses
Coats, Hats

## New Fall Goats

 Poliare Coohs- attractivelystyle
throughout-Ages 4 to 16 years
4.98 up to 14.98

New Hats
 2.98 uji to 4.98

## New Dresses

A pleandid ranige of the Neer Fall Dresses for the ititle and 3.98 up to 5.98

## Rubberette Coats

Fine quality-Guaranteed rain-proof and dur- 6.98


## CoatSale

 in St. John's


COATS FOR WOMEN! COATS FOR MISSES! COATS FOR JUN. IORS! COATS FOR STYLISH STOUTS! - BEYOND A DOUBT OUR GREATEST COAT SALE!


8 thise fine material alone are worth the money.




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## Ladies' Rubberized TWESD COATS



## Sale of $\mathbf{1 0 0 0}$

 NEW FATSHATS THAT ARE MHE PICE OF NEW YORES BEST MAKMaterials are: 2.98 Colors are: FELT LYONS VELVET 2.90 GOLDEN BROWN HATTERS PLUSH 3.98 SPANSH DUVETYN PANNE VELVET 4.98 PLATINUM COMBINATIONS.- 5.98 CEDAR WOOD Only the most al- 5.90 BLACK, etc. thorative New Sea- 6.98 Hats that our buy-

son's Ha stylyes are son's Hatstyles are 0.0 er has been weeks | jin this Sale. |
| :--- |
| Hats f or every |
| .98 er has been weeks |
| in securing-Val- | Miss, Woman and 8.98 ues that will more Matron.

Sale of 400 New Skirts


Values up to $\$ 9.00$
The most comprehensive assortment ever shown here-al the new pleated, semi-
pleated and plain models, in Checks, Plaids, Crepes and all wanted patterns and colors

Girls' Best quality Red RubberRubberettes ette Rainproofs - wool Only 6.98 lined and hat to mateh


OFFERING A VARIETY OF STYLE AND KIND TO MEET EVERY TASTE AND REQUIREMENLE
PRICESRANGE

$$
10^{98} 12^{98} 14^{98} 19^{100} 25^{100} 30^{10}
$$

munaw wame munaw -For Street, for Afternoon. -For Party, for Business.
-For Evening.


## Guarantee Bond:



Our Greatest Sweater Sale


# THRONGS THRILLED WITH THE NEW STYLES In Wearing Apparel . .... at The Royal Stores <br> The display of new Fall and Winter styles at the Royal Stores is exciting the greatest interest among all who desire to keep abreast of the times , in return for a moderate outlay. 

| A Special Bargain in |  |
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| 2-CDATS for Women |  |
|  | d Misses' only |
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| \#1 New Tweed Ra |  |
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## Fall Footwear



## Mers Calf Boots.

 Brown calt, semil-opinted toe, rubber heels, all "een- $\$ 4.85$ther; all sizes. Res. 55.35 palt, sale Prtce .. ther; all sizes. ReE
Men's Boots. Mers Bots NH: mad Youths Boots.
 Womer's Shoes
 Misse "A Aalle" Slippers.

among all who desire to keep abreast of the times, in return for a moderate outlay.
At every turn people will find prices much lower than they expected even at this bargain centre-and the wonderful range of merchandise makes the matter of choice very easy. You will find the three points that really matter-good taste, refin
prominent features in the new Fall and winter styles shown here.

## Note the Special Values for FRIDAY and SATURDAY

Kleine 't's Tourist CASES

Rubber Combination Cases.

 Kleinert's Sponge Bags.
 Hiswawie


## Special Linen

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& \text { Mix } \\
& \text { sime mine ini ini } \$ 1.08 \\
& \text { Nurses' Liner. }
\end{aligned}
$$



New SHOWROOM GOODS Lowly Priced


## Smallware Specials


 ChiNA ORVMAEMTS-Various designs. 21c. Kid Gloves.









## New Winter Coatings

New Fall Gloves at Sale Prices
anco
 Part Wool Blankets.



All Wool Blankets.

 Blanket Blanket Coating, ${ }^{2}$ Velour Cating, Mine wed ivo mive Woi Coting.

