





Light, wholesome bread, with the tasty, golden-brown crust, baked in your own home—can you think of anything nicer?

# ROYAL YEAST CAKES

## A QUEEN UNCROWNED

—OR—

THE STORY IN THE LONE INN.

CHAPTER XIII.

There is but one step—a very short one—between love and hatred. In all these years of crime, and daring and darkest guilt, the memory of his lost child—his little bright-eyed, sunny-faced Lella—had ever lain warm and fair near his heart; the only fair spot, perhaps, in all that dark nature. He had thought, all along, that her mother had taken her with her in her guilty flight, but he knew little of the revenge Grizzle Howlet was capable of. He never dreamed of doubting her story for a moment—he felt it to be true, every word; and in that instant all his love for the little bright-faced child was swept away, like a whiff of down in the blast; and hatred of the darling, imperious young girl, who had conquered him, took its place. He felt that she despised and looked down upon him, her father, although she knew it not; and a savage, demoniacal longing to drag her down to his own level, filled all his thoughts.

She was his daughter; no one had such a right to her as he had. He hated the De Veres, and this dashing adopted daughter of theirs. What a glorious thing it would be now to tear her from them—to pull her from her pedestal—to show her to the world as Captain Nick Tempest's daughter! He felt a little proud of her, too; he exulted in the thought that she had her father's heart, and all his dauntless courage; and he felt he could freely forgive Grizzle Howlet all she had done for the revenge she had paced within his grasp now.

A fierce, grim smile—the smile of a demon bearing away a lost soul—broke over his dark face. He looked up, and met Grizzle Howlet's piercing eyes fixed full upon him.

"Well!" she said, curiously.

He stretched out his hand, still smiling:

"I forgive you, Grizzle! There is my hand on it! This repays me for all!"

"You believe me?" she said.

"Yes; I think you are telling me the truth. I feel that that girl is my daughter!"

"She is. Word for word what I have said is true—true as Gospel. Jacquetta De Vere is your child!"

"The gods be praised for that! The day of retribution is at hand!"

"What are you going to do?" said Grizzle, half-anxiously.

He sat down, resumed his former attitude before the fire, with that evil smile still on his face.

"You will see! But first have you accomplished your revenge?"

"No!" cried Grizzle, fiercely dashing her hand on the mantel—"no; that I have not! Until Jack De Vere lies despised and trodden on in the dust under my feet, my revenge will never be satisfied!"

"What has she done to you, to make you hate her so?" said the captain, serenely.

"Done what I will never forgive, if I were dying!" almost screamed the woman, her lion passions slipping their leashes for a moment. "I hated her, first, for her mother's sake—for her father's sake. I hated her as a child; for she never could endure me, even when I was kindest to her. I hated her as a girl, for her jibes and taunts. I hate her as a woman, for her scornful pride and haughty disdain; and hate her I will, to my dying day. What are you going to do, now that you have found out she is your daughter?"

"Claim her, to be sure! Think of a father's love, and all the rest of it, and you will perceive it is the only course," said the captain, with a laugh.

"Exactly. But how will you prove your claim?"

"You will come with me, my dear. When you and I lay our heads together, we can work wonders."

"We will, in this case. But have you no curiosity to hear how she ever came to live in Fontelle at all, or to assume their name?"

"A great deal. But you have a disagreeable way of only answering questions when you like; so I did not care for getting a rebuttal."

"Then listen to the sequel. I hope you will find it quite as interesting as the first volume, and it will show you what a woman can do when she seeks revenge, and it will clear up a certain little mystery that has puzzled more than one resident in Fontelle Hall. Have you ever been told that strange sounds were sometimes heard in the old north wing of that building?"

"Of course. Push ahead."

"I rather fancy they have startled a certain young gentleman resident there at present. And that reminds

me, you have no particular love for him either. Have you?"

"No, by Heaven!" said the captain, with an oath. "He struck me once; and that is an insult that only his heart's blood can wipe out!"

"I think you can pierce his heart in an easier and safer way, and in fact kill half a dozen birds with one stone. If he is not in love with Miss Jacquetta De Vere, then I know nothing of the tender passion; and, being as proud as Lucifer, he will be in a sweet frame of mind when he finds out who she is. Besides, he is engaged to another young lady. Guess who?"

"How the fool dead can I guess or what do I care?"

"A great deal, if you know but all. The lady's name is Miss Norma Macdonald."

"Macdonald?"

"Yes," said Grizzle, with a smile, "her mother's name, I believe, was Mrs. Lella Tempest, if you feel any interest in knowing it."

The captain gave a long, wailing whistle, and fell back in his seat.

"He is engaged to marry her, and is in love with your daughter; and our pretty Jacquetta is in love with him. Oh! It is the sweetest kettle of fish, all through, that ever you heard of."

"And it will be a deathblow to Don Monsieur Signor Moustache Whiskers and to find out he is in love with old Nick Tempest's daughter. I see," said the blind man. "Toi de roi, de roi, de roi!" sang the captain, delighted.

"Preserve your transports, my dear friend," said Grizzle, dryly. "Time enough for them when you stand face to face with the future lord of Gullford and Earncliffe. Remember, too, that though the old spaw-wife of Worcestershire prophesied that 'a life would be lost betwixt ye,' she did not say which was to lose it. So Captain Nick Tempest had better take a fool's advice, and not halloo before he is out of the woods!"

"I don't fear him. Let him do his worst. Oh, this is revenge indeed! The bullet will put them all to death—this come-by-chance of Lella's as well as the rest."

"Don't be too sure—he will marry her."

"But, you say, he loves Jacquetta."

"So he does, but loving does not always imply marriage. I had hoped for a different end to the story, but this daughter of yours is made of more sterling stuff than her, and is not to be had for the asking. No; the Honourable Alfred De Vere Disbrow will never marry her! He wouldn't if he could, and couldn't if he would."

"Two very good reasons. I should like to see this daughter of Lella's."

A queer laugh broke from Grizzle's lips. Captain Tempest looked at her in surprise.

"Eh?"

"Do you really think you have never seen Miss Norma Macdonald?"

"Well, I can't say. I may have done so without knowing it, while knocking about this jolly old world."

"Ah, just so!" said Grizzle, carelessly, poking the fire. "By the way, Captain Tempest, where is that little Spaniard you brought over with you the other day?"

"Now you are off on another tack. What the demon makes you ask after him?"

"Oh, nothing! I felt curious to know—that's all."

"Well, he's at Fontelle, if I don't mistake. I winged him that evening I met my dutiful daughter, in mistake for our young English friend—poor little devil! I felt sorry for it, too, for I really liked the little coddler."

"And so they took him to Fontelle—hem!" said Grizzle, with a musing smile.

"There!—never mind him!—push along! I want to hear about Jacquetta!" said Captain Nick, impatiently.

"Well, all these things are so merged into one another, that it is difficult to separate them. I will try, however. I need not remind you that Jacquetta was six years old when her mother made her moonlight flitting."

"I am not likely to forget it. Go on."

"Well, she lived with me until she was thirteen years of age; and I took good care to impress on her memory the fact of her mother's disgrace, and—if you will believe it—child as she was, she felt it keenly. Of her father, I never told her anything. I left that for the gentleman himself."

(To be continued.)

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Ladies' Patent Leather Shoes for dress wear; medium and Louis heels; sizes 3 to 6.  
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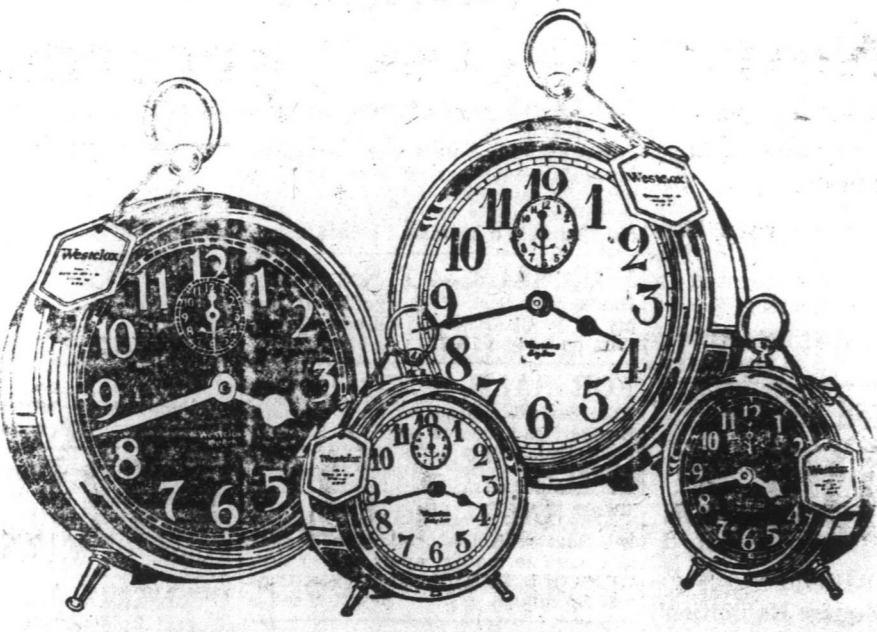
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In Grey and Fawn shades, fancy perforations; superior grade footwear; medium and Louis heels.  
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Very dressy, medium heels. Regular value \$4.50. Special price now ..... **\$2.50**

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Infants' Boots, in Black and Brown; hard sole and heel; lace and button style; sizes 3 to 6. Special, the pair ..... **\$1.10**

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## SIDE TALKS.

By Ruth Cameron.

**ON DISTRUSTING APPEARANCES.**

"I've just had a lesson to my daughter that I shall never forget. Of course, I didn't say it that way to her, but that's the general idea. And something that happened made Jane realize the truth of it. You know she and Evelyn and Francis have been selling flowers this summer and dividing up the profits between them. Well, one day when they came to divide up there didn't seem to be as much money as there should be and she and Evelyn got it into their heads that Francis took it."

"Would She Steal?"

"As soon as I found out, of course I put it to Jane that she has known Francis for years and that she knows she is a square, nice, little girl, and that her people are nice people, and that she wouldn't be any more likely to take the money than she would herself."

"Jane admitted all that but she said Francis had the box and no one else could have taken it and she knew Francis must have done it, and wasn't really a nice little girl like she seemed."

**Someone Got Too Much Change.**

"Well, this morning they found out what had happened. Someone had made the wrong change and fortunately the customer who got the extra change discovered it and let them know. And that explained the whole thing. Jane was awfully ashamed. But except for poor Frances, I'm not at all sorry it happened. I think it made a big impression on Jane at a plastic age. I think it will make her quicker to trust character and distrust appearances all her life. And I think that's a good thing to learn young, don't you?"

I admitted that I must certainly do. Or perhaps I should say asserted rather than admitted. That has always been one of my hobbies, for I've seen so much injustice done the other way.

Of course character does sometimes fail us. We find we didn't really know the person after all, or that he has changed (if people ever really do change). But ten times as often, I think it is appearances that were deceptive and not our reading of character.

And all this applies to things people say as well as to what they do.

**Distrust Your Ears If Necessary.**

Someone said something to me the other day which seemed very unkind and uncalled for and unlike the person who said it. Later, by sheer chance, I realized that she had been referring to something quite different from what I supposed and that her meaning was totally different. And then I reproached myself for not knowing at once that there must have been some misunderstanding.

Misunderstandings of all sorts can happen so easily that it is worthwhile to be always ready to give character the benefit of the doubt. Of course if offenses continue you might have to reverse your decision. But isn't that a good place to apply the principle of the suspended sentence?

Pearline for easy washing.—July 17, 1924

**For Everybody's Hurts—**

Burns, cuts and scalds are soothed and quickly healed with "Vaseline" Jelly. It soothes and softens the skin after exposure to sunburn and windburn. "Vaseline" Jelly taken internally for coughs, colds and sore throats, gives great relief and is odorless and tasteless.

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36 inch. Fancy ..... 1.50 yd.
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36 inch. In Plain Colours. Wool Back ..... 3.00 yd.
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36 inch. In Fancy Colourings ..... 3.00 yd.
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38 inch. In Black only ..... 3.00 yd.
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36 inch. In Black and White only ..... 2.30 yd.
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38 inch. In effective colours ..... 3.60 yd.
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A NEW DRESS LINEN—34 inch bearing the maker's guarantee that it is fast colour. All the most popular shades ..... 39c. yd.

