


## The Pantry Shelf Dairy

Pure freah milk, concentrated - more than towtec ás
rich as ordinary milk- alwwy in perfect condition
from day from day shell dairy.
Pet Milk is fiteh mill. Putsn eeled contanters and
sterilized within a few hours after it comes from the cow, Pet Milk comes to you always fresh and sweet In place of cream, Pet Milk gives always the eame fine
flavor to the coffee. Jt is splendid on fruit For cookking Pet Milk gives the "ceeme and butter"
flavor that can only be had by adding a lot of butter flavor that car only be had
where ordinary milk is used.
PET MILÉ CO.
Originators of Evaporated Milk]


## Bottled British Fruits

## HARTLEY'S JAMS

New Season's Raspberry, Strawberry, Ma GRAVY BROWNING, Rep, Quarts, Pints, te. Buy in the large economical size. atMOND PASTE $1 /{ }^{1 / 4}{ }^{s}$ and 18 . Fresh New Stock LEMON CRYSTALS Loose in 9 -lb. tins; 2 -ozi Btis,
TATEES AFTERNOON TIEA Cubes Crystal SugarTATES Farnest Cube Loaft Sugar, 1 -lb. Cartoris 20 TOKAX GRAPES, PEACHES, CUCMMERS, TOMATOES (Local and Imported). C.P. EAGAN:

[^0]
## KNOWLING'S

 SPECIAL ATTRACTIONS in our
# Boot Shoe Dept 

## Slashing Reductions on Discontinued Lines.



MISSES
KHAKI HOUSE BROWN BUTTON SLIPPERS Felt and leather soles
and heels. Reg. 2.40 . Priced to Move
1.98

MENS
Box Calf Blucher BOOTS

## Sizes $6,61 / 2,7$ and $71 /$

 Regular 5.00 .
## - $\quad 2.98$

$\cdots$ MEN
 dashing along the lonely rood at such
A trenzled pace. Thero was some-
thing of heaven in the holy thing of heaven in the holy hush and
arowny colm of that prigat, moonltit

fancal

## Boots

| Kid Tinde, two fill |
| :--- |
| sodes to hele |

heels. rubbe
BOOTS
Solid leather soles and
low heels. Sizes . 11 to
2. Regular 4.40,
To Move
Tus

## 

| 1.38 |
| :---: |
| Women's |
| Bargain |
|  |  |
|  |
|  |
| \%uximu |

## BOYS'

$$
\begin{aligned}
& \text { Kid Vamp Patent } \\
& \text { Quarter House }
\end{aligned}
$$

GROWING GIRLS' BOOT bargain Brak Gun Metaland
Kid Bals, low heals;
Kin SLIPPERS Regular: 220
 Priced to More To More

| CHILD's | In Crey and Khaki, Felt and Seather soles. Reg. 2.30. |
| :---: | :---: |
| KID BOOTS |  |
| \% 5 . Reg. 1.55 . | WOMEN'S |
| Move | WOMENPS BATH SLIPPER |
|  | , Regruar 1.10. |
|  | SOC |

$\qquad$



7 KID ROMEO SUIPPERS

| 4 |
| ---: |

BOYS

 \begin{tabular}{|l|c}
$\left.\begin{array}{l|l}\text { izes } 2 \text { to 5. Reg. 2.50. } & \text { BROWN CAL } \\
\text { Priced to Move } & \text { BOOTS }\end{array}\right]$

 1.25 Solid leather soles and 

Sizes 6 to $10 \ldots .2 .50$ <br>
Sizes 11 to $13 . .3 .40$ <br>
Sizes 1 to $5 \ldots .3 .90$ <br>
\hline
\end{tabular}


 the doof barred, and les mester trat
to tho land of dreame. But our fm-
nothor

## The "FIFTH AVENUE" STORE New Styles for Early Winter JUST OPENED

## Ladies' COATS

New colors: Powder Grey, Chinese Blue Cunia, Tabaca, Fawn, Navy and Black. Lovely new fabrics that
charm in richness of texture. All the very best of the season's styles are represented in this fascinating se-
lection ${ }^{1}$ lection.

From
8.

