BOVVRING BROTHERS, Limited.

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GRAND AUCTION :
Late Rev. M. J. Clarke, Dublin, Ireland, On Friday Next, 20th inst., at 11 a.m., Particulars in Thursday's Telegram and Friday's News.
P. C. O'DRISCOLL, LTD.,

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the evining teliegram, st. Johns, newfoundiand, october 17 , 1922-4

 Religious Exercise.

 "Can you sting a, bymr


## Bouts in London















A RUPERT HUGHES STORY At the NICKEL To-day coumin presents COME ON OVER The greatest story from the pen of Rupert Hughes since "THE OLD NEST." A combination of the infectious h mour of "Scratc My Back" and the heart tugs of "The Old Nest." She was sorry she'd ever "put her foot on the ocean" until she
ground of understanding. A truly wonderful story with an excellent cast, including beautiful Colleen Moore

## ELSIE FERGUSON IN "SACRED AND PROFANE LOVE"'



Sending Capital Away.




## Labrador Herring.


ceco
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EUGENE H. THOMA


## RRRY DAV Prinkiller rice she Remes



MUTT AND JEFF-

Pies and Pastry! The digestibility of Pies has been called into ques
made, pies are as easily digested ata a nything else. Until quite recently it has beerrtaken for granted by the maiority of
people that it wasimpossibereto make good pastry out of Manito ba wheat without using a large ampinity of shortening-the proper kind of which

They have thought it necessary to keep two kinds of flour-one for Bread and the other for Pastry. This idea is erroneous.
 of shortening is used ae with ordinary pastry flour.

> USTTRRYIFAND BE CONVINCED:

CHARLES HUTTO

## Linotype conposition

We are now prepared to accept orders on any class of composition, Contract or otherwise. Eight and ten point. " TYMES" PRINTING OFFICE DUCKWORTH STREE


fhe evening telegram. st. johns. newroundiand, october 17, 1922-6


0000006000000000000000000000000000 Lived Two Days on Fish.

## NEXT WEEK

 at the
## Star Movie

The Biggest Production yet Presented in Newfoundland--
"THE FOURHORSEMEN OF THE APDCAIYPSE"

IN 12 PARTS
Admission-Matinees, 10c and 20c. Nights, 30c. First show at nights will begin at 70 'clock.
Doors will open at 6.30. Matinees 2.30.
 ST. JOHN'S Grocery STores.
Pork Loins
*as. Fam Eutt, Choies, Smant

Pork Jowls



NEW PRICES.


## Spare Ribs




A GOOD MATTRESS IS CONDUCIVE TO PERFECT SLUMBER.

## OPPORTUNITYSALE OF MATTRESSES

Opens up to-day, involving a series of depend-
able grades in assorted sizes. And the values sufficiently good to impe immediate investigation
All Mattresses 6 ft . long, assorted Widths "UNION" BRAND.

"VICTOR" BRAND.
Wool Top and Bottom.

"PEERLESS" BRAND.
Heary Wool Top and Bittom,
with extra good Art Ticking.

"PRINCESS" BRAND.
Wool all over, rolled edge.
Excellent wearing.

"PERFECTION" BRAND.
Wool through and through.
A Superior Mattress.
Superior Mattress.
4 feet wide
3 feet wide $\ldots . .16 .50 .515 .45$
After the day's labor and worries--Home, to the resfful hollow of your bed. Is it restful? Would not a New Mattress make it more so? TRY IT.



Dye Blouse or
Baby's Coat in
Diamond Dyes




## Personal




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## $\mathrm{i}^{\text {ian }}$ Sar

I. J. ST. JOAN,
$\xlongequal[\text { GET OUR PRICE ON }]{\substack{\text { DCCEGWORTH STREET and } \\ \text { LeMARCHANT ROAD }}}$
ROLLED
OATS
Barrels \& Half Barrels:
BAIRD \& CO., $\underbrace{\text { Water Streets }}$ East. -
ATTOMOBLIE TTRES-w, whe



EARLY MORNING SPECIALS!
600 TRICOLETI: WAISTS!
Every shade, style and colo. Worth up to $\$ 4.00$.
Sale $\$ 1.4$

> The London, New York and Paris Association of Fashion

EARLY MORNING SPECIALS!
OVER 500 LADIES' COTTON BLOUSES
In good White washable materials-all sizes-neat designs-easily worth $\$ 1.50$ for 48 c .