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- BOYS' LACED BOOTS—Sizes 6 to 10 ..... Only \$1.90 per pair
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- SPECIAL: BOYS' STRONG SCHOOL BOOTS—Double wear in each pair, for \$4.50 per pair.

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## Britain Charges Turkey With Violation of Treaty of Lausanne

### Labour Party at Odds Over Communist Affiliation—Landslide Partially Destroys Swiss Village—Impatience Shown by British Press Over Disarmament Ques- tion.

#### BRITAIN ENTERS PROTEST.

GENEVA, Sept. 25.

Great Britain brought a new element into the Mosul controversy today when at a meeting of the Council of the League of Nations she accused Turkey of invading the Mosul District in violation of the Treaty of Lausanne, and gave formal notice that under Article XI of the League Covenant she desired to submit the matter as one threatening that good understanding between the Nations on which peace depends. Lord Parmoor read a communication alleging that Turkish regular soldiers formed part of the invading bands which illegally disregarded the status quo which both Turkey and Great Britain agreed to respect pending settlement by the Council of the League of Nations of the frontier dispute. As late as Sept. 22, Lord Parmoor continued, an Iranian force, under British officers, was forced back by these bands; their retirement being accompanied by the flight of masses of Assyrians, Christians and Irak tribesmen. The British Government desired to protest in a most solemn manner against the international and flagrant violation by Turkey of the Lausanne Treaty, which had been duly ratified, had entered into force and had been registered with the League of Nations. The British spokesman concluded by stating that the British authorities in Irak had been authorized to take all necessary action to prevent any further invasion, which was liable to entail serious unrest or bloodshed. All Fethi Bey, Turkish delegate, retorted that British airplanes had been carrying out military operations on the Turkish side of the status quo frontier between Turkey and Irak, but he agreed that moderation by both countries was necessary during the investigation by the Council. To-day's developments rendered the Council's task of mediation more difficult and it adjourned after asking Hjalmer Branting, of Sweden, to seek a basis of conciliation. Both Turkey and Great Britain agreed formally to accept the Council's eventual decision as binding; but Fethi Bey protested against the British assumption that Mosul belonged to Irak as unacceptable and a violation of Turkish sovereignty. He once more demanded a plebiscite.

#### VILLAGE PARTIALLY DESTROYED BY LANDSLIDE.

BERNE, Switzerland, Sept. 25.

A landslide last night obliterated a large part of the mountain village of Somo, in Tessin Canton, crushing 12 houses into ruins and partially burying them. The destruction was increased by a wild mountain stream which overflowed because of the landslide and inundated a part of the village. A number of inhabitants were killed or swept away. Thus far three bodies have been found.

#### SOUTHEAST FRANCE STORM SWEEP.

PARIS, Sept. 25.

A storm of cyclonic velocity is ravaging South Eastern France, particularly the departments of Vaucluse, Bouches Du Rhone, and Gard. The ancient city of Orange has been particularly hard hit, a deluge of rain flooding the railway station, washing out the track, and cutting the main railway from Paris to Marseilles, while on the other bank of the Rhone a mile of trackage was washed away, and bridges collapsed during the passage of a locomotive. Two bodies were found in the debris and it was feared others also perished.

#### TOWN BOMBED.

SHANGHAI, Sept. 25.

Three persons were killed, and four wounded to-day when aviators in the army of General Chang Tso Lin, the Manchurian leader, now at war with the forces of the Central Government of China, appeared over Lwanchow City, on the line of the Peking-Mukden railway, 55 miles south of the eastern extremity of the Chinese wall, and pelleted the town with more than twenty bombs, according to a report received here by the Eastern News Agency.

#### MACLAREN AND ASSISTANTS DINED.

LONDON, Sept. 25.

Many notables, including John S. Clynes, and officials of the Air Ministry, to-day attended a complimentary luncheon to Major Stuart MacLaren and his comrades. The aviators were congratulated for the plucky attempt to encircle the globe by air.

#### 19 DROWNED IN LENINGRAN FLOODS.

LENINGRAD, Russia, Sept. 25.

Nineteen persons are known to have perished in the great flood which fol-

lowed Tuesday's gale. The death toll is regarded as light, however, in view of the extent of the flood, which was the worst suffered by the former Russian capital since 1824. The casualties are believed to have been held down by the timely warning given the inhabitants when the Neva began to overflow its banks. One four-storey house collapsed but no one was injured.

#### CONFERRING ON LOAN.

LONDON, Sept. 25.

Dr. Hjalmar Schacht, President of the German Reichsbank is in London conferring with leading United States and British financiers regarding the proposed loan to Germany under the Dawes plan, according to the Morning Post, which says the deliberations are reported to be following a favourable course.

#### BRITISH NEWSPAPERS NOT SAT- ISFIED WITH PROTOCOL.

LONDON, Sept. 25.

The comments of the newspapers here with reference to the disarmament discussion at Geneva show some impatience, and intimate that there is a risk of fresh complications with the dominions being created by the discussion. The papers accordingly throw cold water on the draft protocol. The Times says, the League of Nations section as to disarmament appears to be an attempt to escape from the immediate realities of one of the most difficult local problems in the heart of Europe. If it is taken too seriously local problems will certainly lead to fresh disappointment and new frictions, the Times adds, and it will multiply the very dangers it is formed to prevent.

#### STRIKE IN LABOUR PARTY.

LONDON, Sept. 25.

Something near a struggle between the executive of the Labour Party and a large section of members is in progress over the question of affiliation with the Communists. Several branches of the party have given notice of resolutions in favour of the Communists' application for affiliation at the annual labour conference to be opened on Oct. 7th, and the demand for their official inclusion is said to be growing among the rank and file.

#### PHAFF UP FOR EXAMINATION.

BREST, Sept. 25.

The wheel of French Maritime justice in the case of Max Jerome Phaff, German American, charged with piracy on the high seas, in connection with looting the French steamer Mulhouse of 36,000 cases of whiskey off the Canadian Coast last July, began revolving to-day. The defendant appeared before the investigating magistrate for questioning regarding his identity. Phaff readily admitted that he was the man described in the warrant, and gave his present address as 219 East 196th St., New York. He absolutely refused to answer any questions concerning the alleged Mulhouse piracy, until his attorney, P. G. Gide, of Paris, could be present. The date of the first examination on the formal charge of piracy was set for Tuesday, Sept. 30th. To-day proceedings were merely a matter of form provided by French Justice. The penalty for piracy on the high seas under the French law is death by hanging.



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## Are We Broadcasting Wet Weather?

"There are times when even the worn will turn, and the mildest-mannered leader-writer is compelled to express his discontent with the modern summer," says the Star. "We have persisted in optimism through a long and keen winter; we have refused to be discouraged by a wet spring; but this conduct on the part of August renders it impossible to keep silence any longer. Somebody is responsible, and the public, we think, will want to know who it is. An active and ingenious corre-

spondent writes to remind us that several months ago he pointed to the increase in wireless aerials as the cause of thunderstorms. We cannot profess to solve this question—whether rain is being broadcast as well as music, but all the leading authorities on wireless treat it with scorn, and at least we can only return the Scottish verdict of "Not proven."

"Then there is a strong party which blames the Meteorological Office, and a determined undercurrent which holds Mr. Ramsay MacDonald's new Government responsible. We do not seem to have heard of our old friends, the sun spots this year, but we come

back to the theory which reappears—in the literature and our language about every twenty years—that the climate of England is steadily changing for the worse.

"Our winters are muggier and our summers are colder than in the good old days we remember when we were boys together. Then a man could go out in August without a mackintosh, and Test Matches were not a 'wash-out.' We have for a considerable time suspected that the climate is not as 'seasonable' now as when we were young; but, in the classic words of Sir Frank Burnand, we are compelled to add, 'It never was.'"

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MOTHER! LITTLE DAUGHTER NEEDS HER NEW FALL CLOTHES!

## Girls' Dresses, Coats, Hats

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Girls' NEW FALL COATS of Tan or Deer shades of Velour and Polaire Cloths, attractively styled, well made and lined throughout—new flare models. Ages 4 to 16 years.

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### NEW HATS

The "little lady" will like these Hats, because they are smart. Probably she would say "good looking." Mother will like them because they combine style and economy. Prices,

\$2.98 up to \$4.98

### NEW DRESSES

A splendid range of the new Fall Dresses for the little and big girl—all shades and materials. All ages.

\$3.98 up to \$6.98

## Fall Holds the Stage! Stocks Complete Here: "Lowest-in-the-City Prices"

FASHION'S LATEST STYLE FANCIES FOR THE APPROACHING SEASONS ARE MOST CORRECTLY MIRRORRED IN THESE OPENING DISPLAYS—FASCINATING CREATIONS IN

## New Coats, Hats, Dresses, Suits Sweaters, Skirts, Waists

You will find here on display an assemblage of FALL and WINTER MERCHANDISE that surpasses anything we have previously attempted. STOCKS NOW READY FOR INSPECTION

### Sensational Purchase and Sale of Women's and Misses'

# FALL & WINTER COATS

A SUPREME STYLE, QUALITY AND VALUE EVENT THAT MAY NOT BE REPEATED THIS SEASON.

A super array of the Season's most authentic modes for street, travelling, dress and general utility wear. Every one a brand new Fall and Winter style, shown for the first time—An event no St. John's woman can afford to miss. Prices range at

12.98 14.98 17.98 24.00 30.00 37.00

AN EXCEPTIONAL OPPORTUNITY!

There are sufficient models, colors and fabrics to more than please every Woman and Miss who desires to buy a NEW COAT at a remarkable saving

### Exclusive One-of-a-Kind Coats

A very splendid assortment of EXCLUSIVE COATS,—just opened, and are now ready for your inspection. All the new style findings, shades and materials. These COATS are absolutely guaranteed by the House to be but one-of-a-kind

## Stout Women's Apparel

SLENDERIZING COATS FOR LARGE WOMEN.

Simplicity is the underlying reason for the slenderizing effect accomplished by the straight Silhouette and Fabrics that lend themselves graciously to the slenderizing lines. All the new shades including Black. Sizes 44 to 56.

## Slender Line Dresses for Stouts

The New Fall Dress modes for stout women are delightfully varied and slenderizing to a notable degree. Materials of Canton Crepe, Charmeuse, Twills, Roshanara Crepe—all the new shades with plenty of Blacks. All sizes from 42 up to 53.

## Princess Slips

Very best quality Jersey Silk, in all the required and wanted shades and combinations; all sizes. Values at \$8.50. **5.48**

## Fur Chokers

Values up to \$24.00. Beautiful New Squirrel Neck Pieces—very finest quality Fur—Fur Chokers that give the added touch of elegance to your new attire. **16.98**

## Sweaters

A most comprehensive assortment of the Season's newest modes. Practical and fashionable. All shades, sizes and prices.

## Skirts

You will find everything that is new and smart in Separate Skirts for Fall—at economical prices.

## Waists

An assortment so diversified that even the most critical will be pleased—See them!

# New Fall & Winter HATS:HATS

Exclusive and distinctive models from master designers of Paris and New York are exhibited for your approval. Fashions that proclaim the coming of FALL with a new distinctive note in each new hat. There are Pokes with a sauciness that is decidedly new—and the jaunty yet demure Cloche—and an infinite variety of Turbans and Hats with rolling brims. Paris and New York have vied with each other in their designs—You will find an exhibit of striking original Hats.

2.48 3.98 5.48 6.98  
up to **10.80**

Colors Galore! A riot of beautiful tones and shades that suggest the new Season. You will love the new Blues—the Henna, and Pheasant shades—Almond Green and Citron—with plenty of fashionable Navy and Blacks, of course. Hats for Misses, Hats for Women, Hats for the Bobbed Head Girl, Hats for Matrons—in fact the most comprehensive showing of Millinery that it has ever been our good fortune to exhibit.