Winter Hats 6 Only ? 6 Only Bonnet, Cloche, Tricorro, Direc-
toire and other, snux, smart models
for winter; also a few large styles for winter; allso a few large styles
for dress ocacaions in Velvet, silk,
Filt, etc., in new and becoming,
shades. 1.50 SKIRTS
SERGES, TRICOTINES,
TWEEDS, PLAIDS. TWEEDS, PLAIDS.
Handsome pleated and plain styles in
high class goods; all waist measure-
ment up to 48 inches. 2.98

Dresses
Serge \& Canton Crepes

DON'T MISS THESE

Silver Grey, Cunial Fawn Green
Henna, Nayy and Back in beautifíal designs. Just the very pick of the
Fall styles; in all sizes.
5.90 up to 35.00

Children's
Redolent of the flowery East are these quaint Jumpers, knee length, of heavy Roshanara, Canton and Crepe de Chine, with simulated fastening from shoulder to bottom. Colors: Rose, Red, piped Navy, Fawn, in two shades: Navy, with Oriental design; Henna, beaded in Steel and Gold. No two alike.
The Very Latest from New York
Chinese Mandarin Knee-length Tunics

## COATS <br> Stylish and comfortable designs for

school and best wear. Rich fur collars, coats trimmed stitchery or
braid; serviceable fabrics and col-
ors.
$=5.25$

## Men's SUITS

nappy warm weight Serges,Tweeds, Worsteds and Herringbones for Fall wear, in stylish loose styles. We guarantee our suits to give perfec-
tion of fit and wear, while our prices are a slow as any, and much lower than many in town.

From
$12:$ The "FIFTH AVENUE" STORE



\section*{Standard Grade} No. 4 Sieve PEAS Finest possible value..............2s. Can MOIDS. FRESH CAKE-Sultana, Cherry, | Plain. |
| :---: |
| BOYERS' TOMATOES, |
| 3 ,'s | 924 Pack-11 $/ 2$ 's, 2's, BOYERS' PEAS and CORN-1924 Pack. TATE'S CUBE SUGAR-i-15. Cartons, 16 c BISCUIT and PANCAKE FLOUR.

WESSON OIL-Pint Cans.
WHOLE MIXED SPICES, BAY LEAVES. PETER COOPER'S GELATINE,
SLICED PEACHES, California, $21 / 2$ 's, large Cans 32 C . RASPBERRY and STRAW-
HARTLEY'S BERRY JAM-50c. Pot.
HARTLEY'S APRICOT, PLUM and GOOSE HARTLEY'S APR
BERRY -45 c.
C. P. Eagan

DUCKWORTH STREET \& QUEEN'S ROAD.

## EVERY \$1000!

Invested in United Towns Electric Gompany 7 p.c. Preforence Shares


Can put ten to fifteen electric horse power to
work for you, lighting, cooking, cleaning, sewwork for you, lighting, cooking, cleaning, sew-
ing, drilling, sawing, turring the wheels of ininstry, tirelessly; unceasingly, year after year. Particulars, Prospectus, etc., on application

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


KNOWLING'S OUND GOODS AND REMNANTS



SOILED COTTON
POUND DENMS
POUND TWEED PoU N D Flannel-
BTTE.
POUND GINGHAMS
WORK SHIRTS. WORK SHIRTS. out BALE $-B$.
piece; very low. RDOM PAPER-In am
Borted Bales.
Rin pound Cashmeres.
pound shirting.
PRICES VERY LOV FOR SPOT CASH.
G. KNOWLING, LTD.

BOOT LACES-Black or Tan. By the gross: 2000000000000000000000000

Five Years in the Service the Public-The Evening Telegram

## In the Realms of Sport


A
AN

## Straight Forward Message About Good Merchandise at Prices That Bring Remarkable Savings

To many women New Fashions mean prohibitive pricess but at The Royal Stores they find no
such stumbling block. Here they will find a wonderful array of New Fall and Winter mersuch stumbing biok . Here they whil of all.
chandis, at prices within the reach of all
To the economical we offer, every week, wonderfut opportunities of buying their personal and
household needs at very special reductions. Read over the splendid list of bargains for this

## Friday and Saturday



## New Fall Coatings




## The

New Raglans are Here


| Women's Underwear Sharply Rediced Stanfield's Vests. <br>  Women's Corsets. Made of fine quality Pink and White Couth, high and low bust, sultable for average fig ures, neatiy trin <br>  Made of pretty striped Pink Coutil, neatly bound with tape, fatened at the back; ass sorted sizes. Reg. 90 c. each. sale 81 prlee. |
| :---: |



TOILET REQUISITES


Vaniding Cream aman cher cutce Remorer

1








Splendid Values in NEW HEARTH RUGS
 and


 Nap Coating.