Beautiful Silk and Wool Scarves
Sils scarves:


 Jater spe Naven Princess Sips



at Reduced Prices



 Coflue Twed $\$ 2.70$


## Enticing HOSIERY Values

## TheRoyalStores, Ltd.



## THE MANS STORE-Where Men Buy with Confidence

1Mers overcats,
 Winter Overcoats.
 Fall
 Reg. 838.00 each



House Furnishings at Saving Prices

 Lase Curtains,


 Turkion Toude
 5 Pretty Sateen Princess Slips

A SEPARATE STORE CATERING ENTIRELY

## MENS \& BOYS' NEEDS

## THE BROODWAY HOUSE O F FASHION

A SEPARATE STORE CATERING ENTIRELY MENS \& BOYS' NEEDS

## Announces The

# GRAND RE.OPENING 

## Of Our Newly Remodeled Gent's Store

## Grand Re-Opening

 Day Special Men's White Linen Handkerchiefs
niefly
hemmod.
11c

$\longrightarrow$ LOOK THESE SPECLALS LISTED BELOW OVER CAREFULLY:

## BOYS'

HEAVY WOOL RIBBED STOCKINGS

69c MENS
flanNei shirts 1.29
 tion
MENS EAR CAPS 1.19


## MENS

LEATHER MIT
 vesumamun 30 c The well known Triangle
Brant, garanated saltaltac
 Soft Collars of the sam
brand, Silks and Cords.

## Boys' Overcoals

 Ages 3 to 8 years. Here's a chance mother has beenwalting for-fine little boys' Overcoats good heavy mixtures, everyone
aily lined, assorted colors. Special .. 4.48

| Boys' Suits |  |
| :---: | :---: |
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ANOTHER STEP FORWARD! To-morrow we formally open our newly-remodeled GENTS' STORE, where alterations have been going on for the past few weeks, so that we may have more space and a better display of our merchandise to our ever-increasing clientele
our merchandise to our ever-increasing clientele
BUT DO NOT MISTAKE THIS ANNOUNEMENT! We take no pride in growth-for growth itself. We regard growth only in its relation to achievement and not the kind of achievement that adds up in dollars and cents alone
GREATER VALUES AND SERVICE IS THE"YARDSTICK" WE APPLY TO OUR EFFORTS! We regard our New GENTS" STORE as a symbol of your reward, as an index of your re-pledged confidence in the "BROAD.
IT IS BUT hUMAN, THEREFORE, THAT WE TAKE PRIDE OF OUR CONSTANT GROWTH-for that is an expression of public approval-of increased public support. But we do not make the mistake of permitting growth to be a "BRAKE" instead of a "SPUR" to our efforts
THEREFORE, YOU MAY REGARD WITH CONFIDENCE the establishment of our new GENTS STORE as a promise that the "BROADWAY" will continue to deliver the greatest values your money can buy
"It Will Always-Cost You Less to Buy it at the Broadway"

## GRAND RE-OPENING SPECLAL!

## Men's Suits $122^{69}$



Some of these Suits are worth up to $\$ 27.50$, but
on account of broken sizes we have grouped on account of broken size.
them at a very-low price.


THESE "GREATER" VALUES BID FOR A
LARGE VOLUME OF LARGE VOLUME OF
BUSINESS-SPECIAL BUSINESS-SPECIAL
PRICES EFFECTIVE NOW!

Here are three other groups of the finest Suits
for men and young men, made up in the finest for men and young men, made up in the finest Worsteds, in designs such as you see only in
higher-priced Suits - All sizes ineluding
Stouts-Stouts-
$23^{\prime \prime} 29^{-5} 34^{\prime \prime}$
We guarantee our prices to be the Lowest the city during this extraordinary Sale.

## GRAND RE-OPENING SPECIAL!

## Men's Overcoats

A Special Purchase of good heavy Men's Over
coats in belted or plain models-All sizes, assorted shades. COME EARLY FOR BET-
9.89 TER CHOICE.


| MEN'S |
| :---: |
| OVRRCOATS |

THE "BROADWAY"
OUTVALUES ANY
SALE IN ST. JOHN'S
-IN AND OUT OF
THE SEASON - ANY THE SE
TIME!

Grand Re-Opening Day Special


## LOOK THESE SPECIALS LISTED

BELOW OVER CAREFULLY.