## 25 p.c. to 35 p.c. Savings in our Opening Sale OF THE SEASON'S BEST

# FUR COATS!

24 Sample FUR COATS—each in a new style, produced from the finest skins—at a price that absolutely defies duplication.

Natural Muskrat Coats	75.00
French Seal Coats — Squirrel Trimmed	125.00
French Seal Coats — Skunk Trimmed	145.00
Russian Marmot Coats	150.00
Hudson Seal Coats	170.00
Full Length Models—All Sizes, including 'Stouts'	198.00

**Our Guarantee—** If at any time up to Nov. 1st you do not feel you have saved money, you may cancel your purchase and your money will be promptly refunded.

**Buy Now! Pay Later!** Only a small deposit required—We will then store your purchase free of charge until wanted.

# 1500 Marvelous Fall and Winter DRESSES

Business Dresses, Afternoon Dresses, Street Dresses, Dinner, Evening and Party Dresses. All that's New—all that's Desirable—is here in correct models, superior materials and finest tailoring. Adorable Frocks and Dresses for the New Seasons

MATERIALS:	THE STYLES:	THE COLORS:
Satin Crepe Dresses.	Straight Models.	Navy, Black.
Crisp Taffetas.	Wide Circular Skirts.	Tan, Grey.
Roshanara Crepes.	Side Drapes, Panels.	Brown, Green.
Poiret Twill.	Scalloped Skirts.	Rosewood.
Charmeuse.	Dainty-Tucked Models.	Henna, Blue.
Roma Crepe Dresses.	Tight Bodice Effects.	Olive, Rust.
Georgette Dresses.	Smart Bouffant Frocks.	Combinations.

Women's, Misses' and Extra Sizes -- 16-54

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**Per-Selling**

Lately the term pre-selling has been heard quite frequently among business men and a great deal of thought and effort are being expended upon this method of merchandising by men who are recognized leaders in business circles.

Pre-selling endeavors to make the merchandising campaign fool-proof by planning ahead to meet all contingencies and by utilizing every possible sales method. Pre-selling is a tester—an investigator. It goes out into the field, feels the pulse of the market, and before any great expense is incurred by the manufacturer or the merchant—in manufacturing large quantities, on the one hand, or in stocking large quantities on the other—the demand for the product is known.

Pre-selling has been done largely by the use of direct mail, with the possible addition of trade papers. An example of a thoroughly planned and strictly successful pre-selling campaign is one which was recently launched by a manufacturer of household tools. This campaign had two big problems to solve. The company had decided to package each one of thirty-two of its products, all household tools of common use. It had also adopted a trade mark, which was to appear on all packages and with which it desired to familiarize the dealers and the public.

This company first sent out a four-page folder containing an announcement of the plans, reproducing illustrations of the tools to be packaged and trade marked, and showing a miniature reproduction of four full-page advertisements which were to appear in two of the leading magazines of national circulation. This effort was followed by a publication in which was repeated the same message and a return post card was enclosed, requesting the catalogue. Excellent results were obtained from this and the catalogue was mailed to all dealers whether they had requested it or not. The post card was simply sent to ascertain whether interest was being sustained. The catalogue was furnished in a large size for the dealer and in an envelope size for the consumer.

In addition, the dealer was next furnished with an even more elaborate booklet in which were illustrated all of the sales helps offered by the manufacturer to the dealer, such as window displays, enlarged advertisements, window displays, counter-top cards, and news-stand photographs.

Another unusual feature of this pre-selling campaign deserves special mention. A card containing a coupon was sent to the dealers with instructions to buy a certain quantity of such a date and look on the coupon. This aroused curiosity and directed attention to the manufacturer's advertisement that appeared in the catalogue.

The coupon was released about a week or so before the date of the sale and up to the present has met with marked success. The manufacturer has exercised foresight and has anticipated the reaction of the ultimate consumer, or to create an interest in the product and a desire for it, before any great expenditure of money is made in purchasing large quantities of merchandise.

Pre-selling is just another evidence of the extreme precautions that today are being taken by business men who have come to realize that, after all, success in business is largely dependent upon careful investigation and research.—Westinghouse International.

**Origin of Sin**

PROFESSOR ON "RECASTING OF THEOLOGY."

Speaking at the conference of modern churchmen at Oxford recently, Professor E. W. MacBride, of the Imperial College of Science, South Kensington, said the doctrine of evolution assumed that the human race had been slowly developed out of some mammalian stock resembling the modern monkeys, as the mammals had arisen from lower forms. This doctrine seemed to him, as an amateur, to necessitate an entire recasting of the foundations of theology.

Denial of evolution, he declared, was intellectual suicide. The belief that men were born in sin was embedded in the baptismal service. If the doctrine of evolution be true, then what was called sin consisted of nothing but the tendencies which man had inherited from those ancestors.

Canon W. E. Barnes, Bishop-Elect of Birmingham, said the English Church was rapidly coming, as a whole, to accept the doctrine of evolution.

Pearline for easy washing—July 17, 1924

KISARD'S LINIMENT—RELIEVES NEURALGIA

# MEN'S SUITS

(ONE AND TWO PAIR PANTS) YOUR CHOICE IS MAMMOTH! OVER 2,000 FINE SUITS TO PICK FROM. **11.98**

The New Blues—the New Greys—Nobby mixtures—Pencil Stripes—Plain Colors. Let us show them all to you. **17.00**

And, of course, we have the more conservative styles for older men—with the touches that help make a man look younger.

**SUITS FOR ALL MEN!** One Button Models Single Breasted. Soft Roll Lapel. Two Button Models. College Models. Stout Men's Suits. Big variety of Blue Serge. **21.98**

**Odd Trousers** A stock as varied as any you'd hope to select from. Hundreds of different patterns. Match up that Coat and Vest. **35.00**

**\$2.75, \$3.49, \$4.20, \$5.00**

**Fall Top Coats** Just the thing for between seasons wear—good conservative Dark and medium Greys—all models.

**Raglans** Our guaranteed Blue and Brown "Cravenette," processed — at Lowest Prices.

**OUR GUARANTEE:** Satisfaction guaranteed on all purchases—or money cheerfully refunded.

## MOTHERS! -- Here is The Clothing 'Boys' Like to Wear

Well made Mannish Clothes. The boys like to wear and parents like to buy, for here the quantities are varied, and selections almost unlimited, at any price you want to pay.

**Boys' All-Wool 1 and 2 Pants Suits**

Ages 9 to 17 years. **6.98 8.98 10.98 12.00**

Prices that represent the peak of value-giving.

**13.98 15.98 17.50**

In a most comprehensive assortment of Styles, Colors and Patterns.

**Juvenile Suits**

Ages 3 to 8 years. In Oliver Twist, Tunic Sailors—made of best Tweeds, Serges and Wools—all patterns, nice "comfy" Fall models. **2.98 3.98 4.98 5.98**

**First Showing Boys' Overcoats**

SMART COATS—JUST FOR BOYS.

Snappy—Chinchilla and Nap Coats, well made in every respect; all shades of Grey, Brown, Blue and mixtures. Sizes 3 to 8.

**7.98**

**Big Boys' Coats**

Ages 9 to 17 years. Best Melton Cloths; mannish styles; plaid backs... **\$11.98**

← Please Note Our Guarantee

# MEN'S OVERCOATS!

**Hundreds of Thrifty Men Will Take Advantage of This Early Season Offering of The New Fall and Winter Coats**

AS AN INDUCEMENT TO BUY IN ADVANCE OF THE SEASON, MANUFACTURERS GAVE US EXTRA CONCESSIONS, AND FOR THE SAME REASONS WE ARE GIVING YOU EXTRA CONCESSIONS. NOT ONLY ARE WE OFFERING YOU THE BENEFIT OF OUR SAVINGS—BUT WE ARE SELLING THESE COATS AT A VERY CLOSE MARGIN. LATER IT WILL BE IMPOSSIBLE TO DUPLICATE THESE VALUES!

For Coats made to sell up to \$17.00      For Coats made to sell up to \$22.00      For Coats made to sell up to \$30.00      For Coats made to sell up to \$45.00      For Coats made to sell up to \$60.00

**11.98**

**COATS FOR ALL MEN.** A stock as varied as any you'd hope to select from! Hundreds of different patterns. Models for every age and built man.

**14.98**

**THE MODELS**  
BOX COATS. ULSTERS. ULSTERETTES Set in Sleeves. Raglan Sleeves.

**22.00**

**THE COLORS**  
GREYS. BROWNS. BLUES. PLAIDS. TANS.

**29.50**

**THE MATERIALS**  
CHINCHILLAS Plaid back through and through, Satin and Venetian linings.

**35.00**

**\$5.00 DEPOSIT!** As an added incentive to BUY NOW—a \$5.00 deposit reserves your COAT until you are ready for it.

**Stout Men!**

Always in stock complete ranges of STOUT MEN'S PANTS. STOUT MEN'S SUITS. STOUT MEN'S COATS.

**London, New York and Paris Association of Fashion**

**We Bid You Welcome!**

OUR FALL and WINTER DISPLAY OF

**Suits and Overcoats**

IS NOW AT ITS HEIGHT!

EVERY GOOD STYLE IS "PRESENT."

THE FABRICS AND THE PATTERNS WILL DELIGHT YOU!

YOU CAN DEPEND ON THE TAILORING.

The Prices are as Low as Good Clothes can be Sold--

SO AGAIN WE SAY

**We Bid You Welcome!**

**Please Remember!** No matter what you buy it elsewhere for—you always buy it here—FOR LESS.





ANNOUNCES A FORMAL PRESENTATION OF

The Broadway House  
of Fashion

FASHIONS FOR FALL!

The Broadway House  
of Fashion

Dresses, Coats, Costumes, Hats, Blouses, Accessories

TO-MORROW AND FOLLOWING DAYS

DOWN THE AUTUMN TRAIL COME THE MANNEQUINS OF FASHION. THE MODE HAS SAID HER SAY—MINGLING THE GRACE OF OLD SPAIN AND FRANCE WITH MODERN YOUTH'S VERVE AND DASH. SHE'S SHORTENED THE SKIRTS—BUT TO HEIGHTEN THE HATS. HESITATED, TOO, BETWEEN REED-LIKE STRAIGHTNESS AND SILHOUTTES—A FLARE BELOW THE KNEE. FIXED ON A THOUSAND VARIANTS OF SMART SIMPLICITY

Coat "Entries"

IN FASHION'S RACE.

The "favourite," of course, is the long Wrappy Coat with gorgeous lining. Rich are the materials—luxurious the furs that form its collars and cuffs. Not a Coat that's "in the running" is without its rows of buttons—and Fashion's colours are: Penny Brown, Sand, Grey, Dark Fawn, Black, Navy, etc., etc. English travelling Coats have a "thoroughbred" air—in "noisy" Plaids or two-toned effects with swaggy fullness.

PRICE RANGE FROM

11.98 to 65.00

Now, as first leaves fall, Fashion Week at "THE BROADWAY" reveals the mode authentic. Out of our many years of Fashion experience we have chosen signed models from the clever adoptions of New York. Depend on it—they'll be continued successes as well as Fashion leaders

Dresses 9.98

OF A NEW SHORTNESS.

Chic, dashing, brimful of joy are the new daytime Frocks. Straight as a reed from neck to hem—a Chinese tunic or Victorian flounce—long or short sleeves or none at all—Corded Silks, Velvets, Satins, Cantons—so runs the tale of Fashion. Like gems to gleam 'neath evening lights are the bouffant dance frocks every one loves. A-flutter with Ostrich, a-glitter with beads, they swirl in clouds of Chiffon and Lace

9.98

to

49.50

All New York is Wearing

The New Costume

The one fashion featured unanimously at all New York openings. It's the aristocrat of the mode—with its touches of fur—its long six-eighths Coat lined with the dress material. Such a versatile affair, too; trim enough for travelling and rich enough for receptions. The New Fall Fashions also presents plain tailored Costumes in such rich materials as: Broad Cloth, Velour, Tricotine, Poiret Twill, with beautiful dress linings and Canton crepe. Every costume interlined. Colors are: Black, Navy, Sand, Brown, etc. PRICES RANGE FROM

19.50 to 45.00

HATS

of originality in  
Autumn Velvets  
and Silks.

