

## OMELETS

 should always be seasoned withLEA \& PERRINS' SAUCE

## A QUEEN UNCROWNED

THE STORY IN TEE LONE INN


## YT D Lowest Prices TT Our Chief if Attractio is HRE Droadway House or Fashion

ANNOUNCING NEW ARRIVALS Ladies' COATS
F You Must Spend-But You Can Saye You Trade in Our Stores--It's Our Policy of Buying and Selling for Cash that Makes it Possible for US to Always SELL AT LOWER PRICES THAN OTHERS DO

## Sweater wear

 Accessories, etc. THE BROADWAY HOUSE OF FASHION

Hexico Severs Commercial Relations With Great Britain O'Toole Finishes Third in Closely Contested Marathon--Soviet Envoy Declares
Moscow Letter a Forgery-Ontario's Dry Majority 40,000.

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Double Protection
$\$ 4,000$ instead of $\$ 2,000$




If you die by pecidental means
will be paid to your heirs.


Giving St,000 protection in case
of death by


CONFEDERATION
LIFE ASSOCIATION TVO GBA






## B3 ANNOUNCEMENT!

CommencingonWednesday,0ct. 29
WE FORMALLY BEGIN OUR CREATER VALUE
SALE
By " Greater Value" Sale, we mean that we are offering to the public the largest and Most Comprehensive Assortment of Ladies', Men's and Children's wear ever gathered together under one roof. And further,--

## We Mean to Demonstrate

conclusively our Leadership in
Greater Value Giving.
IF YOU--
Ever Attended a Sale in Your Life-It Will Pay You TO ATTEND THIS ONE
Beyond a Doubt Our Greatest Value-Biving Event Commencing on Wednesday, 0ctober 29. See Tuesiay's Papers for Full Announcement LONDON, NEW YORK \& PARIS ASSOCIATION OF FASHION.

## Tablet\$to beiErected a memory of tie- herotsmg <br> On the maxestys struer anter com and    <br> <br>  

 <br> <br> Tuesday, October 28, at $9 \mathrm{a} . \mathrm{m}$. <br> <br> Tuesday, October 28, at $9 \mathrm{a} . \mathrm{m}$. STARTS OUR} STARTS OUR}For this event we have, made a supreme effort to offer unprecedented values! Weeks of planning have made this Our Greatest Merchandising Success-presenting to the St. John's public-who have responded so eagerly to our previous offerings-an opportunity to secure the utmost in Quality and Style at unbelievably low prices. This Anniversary marks the beginning of the 2nd year of this Store-and we wish to make it a record-breaking event

## 360 Tricolette Waists

 $0^{2}=4$ Special \$1.15In Blue, Brown, Navy, Grey, Fawn and effects, belted all around; some with self
embroidered collars embroidered collars 0 $\$ 12.98$ SPECIALS!


Dresses
In Serge, wool Crepe, Tricotine, Poir Twill, Canton Crepe, Crepe-de-Chene, Flat
Creepe ete. Every model distinctively new and fathioned in tho authentic modes nor for
the new season. An endless variety of
 ment on smart Dresses ince the price They
were made to sell at twice
are are unasuaty arahl-grade the correct line
styles are ador
the correct touches of triming and col
\$4.98, 5.98, 8.98 $11.75,16.50,18.00$

Coats, $\$ 4.89$
2 Racks full of them, in Brown, Grey, Navy, Fawn and Blue; tie-side ef fects, some belted right around, others with Astrachan collars and cuffs and many, many more styles. Easily worth three times as much.

## Coats <br> These are wonderful values! Take advan nowhere else can these values be duplicated. You will save many $\$ \$ \$ \$$ by purchasing your Coat here and now. These Coats are easily distinguished from the usual furs-the rich quality of fabric and highgrade tailoring immediately establish their real value. The styles are unusually smart. <br> $\$ 21.00$ $\$ 25.00$ $\$ 28.00$ $\$ 32.00$ \$35.00

## SPECIAL

Infants' Coats
n Navy and Brown Blanket Cloth, Double breasted
sizes: 6 months to 2 years. Only one to each custome
$\$ 1.19$
SPECIAL!
All-WoolKnitted Dresses
In shades of Rose, Saxe, Grey, Brov
Lemon and White. Guaranteed valu $\$ 4.59$ Juniors and
Misses' Coats Real beauties, mostly Fawn and Brown, in
a host of different styles, lavishly trimmed \$5.50, 6.50 \& 8.98 Rubberette Coats Made of the very best qual. 5.50 itt-guaranteed Waterproof
in all
intes for
Ladies and 5.50 Girls. We guarantee that hese Coats are even better elling for $\$ 9.00$. So why selling for

