# GV PGGES TAE "PEOPLES'S PAPER"-FORTY-SIX YEARS IN TUEE SERVICE OI THE PUBLLC-IS A LIVE DALIY IN A BUSY CENTRE-STUDY ITS NEWSY ADVERTISING. <br> E=The Eupning ©pleyram 

## 

tHERE ARE MANY COMPLICATED DETAILS IN THE WRITING OF INSURANCE PROTECTION. IT TAKES AN EXPERT - AN EXPERIENCED AGENT - TO PROPERLY dRaw UP a CONTRACT. MAKE SURE THAT YOUR POLICY IS WRITTEN IN A RELIABLE COMPANY, bY AN AGENT WHO KNOWS HIS BUSINESS. OUR ADVICE IS FREE. IT MAY BE WORTH MUCH TO YOU TESSIER'S INSURANCE AGENCIES, Water Street., "INSURANCE THAT PROTECTS,




## An Inducement to

Retiring Millionaires






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We Are Difering 'Better Than Ever' Values

## Serge and Worsted Suits

${ }^{3}$ CORRECTLY TAILORED AND AMAZINGLY LOW PRICED WITH A WONDERFUL SELECTION TO CHOOSE FROM
These SUITS are direct from NEW YORK, and are chosen with he aim in view of pleasing the most fastidious dresse

## $11^{\text {s8 }} \quad 12^{83} \quad 14^{s 8} 16^{38}$ up to $39^{31}$

THESE SUITS CANNOT BE DUPLICATED ANYWHERE ELSE AT LESS THAN 20 P.C. MORE THAN OUR PRICE.

## Men's Caps <br> To Parents and

all sizes, shades, styles. JUST OPENED a complete assortment Men's Caps in English and American Tweeds, at 98c, 1.45, 1.75, 1.90

## Guardians-


 trils you can do by buytig our Boys' Fall Suits 1 \& 2 Pants Suits $6.98, \quad 7.98,8.98$ up to 14.50

THE OPPORTUNTTY YOU HAVE BEEN
WATTING FOR.
95 Men's Fall Coats
We are enabled to offer a regular $\$ 22.00$ 10.98

SEEing is believing CALL IN AND SEE

## Men's Felt Hats 2.48

## THE BROADWAY HOUSE OF FASHION

The Store for Real Values
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The Pomplete Change at
RICHARD BARTHELMESS AND MADGE EVANS, IN "Class Mates"

A FIRST NATIONAL ATTRACTION IN SEVEN PARTS. "THE WAY OF A MAN"

THE STORY WITH THE PEP.
COMING:-Rudolph Valentino, in "MONSIEUR BEAUCAIRE," William
"arnum, in "THE MAN WHO FIGHTS ALONE," and the timely
"PETER PAN."
MONDAY:-"SUNDOWN" - An epic of Hearts and Great Men-It's a
First National, in Ten Parts.

British Trade Reviewed Fishing Schooners

> anicipal Council


| For Sale. |
| :--- |
| 2 Buick Cars-Sixes |
| 1 Ford Sedan |
| 17 -Passenger Chal- |
| mers Touring Car. |
| Royal Garage. |
| COAL. | North Sydney Screened

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\section*{PETER O'MARA, | THE DRUGGIST, |
| :---: |
| the REXALL STORE |}

Drink More of it
A. V. ROSS, 'Phone 305.

##  <br> \section*{}

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Smallwares and Stationery













## Evening Gowns


 Pricear ereg yin New Fall Hosiery
 ARaly move and tase
Cashmere Hose
 ond Women's Hose.

## Women's Hose.


 Women's Cashmere Hose

New Curtaining
Art sikk Ruple Curtaining, shades of Rose and

## This FRIDAY and SATURDAY

 at The Roval StoresNew Showroom Arrivals

## Decidedly Different and Lowly.Priced

 Charming Wool Dresses. Tricolette Smock

 Plaid Skirts. Plaid skits.
 Slat rineel Middies. cicimin mit mition $97 c$


## BEAUTIFUL NEW COATINGS

 For Fall and Winter WearShown in all The Newest Weaves Designs and Color Combinations
 Our New Coa tings for Fall and Winter have arrived and are convenentry cisplayed for easy
choosing. They contain a wonderfur assorment of new colors and weaves, in beautiful and original
effects, and prices as you will see are extremely moderate. Wool Coating.
$\qquad$




New Coating.
 Check Oating

## SEE OUR NEW ARRIVALS IN

 fhMENSHI

The ROYALSTORESS,Ltd.

## New Footwear For Fall


 Women's Shoes
 Women's Suede Shoes.

 Mends styish. spoe Men's Boots.
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soce
Vood Kifeat

 Men's Work Boot




See These New Glove Arrivals

 Fabric Gauntets.
 Fabric Gauntiets

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Kid Gauntlets.