Hundreds of them have arrived. Their loveliness, their daring, their originality is amazing, and yet there is not a bizarre hat among them. Lyons Velvet and Panne Velvet are the favoured fabrics, plain or combined with corded silks, etc. Trimmings are new—a leather banding—a dashing ornament or gay feathers. PRICES RANGE FROM

3.75 to 8.50

Again the TUNIC—  
This Time in BLOUSES

Their long, slim lines are magical—transforming Autumn Skirts into Autumn "ensembles." Some have embroidery, others the rows of buttons that New York and Paris loves. There's a new note, too, in shorter overblouses for Suits—they are one mass of tiny pleats or graceful with jabots. PRICES RANGE FROM

4.48 to 7.98

HOSE

A complete range of Silk and Silk and Wool Hose, in colors to match your Autumn Dress or Costume. Every pair priced at most reasonable prices.

39c to 1.40

SKIRTS

Your wardrobe would not be complete for the New Season without one of these lovely Skirts. Be it a plain Plaid Sport Skirt or a pleated Skirt with coloured silk between pleats. Fine materials such as Prunellas, Wool Plaids, or Serges, etc., assorted shades and sizes. PRICES RANGE FROM

3.98 to 6.98

CAMISOLES

A wonderful range to choose your Camisole from, dark colours or Pink, plain or embroidered.

69c to 98c

BLOOMERS

In fine striped Satin with reinforced crotch, also in fancy extra heavy Crepe with elastic waist and knees.

59c to 89c

SWEATERS

Coat and Sleeveless Sweaters in one of the greatest displays of colors for Fall. They are very useful for college or business girls. Wool and Silk, Mohair and Silk mixtures, checked and striped fronts, plain backs, low cut front. The colors are delightful—White, Grey, Sand, Navy, Mauve, Canary and Black. Sizes 36 to 44. PRICES RANGE FROM

1.98 to 5.98

During Alterations Now Going on in our Gent's Dept. Please Use Entrance Through Our Ladies Store

Men's Furnishings

Negligee Shirts 1.19  
in hundreds of patterns with double cuffs. Everyone a great value. to 2.35

Men's Hose 39c  
in Silk, mercerized Silk and Wool and all Wool, in assorted colors. to 75c

Men's Ties 39c  
Silk and Knitted Ties in new designs; assorted patterns and assorted shades. Great values. to 1.25

Men—Our Fall Suits & Overcoats

have arrived bringing with them new and graceful lines in variations of patterns to suit everyone's taste. Young man's 2 Pants Suits are included.

Young Men's Models—Conservative Models—Stout Men's Models.

The Suits

Worsteds, Serges, Donegal Tweeds, etc., make up these fine Suits in patterns such as Pin Stripes, Mixtures, Herringbones, etc., etc., in such splendid colors of Grey, Navy, Brown and Mixtures. Every Suit priced at our low standard prices.

12.98 to 42.00

The Overcoats

New Plaids, new heavy Woollen materials are now being shown in the new Overcoats for Fall with one or 3 piece belts and raglan or set-in sleeve; they look very smart.

PRICES RANGE FROM

19.50 to 42.50

Boys' & Youths' Suits & Overcoats

Mothers! and those who buy for children—Our store has always been known for great values in Boys' apparel. Our large assortments have always made selections easy. For this Fall with greater space now being added, we are prepared to serve you more than ever with far greater values.

Boys' Suits

Ages 8 to 17 years.

in fine strong Tweeds, with one and two Pants; every pair of Pants lined and reinforced.

PRICES RANGE FROM

6.98 15.00

Boys' Overcoats

in heavy mannish materials, smartly made with one piece belts. Ages 6 to 17 years. Prices range from

6.75 to 15.00

Juvenile Suits

Juvenile Suits, in Peter Pan or Russian Blouse effects, in good Tweeds or Corduroys.

2.98 to 4.98

Men's Pants

Whether you want an ordinary pair of Working Pants or a pair to match your coat, we have them in all sizes. Prices range from

1.98 to 6.50

Boys' Pants, 98c. to 1.39

Boys' Velvet Hats—80c. and \$1.00

Men's Felt Hats—  
in assorted shades for Fall wear.

\$2.98 to \$6.50

Collars—  
in soft and linen.  
25c. and 30c.

"IT PAYS TO SHOP" AT

The Broadway House of Fashion







## Continued by Popular Demand At The NICKEL

"The Greatest Love Story of all Time"

A Motion Picture Sensation That Will Linger Long in the Memory of All Fortunate Enough to See It.

Inspiration Pictures, Inc. CHAS. H. DUELL, Jr., Pres. Present.

**LILLIAN GISH**  
The **HENRY KING** Production  
**THE WHITE SISTER**

Vetro  
By F. MARION CRAWFORD

See Miss Gish, the greatest dramatic actress of the screen, in a role which is unforgettable because of the power of her acting.

See her in the biggest picture of the year, a story of intense drama with spectacular views of Vesuvius in eruption, and thrilling desert battles.

Patrons are asked to come early—Twelve Wonderful Big Acts.  
Matinees: Children, 10c. Adults, 20c. Night, 30c.

## AT THE NICKEL

NOTE:—"THE WHITE SISTER" will be screened only at The Nickel.

# "HAIG"

The New Rubber Boot  
for  
Men and Boys.  
All Live Rubber.

Wholesale Price List on Request.

F. Smallwood, The Home of  
Good Shoes.  
218 & 220 Water St.

Sole Agents for "Haig" Rubbers in Nfld.

## Col. Starnes, R.C.M.P. Commissioner

(By F. W. LUCE.)

When Louis Riel raised the standard of rebellion in the Northwest territories of 1885, one of the regiments sent out to deal with the strange madmaniac was the 68th Rifles, of Montreal. Courland Starnes was adjutant of these lucky Frenchmen—the same Courland Starnes who, a few months ago, was appointed Commissioner of the Royal Canadian Mounted Police, in succession to Maj-Gen. A. B. Perry, C.M.G.

Service during the Riel rebellion was directly responsible for Starnes becoming identified with the R.N.W. M.P., for chance threw him much in the company of Perry and the late General Sir Sam Steele. After being brigaded with these officers for some time, Adjutant Starnes decided to throw in his lot with the famous force.

There was not much real fighting in that punitive expedition against the fanatical followers of the French half breed, but the soldiers had to put up with more than the average discomforts of war. Wading through icy swamps, marching through tangled forests in single file, ever on the alert for a surprise attack, doing without a decent sleep for days on end, and living on rait rations 250 miles from railhead, all tended to test the endurance of men and officers. It proved good training for Starnes, and for many of his subordinates who followed his example and became Riders of the Plains.

One of the first posts assigned to Starnes was on the bleak shores of Hudson Bay, where he served three years. The solitude and the extreme cold of that district can be endured only by the strongest men, but the present commissioner bears no marks of the hardships he endured. His iron constitution makes him appear many years younger than he really is. Having become an Inspector, Starnes was sent to the Yukon in the critical days of 1897. The gold stampede was in full swing, and Dawson was crowded with bad characters. "It looks like a general jail delivery from the south" was the apt way one of the grizzled troopers with Inspector Starnes expressed it.

At first there was a few clashes, but so efficient were the few Mounties that a lot of the more dangerous outlaws left in a hurry, complaining that "those d— Mounted Police don't give a man a chance in this Canada country."

In a remarkably short time the lawlessness placed such faith in the competency of the Redcoats that many miners did not even trouble to empty their gold sluices in the evening. If the gold happened to be stolen by night, they calmly expected the police to recover it!

The name of Starnes is not familiar to the average newspaper reader, although it figured prominently in the public prints only a few years ago. That was when a group of Reds engineered the Winnipeg "revolution," and succeeded in paralyzing industry for many days. In defiance of the mayor's orders, ten thousand self-styled Bolsheviks gathered around the City Hall, and on Main Street, and refused to disperse.

The Riot Act was read, and the Red Flag was hoisted, and cheers for the Red Flag. Then Inspector Starnes, with fifty Mounted Policemen, rode through the crowd, fearlessly facing fearful odds. One trooper, a Victoria Cross hero, was pulled from his horse and brutally beaten. A number of others were struck by bricks and other missiles.

But the iron discipline of the R.N.W. M.P. triumphed over the unorganized mob of ten thousand. The "Reds" gave way. The revolution was over. In a few days conditions had returned to normal.

Largely because it was clearly understood, at the psychological moment, that fifty wearers of the Scarlet and Gold would stand no nonsense. Those who know him best say that Commissioner Starnes is the personification of British reticence. One thing is certain: he has kept the 11th

# A Wonderful Display

## RUGS

### of NEW Fall Carpets and Rugs in Beautiful Designs and Color Combinations

## Note the Low Prices!

Let us now turn our thoughts to renewing the charm of your rooms, by calling your attention to a new display of Carpet Squares, Hearth Rugs and Floor Coverings, which we have just received from the manufacturers.

Carpets and Rugs are the foundation of your Home Furnishings. We have a wonderful assortment, from which you can secure any desired color, to harmonize with any particular color scheme. The prices are an added inducement to buy, being fully 25 per cent. lower than last season.

## Hearth Rugs Carpet Squares Stair Carpet

**Tapestry Hearth Rugs.**  
A splendid assortment in the newest designs and colorings; plain ends; size 27 x 54.  
Prices, each . \$2.50, \$2.55, \$3.20, \$3.35, \$3.90 & \$4.00

**Axminster Hearth Rugs.**  
These are beautiful Rugs, made in a big variety of handsome designs, in pretty Oriental and other colorings; plain ends; size 27 x 52.  
Price, each . \$6.75, \$7.25, \$7.75 & \$8.25  
Size 36 x 63. Prices, each . \$8.75, \$9.25, \$9.75 & \$10.25

**Axminster Hearth Rugs.**  
In a wide range of beautiful designs and colorings, heavy pile, fringed ends; assorted sizes.  
Size 24 x 48. Price, each . . . . . \$ 4.85  
Size 21 x 54. Price, each . . . . . \$ 5.65  
Size 27 x 58. Price, each . . . . . \$ 6.00  
Size 30 x 60. Price, each . . . . . \$ 7.25  
Size 33 x 66. Price, each . . . . . \$ 8.25  
Size 31 x 72. Price, each . . . . . \$ 8.75  
Size 33 x 72. Price, each . . . . . \$10.00  
Size 36 x 72. Price, each . . . . . \$11.55  
Size 36 x 72. Price, each . . . . . \$12.20  
Size 64 x 78. Price, each . . . . . \$19.00

**Beautiful Squares.** In a wonderful assortment of very pretty designs and colorings; assorted sizes. Come and see these New arrivals whether you buy or not.

**Axminster Squares.**  
Size 6 x 7-6 Price, each . . . . . \$30.00  
Size 6 x 9 Price, each . . . . . \$30.00  
Size 8-3 x 10-6 Price, each . . . . . \$34.00 & \$40.00  
Size 9 x 9 Price, each . . . . . \$35.00  
Size 9 x 12 Price, each . . . . . \$34.00, \$39.00, \$42.00, \$45.00 & \$72.00  
Size 12 x 12 Price, each . . . . . \$106.00  
Size 13 x 13-6 Price, each . . . . . \$119.00  
Size 11-6 x 13-6 Price, each . . . . . \$122.00

**Velvet Stair Carpet.**  
New designs and colors, in assorted widths, heavy pile, a splendid wearing Carpet.  
18 in. wide. Prices, per yard . \$2.75, 3.00, 3.25, 3.50  
22 1/2 in. wide. Prices, per yard . . . \$3.25  
27 in. wide. Prices, per yard . \$3.40, \$4.00 & \$4.20

**Tapestry Squares.**  
These are splendid quality, newest designs and colors; assorted sizes.  
Size 8-8 x 9-11 Price, each . . . . . \$24.00  
Size 9 x 9 Price, each . . . . . \$14.00  
Size 9 x 10-6 Price, each . . . . . \$29.00  
Size 9 x 12 Price, each . . . . . \$24.00, \$30.00, \$31.00, \$36.00 & \$39.00  
Size 10-6 x 11-6 Price, each . . . . . \$35.00  
Size 10-6 x 13-6 Price, each . . . . . \$52.00

**Tapestry Stair Carpet.**  
This is made of closely woven fabric, and will give excellent wear, a splendid assortment in the newest designs and colorings; assorted widths.  
18 in. wide. Prices, per yard . . . \$1.95 & \$1.50  
22 1/2 in. wide. Prices, per yard . . \$1.55 & \$1.75  
27 in. wide. Prices, per yard . \$1.90, \$2.00 & \$2.20

**Velvet Hearth Rugs.**  
A big assortment in new and novel designs and colorings; special hard wearing quality. In assorted sizes; plain ends.  
Size 27 x 54. Prices, each . . . \$2.50, \$3.85 & \$4.55  
Size 24 x 58. Price, each . . . \$4.55  
Size 27 x 54, fringed ends. Price, each . . \$5.50

**Mohair Hearth Rugs.**  
A wonderfully rich looking Rug, in plain shades of Red, Green, Gold and Black. These wear exceptionally well.  
Size 27 x 60. Price, each . . . . . \$11.25  
Size 30 x 60. Price, each . . . . . \$12.50

**Wool Hearth Rugs.**  
All Wool reversible Hearth Rugs, in pretty Oriental designs and colorings; special value.  
Size 28 x 61. Price, each . . . . . \$ 9.00  
Size 32 x 66. Price, each . . . . . \$11.25  
Size 48 x 84. Price, each . . . . . \$30.75

**Jute Hearth Rugs.**  
Reversible Jute Rugs, in pretty designs and colors. Anyone requiring a cheap Rug will find these splendid value, and will give satisfactory wear.  
Size 24 x 48. Price, each . . . . . \$1.45  
Size 27 x 54. Price, each . . . . . \$3.25

**See Our Display of Canvas and Linoleum**

You will find Canvas and Linoleum, suitable for every room in the house, at the prices are much lower than you would expect.