## Read Opposite Page

Bigger, Better, the Economy News from this Live Appareling House!

EXTR
a Remarkable Purchase and Sale
up to $\$ 5.00$
SILK OVERbLOUSES.
Pussy Willow, Grepe de Chine, Georgettes all colors and sizes.

Sale S2.94
400 Pairs
LADIES' SLLK HOSE
Slighty damaged; easily worth 60 a.

Sale 18c. pair.
68 LADIES'
BLACK RUBBER CHECK \&
DRESS RAIN COATS.
Worth from 86.00 up to
\$12.00. All on Sale at $\$ 2.98$

150 LADIES' SKIRTS. All materials, colors and sizes.
Worth ap to $\$ 6.00$. Sale $\$ 3.24$

A DRESS SENSATION!
A Colossal Purchase and Sale. The Greatest Value-giving Event this City has known in years.

HUNDREDS ALL WOOL SERGE and TRICOTINE DRESSES. All Siter - $\mathbf{5 5 . 4 4 - F r e s h ~ B r a n d ~ N e w ~ D r e s s e s . ~}$ A remarkable Sale at the very beginning of Fall when Women and Misses' want good style Cloth I resses. The materials alone would cost yof more- and when you see the clever models, the fetching trimming notes, the workmanship -you will wonder how they can be sold for $\$ 5.44$.

Hundreds of other Dresses on display at $\$ 6.94, \$ 8.94, \$ 10.94, \$ 13.75, \$ 16.98, \$ 25.00$ $\$ 37.00$
in all the most intriguing and alluring modes one could conceive. Never will you expect to find them at the low prices that they are now being sold at.

Popular Priced FUR CHOKERS-SPECIAL! Fur Chokers would be sold up to $\$ 15.00$. Sale \$5.94.
SCARVES-Two, Skin Dark Fitch, and Grey Fox Chokers, etc., etc. Also large Fluffy Scarfs-a worth while investment at 10.98

Ultra-smart, Practical, all-occasion Suits-Distinctive in line-in fabric-in expertness of tailoring and finishi. Developed in high-grade SUITINGS-WORSTEDS, TWEEDS, TWO-TONE FABRICS, TRICOTINE, POIRE TWILL and VELOUR-DE-LAINE, featuring every newest style variation-the very acme of smart practicability for any and every occasion. These SUITS are a tremendously fine buy at the price. MISSES' SUITS (Sizes 14, 16 \& 18 years). WOMENS' Sizes-Extra Stout Sizes for large Women.

are on display in THIS EXTRAORDINARY SALF
SALE. Built on the smartest New Season SAL lines-and featuring the newest effects in 7.98 treatment and trimming. ALL SERVICE- up to ABLE LINES; including both Fur and plain 10,98
trimmed styles. 6 years up to 18 years
Other Specials on display - space preventing us from advertising - all assuring the same Supreme Values. Remember these values cannot be duplicated. Your opportunity is here. Grasp it! You may not have intended buying your new Fall apparel so early. But if you will make a point of it to inspect these offerings on TUESDAY, you will see at a glance that here is a most unusual opportunity-a saving too real-too great to overlook! COME! YOU BE THE JUDGE!

Sale Starts at the Stroke of 9 Tuesday Morning, Oct. 17

## 1100 Ladies' Street \& Dress. Hats In Gale

We have just received 1100 more of those captivating, distinctive, Street and Dress Hats - Higher quality, smarter styles and bigger value than those featured in our previous Phenomenal Sales. Genuine Panne Velvets-Silk Velvets and Lyons.
Velvets in all colors-Larger Shapes; Modified These Hats would be BIG Values at $\$ 310 \$ 10$, sALez 98 oents 10 to $\$ 4.98$
TRICORNE; Off-the-Face and Small Hats.
In Ouf Men's and Boys' Department--Second Floor--

A MAN'S SALE--SUITS, OVERCOATS, TROUSERS
110 Men's Suits, worth up to $\$ 30$. Sale Price $\$ 19.94$. Hundreds of Stuits op display in those guaranteed All Wool Models in Cassimeres, Cheviots, Tweeds, Herring-bones, etc.; and young or old men these Suits will fit-and the prices are a revelation.
OVERCOATS-Undoubtedly the greatest vari-| MEN'S SINGLE TROUSERS-A splendid variety ever on display at one time -the styles ety. Your chance to match up an old coat
-the materials - the prices will amaze! ety. Your chans
at right prices.