Striped Silk
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"Proud Flesh" is Best King Vidor Picture to Dato

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Salmon at $£ 350$ Each











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 The Return of Germany



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Renauds Face Powder (flesh
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GET THEM
AT GOOBIE'S
just opposite post office.
Cotton and Vool Nap Blankets
MAKE COOL NIGHTS COMFORTABLE.
FLEECY DOWN COTTON BLANKETS
siving sterencth and duarability

##  $\$ 2.75$ Pair. * $\begin{gathered}\text { Sizze } 50 \times 72 . \\ \text { Light Gres. Only }\end{gathered} \$ 2.75$ Pair. $\$ 2.98^{\text {Pair. }} \underset{\text { Pure White. Only }}{\text { Size } 54 \times 2,} \$ 2.98^{\text {Pair. }}$ $\$ 3.20^{\text {Pair. }} \begin{gathered}\text { Size } 54.74 . \\ \text { Pure White. only }\end{gathered} \quad \$ 3.20^{\text {Pair. }}$ $\$ 3.65$ Pair. $\begin{gathered}\text { Thize } 60 \times 70 . \\ \text { White Wool Nap. } \\ \text { Winly }\end{gathered} \$ 3.65$ Pair. $\$ 3.98^{\text {Pair. }}$. White Wize $66 \times 76$. Nap. $\$ 6.85$ Pairr. White Woot Nap. Only $\$ 6.85$ Pair.    <br> KINDLY REMEMBER- <br> W. R. GOOBIE

IS JUST OPP. POST OFFICE.


Adverlise in The Evening Telegram.




















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Parilamentary Deiegation, the Empire $\left.\begin{array}{c}\text { Pariame } \\ \text { has not } \mathrm{m} \\ \text { Partr. } \\ \text { ? what }\end{array}\right)$
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 <br> \section*{Rotary Luncheon <br> \section*{Rotary Luncheon <br>  <br> }

## WVe Now Start Our FRIDAY and SATURDAY ECONOMY SAIES

Multidudes of inducements of the most surprising character will be here to tempt the shrewd shopper. Burgains will be displayed in every available place, Just the sort or sales hat thousands or St. Joun Bargains for Men, Bargains for Women, Bargains Bargains for Men, Bargains for
for Girls, Boys, and Infants. Bargains, for every-
for Girls, Boys, and Infants. Bargains for every


## one at this Store FRIDAY and SATURDAY. Bar-

 gains of the most pronounced sort, not all are adver-tised-Space forbids. Every stand laden and every counter decorated with hundreds of chances to new, desirable Fall merchandise of the wantedColumbia
Dry Batteries

$\square$


## From the

 SHIRT DEPT.







 Underpriced


Women's Footwear


Hosiery Specials for Friday and Saturday


Underpriced Max $\min =53$










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 It is Not the Clothes That Matters
















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## Graham Flour. Buckwheat Flour <br> Buckwheat Fl Baby Flour ..

Native Flour,
14-lb. Sack . . . . . . . . .
Corn Flour (Brown and Polson's) 1-1.b. Pkg. 30c.
Corn Flour (Harvest Crearn
 Potato Flour (Morton's) .. .. .1.1b. Pkg. 20c, Swansdown Cake Flour ... .. .. . .Per Pkg. ${ }^{\text {65c. }}$
Rice Flour-.... ........... Per Pkg. 20c.
Persons suffering from Diabetes should read
this list carefully
LISTER'S DIABETIC PRODUCTS are specially prepared for the diet of sufferers
rom this ailment, and will be found of great help from this ailment, and
in their treatment: cosex

CHILDREN'S and MISSES FALL COATS A nice selection of stylish Coats, the first arrivals of
ouv Fall stock, which we have priced very reasonabfy ouv Fall stock, which we have priced very reasonably,
Assorted colours: Brown, Fawn and Navy, nieely trimmed. Sizes from 27 inch to 42 inch.
$\$ 4.00, \$ 4.50, \$ 5.20, \$ 6.50, \$ 7.00, \$ 7.80, \$ 8.50, \$ 10.00$ LADIES' ONE PIECE GABERDINE DRESSES Extra good value. Colours: Navy and
style with fancy front and short sleeves.
$\$ 14.50$ and $\$ 15.00$ each.

## LADIES

STANFIELD'S UNDERWEAR
Vests, Strap shoulder, v neck-
Vests, Wing sleeve, round neck $\$ 1.30$ each
Vests, Long sleeve, high neck $\$ 1.45$ each
Pants, closed style, Jong leg each
$\$ 1.45, \$ 1.60, \$ 2.00$ each

## Bowring's Drapery Dept.

 NEW ARRIVALS!Ladies' Felt and Velour Hats

5. MEN'S STANFIELD'S UNDERWEAR Medium weight, fine knit
Shirts and Drawers.. Sizes Shirts and
36 to 42 .
$\$ 2.80$ and $\$ 4.40$ gar.