Serge Skirts Tricolette Dresses
In all sizes and colors, specially put on display for this Gigantic Sale. $\$ 3.98$
easily worth double
for Stout figures. Sizes $30 "-48^{\prime \prime}$ waist,
made of the very best quality French $\$ 4.98,6.98,7.50$ Other Skirts of fabrics extremely attractive als and such rich colourings. are usuall ound in high-priced modeles. Colored
Plaids $\begin{gathered}\text { Prunella } \\ \text { Plaids }\end{gathered} \begin{gathered}\text { Serges } \\ \text { Poirets, } \\ \text { Petc. }\end{gathered} \begin{gathered}\text { Pleated } \\ \text { Plain } \\ \text { Models, }\end{gathered}$ \$3.98, 5.98, 6.98 boats, sham

## fELT HATS

turned up all around ,in al colors, embroidered; others 1.49 in Fawn only, tamy tomp
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 Some Increas in Buying Power of Saskatchewan



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The
spead deck work is streamineed. For
spivin in
heavy seas , the pilotis almost inclosed. Only his hat
is oxposed abo the round deck
Ono of the many novel teatures
IVORY SOAP


Exploring the Mysteries of Kilauea's Crater
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The woman who washes ith Pearline saves time and

## Tuesday, October 28, at 9 a. m. <br> STARTS OUR ANNIVERSARY SALE

A Sale on a larger scale. It took months of planning and preparing. "It's an ill-wind that blows no for us to "dicker" with manufacturers and obtain concessions which would have been impossible otherwise. In addition, we have taken many' many garments from our own stock-intended to sell for much best ever offered in St. John's

## MNI The SUIT or overcoat HereI

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## Boys' Suits Men's \& Boys'

1 and 2 PANTS A nice assortment to choose from. ou can
save many $\$ \$$ by buying at this great Sale.
We guarantee these prices to be the lowest in save many $\$ \$ \$$ by buying at this great Sale.
We guarantee these prices to be the lowest in
the city. BOYS! Bring mother down to get you that new Suit. The Fall patterns of imported an
domestic Woollens are beauties. The Suits are
egular man-tailored styles. 57.75, 9.50, 12.50, 14.00

Rubberette Coats

## uaranteed Waterproof, at Anni- versary Sale Prices.

5.50 and 6.59

FOR THE LITLLE BOYS

Men's Trousers

Nutr 53.98, 4.50, 6.50, 7.50

## MEN'S AND BOYS' TIES Made of the finest

 stripe and floral effects. A wonderful varietyto choose from...... .75 c. 98 c . $\$ 1.25$
$\frac{3.98}{\text { Corduroy }}$

good," says the proverb, and the general business depression of the last few months made it possible

## Overcoats

bux that outrcoat now- 12.50 RIGHT AT THE START OF THE SEASON!
You'll be wearing Overcoats soon-begin
the season with a new one; it's an invest-
ment in good appearance that you cannot
ment in good appearance that you cannot
pass up, when big roomy Overcoats are
elling at these ridiculously low prices.
All Wool Plaid Backs, Full lined and half lined, with half 3-piece nd full belts. A large and varied assort-
16.00
19.00

> Soft Coatings and Imported Fabrics
> Ulster, Ulsterette, and
> Box-Back Models. ent of colors, in all sizes

## Boys'

## Overcoats

## whameremblitatum

 bylts, half colours, hall fined. selt, sizes from from $3-18$ yrs. All Wool materials, in Brown, Navy, Grey,Fawn, etc. Patch and set-in pockets. Snappy 5.98, $7.50,9.75$ up to 14.00

Men's Top Shirts


| $\begin{aligned} & \text { Men's } \\ & \text { Broadcloth } \mathrm{S} \end{aligned}$ |
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## Broadeloth Shirts

 3.90 and 4.50 ,




Smproves Your Cookilitg


Forfouglis \& Colls Phoratone Cungh \& Colid Cure

Stafford's Phoratone is an excellent remedy for the
cure of coughs and colds. It fis easy to take, and can be taken by everyone. You can purchase a bottle for sc. at almost every General store in out
the City at either of the following Stores:

Knowling's-East, West and Centra
Knowling's-East, West and
J. F. Wiseman-Carters Hill.
F. Lukins-Hayward Avenue. W. Halfyard-Hayward Ayenue.
Wiseman \& Howkins-Plymouth Road.


## Dr, F.STtiforida Son

NOTE:-FOR NIGHT SERVICE AT OUR WATER
STREET STORE (Opposite Sudbury). PHONE 1770J.


