

M

AMERICAN and WERSH ANTHRACTEE $9 \%$ win CoAL ent in
BEST NORTH SYDNEY SCREENED AM-
ERICAN and WELSH ANTHRACTIE COAL.
M. MOREY \& CO, Ltd.

Imperial Economic Conterence

## Discusses Mutual Trade Regulations.

Five Falkirk Miners, buried for Nine Days
are Rescued-A Remarkable Operation
without an Anaesthetic--Stresemann to
form a New Cabinet-McTigue-Stribling Bout declared a Draw.





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## 5




John Clouston 140-142 DUCKWORTH S
Opposite Custom House.

## London, New York \& Paris Association of Fashion

For Probably the First Time London, New York \& Paris
in HistoryA SALE BY REQUEST Association of Fashion

# To the Public: 

This is the first Sale that this Store or any other Store in Newfoundland-at any time, ever attempted, in which the patrons and friends of the Store were given
the privilege of designating what merchandise would
This is a "By Special Request Sale"

Our patrons and friends having suggested and asked for it. People who take advantage of these Banner
Bargain Week offerings will find the merchandise to be exceptionally high quality and on sale at a price that brings big savings.

## Eye Openers

\$1.50 Waists .
Up to $\$ 24.00$ Fur Trimmed Costumes . . $\$ 10.98$ \$1.50 Cloth Woolen Tams .. . . . . . . . . . 59 c. \$1.60 Per Pair Towels-Per Pair . . . . . . 59c. $\$ 2.40$ Per Pair Towels-Per Pair . . . . . . .79c. Men's $\$ 1.50$ Fall Caps . . . . . . . . . . . . . . . . . 50 50. $\$ 2.80$ Fall Skirts

## Newest Fall

HATS
Many of New. York's foremost Milliners contribute to this BIG BANNER BARGAIN WEEK SALE, so by Fashion Choosing at these unheard-of low prices.
\$2.98, \$3.98, \$5.98 up to $\$ 7.98$
VALUES UP TO \$12.00.
$\qquad$

## Andhere'sthieWayweAnswer thoRequust




## Amazing Sale of 800 Beautiful

 Plain and Fur-Trimmed
##  <br> The Materials, the Furs, the fine Style and Workmanship of these Coats make them stand out as coats make them stand out as wonderful examples of superlative value. <br> Our only reason for oftering these Hirg Grade  Bargain week offering that will create city-wide talk amongst wo

Other Goats on Display at 7.98 up to 75.00 OUR SUPREME BANNER BARGAIN WEEK OFFERNG !!

| Materials. |
| :--- |
| Lustrous |
| Satins, Satin |


| Canton, |
| :--- |


| Crepe Satin, |
| :--- |


| Canton |
| :--- |

Crepe, Jac-

DRESSES FOR EVERY OCGASION, STREET DRESSES, AWUERNOON DRESSES, PARTY FROCKS, TRAVELLING DRESSES, EVENING DRESSES-in fact a woman can select at this
Sale a whole wardrobe of Dresses to meet Other Dresses on Display 5.98 up to 30.00

Hundreds of Men have asked , oin on Boys' Wear, have


Good taste is the guiding principle in styling our Clothes. The shoals of old fogyism are avoided as care-
fully as the rocks of exaggeration. fully as the rocks of exaggeration.
Suits and Overcoats alike reveal a clear understanding of what's wanted and worn this season by men who desire individuality and dislike the conspicuous.

## THE NEW FALL

are all Quality Suits that will uphold the real test of dependable. In materials, patterns and colors, the variety is very broad, while embracing all good styles bars
\$21.95, \$28, \$34, \$38, \$42.50
Almost every Suit in these Groups have an Extra Pair of Trousers

Men's Separate Coak
at $\$ 6.98$.
300 Pairs Men's $\$ 4.50$ Pants at $\$ 2.48$.
We have the Greatest Collection of Men's and Young Men's