## MEN'S

 PENMAN BRAND WOOL UNDERWEAR Shirts and Drawers $\$ 2.00$ gar.MENS SOFT FELT HATS Grey, Light and Dark Fawn
$\begin{array}{lll}\$ 2.70 & \$ 3.00 & \$ 3.65\end{array}$
SANITARY TOWEIS for ladies of refinement. 1 dozen in package ... . 55 c .
MEDIUM $\xrightarrow{1}$ dozen in package . . . 70 c LARGE-
1 dozen in package .

$$
\begin{gathered}
\text { MEN'S } \\
\text { VELOUR HATS } \\
\text { Real Austrian Velours, in } \\
\text { Grey, Frann and Black. } \\
\$ 5.50, \$ 7.25 \& \$ 8.00 \\
\hline
\end{gathered}
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Bowring's Grocery Dept.

## Bowring's Hardware Dept.

WE ARE
 HEADQUARTERS

## FOR

AlL KINDS GOODS.
JUST OPENED-GALVANIZED WARE Water Buckets, Coal Scutles Slep Pails, Wash Tubs, etc.
ENAMEL WARE
Jam Skillets, Saucepans, Boilers,
ryy Pans, Plates, Wash Basins
Jugs, Colanders, Teapots, Chambers

Best quality Sqle Leather, Tin Plate, Solder, Sheathing Paper, Roofing Cement, Oils, Varnishes and Brushes. BOVVRING BROTHERS, LTD.

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Our Stores on Theat Hill and Water Stree
West Are Open Every Night till 10.30 .
$\qquad$ way of Drugs \& Chemicals.
We carra full line of Tal:
cums, Face Powders, Face
C Perfumes, ett,, alson icagrs,
and Cigarettes
and Moirs
give us a call.
DR: F. STAFFORD
\& Son,

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A Westclox for your pocket A WESTCLOX watch in All Westclox are sturdily Ayour pocket makes a constructed to stand hard good companion for the wear. , They all keep good Westclox alarm in your time and run for a long home. Pocket Ben and Glo- time. You can pick a WestBig Ben, Baby Ben and the dial, and the orange, buft other members of the West- and black tag tied to the $\begin{aligned} & \text { other members of the West- and black tag tied to the } \\ & \text { elox family. }\end{aligned}$ ring. WESERN CLOCK COMPANY, LA SALLE, HLINOIS, U. S. A

## NOW-TTHE NICKEL,-NOW

 - A GIRL THEY LOVED TO KISSSHE WAS GORGEOUS, AND WHEN SHE USED HER EXES-"G
NIGHT"' THAT FAMOUS NOVEL! - it was the sensation of
the year and now on
the screen it's a wowthe screen it's $a$ wow-
Youril nalk about this $Y_{\text {new }}$ pictirur. . oomemance with a new and sotrting
twist The thafling heart




## Strang's <br> the shop on the corner.

the shop for qualty and honest value.
our tailoring for ladies and gentlemen is unexcelled,
fit, style, materlal, workmanship guaranteed. COMPLETE SATIFFAction to our customers is our amm. lowest rates, consistent with high class values. our values in gents furnishings are of the highest (axht

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1. Newest shades, alwass,
2. Pure silk feinforcement for
sole and :above heel.
Free from her and 10 . Reinforced heels and toes
praces.
. No loading" to give artilicial
3. Garter-run stop.
1.. Tops, elastic lis
4. Extr length.
5. All colors fadel
6. All colors fadeless.
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figures.

Strang's
THE SHOP ON THE CORNER WATER ST, \& PRESCOTT ST.




## Mositit Puestion

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## Girls ！When Going on a Basket Party

 Carry Along Some WHITELILYCAKEThe boys always like good Cake

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## Your Efficiency

In all business affairs will be immeasurably en－
hanced if you are conscious that your clothes are absolutely correct．Tailored in the conser． vative American Tailor way．

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300 \text { Water Street. } \\
\text { THE AMERICAN TALIOR. }
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\end{gathered} \begin{gathered}
\text { P.O. Box: 44s } \\
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\end{gathered}
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PRESENTATION GIFTS．



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PLUMBING and HEATING．
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Gravenstein Table Apples

Apples，per doz．，12，20， 30 \＆ 60 c Spanish Grapes，20c．＇per pound Ripe Bananas Ripe Tomatoes Grape Fruit，Lemons Oranges，Celery
due to arrive saturday 50 Baskets Blue Preserving Plums 50 Baskets Red Preserving Plums 50 Baskets Greengages
W．E．BEARNS
THE HOME OF GOOD Things to EATT＂
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