BOYS' SUIT AND OVERCOAT SALE.
THE SUITS-Every inch All Wool Cassimeres, Cheviots, Velours, Tweeds, Browni and Grey mixtures, Blue Serge, Blue, Brown and Grey pin stripes, sturdily tailored in the very smartest Norfolk and plaim styles.
THE COATS-S mart, full-belted models with muff or flap pockets-made on the men's styles. In Brown and Grey Cheviots and Cassimeres-sizes 4 up to 18 years.

## London, New York and Paris Association of Fashion

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THE EVENDNG TETMGPiNM，ST，JOHIS，RUWFOUNDIAND，OCTOBEK 17，1922－7


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## UpeningAnnouncement．

We have added to our Hardware a House－ Ware Department，where we have on displev a

Inside and Outside Paints．
Varnishes．
Enamels．
Kalsomines．
Polish and Wax．
ROOM PAPERS．
Enamelware．
Tinware．
Wire Goods．
Aluminum Ware．
Electro Plate Ware
Also a large assortment of 5，10， 15 and 20 c ．
goods for the housewife．
It will pay you to examine our Room Papers．
Dishop，Sons \＆Co．，Itto．
Phone 679 HOUSEWARE DEPT．


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## MANAGING A HOME Is Much the Same as Managing a Business．

Most men do not realize that their wives have quite a business to
runt The housekeeper is on a par with a purchasing agent，and
also she has to fill the offices of efficiency expert，commisssariat，
superitendent and general manager．She has to know what to
buy，where to buy，and when to huy；and in a good many cases，
her business is run as well as any other．

Now then，Mrs．Business Woman，there is something new on the market that will enable you to run your home better than e ver before．

## KEN <br> THE NEW CEREAL SOAP．

KEN is made from cor

2 ounit

## Beaver Board is the Best of all Wall Boards

## HERE IS THE PROOF：

On the outside of our Store there are two Beaver Boards which were placed there in 1912
These two Beaver Boards have been exposed to the rain，sum，wind and snow during the past ten years and are still in good condition．

No mere substitute has stood such a test as this
During the past ten years seven substitutes for Beaver Board have been sold to take the place of Beaver Board，but to－day not one of these substitutes is seen，and Beaver Board holds its place as the best of all wall boards．
The back of every Beaver Board is branded with the Beaver trade mark


Look for this trade mark whenever you buy Beaver Board．Unless the board you buy as Bea－ ver Board is branded with this trade mark，you are being cheated．
Beaver Board is guaranteed bv the Beaver Companies of Thorolu and Buffalo and last as long as your house．
Beaver Board is real board made with long fibres of selected Spruce and necessarily will out－ wear such imitations as consist of several thicknesses of cardboard glued together．

Beaver Board is the best of all Wall Boards．
Ask us for price－Samples are free．
COLIN CAMPBELL，Ltd．
St．John＇s，Newfoundland
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verry oflectro on ：black velvet







## CRZEMA


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PHENOMENAL PURCHASE AND SALE

## 1000 MEN'S SUITS

Comprising every known make, style and material, at prices assuring exrtaordinary savings--savings that are real--savings that will mean TWO SUITS FOR THE REGULAR COST OF ONE.





## Don't Wait! Don't Hesitate!

These Suits will not last long. Come in and compare values--"You be the Judge!"
Other Specials on sale assuring tremendous savings that are honest good values. Come and avoid disappointment by inspecting the Supreme Offer Now!