**Inlaid Linoleum.**  
Our new Inlaid Linoleums comprise the biggest and best assortment we have had for a long time, the patterns are beautiful—Parquet Inlaid, Carpet Inlaid, Marble Inlaid and various others; 2 yards wide.  
Prices, per yard . . . . . \$3.95 & \$4.65  
Also in plain Green and Red, very heavy; ideal for office use; 2 yards wide.  
Price, per yard . . . . . \$3.50  
Plain Brown. Price, per yard . . . . . \$2.95

**Painted Linoleums.**  
A wonderful assortment of new designs and colorings, very special wearing quality; 2 yards wide.  
Prices, per yard . . . . . \$2.50 & \$2.45

**Floor Canvas.**  
Painted back; 2 yards wide, of a very serviceable quality, in pretty floral and tile patterns, in new color combinations.  
Prices, per yard . . . . . \$1.29 & \$1.50

**Cocoanut Matting.**  
Plain or bordered; all widths; assorted prices.

**Corrugated Paper.**  
You require some of this when laying your new Linoleum; 36 inches wide.  
Price, per yard . . . . . .30c.

# The Royal Stores, Limited

Commandment of the Mounted Policemen; he has never talked about himself or his work.

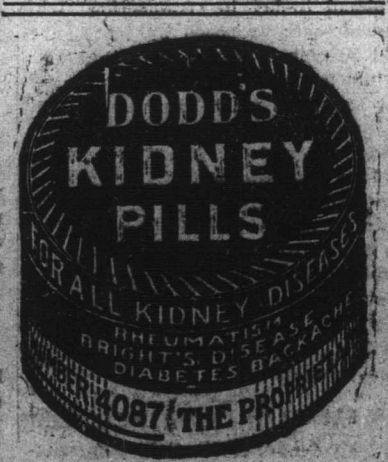
### Electric Light for Eye-Comfort

The electric light that is best adapted for the eyes proves to be the one that is increasing in use most rapidly. For general in-door use there are three principal types of electric lamp—the old-fashioned bulb with a carbon filament, the lamp having a long metal filament in a vacuum, and the lamp having a shorter filament in nitrogen—and La Presse Medicale of Paris notes that the three types affect the eye differently. The nitrogen lamp—the most costly but giving the greatest illumination for a given amount of electric current—is the most brilliant, showing a sort of halo. Analyzed by the spectrophotometer, the radiation of this lamp shows a spectrum that is the most extensive as well as the most intense, and contains such a wealth of ultra-violet rays that the crystalline lens is rendered fluorescent, producing the halo. Such a light tends to diminish the sensitiveness of the retina and cause congestion of the conjunctiva. The carbon filament lamp has a visible spectrum consisting mainly of yellow, orange and red, but too much infra-red radiation is

included to be comfortable to the eye. The light of the metal filament in a vacuum is better balanced and more complete, making this the most desirable lamp at the present time.

### The New Iron

Rustless iron is said to have entered already into competition with copper as a material for roofing and other purposes requiring resistance to corrosion. Difficulties have been encountered in making it commercially available, such as the necessity of developing a practical ferrochrome, and its manufacture is reported to require a specially suitable plant.



### Pearline for easy washing

When lead is swallowed, even in solution, little of it is absorbed. Into the general circulation, according to Dr. A. S. Minot, Massachusetts physician. Much of that absorbed is excreted by the liver in the bile, but a small proportion reaches the general circulation and is distributed to the various tissues. The bones show a special affinity for lead, retaining it. When the lead accumulates sufficiently to cause symptoms of poisoning, it is distributed throughout the body, but when it is no longer subject to soluble action it remains as a temporarily harmless deposit.

### Lead Goes to the Bones

### Deceptive Book Titles

Book titles are often deceptive and Mr. George Birmingham tells with a chuckle how a man once confided to him that he had bought a copy of his novel, "The Lost Lawyer," in the belief that it would save him many a six-and-eightpence. Then there is the story of the dear old lady who, after buying a copy of "If Winter Comes," took it back to the shop and asked them to change it. "I thought it might contain some recipes for cleaning up smuts, and hints about fires," she explained. Another story of this kind is that of the diplomat's wife who, attracted by the words, "Guide to India" on the back of a book, bought it for her husband as a birthday present. It turned out to be Volume V. of a famous encyclopaedia covering subjects from "Guide to India."

LAST NIGHT'S BAND CONCERT.—The C.C.C. Band gave a band concert in Bannerman Park last night in aid of the Child Welfare Association. Despite the disagreeable weather of the evening, there was a large gathering present and a substantial amount was collected on the gates by the lady workers of the Association. A selected programme of music, rendered by the band, was much enjoyed by all.

### Welcome! Welcome!

CATERING TO THE TOURIST TRADE.  
Our store is wide open to the Tourist arriving in our City, and we will be pleased to give any information that a visitor to our City may require. We carry a full line of Picture Post Cards, Books of Views of Newfoundland and our office is at his disposal where he can write letters and address Post Cards.  
Our stock of British and American Tobacco, Cigars, Cigarettes and other Smokers goods, are of a very high grade.  
A visit to our store will surely add to the pleasure of your trip.  
CASH'S TOBACCO STORE,  
July 17, eod. 11 Water Street.



BUY YOUR  
**SCHOOL BOOKS**  
and  
**SCHOOL SUPPLIES**  
from  
**S. E. GARLAND**  
Leading Bookseller & Stationer, 177-9 Water Street.  
Forty-Five Years in the Service of the Public—The Evening Telegram.

for a Throat Tickle  
you couldn't do better than take—  
**LIFE SAVERS**  
they're soothing  
at all stores  
**GERALD S. DOYLE,**  
Distributor.

# STEERS, Ltd.

## Special Buying Opportunity!

Grand Array New Fall Merchandise

Many Job Lines at Bargain Prices



### Men's Suits

We have now in stock the biggest and best range of MEN'S SUITS we have ever carried. Hundreds of Suits. The pick of the finest.

The Prices attract.

The Values convince

Neat mixtures and Pin Stripes

DARK TWEED SUITS, at

\$11.90, \$13.75, \$15.00, \$16.50, \$19.00, \$23.00, \$25.00

ALL WOOL NAVY SERGE SUITS

\$19.50, \$25.00 & \$32.50

### Wonderful Bargain in BOYS' HATS

Velvet and Plush, in Brown, Black and Fancy. Regular \$2.50 value for . . . . . \$1.25

BOYS' TWEED PANTS

To fit from 5 to 8 years . . . . . 90c.

BOYS' CORDUROY PANTS

To fit 5 to 8 years . . . . . 98c.

### New Autumn Millinery

Fashion's Newest Models.

\$2.60, \$3.50, \$4.50 to \$7.00

### Blouses

We want particularly to emphasize the pretty styles and values. They come in Voile, Broadcloth, Shantung, Fancy Knit Silk and Tricoshan.

\$1.48, \$2.25, \$2.75, \$3.75, \$4.50, \$5.00



**JOB LOT**  
All Wool Pull-Over Sweaters  
In American Beauty, Turquoise, Buff, Brown.  
\$2.25

**TABLE DAMASK**  
Pure White Satin finish, in lengths of from 1 1/2 to 3 1/2 yards. Bargain Price,  
65c. yard

### New Dresses

Charming new styles in Serge, Poiret Twill and Charmine.

\$5.75, \$8.75, \$10.50, \$11.75 up to \$25.00

### A Snap in Bedspreads by the lb.

White Satin Marcelles and Crochet. All perfect, no imperfections.

\$1.25 lb.

### Silk Marquisette Curtain Remnants, by the pound

These come in assorted lengths and are wonderfully cheap.

# STEERS, Ltd.

sept26,27,30

### TO-DAY'S MESSAGES.

#### JAPAN SUPPORTS CHINA'S CLAIM FOR REPRESENTATION.

GENEVA, Sept. 25. Indications that the far eastern countries, especially China and Japan, will stand together in insisting upon all their rights before the League of Nations was furnished by to-night's session of the League of Nations. Japan came out squarely in favor of granting China a seat on the Council of the League as a great Asiatic power, thus giving insistence to Japo-Chinese solidarity. Persia also backed China's insistence that the great geographical divisions of the world, the principal races, and the chief sources of wealth should all be recognized in the distribution of Council seats, and urged that China be given a seat because China is the largest country in the world containing half the human race. Through the unanimous adoption of a resolution favoring the allocation of seats on the basis of geographical divisions, it would seem likely that the present number of non-permanent seats which is six will be increased so as to include China and perhaps some other countries.

#### FISHERMEN'S SCHOONER RACE UNLIKELY.

GLOUCESTER, Mass., Sept. 25. Indications that the United States Fisherman's Race Committee would abide by the decision of the trustees of the International Fisherman's trophy in having no International schooner races this year but to renew them in 1925, was given to-day by W. A. Reed, Chairman of the United States Committee. The United States Committee received a telegram to-day from Halifax, N.S., stating that the trustees believed the interests of the event would be served by having no race this year and asked their cooperation. He believed that as a result of the telegram the board would take no action relative to the renewal of the races pending receipt of further word from the Canadian trustees of the trophy. The telegram received stated that the trustees contemplated continuing the series in 1925. No reply has as yet been prepared by the Committee here. In the races between the Gloucester schooner Columbia and the Canadian boat Buenosa last year the Canadian Captain, Angus Walters, sailed away with the series unfinished after an unfavorable ruling by the judges. Sentiment had been growing here of late favoring a special match race between the two vessels in Gloucester waters in October for a purse.

#### DAMAGE CAUSED BY LENINGRAD FLOOD.

LENINGRAD, Russia, Sept. 25. After two days of gales and floods this city this morning began to take stock of the enormous damage everywhere. The flood which swept in from the Gulf of Finland Tuesday left wreckage and ruin in its wake, the streets and boulevards which are paved with wooden blocks literally floating away, while the population were made captives in their homes. Ten lives thus far have been reported as lost while many more have been reported as injured. A number of small fires have broken out due to short circuiting of electric wiring; several bridges were carried away by the flood waters, and the German steamer Merck is ashore in the harbor. All of the summer resorts along the Finnish Bay have been submerged, while the magnificent former imperial residence at Peterof is entirely flooded, causing irreparable damage to its priceless collection of Royal antiquities.

#### FOREIGN LEGATION IN CHINA ISSUES A WARNING.

PEKING, Sept. 25. The Foreign Legations have sent a memorandum to the Chinese Foreign Office and to General Chang Tso Lin, War Lord of Manchuria, disclaiming any intention of interfering in the present hostilities between Chang and the Peking Government. The memorandum, however, stated that should foreign lives be lost and property of foreigners be destroyed, the Chinese authorities responsible would be held to account.