Cudgel thy brains no more about it, but BuY, for
popular opinion has olon since edecided in favourof the
charming quality and superb finish of the fambuis
Skipper Brand Stainless Cutlery
S. Hibbert \& Son, Limited. SHEFFIELD, ENGLAND,
and Sold by the leading Hardware Stores Newfound dand

NOW IS THE TIMIE
to install a COAL SAVER on your furnace or
hall stove, and save a quarter of your coal this
winter winter. Those who had them last winter ar
delighted with them.
H. \& $\frac{\text { SEE THEM AT }}{\text { M. }}$ Mhene 17 .




Shopkeepers who sell Sunlight Soap do more business than those who waste their time trying to sell inferior soap.

Selling Sunlight Soap is the easiest thing any shopkeeper has to do. Sunlight sells iself. OUTPORT SHOPKEEPERS! Don't go home without SUNLIGHT SOAP. Dat


Departinent of Peblic Works,
St. John's, Newfoundland.

BARBADOS, B.W.I.
WIIBERT TAYLOR
Wholesale Commission Merchant. CODFISH, HERRNYGS and SALMON SUGAR, SYRUP and MOLASSES.
 the consignment is closed,
REFRRENCE: THE COLONIAL BANK,
CABLE ADDRESS: TASONS.

Bon Marche Bargains!


## Our Competent





## RUBBERS FOR

 EvERYBODY! coins 0 roe everar poorLow Rubbers, Storm Rubbets, Black Rubbers, Tan Rubbers.\& White Rubbers. High Heel Rubbers, Medium Heel Rubbers and Low Heel Rubbers.
Pointed Toe Rubbers and Broad Toe Rubbers. Rubbers for Men, Women and Children. Boys' Rubbers. BUY YOUR RUBBERS NOW.
F. Smallwood, ${ }^{\text {maxim }}$ 218 and 220 WATER STREET.
Qrectisur

## See Our Hall Stoves



Wm. J. Clouston, Ltd. PRONE ETI 18. watre straxt

## "Matchless" ThePaintof Mulitity

Practical Painters cliose "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,

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= SAVE FROM DECAY =
IN THE "MATCHLES" WAY.
    The Standard
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Manufacturing Co., Ltd.

Put in Your
Winter Supply of
"NUGGET"
BootPolish
It Does Not Freeze
J. B. MITCHELL \& SON
distributors.
1000000000000000000000000 EVERY \$1000:

Invested in United Towns
Electric Company 7 p.c. Preference Shares


Can put ten to fifteen electric horse power to
work for voū, lighting ing, drilling, sawing, turning the wheels of industry, tirelessly, unceasingly, year after year. Particlars, Prospectus, etc., on application

Company's Dffice,
Tellephane Blaly,, St. John's


## SCHRAFFTS Chocolate Bars

Rich Cream and Nut Centres.
Heavy-Chocolate Coating 5c. Everywhere
bUXTHEM : . TRY THEM

## J. J. Rossiter

## Anthracite Coal. <br>  W. H. HYNES.



RED CROSS LINE!
NEW YORK. HALIFAX. ST: JOHN'S
SCHEPULE OF SAILINGS FOR NOVEMBER. $\begin{array}{ll}\text { From New Yors } & \text { From St. John's } \\ \text { at } 11 \text { a.m. } & \text { at } 12 \text { o'clock, noon }\end{array}$

 winter rates now effective. Ronnd trip tidesets issued at spectal rates with olx montar
stop-over poiviliges.

e. A. CAMpbell \& CO. Hirvet a CO, lim. ST. Jonvs, MrLa.
WELSH ANTHRACITE. Steamer Cargo just landed.
Same quality as last year. $\$ 19.50$

AMERICAN ANTHRACITE
Steamer Cargo just landed.
SCREENED NoRTH SYDNEY-In \$tock:
A, H. Murray \& Co., Ltd.,
Coal Office 'Phone, 1867. Beck's Cove.

## "GEM"

## RAZOR BLADES

Pekg. of 7 Blades, 65c.
The above have just arrived, same excellent quality as before. Fit both Gem and Ever - Ready Razors.
S. E. GARLAND,

Leading Bookseller \& Stationer, 177-9 Water Street.

SEE OUR WINDOW.
 $\$ 10.0 \mathrm{E}$
VIoLIN OUTFITS - Consisting of Violin, Violin Case, Bow and Resin
$\$ 10.00, \$ 16.00, \$ 25.00$
charles hutton,
reliable piano \& organ house.

Forty-Five Years in the Service of the Public-The Evening Telegram