Boys' Overcoats
 real values. Nice comfy big boys'
Coats for arice aess that the osts
making. Come early for bether choice 7.89

## Juvenile Suits

For Boys of 3 to 8 years.
No matter what kind of a Suit you ar
 Blouse effect, or a Sailor S. Suitssian
he
have them in all kinds of materials such as 7 weeds, Serges. Wool Jetersias,
Vilvets, Corduroys, eto. Prices lower
then 2.98 to 5.98

Men's Friennly Hats By that we mean Hats that "Pal with
your face," the well known "President" Hat, aleweys kewn town give eomplentee
satiofaction-all priced acoording to 2.98 to 6.98


## MLRPHYS GOOD THINGS

You can come to our store and find a splendid line of Furnishing Goods for all the family，crom anpar of tiny stockings，to put on the baby early in the morning，to a dainty nightgown，in which．to
your dreams．Our low prices will delight you as much as will our High Quality Merchandise．


## Men＇s Wool

 Underwearter values in any stock suits of soft wool yarns，the workmen－
ship is of the best． Green Label ： Green Labe Red Label Red Label
Hewsons


## New Velvet Hats

All new made－to－order Hats，no two hats alike； values up to $\$ 15.00$ ．Our price each

## \＄4．98 and \＄5．98

rms．
Here is a worth while value，the
saving which one accomplises by
making sheets and pollow cases at
home is even，greater when you
home is even greater when you
take advantage of these good values．
Per Pound $\$ 1.25$
Children＇s Sleepings Suits
Children＇s Sleepings Suits
or good，ayality strip fannelete，
made witit orop seat and closed




## PHIL MURPHY <br> 317 Water Street

Store open every night and

## Holidays <br> 1

 Hatu oneor reopestat mate aimes


for Film Patrons

## Baby＇s Wool Sacks．


Each \＄1．49， 51.75 and $\$ 1.98$

## Window Blind．Insertion．

Feivo Crain Inarion，yitable
Per Yard 5c．
Men＇s Plain
Handle Umbrellas

Each $\$ 2.98$

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At the NICKEL

Municipal Council



Blood Series．＂）
MATINEES：Children，10c．Adults，20c．Nights，30c．
MONDAY：－Paramount＇s Big Super－Special－＂HOLLYWOD＂－w
he screen＇s foremost celebrities．A real presentation of the Life of Hollywood to－day

## 5 CASINO THEATRE <br> Grand Re－Opening Tuesday，Oct 21 YOUNG－ADAMS

 CompanyHigh－class Vaudeville Features Between Acts．No Waits．Jazz Orchestra．Funny Comedians． OPENING PLAY TUESDAY NIGHT，OCTOBER 21st． ＇THE VEILED WOMAN＂
WED．\＆THUR．OCT．22－23 ${ }^{-1}$ FRI．\＆SAT．OCT．24－25 ＂THUMBS DOWN＂
$\qquad$ ＂MAR noing milesto
Latest Ingram

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Nothing takes the place of Leather. All Solid Leather Pegged Boots. Men's 12 inch High Laced Black Leather Boots. Price Men's 14 inch High Laced Black Leather Boots. Price Men's 16 inch High Laced Black Leather Boots. Price Men's 15 inch Red Leather High Laced Boots. Price Men's Short Laced Waterproof Tongue Boots. Price

MAIL ORDERS RECEIVE PROMPT ATTENTION

## F. SMALLW00D, The Home of Good Shoes.

## 0000000000000000000000

Central Bakery
When you want Bread or Cake made by us ask for Central Bakery or Walbh's.
We mate theraloningi white Brad while

OUTPORT TRADE

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## Central Bakery




## Here and There.

GOWER ST.CHORR-Practice
tonight at 9.5 .0 oulinil

 Pearline Makes Washing Easy, -otiontict


 Hall, , at 9 , oclock. Admission






George M. Cohan's Greatest Stage Success

Featuring Bert Lytell, Blanche Sweet and Bryant Washburn

Look! Look! Look!
Ruth Roland in Her Greatest Mystery Serial, "The Haunted Valley"
See the Old Reliable, Francis Ford, as "Sharkey"

YES! YES! YES! YES!
We Are Going to Show "The Acquittal" Particulars Later.