#### HOSTILITIES ANTICIPATED IN SPITE OF PRECAUTIONS.

GENEVA, Sept. 25. "We British have joined hands with the French to punish aggressors," declared Arthur Henderson, the British Home Secretary, when the Disarmament Committee was further considering the draft of the disarmament protocol to-day in connection with amendments proposed by the Danish and Belgian delegates. "We thus have assumed great responsibility regarding sanctions which must be effective in putting down the aggressor," Mr. Henderson added. M. De Wouvenal, the French representative, affirmed that the British Home Secretary had admirably expressed the French thesis on the matter of sanctions and the punishment of an aggressor state resorting to war after refusing arbitration. This remark made an impression on the Committee and gave rise to some laughter.

U.S. FLIERS NEARING THEIR BASE. SAN FRANCISCO, Cal., Sept. 25. The United States army flight around the world is nearing its ter-

# OH BOY! SEE THIS BOY! Star Movie TO-NIGHT.



Jackie Coogan in 'Circus Days'

## This is the Greatest Show on Earth.

(Barnum and Bailey to the Minute)

With the Greatest Boy in the Movies

In it will be seen everything in the Great Circus Shows.

NOTE--Send the Children to see it at THE MATINEE SATURDAY.

Special Musical Program by the Supreme Musical Trio, Misses Ryan and Morris and Mr. J. Cronan

**MONDAY** --Pola Negri's Masterpiece "THE CHEAT," produced with the most gorgeous settings yet seen on the Screen  
A Picture which holds you in amazement. Produced in 10 Parts.

minus at Seattle brought the three planes and their intrepid navigators to Crissy Field, in San Francisco, today. An accident delayed but did not mar their arrival. Lieut. Leigh Wade was forced down at South San Francisco with a broken battery, and had to wait while a new battery was

rushed to him. Meanwhile the other two pilots, Lieut. Lowell H. Smith, the commander, and Lieut. Holson, landed at Crissy Field, but nineteen minutes after they had expected to alight, Lieut. Smith leading swooped down on the field at 3.19. Lieut. Wade, having installed his new battery,

reached Crissy Field at 4.02 p.m. The fliers had expected to hop off to-morrow for Eugene, Oregon, enroute to Seattle, but announced that they would delay their departure until Saturday.

Ladies of refinement entrust their beauty to Ivory Soap with perfect confidence in its pure, mild, gently cleansing lather.--adv.t

Fresh Fruit Juices Make the Most Delicious and Healthful Drinks.

## KIA-ORA ORANGE SQUASH

unequaled for its rich and pleasant flavour of fresh orange juice and cane sugar; and for health giving qualities, no beverage can be more enjoyable.

Children like and benefit by Kia-Ora Orange Squash, just as much as their elders, because it is rich in vitamins, vitally necessary for their health and strength.

## KIA-ORA LEMON SQUASH

is really made from fresh lemon juice and cane sugar: What can be better?

24 to 30 glasses of Orange Squash or Lemon Squash per bottle—just about one penny per glass. Convenience is assured, cleanliness is certain, and no preparation is required.

Specially order Kia-Ora; don't ask for just Lemon or Orange Squash as you may get a substitute; insist on Kia-Ora and thus avoid disappointment.

For sale at all good stores in large and small bottles.

Sole Makers: KIA-ORA LTD., BLACKFRIARS, LONDON, S.E.

## OPENING ANNOUNCEMENT

— OF —  
Modern and Well Equipped Drug Store

— AT —  
Water Street West  
(OPPOSITE SUDBURY HOSPITAL).

We wish to announce to the General Public of St. John's, that our new and up-to-date DRUG STORE is now open for business.

We carry in stock a full line of Drugs, Chemicals, Patent and Proprietary Medicines, Toilet Articles, Perfumes, Chocolates and all goods generally carried in a first class Drug Store.

We solicit a share of your patronage, and assure you that any business transacted at our store will receive the best possible attention that can be had in the city.

GIVE US A CALL.

Dr. F. Stafford & Son

PHONE: 1114-J

### Japan's In

Gen. statement forest wealth r Chester Hoque. the Orail, wnt caused consider average Ameria gna, however, the property, has been gratly the conquest of Korea (Chosen waal). The eas to Japan by practically dou of the Island E as million to ave The compar of States, is misle of the two cou different. A co sent of Japan's of the U.S. Pacifi by no means co minating in view an as a buyer of nes her purch forest products Oregon. The present of the American E estimated at 15 per cent of the the Japanese fo said 90 million of the land area of the acquisition in Japan the ov

### THE W. Is t



60 x 7

Stove Br Hardw handles.

Chenb White with w er Ou

Suit G Most elling e We im \$1.00

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**Japan's Timber Resources**

The statement regarding Japan's great wealth recently made by Mr. Hester Hozumi, on his return from the Orient, would appear to have gained considerable credence in the eyes of American lumbermen. The news, however, has long been public property. The Empire of Japan has been greatly enlarged in area by the conquest of Manchuria (Karatuo, Korea (Chosen) and Formosa (Taiwan). The cession of these territories to Japan by Russia and China, has practically doubled the forest area of the Island Empire, raising it from 14 million to over 26 million acres. The comparison of Japanese timber resources with those of the United States is misleading as the nature of the two countries are so utterly different. A comparison of the extent of Japan's forest area with that of the U.S. Pacific Coast states, though no means conclusive, is more illuminating in view of the fact that Japan as a buyer of the U.S. lumber consumes her purchases mainly in the best products of Washington and Oregon. The present area of forest land in the American Pacific Coast region is estimated at 59,000,000 acres or 29 per cent. of the total. The extent of the Japanese forests is as we have said 26 million acres or 53 per cent. of the land area of the whole country. The acquisition of Karatuo has given Japan the ownership of seven and



**DR. CHASE'S NERVE FOOD**  
At all Drug Stores  
REGALD S. DUYLE, Distributor.

one-half million acres of dense forest, so dense that it comprises 86 per cent. of the area and runs 98 acres to every inhabitant. The theory that Japan is completely dependent on the strict conservation of her forest resources and that she can be compelled to buy in any particular soft wood market is not borne out by the facts. While lacking trees of the magnificent quality and dimensions of the Pacific Coast species, Japan owns foot by foot more timber than the Pacific Coast states, and has not yet scratched the biggest part of it. Perhaps the best sidelight to the real Japan timber supply question was thrown by our Tokyo correspondent in a recent letter, in writing of the

**English as She is Wrote Abroad**

acute lack of transportation facilities for putting the Karatuo timber on the principal Nipponese home markets. With the inevitable development of her vast untouched resources in Karatuo and Chosen by Japan, the Pacific Coast will gradually lose a market for a considerable portion of its timber. We cannot in this case follow the contentions of some witnesses in the recent embargo commission that in this particular instance at least the possession of the raw material will control the low-grade log market situation. Whatever posterity may make of the timber conserved for them by this generation we do not imagine that there will be an unlimited market for it in the dependencies of Japan.

**Premature Old Age of Women**

It is no secret that so many women suffer from ailments peculiar to their sex. Dark circles appear under the eyes, a pale, drawn, haggard expression of the countenance, and the weakness which accompanies such ailments is evidenced by the lagging step, headaches, backache and nervous conditions. Every woman who is afflicted in this way should rely upon Lydia E. Pinkham's Vegetable Compound which for half a century has been overcoming some of the most stubborn ailments of women.

**Walter Hiers**  
IN  
**"Mr. Billings Spends His Dime"**  
WITH  
**JACQUELINE LOGAN**  
A Paramount Picture

**MAJESTIC TO-DAY**

**"MR. BILLINGS SPENDS HIS DIME"**

Here's jolly WALTER HIERS as you've wanted to see him star in a fast, hilarious love-comedy. Starting as a ribbon clerk, finishing as the boss of a South American republic, with a lovely senorita as his bride.

COMING—"SECOND YOUTH" with an all Star Cast.

"HAPPINESS," with Laura Taylor, the Star in "Peg O' My Heart" in the lead.

**THE ORIGINAL VARIETY STORE**  
**W. R. GOOBIE'S, Just Opp. the Post Office**  
**Is the Biggest VARIETY STORE in Newfoundland**

Down Nap Blankets 60 x 72, for only . . \$3.95	Men's Famous Eastern Brand Caps. Style of course is the first thing you look for when choosing a new Cap, and as usual Goobie's offer you models that rank among the very best. For Fall wear we are featuring the Eastern Silk Lined Cap without ears, made from the latest colors of Chinchella Tweeds. 95c., \$1.25, \$1.75, \$2.25, \$2.40, \$2.95 each. For Winter we have them with the close clinging knitted band and heavy wool plaid ears, at \$1.29, \$1.39, \$1.50, \$1.75, \$1.98 each.	MEN'S SUITS Young Men's All Wool Suits. The progressive young man who is anxious to create a good impression understands that a neat, well dressed appearance is of great importance. Our prices: \$12.50, \$14.50, \$15.50, \$18.95, \$19.50, \$24.00, \$29.50, \$33.00 per suit.	Towels. This store is noted for good values. Our prices: 23c., 29c., 39c., 49c., 59c., 69c. each.
Steel Brushes. Hardwood backs and handles. Only 25c. each.	Clothes brushes. Made from good fibre stock, 29c. each.	Children's Wool Caps. Skating style cap, all colors, 55c. each.	Tea Sets. Fancy Japanese China Tea Set, 21 pieces, for \$8.98.
White Enamelled Pie Dishes Assorted sizes, English make, 44, 59, 65, 75c. each.	Grey and White Enamelled Jugs. Assorted sizes, 49, 65, 75, \$1.95, 2.50 ea.	Men's Braces. English and American, 39, 55, 59, 75, 85, 95c. ea.	
Suit Cases. Most everybody is travelling some time or other. We have a good selection, \$1.95, 2.95, 5.75, 8.50 ea.	Mrs. Potts' Sad Irons. Our price \$2.98 per set. Stanfield's Wool Underwear, \$1.98 per garment	Boys' Sweaters We have them with 2-button neck, button shoulder and buttoned front in Sweaters and Pullovers, fine and coarse knit. \$1.39, 1.65, 1.95 each.	

**Kindly Remember**  
**W. R. GOOBIE is just opp. Post Office**

**Moving to Reduce Fatal Accidents**

Automobiles Take 15,000 Lives Annually, Report Declares.

Louisville, Ky., Sept. 18. (A.P.)—A measure to effect a national reduction in public accident fatalities by the co-operative effort of all national associations whose interests touch upon the street and highway traffic problem, will be proposed at the safety congress to be held here September 29-October 3, the National Safety Council announced.

Among the associations to participate are the United States Chamber of Commerce, the American Automobile Association, the United States Automobile Chamber of Commerce, the American Railway Association, the International Chief of Police Association, the National Bureau of Casualty and Surety Underwriters, the American Electric Railway Association and the American Mutual Alliance.

"Over a thousand lives are lost in automobile accidents each year, and fully 75 per cent of these accidents are avoidable," said the announcement. "Since 1910, the death toll has been increasing at the rate of 1,000 each year and, with the increasing registration of automobiles resulting in street and highway traffic problems which cannot easily be solved, it is probable that the annual death rate may be in the neighbourhood of 30,000 in 1930."

The collection of public accident statistics and their analysis is probably the most important phase of accident prevention work at the present time. Col. James Sinks, director of public safety of Grand Rapids, Michigan, will explain the system under the universal accident report forms adopted by the National Safety Council. Mark Graves, New York State tax commissioner, will outline the organization and operation of the New York Motor Vehicle Bureau which keeps an accident record for every motor vehicle driver in the state. Many well known leaders of the safety movement will speak.

**The most beautiful skin needs the protection of pure soap.**

For simple cleanliness is the basis of all beauty. Ivory Soap cleanses perfectly and its natural fragrance is delightfully pleasing—adv.t.

**Execution of Four Pirates**

Made Gala Day By Chinese. Tsingtao, Shantung, China, August 12. (A.P.)—The execution here a few days ago of four pirates attracted a crowd estimated at 5,000 persons. It emphasized the callousness which is a recognized trait in Chinese psychology. The day was converted into a festival. Peanut, candy and soft drink vendors along the route to and on the field where the execution occurred did a thriving business. An immense throng formed a sort of triumphal procession behind the doomed men as they trudged to their death, and looked on wide-eyed at the spectacle of the shooting.