|  |
| :---: |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

BEAUTIFUL SILKS ${ }^{\mathbf{P}} \mathbf{3 6}$ ailette Silk.







| A Bargain in Men's and Boys' Underwear <br> Men's Underwear. <br> Stanfield's Underwear in heavy Wint widght, very soft finish; sizes 34 to 44. A sple did a very to secure your Winter Under at a very low price. Sper <br> Boys' Underwear. <br>  |
| :---: |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

## Stamped LINENS at Sale Prices    Camisoles and natid defit

 STATIONERY at Sale Prices

| Pretty Curtainings |  |
| :---: | :---: |
| Terry coloth |  |
|  |  |
| Hix mix mix |  |
| Yni. sumin 1.08 |  |
| Chintige |  |
|  | Turkish Towels. |
|  |  |
| Lace Cutrins | Rememitheod towes. |
|  |  |

## TheRoyalStores, Ltd.




## Men's

 High Grade TALLORED SUITSFABRICS-Botany Wool Serges and fine weave Tweeds. STYLES -Latest American and English designs. VALUES - Worth from $\$ 35.00$ to $\$ 42.00$.

OUR SPECIAL PRICES:
27.50, 29.50 to 34.50

Our Special SUIT Offering
During this Sale we offer 113 MEN'S SUITS, stylishly made from extra good grade,
fine weave, English Tweed. Every Suit in perfect condition; all 1924 models. Our fine weave, English Tw
Regular Price, $\$ 34.00$

SPECIAL SALE PRICE:
$\$ 24.75$

Men's Tailored OVERCOATS

You will be pleased with the $1924-5$ models Latest American designs, in Chesterfields and convertible collar
 all selling at special sale prices.




## ANOLHER SDBCAL ONPER ATRE \& SONS, LTD. Ladies SWEATER COATS OVER BLOLSES.

Part of a recent SPECIAL PURCHASE --these are all absolutely NEW GOODSjust opened, yet priced to make a quick clearance. SWEATER COATS

98c. each. 100 p.c. Pure Wool Ladies Jackettes2 Colour Combinations, Shawl Collar, girdle at 98c. each. $\$$ waist, very smart and comfortable
\$1.18 each. Misses'Sweater Coats-
With Collar, 2 Pockets, and Belt, Rose and Pearl, Saxe and Pearl, Torquoise and Pearl, Kelly and Pearl .. $\$ 1.18$ each
$\$ 1.29$ each. Ladies' Sweater CoatsWith Collar, 2 Potkets, and Bett, Rose and Pearl, Saxe and Pearl, Torquoise and Pearl, Kelly and Pearl .. $\$ 1.29$ each
\$10 $\$ 1.48$ each. Ladies' All Wool Middies-
Rose, Coralette, Torquoise and Nile, with Roll $\$ 1.48$ each
Collar, in White..................
$\$ 3.98$ each. Ladies' All Wool Tuxedo SweatersVery stylish; good assortment of shades with $\$ 3.89$ each contrasting Collar and Cuffs.

## OVER BLOUSES



## A Record Bargain!

P. While assorting and arranging the stock token oreer from the U.S.P. \& We Offer During the Month of October A SELECTION OF THE FAMOUS

## "COLUMBIA" Records Below Cost

75c. Record for
\$1.25 Record for
\$1.50 Record for
49c.
.75 c .
.99 c .

## AFew"Grafonolas"

Table and Cabinet Styles
at greatly reduced prices Make your Selection early.
DICKS \& CO., Ltd.,
 310000300000000000010000000310000000010


## EXCEL

 Long Rubbers THE FISHERMAN'S FRIEND FOR MEN \& BYYS. are madd on A particular shape of last,which gives the toot more rom and pre.

 the wearer. Sold by all reliable dealers from coast

Parker \& Monroo, Limited
shoe stores SHOE STORES.


## NOTICE!

## It is useless for householders or the ordinary consumer to apply to us for quo- tations or for the purpose of purchasing Flour, Provisions, etc.

 OUR BUSINESS IS STRICTLY WHOLESALE, and this being so, we must therefore confine our operations strictly to the legitimate trade.The public are advised that in no circumstances do we depart from this prin-
ciple.
HARVEY \& CO., LTD.

## Seientists Unvel (Many Dark Secrets




 moronto .ont. Ausur 12 ,-By tracing mort hana a huadreo damonast toond


# MARSHALL'S 

## FALL CLEARANCE SALE

Still continues with unabated vigour. For this week we offer again our lines of READYMADES which, by the way, are selling fast, coupled with many other items at prices which cannot be equalled elsewhere in the city for value. Our many satisfied customers can testify that in this Sale, as at all times, we uphold our reputation for the Highest in Quality at the Lowest Cost.