## Here are Some of our Prices:

Men's Suits. Reg. 18.00, Barg ain Sale '...... .o. nom 9.90
Men's Tweed Striped Suits. Reg. 24.00. Bargain Sale .12 .90
Men's Heavy Tweed Suits. Reg. 28.00. Bargain Sale . . 14.90
Men's Heavy Serge Suits. Reg. 35.00 to 40.00 . Bargain
Sale Heavy Serge, Patch Pockets. Reg. 50.00 to 60.00 .
Bargain Sale mon wow .n. 29.80
Men's Fine Serge Suits. Reg. 45.00 to 60.00. Bargain
Sale, Brown Worsted, Patch Pockets. Reg. 55.00 to 28.90
Green, Brown Worsted, P
70.00. Bargain Sale

Young men's Suits. Sizes from 8 to 17 years. Bargain Sale . . . . ...... . . . . . . . . . . .. ... .. . . 5.90 to 16.90
Boys' 2-Piece Suits. Sizes from 3 to 7. Bargain Sale . . . . . . . . . .mon .i. . . . . . . . . . . . . . 2.98 to 8.90 Men's Fleece Lined Underwear, 84c. Overalls ........ 1.18 Men's Dress Shirts from 1.29 to
Men's Work Shirts, 98 c . to
Men's Pants, assorted Serges and Tweeds. Bargain Sale from 1.89 to .
8.69









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## D. FEDER \& CO.

336-Corner Water and Adelaide Sts.-336
mampras mani- Don't say Paper, Say "EVENING TELEGRAM."

## PORK and BEEF :

NEW ARRIVALS OCT. 16 th. CHOICE HAM BUTT PORK. FAT BACK PORK. HEAVY MESS PORK. SPECIAL PLATE BEEF. SPARE RIBS. BONELESS BEEF. BEEF CUTTINGS
SPECIAL FAMILY BEEF.
Lowest Market Prices.

## GEORGE NEAL, Ltd.

KARI 『 TRAPNELL, Opt. D., byesight specialist, 307 Water Street, Upstairs. HOURS-10-1: $\frac{2.30-6 ;}{}$ Evenings by

## N. S. COAL!

CHOICE NORTH SYOR SYNEY COAL.
Due to arrive:
schooner Giblert Walters.
Prices and Quality Right. PRoMpt Dellvery.
Also a large quantity BIRCH JUNKS.
NFLD. COAL and TRADING CO., LTD.




You cannot come into our Hardware Store and look around without seeing some worksaving thing that you really ought to have. So come in, then, and look around. This
will cost you nothing. When you buy, the price will be fair and square.
When we sell you Hardware once you will
buy from us always.
OUR HARDWARE WEARS.
BOWRING BROTHERS, LId. hardware dept.

New Series Chalmers Six

The CHALMERS SIX

## FIRE INSURANGEI

QUEEN INSURANCE CO. of America THE GREAT AMERICAN INS. CO. OF NEW YORK.

Absolutely no trouble when a loss occurs. PHONF GEO. H. HALLEX, Agent




## ONTARIO METALSI




J. J. LACEY \& C0., CITY CHAMBERS.

## NEW ARRIVALS:

LANTERS SALTED PEANUTS.
and CORONA MIXTURES
CRYSTALIZED BON BONS.
OUTPORT ORDERS PROMPTLY FLLL

## P. F. FEARN \& CO., Ltd., <br> $$
\text { Box } 667 . \quad 200 \text { Water St. Phone } 734 .
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Reid-Newfoundland Co., Limitey

To All Concerned. to all comerame :







Reid-Newfoundland $\mathrm{C}_{0}$., Limited OVERCOATINGS Is an exhibit that is complete in every sense of the wort
Nont in the variety here to attract out , but
character of the clothes we make and our reasonatid chatacter of the clothes we make and our re
priees will prove strong inducements for your
age.
 the Jewett is paige built. The new Jewett is of Paige conception, designed and built by Paige engineers and mechanics in the Paige shops. From its Paige origin the Jewett inherits thoso
unmistakable marks of Quality, characterizing the work of a group of men, who for ten years past, have
been building the fine sxx-cylinder cars, bearing the been building the
Paige monogram.

Let us demonstrate to you its remarkable power
nd quality-5 passenger touring- $\$ 2200$; Sedan and
$\$ 2850$.

## Anglo-American Garage,

JOS. COCKER



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