The hapless pirates were arrested while trying to carry out a conspiracy to seize the flagship of Admiral Wen.

**Ladies' SUEDE FOOTWEAR FOR AUTUMN 1924.**



Our Ladies' Suede Oxfords for Fall and Winter wear are now ready. A splendid showing of Suede Oxfords of unusual merit.

THE PRICE—It's the Shoes at the price that tell the story of value—prices count for nothing, until you see the Shoes.

LADIES' GREY SUEDE 1-STRAP—Low rubber heel. Price \$3.75  
LADIES' GREY SUEDE SALLY PUMP. Price \$3.75  
LADIES' GREY SUEDE CROSS STRAP. Price \$3.75  
LADIES' GREY SUEDE 2-BUCKLE SANDAL. Price \$3.75  
LADIES' GREY SUEDE 1-STRAP and 2-BUTTON. Price \$4.50  
LADIES' BROWN SUEDE 2-BUTTON, 1-STRAP. Price \$4.75  
LADIES' FAWN SUEDE 1-STRAP. Price \$5.00

We also have a range of new FALL SUEDE OXFORDS, at \$6.50, \$6.75, \$8.00 up to \$10.00 per pair, in many handsome designs.

**F. SMALLWOOD, Ladies' Department**  
THE HOME OF GOOD SHOES.  
**218 and 220 Water Street.**

**New Stock**

**Axes, Pickaxes, Shingling Hatchets, Cross Cut Saws, Axe Handles, Lanterns, Kitchen Pumps, Galvanized Buckets, Shot.**

**JOB'S STORES, Ltd.**

Preliminary Enquiry

The preliminary enquiry into the charge against Sir Richard Squires was resumed in the Magistrate's Court yesterday afternoon. His Honor Judge Morris made a ruling as to the production of certain articles, after which Mr. Herbert Knight announced that he was present in the interests of Mr. J. T. Heaney. The latter was called to the stand and questioned by Crown Counsel Mr. L. E. Emerson. He claimed "privileges," and refused to answer several questions on the grounds that it might incriminate him. After a short consultation re documents to be produced by Counsel for Sir Richard, the further hearing was postponed until Saturday afternoon.

Careless Shampooing Spoils the Hair

If you want to keep your hair looking its best, be careful what you wash it with. Do not use prepared shampoos or anything else that contains too much free alkali. This dries the scalp, makes the hair brittle, and ruins it.  
The best thing for steady use is Mulstified coconut oil shampoo, which is pure and greaseless, and is better than anything else you can use.  
Two or three teaspoonfuls of Mulstified is sufficient to cleanse the hair and scalp thoroughly. Simply moisten the hair with water and rub it in. It makes an abundance of rich, creamy lather, which rinses out easily, removing every particle of dust, dirt, dandruff and excess oil. The hair dries quickly and evenly, and it leaves the scalp soft, and the hair fine and silky, bright, lustrous, fluffy, wavy, and easy to manage.  
You can get Mulstified coconut oil shampoo at any drug store. It is inexpensive, and a few ounces will supply every member of the family for months. Be sure your druggist gives you Mulstified. Beware of imitations. Look for the name Watkins on the package.

Acknowledgment

Editor Evening Telegram.  
Dear Sir—I beg to acknowledge with thanks the receipt of \$15.00 for the New Melbourne fire sufferers:—  
Mrs. W. J. Herder . . . . . \$5.00  
Mrs. Frew . . . . . 5.00  
Robert Mercer . . . . . 5.00  
\$15.00  
Yours truly,  
W. W. HALFYARD.

**"FEEL IT HEAL"**  
**Mentholatum**  
TIRED FEET SKIN-IRRITATION, BRUISES  
JARS 20c & 50c—TUBES 50c.—At All Drug Stores

Highway Through Fraser River Canyon

Tenders are to be called shortly by the British Columbia Government for the construction of the transprovincial highway between Hope and Spence's Bridge, or, in other words, the route through the Fraser River Canyon. The highway has been completed from Vancouver to Hope and there is a good road between Spence's Bridge and the Okanagan Valley. The work will cost approximately \$1,000,000 but in addition there will be \$250,000 required for a new steel bridge across the Fraser at Spuzzum. Work on the new highway will be in full swing next spring. The route followed will be that of the famous old Cariboo trail built up the canyon by the Royal Engineers long before the advent of the C.P.R.

Kindly remember the Belvedere orphans on Sunday. The collection is their only income.

Harbor Grace Notes

The searchlight display given by the Special Service Squadron on Saturday evening, was seen here by many of our townspeople, and on Sunday afternoon crowds visited Mosquito Hill and vicinity to get as good view as possible of the departing ships. At about 8.30 the ships passed across the Bay, and many who could not visit the Special Service Squadron while at Topsail, were thus privileged to see these "defenders of the Empire" leave our Newfoundland waters on the homeward voyage to the Motherland.

The body of the late Mr. Thomas Scanlan Davis, who died in Hospital as the result of an accident while working at Montreal, was brought by Saturday night's train, accompanied by his father, Mr. Edward Davis. "Tommy" was but 20 years of age, and his passing away under such sad circumstances, is regretted by all. The heartfelt sympathy of the community is with the parents and family in their great loss. The funeral was held on Sunday afternoon at the R. C. Cathedral, and was the largest seen here for some time. At the close of the service at the Cathedral, "Nearer My God to Thee," was very touchingly rendered, and the procession lined up again, and wended its way to the cemetery on the Hill, where he was laid to rest.

The death of Mr. William Warren, Sr., well known shipwright, occurred at his home in the West End on Saturday, after being ill quite a while. (A lengthy Obituary, from the able pen of Mr. H. F. Shortis, has already appeared in your columns.) The funeral was held on Monday, at the Methodist Church, and was very largely attended. Rev. W. Harris, officiated at the Church and graveside. Besides his wife, he leaves behind three daughters, Mrs. Ronald Martin, of St. John's, Mrs. George French and Mrs. Norman Mann, of this town, two sons, Arthur, residing in the U.S.A., and William, with whom he has spent the eventful of life. To the bereaved family we tender our sympathy.

The death of Mrs. Lemuel Simmons occurred at St. John's on 15th inst., after a short illness, in her eightieth year. She was formerly Miss Emma Snow, of Bay Roberts. Besides her husband, she leaves to mourn her loss three sons, James and Robert of St. John's and Lorenzo, S. A. Officer, at Clarke's Beach, and one daughter, Mrs. William Cole, Carbonear. The late Mrs. Thomas Fitzgerald of this town was also a daughter. The body was brought here by Tuesday night's train, accompanied by her two sons, Robert and Lorenzo, and the funeral was held on Wednesday at the residence of Mr. Thomas Fitzgerald, Holbrook Street. Interment was made in the Methodist Cemetery, Rev. F. G. Willey, of Carbonear, performing the last sad rites. To the sorrowing family we offer condolence, in the loss of their dear wife and mother.

Mr. Stephen Kennedy, Postal Operator, at Corner Brook, is at present in town on a holiday.

Mr. Nath S. Noel, who has been teaching at St. Anthony, is here spending a while before resuming his studies at Queen's College. Mr. Noel has been ill recently, and is now recuperating; we trust that he will soon be restored to good health again.

Mrs. W. C. Whiteway, of Bay Roberts, and Miss B. Crossman, of St. John's, have been in town during the week-end, the guests of Mr. and Mrs. E. K. Parsons.

Hon. J. R. Bennett, Colonial Secretary, and Mr. C. E. Russell, Minister



"Anchor your pipe to a good smoke."  
Better quality at the price is unattainable.

Imperial Tobacco Co.  
Newfoundland Ltd.



Thousands of fishermen constantly smoke Anchor Tobacco, because they know the quality never changes. Every pipeful is good to the last puff.

New-Drug Store Opened in West End

A drug store which will fill a want long felt by the residents of the city was opened yesterday opposite the Subury Hospital, Water Street, by the enterprising firm of Dr. Stafford and Son. For some time past Mr. E. Soper, with a staff of carpenters rebuilt the premises, and the job, which has to be seen to be appreciated. The store is a very spacious one, well lighted, and is equipped with the finest fixtures ever imported into this country, and with a full stock of drugs on hand the whole appearance is a very pleasing one. A dispensing counter is situated in the main store, while at intervals around the store are large plate glass counters, containing a fine assortment of preparations, too numerous to mention. At the rear of the store is the stock room, private office and dispensing room. The firm has been very fortunate in securing the services of Mr. Bernard Cullen to take over the management of the new store. Mr. Cullen is a qualified registered pharmacist of the Newfoundland Board, and, until recently, was identified with the drug store at Grand Falls where he made many friends by his courteous and obliging manner. Mr. Cullen will reside over the present store, and he will be so situated to be in a position to receive night calls at all hours of the night.  
Dr. F. Stafford and Son now have three stores in the city. A wholesale

**PROMPT and RELIABLE**

Our Drug Department operates under a system that guarantees you absolute accuracy. This system helps us to save your time and you are taking no chances. We are here to help you, not hinder.

**McMURDO'S DRUG STORE,**  
The 277, Water St.

Public Works, were in town on Monday.

Mrs. E. Simmons having spent an enjoyable ten day's visit to the city returned by this evening's train.

Miss Minnie Nosworthy, of Messrs. Squires & Curtis Office St. John's, has been in town recently on a holiday.

Miss Marguerite Coffin, of St. John's, has also been in town visiting friends.

Schooners G. Bryant, Capt. Jones, and Isabel Moore, Capt. A. Walsh, were docked here during last week.

Schr. Saladin, Capt. W. J. Tull, arrived on the 15th inst. from Sydney, with a load of coal to Mr. Thomas Walsh, Riverhead.

The Danish schooner, "Helga" has cleared from this port for Glasgow, with a load of Seal and Cod oil, from Messrs. Murray & Crawford.

Schooner Pandora was on Dock here last week undergoing some slight repairs, and left for St. John's this morning.

Harbor Grace, Sept. 24th, 1924.

Personal

Mr. H. E. Wardell, the new organist and choirmaster for St. Andrew's Church, arrived from England by the Schem this morning.

Dr. W. H. Roberts, who had been on a visit to Canada, returned by the Rosalind yesterday.

Mr. R. E. Innes, who had been in the States buying fall goods for his firm, Messrs. Bon Marche, Ltd., returned yesterday by S.S. Rosalind.

Put a little extra aside for the orphans on Sunday. You must take the place of one hundred and eighty-three.

Attempt to Capture Shanghai Expected.

SHANGHAI, Sept. 25.  
Despite the persistent reports that the new Kiangsu attack in an effort to capture Shanghai from the Chekiang troops defending it was about to begin, the guns on the fighting fronts near here remained silent all day yesterday and last night. Indications early Friday morning, however, were that the Kiangsu Generals were sending heavy reinforcements to the district east of Tie Lake, and that the new attack would not be delayed much longer. The Chekiang commanders prepared to resist a flanking attempt in that sector.

GET OUR  
**New Scale of Prices**  
ON  
**PLASTERGON**  
THE WORLD'S BEST  
**WOOD FIBRE**  
**WALL BOARD**

Remember Always that PLASTERGON is Better than other Brands.  
It's the BEST on this or on any other Market.

**Horwood Lumber Co. Ltd.**  
LOCAL AGENTS.

Sept 26, 31

The Best Value Roofing

—IS—

**"Royaloid"**

We have now in stock

**300 ROLLS**  
of each 2 and 3 Ply

**"Royaloid" Roofing**  
which we are selling at the very low price of  
**\$2.80 and \$3.00**  
PER ROLL, COMPLETE.  
P.S.—SPECIAL PRICES TO WHOLESALE BUYERS.

**Martin-Royal Stores Hardware Co., Ltd.**

sept 26, 31

**Here It Is!**  
THE NEW  
**CORONA FOUR**  
With Standard  
**Four-Bank Keyboard**

**Features Never Before Obtainable.**

This new Corona embodies features which have never before been obtainable in any one machine. Here for the first time is a portable with standard four-bank keyboard, accelerating typebar action, standard length automatic reversing ribbon, complete visibility, stencil device, self-spacing carriage return, twirlers on both ends of carriage, keyboard controlled back spacer, shift lock and margin release. These are big machine features for which you have hitherto been obliged to pay big machine prices.