|  |  <br> Stafford's Liniment is a good reliable Liniment that great demand. This Liniment is prepared from good reliable prescription and will give wonderful re- sults in treating Rheumatism,. Neuralgia, Scratica, Strains, Lumbago, Bronchitis, Colds, Sore Throat, etc. $\qquad$ $\frac{\text { FOR SALE EVERYWHERE-20c. Per Bottle, }}{\text { MANUFACTURED BY }}$ Dr. F. Stafiord \& Son Chemists \& Druggists, St. John's, Newfoundland. STREET STORE (Opposite Sudbury) 'PHONE 1770J. |  |
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| VICTORY |  |  |
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## Giving excellent satisfac <br> tion, is a Patent Flour of <br> the very highest quality gaining steadily in popular- <br> Ity, guaranteed equal to any <br> J. B. Orrico. <br> Limited



Sells You Quality and Gives You Speed FREE



 they're developing and printing only, all the
time) that while they can, and do, give you
a 24-hour service, no detail of quality is a 2 -hour service, no detail of quality is
lacking. Every print from every negative
is accurately and perfectlv finished lacking. Every print from every negative
is accurately and perfectlv finished.
When the KOWAK STORE develoss your
Wrints it does not sacrifice quality for speed. prints it does not sacrifice quality for speed.
it combines thê two. and gives you-perfec-
tion.
 00000000200000000000000000 RUBEERS FOR EvERYBODY!

GOOD
UUBBER: FOR y Every TOOT

## Low Rubbers, Storm Rubbers

 Black Rubbers, Tan Rubbers \& White Rubbers. Low Heel Rubbers. ointed Toe Rubbers and Broad Toe Rubbers. Rubsers' Rubbers BUY YOUR RUBBERS NOW.
## F. Smallwood, ${ }^{\text {max }}$ 218 and 220 WATER STREET.

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The Improved
Grain Crop.

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## The MASTER-STROKE in COAT VALUES

With One Sweep of the Pen We Settle the Question of--" Where to find absolute Value-Supremacy in the New Fall and Winter Coats.

Not for years has there been such a
coat Sale
Not such a large showing of Graceful Styles freshened as it is by ever-arriving New Models.
Choosing Now, when assortments are at the peak of completeness, will prove a most happy and beneficial occupation.
In Velours, Bolivias \& Blanket Cloth Materials embellished with beautiful Soft Fur Collars. Ladies' Coats =5xawis= Baird Special 8.49


Ladies' Coats
mix mixize Baird Special 28.98

Ladies' Coats
 Baird Special 20.75

## Our LEADER!

## 

 Baird Special 6.39Ladies' Coats

 Baird Special 12.98
\$38.00 $\$ 44.00$ S55.00, $\$ 58.00$ S70.00

# NOT AN IDLE MOMENT 23UJAt This Live centre- 

 कnt 9: Fully Alive to the Requirements of It's PATRONS r2em=
 FRIDAY, SAT. and MONDAY


INDUSTRIALAL Tremat pir of WEEK,
 BIG SHOPPING OCCASION AT JAMIS BAIRD,LTD,

At Our Glove Counter
THESE SPECIAL VALUES for the Week-End

 $=2=2=4$ Ladies' 12 Button Spats
$89 c=$
Cushions and Cushion Covers

## 





Trim, Tidy-looking High Grade Overcoats for Men

Mere 30.g0. Reduced to 19.75


Ladies Fall Coats and Dresses S. 1 Top the Llst for the Week-End The Coats The Dresses
 20.75



Make the HoME Snug and Cosy for WintertimeHere are HelpfulMaterials

Wadded
Chintz
Quilts









Charming New Scarves


## -

Qufite a stir in the KITCHENWARE SECTION Some splendid utensils have crept in







## ENAMELWARE

 75 c., 98 c., $\$ 1.29, \$ 1.59$, withe krimizs- -wo convente $\$ 1.89,51.5 \mathrm{c}$


## Ladies' Warm Hose

For Cool Weather.

## Henry Blair's

Ladies' 41 Rib Cashmere Hose-Our Star Brand. Shades: Coating, Nigger, Quaker
Grey, Mole and Black .. .. . 95 c . per pair Ladies' Fancy Rib Cashmere Hose-Our Grey, Nigger, Mole, Tan, Black-

Ladies special Fancy Rih Cashmere Shades: Nigger, Coating, Grey, Mole Black .. .. .. .. .. ....... $\$ 1.25$ per pair Ladies' Latest 41 Rib Marl Wool Hose Shades: Nigger and White and Black and
White .. ............ . $\$ 1.55$ per pair Ladies' Art Silk and Wool Mixture Fancy Rib Hose-The very latest .. . $\$ 1.80$ per pair
HENRY BLARR.