## -MOTTLED FLANNEL -WOOL TWEED -COTTON TWEED -melton clothe <br> Bargains in Remnants

 -DRESS TWEEDS -WHIPCORDS -Flannelette
## MEN'S SUITS

In Blue Serge, Mixed Tweeds,
Brown Checks and Light and Brown Checks and Light and
Dark Greys etc. Dark Greys etc.
Regular $\$ 19.50$ for Regular $\$ 20.00$, for Regular $\$ 28.50$ for Regular $\$ 40.00$ for

$\$ 13.89$ $\$ 14.00$<br>$\$ 17.00$<br>$\$ 20.00$

All wanted materials for present day needs, and suitable lengths to make up.

## Mens' Readymade Bargains

Extraordinary Values in Real, Good-Fitting Clothes
MEN'S OVERCOATS
CLEARING AT \$12.50

## Ladies' Fall and Winter Coats

These Coats are of Exceptional Value and are Selling Fast owing to the Ridiculously Low Price. They cannot be duplicated at two or three times the Price offered.

J

Jute Door Mats

## C

 ush Door Mats. Reg. \$2.20 Special \$1.89 Rope Door Mats. Reg. $\$ 2,00$ Special $\$ 1.78$ Rope Door Mats. Reg. $\$ 2.80$ Special $\$ 2.54$ Cocoanut Hall Mats. . . . . . . . Special \$2.97 Hearth Rugs .. .. Reg. \$1.50 Special $\$ 1.28$ Col'd Felt Hearth Rugs, .. . . Special \$2.54 Velvet Pile Hearth Rugs .. ..Special $\$ 6.97$-GINGHAMS
-STRIPED PERCALES

- COTTON CREPES
-PLAIN REPPS
-WHITE SHIRTiNG
-BLACK \& NAVY SERGES and a variety of Plaids.


## Men's Mackinaws <br>  Special Price to Clear, $\$ 10.00$ ea. <br> MEN'S FAWN RAGLANS Large sizes only. egular $\$ 30.00$ for .. . $\$ 17.50$



Cotton and Wool Cashmere Half Hose, Black and Coloured, plain
and ribbed effect. Prices from




al Trust
sorititpany:


The Maritime
Dental Parlor
The Home of Good Dentistry,

Your Health Depends
Upon Your Teeth.
$\qquad$


M. S. POWER, D.D.S.


SEE
Dodge Bros. New Models

## FOR

 1925Royal Garage, Carnell St.

## KNOWLING'S

See Our Window. WOLSEY HOSIERTV. WOLSEY UNDERWEAR. KNITTED SILK DRESSES. JERSEY WOOL DRESSES.
Made by this well-known firm. All marked at
Lowest Margin of Profit.
G. KNOWLING, Limited.

## "HAIG" <br> The New Rubber Boot

FOR MEN AND BOYS.

"EAIG," the alli-Rubber Boot for Men and Boysis The newest and best Rubber Boot on the markitet Light and Dyrable. Double wear Price List on request

## F. SMALLWOOD,

The Home of Good Shoes. 218 \& 220 Water
Sole Agent for "Haig" Footwear in Nfid.
Sole Agent for "Haig" Footwear in Nfild.


PER S.S. SACHEM ENGLISH POUND TWEEDS Also, Blue, Grey and Brown Serges, Scotch
Tweeds and Fancy Suitings. Dvercoatings in Plain and Fancy Colours and NAPS in Blue,
Brown and Grey. All trimmings from the measuring tape up, GREAVES \& SONS

and cure, that cold. It debilitates the system and
leaves it an easy prey to disease. Stafford's Phoratone Cough Cure

 The changeable weather at this time of the year
makes it very hard to avoid colds, buft the minute you feel you have taken cold is the best time to tage a remedy. You thus avoid any
dangers that very often follow a cold.
Don't depend on luck to cure yol- have a bottle
of PHORATONE always in the house and use of PHORATONE always in the house and use
it when cold swartes. That's the Best way-
and the safest. and the safest.