## New Fall and Wiititer Overcoats

In a Price range $\$ 12.98, \$ 18.50, \$ 24, \$ 29.80, \$ 34, \$ 37$ Other Coats on display at $\$ 10.50$ up to $\$ 48.50$
OVERCOATS THAT YOULL REALLY ENJOY WEARING. THEY'LL GIVE YOU PLEASURE AS
WELL AS COMFORT AND SERVICE-AND ARE SPECIALLY UNDERPRICED FOR THIS SALE.
HURRAH, BOYS! HERE IS A WONDERFUL OPPORTUNITY FOR YOU AND YOUR parents all this week!
A Super Sale Boys 2 Pants Suils and Overcoats
THOUSANDS OF FINE GARMENTS OFFERED AT SAVINGS OF FULLY 40 \%。

| Boys' $\$ 7.95$ <br> 2-Pants Suits $\$ 5.98$. <br> Sizes 8 to 18 yrs. | Boys' $\$ 11.50$ <br> 2-Pants Suits $\$ 7.98$. <br> 8 to 18 yrs . | Boys' $\$ 14.00$ 2-Pants Sui 8 to 18 yrs . | Boys' $\$ 17.50$ <br> 2-Pants Suits $\$ 12.98$. <br> 8 to 18 yrs. | Boys' Extra Quality Suits $\$ 14.98$ to $\$ 16.00$ 8 to 18 yrs . |
| :---: | :---: | :---: | :---: | :---: |
| Juvenile Suil <br> In Serge Sailor Suits. <br> In Serge Saior Suits. In Velvet Suits. In Wool Peter Pan Suits. In Tweed Tunic Suits $\$ 3.98$ to $\$ 5.9$ |  |  |  | 's' Pants <br> 5 and $\$ 2.48$ <br> a Boy but has an <br> wears the trousers |





Limited
340 Water Stree
Phone 40 .
St. John's
Outport Dealers write
best for the least money.
best for the least mone
noe20,, , m, te


20000000000000000000000
Ex S.S. "Silvia"
CRAB-APPLES-Brls.
TABLE APPLES- in Boxes,
CUCUMBERS, FRESH TOMATOES. SWANSDOWN CAKE FLOUR. KELLOGG'S PREPARED KELLOGG'S KRUMBLED BRAN. BAKER'S COOKING CHOCOLATE MOIRS' FRESH CAKE. $1 / \mathrm{lb}$. and $1 / 2 \mathrm{lb}$. Cakes. IOIRS' FRESH CAKE.
0 Bundles PAPER BAGS

$$
\begin{aligned}
& \text { ALTAR CAANDLES, yellow or white } .30 \mathrm{c} \text {. } \mathrm{lb} \text {. } \\
& \text { AECORATED WAX CANDLES } . . .48 \mathrm{c} \text {. } \mathrm{lb} \text {. }
\end{aligned}
$$

$$
\begin{aligned}
& \text { PECORATED WAX CANDLES } \\
& \text { OHOUR VIGIL LGHTS..... } . \text {. }
\end{aligned}
$$

HOUR VIGLL LIGHTS
C. P. EAGAN,





George Arlise THE RULING PASSION."


## Which Position for Your Boy


 Twenty Years Later



 CONFEDERATION LIFE

poatip wizy gyes pox

 5 =



## Making Human




## Mrs. Weller makes her famous OysterStew with Libby'sMilk



$\square$ Is better equlppod than ever before to flll your overy noed. To-day we announce the opening up of now goods from both the Ingllsh and Amert can markels, all of whloh are excellent value. Our aim is to make this store brighter and of more service to YoU In every way.


## Shopkeepers in towns outside St. Johns

 Will do well to order Sunlight Soap now.Last Fall many Outport Shopkeepers delayed their orders too long and could not obtain a supply of Sunlight Soap.

## THESE SHOPKEEPERS LOST MONEY.

AII the Wholesale and Retail Firms in St. John's sell Sunlight Soap and can supply you if you send your order immediately.
Send your order now for Sunlight Soap, before anything happens tn prevent you from getting enough Sunlight Solpp for your Fall Trade.