## "Matchless"

ThePaintof Puality
Practical Painters choose "MATCHLESS" because it works easily, covers well, and saves time.
Property Owners ask for it because it is durable and lasts so long that it saves money
= SAVE FROM DECAY IN THE "MATCHLESS" WAY. The Standard Manufacturing Co., Ltd.


## Forfoughs \& Colids

 Phoratone Cough \& Colid Cinra Stafordst Phoratone is. an excellent remedy for thecure of coughs and coldids It is is easy to to take and and
 be taken by everyone. You can purchase bot botlie for
35 c at at amost every General Store in Outports, and in 35c, at almost every General Store in Outports, and in
the City at either of the following Stores: Knowling's-East, West and Central . F. Wiseman-Carter's Hill F. Lukins-Hayward Avenue.
W. Halfyard-Hayward Avenue. W. Halfyard - Hayward Avenue.
Wiseman \& Hawkins-Plymouth Road. Or STAFFORD'S Drus Dtores. Water Street and
Theatre Hill.

Dr,F,Statorord\& Son
Chemists \& Druggists, St. John's, Newfoundland.
NOTE:-FOR NIGHT SERVICE AT OUR WATER NOTE:-FOR NIGHT SERVICE AT OUR WATER
STREET STORE (Opposite Sudbury) 'PHONE 17T0J.



## Name SixFriends! <br> Fifures prove that one ootit of every six assured will probably be hurt or in within a ear. Only <br> the dily time cant tell the seriousness and duration of Your future rests with the fates, but your care Let us tell you how <br> S. FIDEITY \& GUADANTY CO <br> |||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||| EVERY \$1000000000 <br> Invested in United Towns Electric Gompany 7 p.c. Preference Shares



Can put ten to fifteen electric horse power to work for you, lighting, cooking, cleaning, sewing, drilling, sawing, turning the wheels of in-
dustry, tirelessly, unceasingly, year after year Particl Prort

Company's Office, Telephone Bldyy, St. John's



Put in Your
Winter Supply of
"NUGGET"
BootPolish
It Does Not Freeze

## J. B. MITCHELL \& SON

 ช隹,7,00Don't Waste Time
$\qquad$
DEPEND UPON US



## Nild. Goverument Railway.

Placentia bay steamship service As the Argyle has now resumed her regulan
chedule, freight for the Presque route (West Run) will be aceepted Thursdays, and roure (We the Rerash)
route (Bay Run) Tuesdays, same as heretofore Passengers leaving St. John's on 8.4 am .m. train
Monday, October 20th, will connect with ARGYE for HUMBERMOUTH-bATTLE HARBOR STEAMSHIP - SERVICE.

Passengers leaving St. John's on express, 1 p.m
unday, October 19th, will connect with SS, at Humbermouth, for usual ports en route to Battle embargo notice Effective November. 1st, and until further notice,
embargo is placed against horses and cattle fro Nild. Government Railway.

## RED CROSS LINE!

NEW YORK. HALIFAX. ST. JOHNS
SCHEDULE OF SAILINGS FOR OCTOBER

| From New York From St. John's <br> at 11 a.m. at 12 o'clock, noon |  |
| :---: | :---: |
|  |  |
|  |  |
| winter rates now effective. |  |
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| (Round trip tickets issued at special rates with six monthr |  |
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| CANADIAN | $\begin{aligned} & \text { TORONTO } \\ & \text { TO-DETROIT } \end{aligned}$ |
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| NatIONAL |  |
| RAILWAYS. | CHICAGO. |
| "INTERNATIONAL Limited." eaves Bonaventure Station, Montreal, at 10.00 a.m. DailyDirect connection from Halifax or North Sydney by "OCEAN LIMITED." |  |
| For Fares, Reservations, etc., apply to <br> R. H. WEBSTER, General Agent |  |

Farquhar Staamship Cos.



 REGULAR SALINGS or semamship "stella marts"



COAL!

aticant anthracite stermer cargo de
I. SCREENED NORTH SYDNEY-In Stock.

3CREENED north sydney-in Stock.
H. Murray \& Co., Ltd.,