For Sale everywhen

## Price 35cip per Bill,

Postage, 10c, extra.
(In Outports, buy from your dealer and save
the postage). Manufactured by

## Dr.F.Statifords Son

Chemists and Druggists, St. John'sg

## NOTE-If you cut out this note and take it to either ourDruy Stores on Theatre Hill or Water Stret West, during the next ten days, you can get a bottle 

 SOME CANADIAN CLIENTS CARRYING FIDELITY BONDS

(3 Montreal-St. John's.
In Tober 20th.

MURRAY TRANSPORT C0, Umited,

莫 Just Folks.

## 

 FEATURINGBALLOON
TRES
AND
FOUR WHEL
BRAKES. COMPARE THE VALUES-If you really do, you will become a "Rugby" COME-SEE FOR YOURSELF AT OUR SHOWROOM.

204 WATER STREET

## J. Cocker,

 orithitu,u,





rum roous mama- Don't say Paper, Say "EVENING TELEGRAM." סommanymarma

## Lipton's Groceries

 The Royal Stores Litd. at lowest prices. wholesaie \& RETAII LIPTONS BISCUITS LIPTONS JDLLY TABLETS, in 1-Pt. Pkts LIPTONS ESSENCE OF COFFEE AND CHICORYLIPTONS COCOA, in $1 / 4-\mathrm{lb} . \& 1 / 2-\mathrm{lb}$. Tins This Cocoa is the Pure Essence of the Cocoa Blend
and commands very high testimanials for Quaity. LIPTON'S SCOTCH ORANGE MARMALADE
LIPIUN'S LIME JUICE \& LIME JUICE CORDIAL
LIPTON'S GRAVY BROWNING. Royal Stores, Ltd.

GROCERY DEPARTMEN


$\$ 40.00$ to $\$ 55.00$ each. W. P. SHORTALL,


## "Matchless"

The Paintof Quality
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.

Our Stock for the Coming Winter:
BEST NORTH SYYNEY SCREENED COAL.
BEST LEHIGH VALLEY AMERICAN ANTHRAC best welsh anthracite (Specially selected).

Cecure your requirements now,
PRICES RIGHT.
M.Morey \& Co.,Ltd.


## SCHRAFTS Chocolate Bars <br> Rich Cream and Nut Centres. <br> Heavy Chocolate Coating

5 c. Everywhere
BUY THEM - . TRY THEM

## J. J. Rossiter

Put in Your
Winter Supply of

## "NUGGET" <br> BootPolish

It Does Not Freeze
J. B. MITCHEL \& SON
dispributors. NEW
SUITINGS

## in light colours and weights for Autumn wear.

A splendid variety to select from. . Samples submitted to you on receipt of postal.

Anthracite Coal.

W. H. HYNES.

Nild. Goveriment Rallway.

 W.

OTRE DAME BAY STEAMSHIP SERVICE. sight for ports on above route, as advertised in
ory, including Botwood, Brown's Arm, Laurence, orv, including Botwood, Brown's Arm, Laurence-
d Nowstean, aceopted at Freight Shed Tuesday,
or $144 \mathrm{~h}, 9$ a.m. to 5 p.m. SOUTH COAST \& ST, MARY'S BAY STEAMSHIP ight for the S.S. PORTTA for St. Mary's, St.
's, Marystown, Burin, St. Lawrence, and regu-
to tos of call to Port aux Bascoues, receevived at Dock
-day, Friday, October 10th, 9 am . to 5 p.m. and on. PORTIA will leave Dry Dock
10 a.m. Monday, October 13th.
GLENCOE-SOUTH COAST STEAMSHIF SERVICE
Passengers leaving St Joh's on 8.45 a.m. train,
Saturday, Oetober 11th, will conneet with S.S. GLEN-
COE, at Argentia, for usual ports en route to Port COB at Argentia, for usual ports en route to Port
aux Basques and extra norts in Fortune Bay, former-
ly called at by S.S. SEBASTOPOL.

Nild. Government Railway.


## RED CROSS LINE!

NEW YORK. HALIFAX. ST. JOHNS SCHEDULE OF SAIMINGS FOR OCTOBER
From New York
at 11 a.m. From St. John's

TORONTO
WATIOHAL TO-DETROIT AllWAYS CHICAGO.
"international limited.
 "OCEAN LIMITED."
R. H. WEBSTER, General Agent

Farquhar Steamship Co.'s.
Reqular samivas of steel steawship "sabie L





Lrowest Rates: apply:
EY \& Cowravy

cournounowornouns
IN STOCK.
GRAVENSTEMN APPLES
BURT \& LAWRENCE


[^0]:    DUCKWORTH STREET \& QUEEN'SROAD.