## MiLKMAID MILK

 IS THE BEST IILIK MADE000000000000003003000000003000000000

## This Week.

Phone 1200
Harvey \& Co. Ltd., 000000000000000000000000000000000000 Tell the Truth Timber Shortage




 BLLYTS UNCLE



To-Day's Bly Progirapmee tthe Grescent Theatre

"THE FISHERMEN'S FRIEND"
 Men and Boys

SPECLAL FEATURES:
made all in one piece to pleventr ripining or crack by a Special Vulcanizing pproesses" Speciall
orced tops to withstand ehafing or cracking.

8.Ply Heary Rubber Sole with extension edge, run. g all the way under the hel. . Insures more wear pair than any other make of Boot on the market. foot moreroom and prevents sfipping at the instep and

A heary Cloth insole made under a new process which is fitted in to add extra comfort: for the wearer. A 4ppry Diack fining is also used, treated specially
keen, the foot and leg co keeprith hoo weather.
Ask your Dealer for
"EXCEL" BOOTS
"The fishervens frienn
Sold by all Reliable Dealers from Coast to Coast.

## Parker \& Monroe, Ltd.,.w




## "Seeing is believing," come and see!

## Coats

 $\$ 35.00{ }^{\text {Original Price }}$
$\$ 35.00$
$\$ 35.00$
1 Only
French moder in Brown Bolivia, trimmed Chenille estitchery, self 1 opps and buttons,
large Cape Wrap collar, lined Brown and

$\$ 42.50$
$\$ 42.50$
 $\$ 22.50$
$\$ 22.50$


Original Prices from 821.00 to $\$ 51.00$

| 14 | Only |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  |  |  |  |  |


$\$ 3.50 \quad \$ 3.50$


$\$ 1.50$
$\$ 1.50$


## Children's VVear



## Important:

The wonderful values shown in this advertisement are GENUINE. The marvellously big reductions which seem at first glance ridiculous, are, as we have just said, genuine in every case. Many of the items listed on this page are last year's models, others older. BUI in every instance, wa very sight alterations, these splendid quaity, Coats, Costumes and Dress es can be brought up-to-the-minute in style. As aiready tated in our announcement we are seling our entire stock of Ladies'Apparel because we require the space it occupies
for other purposes. UNDERSTAND-we are not trying to for other purposes. UNDERSTAND-we are not trying to
sell you any 1923 models but the quality of every garment sell you any 1923 models but the quality of every garment
we are offering you, at its Sale Price, is absolutely without parallel in its startling value. While we place our reputation behind this statement, we would prefer you to visit our Showroom, where "seeing is believing. NO APPROBATION!

NO EXCHANGE!


## Evening Gowns

 Children's Dresses 33 Fine quality Nalysook, trimmed tiny
 75c.
orignal Prices from 82.26
to 38.75
75 c .

Ladles' Skirts
10 Ladies' Skirts 10 Sare Jerey,
Grey
Thack
Embridered
 $\frac{\$ 5.50}{13}$ Tlack and White Stripes: re Hair Line Lustre.
k Poplin, Green, Fawn, Brown
 $\$ 2.50$ Ladies' Underskirts Only Grod Quality Black Sateen; assorrted $\$ 1.50$ Original Values up to $\$ 3.60$. $\$ 1.50$ Sleeveless Jumpers Only Only
uxed oumpers, in d
ock pattern, heavy aney Tuxedo Jumpers, in dull
White, block pattern, heavy linen $\begin{array}{lllll}\$ 1.00 & \$ 1.00\end{array}$

## Ladies' Costumes

## KNOWLING'S

## HARDWARE

Our New Goods Just Arrived and now offered at the lowest price tha
Our Usual Low Price.
COPPER KETTLES, Nickel Plated.
MILK PAILS, with Strainers. .:
SERVICE RED PAINT, 1s, $1 / 2$ s.
LAMP BURNERS, all sizes.
SEWING MACHINE OLS.
MILK BUCKETS, heavy type.
GALVANIZED GARBAGE PAILS.
OAK WASH TUBS.

## OakKegs

For the Berry-making season, made 6 gallons and 12 gallons. Prices. 2.75. 3.00 each.