**DICKS & CO., Limited, Agents**

sept 26, 31

**Sewerage Fertilizer.**

City sewage appears to be perfectly safe for use as a fertilizer after being held in sludge digestion tanks for at least ten days. This conclusion is that of Maryland's Bureau of Sanitary Engineering, which has made a study of the pathogenic bacteria likely to be present, and has found that in dry, moist or acid soil such organisms die or disappear within ten days. The bacilli of typhoid, diphtheria and tuberculosis were among those observed. As a result of the investigation, the regulations for this use of sewage from the Baltimore treatment plant include the requirement that the sludge shall have been digested not less than ten days, shall be carried in water-tight vehicles, and shall be used only before crops are planted and without contact with other plants.

**BEECHAM'S PILLS**  
For Sick Headaches

Just

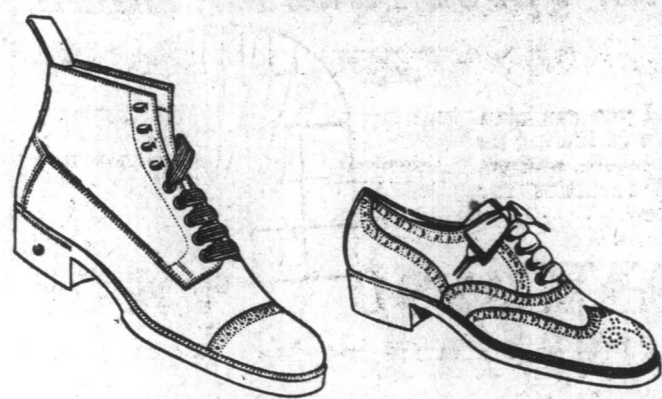
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Pearline  
July 17.



# K Famous English Footwear



Ladies and Gentlemen, secure a pair of this wonderful "K" Brand Shoes, and

## Solve Your Shoe Troubles

for at least a year.  
In stock, Ladies' and Gentlemen's Black and Tan Brogues; also Gentlemen's Black and Tan Boots in assorted Leathers.

**F. SMALLWOOD,**  
THE HOME OF GOOD SHOES  
218 & 220 Water Street, St. John's.

# BON MARCHE SPECIALS!

Below is only a few of the Special Lines we are marking down to make room for New Goods:

Men's Braces . . . . . 35c. pr.	Child's Hose . . . . . 18c. pr.
Men's Socks . . . . . 15c. pr.	Ladies' Wool Hose . . . . . 25c. pr.
Table Covers . . . . . 95c. ea.	Boys' Heavy Hose . . . . . 25c. pr.
Men's Work Shirts, 79c. ea.	Ladies' Flannelette Night-dresses . . . . . \$1.75 ea.
Blay Calico . . . . . 20c. yd.	Ladies' Heavy Fleece Bloomers . . . . . 79c. pr.
Door Mats . . . . . 35c. ea.	Heavy F.L. Vests . . . . . \$1.05 gar.
Towelings . . . . . 18c. yd.	
Ladies' Hose . . . . . 22c. pr.	

CREAM FLANNELETTE . . . . . 19c. yard	
All Wool Serge . . . . . 90c. yd.	Embroidery, from . . . . . 5c. yd.
80" White Sheetings, 53c. yd.	All Wool Silbons . . . . . 95c. ea.
Curtain Net . . . . . 25c. yd.	Heavy Lace . . . . . 8c. yd.
Nordzee Shirts . . . . . \$1.29 ea.	Boys' Wool Jerseys, \$1.40 ea.
Glass Cloths . . . . . 20c. ea.	Umbrellas . . . . . \$1.50 ea.

SPECIAL OFFER COTTON TWEED . . . . . 90c. yard.

**BonMarche**  
WATER STREET ST. JOHN'S

# Wholesale Dry Goods!

AMERICAN and ENGLISH  
MILL ENDS, POUND GOODS,  
CORSETS, BRACES,  
LADIES' DRESS GOODS.  
WRITE FOR QUOTATIONS.

**Avalon Wholesale Dry Goods**  
Co., Ltd., 303 Water St.  
D. A. SUMMERS, Manager.

# Skipper Brand Cutlery

Manufactured by S. HIBBERT & SON, LTD., still standing the Test of Time after over a hundred years of competition, clearly indicates its unimpeachable Quality and Worth.

Always Ask for Skipper Brand when Buying  
**Stainless Cutlery, etc.**

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# "Matchless" The Paint of Quality

Practical Painters choose "MATCH-LESS" 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.**

sept19,tf

# \$5,000 PRINCIPAL SUM

and  
**\$25.00 WEEKLY BENEFIT**  
FOR INJURY OF ALL KINDS—COST ONLY  
**\$16.00 A YEAR!**

WHAT ABOUT IT?  
**U. S. FIDELITY & GUARANTY CO.**  
J. J. LACEY, Nfld. GENERAL AGENT.

# New Shipment

# Lipton's Groceries

# Steer's Ltd.

## Lipton's Celebrated English Biscuits.

Marie, Albert, Tea, Digestive, Water, Orange Creams, Tennis Chocolate, Assorted Creams, etc., etc. Lipton's Arrowroot Biscuits and Lipton's Cakes in 1-lb. tins.

Lipton's Delicious Fable Jellies, in 1-pt. tablets  
Lipton's Table Jellies bear an exceedingly high reputation for Quality and Flavour. None Better!  
Lipton's Scotch Orange Marmalade, in 1-lb. Glass Jars. Give this a trial on your breakfast table.  
Lipton's Raspberry Jam, in 1-lb. Glass Jars.  
Lipton's Essence of Coffee and Chicory, in 5-oz. bottles.  
Lipton's Famous Cream Caramels, in 1/4-lb. tins  
Lipton's Butter Scotch—"The Real Stuff."

As we import this very popular Sweetmeat in large air-tight tins, we can guarantee the quality and freshness of it, and as it is imported in bulk our price for same is very moderate.

# Steer's, Ltd.

aug13,eod,tf

# BUY—WEAR—USE A FISH BRAND REFLEX SLICKER

Call upon it any rainy day to keep you dry and warm. You will never be disappointed in its worth and service. Backed by a record of 87 years' manufacture. What more can be said?



Satisfaction guaranteed  
**TOWER'S FISH BRAND**  
**A. J. TOWER CO.**  
BOSTON, MASS.  
PETERS & SONS, ST. JOHN'S, Agents

sept12,tu&fri,6moe

# COAL!

If you want the BEST order our  
**WELSH ANTHRACITE.**  
All who used it last year say it is the best they ever had.

Screened North Sydney.  
**A. H. Murray & Co., Ltd.**  
PHONE 1967  
BECK'S COVE.  
sept13,tf

# Our Stock for the Coming Winter:

consists of the  
BEST NORTH SYDNEY SCREENED COAL.  
BEST LEHIGH VALLEY AMERICAN ANTHRACITE  
BEST WELSH ANTHRACITE (Specially Selected).  
Secure your requirements now.  
**PRICES RIGHT.**

**M. Morey & Co., Ltd.**  
Phones: Office 376, Yard 1426  
P.O. Box 1052, St. John's.

# Nfld. Government Railway.

**PLACENTIA BAY STEAMSHIP SERVICE.**  
Passengers leaving St. John's on the 8.45 a.m. train Monday, September 29th, will connect with S.S. ARGYLE, at Argentia, for ports in Placentia Bay (Merashen route).

**PASSENGER NOTICE.**  
S.S. PORTIA will leave Dry Dock Wharf at 5 p.m. Saturday, September 27th, calling at St. Mary's, St. Joseph's and usual South Coast ports. Ship will not call at Argentia, but will proceed direct from St. Joseph's to Marystown.

**NORTHERN STEAMSHIP SERVICE.**  
Freight for ports of call on above route, as advertised in Directory, and extra-ports of call, namely: Hooping Harbour, Williamsport, Canada Harbour, St. Julien's, Ship Cove, accepted at Dock Shed, Saturday, September 27th, from 9 a.m. to 5 p.m. and Monday, September 29th, up to noon.

S.S. PROSPERO will leave Dry Dock Wharf, 10 a.m. Tuesday, September 30th, calling at usual ports en route to Cook's Harbour.

**NOTRE DAME BAY STEAMSHIP SERVICE.**  
Freight for ports on above route, as advertised in Directory, including Botwood, Brown's Arm, Lauraceton and Newstead, accepted at Freight Shed Tuesday, September 30th, from 9 a.m. to 5 p.m.

# Nfld. Government Railway.

# RED CROSS LINE!

NEW YORK. HALIFAX. ST. JOHN'S

## SCHEDULE OF SAILINGS FOR OCTOBER

From New York at 11 a.m.	From St. John's at 12 o'clock, noon
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September 27th . . . . . ROSALIND . . . . .	September 27th . . . . . ROSALIND . . . . .
October 4th . . . . . ROSALIND . . . . .	October 4th . . . . . SILVIA . . . . .
October 11th . . . . . ROSALIND . . . . .	October 11th . . . . . SILVIA . . . . .
October 18th . . . . . ROSALIND . . . . .	October 18th . . . . . SILVIA . . . . .
October 25th . . . . . ROSALIND . . . . .	October 25th . . . . . SILVIA . . . . .

THROUGH RATES QUOTED TO ALL PORTS.  
WINTER RATES NOW EFFECTIVE.

Round trip tickets issued at special rates with six months' stop-over privileges.

**ROTUNG & COMPANY, 17 Battery Place, New York,**  
General Agents.

**G. S. CAMPBELL & CO., HALIFAX, N.S.**  
**HARVEY & CO., LTD., ST. JOHN'S, Nfld.**  
Agents. Agents.  
Jan5,m,w,t,f

# NOTICE!

**EAST BOSTON, MASS.—HALIFAX, N.S.—ST. JOHN'S, Nfld.—NORTH SYDNEY, N.S.**  
Steel Steamship "SABLE I." will

Leave—  
East Boston . . . . . 2 p.m. Sept. 23rd; Oct. 7th for Halifax  
Halifax . . . . . 2 p.m. Sept. 28th; Oct. 10th for St. John's  
St. John's . . . . . 2 p.m. Sept. 30th; Oct. 14th for N. Sydney  
North Sydney . . . . . 2 p.m. Oct. 2nd; Oct. 16th for Halifax  
Halifax . . . . . 2 p.m. Oct. 4th; Oct. 18th for Boston

Fares on application; reservations now accepted.  
Passengers by steamer from St. John's make connection with Thursday morning's train at North Sydney.  
Apply **HARVEY & CO., LTD., St. John's, Nfld.**  
sept4,th,t,f

# CANADIAN NATIONAL RAILWAYS

**TORONTO TO—DETROIT CHICAGO.**  
TRAVEL BY NATIONAL LINES  
"INTERNATIONAL LIMITED."  
Leaves Bonaventure Station, Montreal, at 10.00 a.m. Daily.  
Direct connection from Halifax or North Sydney by "OCEAN LIMITED."

For Fares, Reservations, etc., apply to  
**R. H. WEBSTER, General Agent.**

# Montreal-St. John's.

S.S. PALIKI sails from Montreal October 1st.

S.S. NICO sails from Montreal October 15th.

**MURRAY TRANSPORT CO., Limited,**  
St. John's.  
sept10,tf

# Cadbury's Bournville COCOA

The most economical and best Cocoa on the market.  
**BAIRD & CO., Ltd.,**  
Agents for  
**CADBURY BROS., Limited,**  
Bournville, England

sept8,tf

# Sailor's Pride

THE TOBACCO THAT NEVER DISAPPOINTS  
THE RIGHT QUALITY  
AT THE RIGHT PRICE  
20 cents a cut EVERYWHERE.

**JOHN ROSSITER,**  
Distributor.

m,w,t,f

# Notice to Parents!

Have your Children Normal Vision, or are they suffering from EYE STRAIN?

This is a very important question and demands your immediate attention.  
The future success of your child may depend upon your action now.

Children suffering from Eye Strain are working under a great handicap, which properly fitted Glasses will correct.

Begin the school year right. Have your children's eyes examined by us, and if necessary  
PROPER GLASSES FITTED.  
**R. H. TRAPNELL, Ltd.**  
Jewellers & Opticians, 197 Water Street.