SCHOOL SLATES, all sizes. GALVANIZED WASH TUBS. GALVANIZED CLOTHES BOILERS. DIPPERS, STAMPED STEEL, tinned FLOUR SIFTERS, LANTERNS. BREAD TINS, DUST PANS

Aluminumware, HardWare, elc If you want anything in the House Dippers, Saucepans Teapots, Sum Basins, Pie Dishes, Cake Coolers, Sink Strainers, te we have it or any traine that you need at ouch low orice hat the quality of the goods will allow.
3

ELECTRIC BULBS, $25 \mathrm{w}, 40 \mathrm{w}, 200 \mathrm{w}$ ROCERS' TINNED SCOOPS. MIXING PANS, CLOCKS
LAMP CHIMNEYS, all sizes.
TOILET PAPER, FRAME SAWS. CARPET SWEEPERS
COTTER-PINS, vest pocket box size SCREWS, Iron and Brass.

## Oil Heaters

7.30, 8.10, 10.85

Wicks, 45 cents each, ready to put in
CURRY COMBS, MINCERS RASS POLISH, the best CARTRIDGES, English and Canadian. ELECTRICIANS' HEAVY GLOVES WINDOW CURTAIN POLES. BAR IRON, all sizes and SHEET IRON
G. KMOWLING, Ltd.
casu0un505000000500000000

| Are you acting EXECUTOR? inthe capacity of <br> If you are, and desire to be relieved of the detail work of the Estate, we would be pleased to act as your agent. The law gives you the right to employ us, and our charges are very moderate. $\qquad$ |  |
| :---: | :---: |
|  |  |
| Montreal Trust Company |  |



## Yes it's



SLICE CUT PLUG
Ask your friend what he thinks-. He's smoking it!
Just a little rub and it's ready for your pipe
Ask your friend
what he thinks-
He's smoking it!

Good to look atthe best to smoke-
amparionenace




CASH: CASH! CASH! Bought for Cask and to bobe osld for Cahh only. See this Purchase: MENS WYOEMEN UNDERWEAR BoYs This is the finest line over imoted Hose
 BON MARCHE SPECIALS! 266 WATER STREET, ST. JohNs.
Mail Orders Sent Same Day as Received.

### 4.50 A Man's DARK TAN MAHOGANY CALF BLUCHER LACED BOOT with rubber heels. Price $\$ 4.50$ the pair Special prices to Wholesale Dealers on case lota Mair Orders receive prompl all <br> F. Smallwood <br> The Home of Good Shoes 218 \& 220 Water Street.

## Houses for Sale!

FREEHOLD \& LEASEHOLD PROPERTIES Situate all over the City and Suburbs. Terms arranged in all cases. First Cash Payment of $\$ 250.00$ to start with.
FRED J. ROIL \& CO.




Wallace Silverware.



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sam yit wo fo siow ou meat


T. J. DULEY \&CO., Ltd.
Tho Balimblo Jorodiers a Opuchem

| The <br> United <br> Business <br> College of <br> Newfoundland. <br> sept13,12i,eod |  |
| :---: | :---: |

## Apples, Oranges,

 Cranberries!Arrived ex. Silvia, October 4th: "GRAVENSTEIN" APPLES-Brls. TABLE APPLES-Bores, $138^{\circ}$ s, 150 's. CALIFORNI ORANGES-216's. LARGE CRANBERRIES-Boxes. PHONE 264.
GEORGE NEAL, Limited


## STOP THE DECAY in the

A "MATCHLESS" Way. Do it whilst the Weather is fine, TheStandard Manutacturing Company, Ldd.


## THE AVODANCE OA Aecident is not (UNT  There tore, you need Procection all the time U.S. FIDELTTY \& GUARANTY COTY <br> 3. J. LhCEX; NFLD. GEMBRAL AGENL

## Coal! Coal! Coal!

The Best Scoteh Household Coal Imported. All lumps, no slack, \$13.50 Per Ton. WALLSEND ENGLISH HOUSEHOLD. The very name means the best coal obtainable

S14.50 PER TON The United Coal Co.,

## THE

FLASHLIGHT EVEREADY
"The right light to light right."

The newest thing in Flashlights is the ALUM INUM CASE FLASH, the price of which is surprisingly Low.

WM. HEAP \& CO, Lid.,


