# UNION MADE 

Guaranteed by the United States Tohacco Go, Now York
Tessier \& Go., Agents.
and



# C-Seo the Noxt Rege for More Barvalas The Broadway TO-DAY WILL START The Broadway House of Fashion <br> TO-DAY WILL START <br> A Sale of Supremacy in VALUE GIVING-House of Fashion 

 OUR ERIESS SALE! St. John's Greatest Bargain Event!= TO-DAY all St. John's will revel in and convince itself of what tremendous importance this PEEREESS Event is! Everything to wear for the entire family is presented at prices you will at once see are amazingly low. The PEERLESS SALE IS SUPREME from every stainpoint-PEERLESS IN VALUES-PEERLESS IN THE QUANTITY OF GOODS INVOLVED-PEERLESS IN QUALITY OF THE GOODS PRESENTED. This ad. does not tell of all the sensational values assembled-it only shows convincingly what immense savings are offered. COME EARLY TO-DAY -bring your friends. No Mail or 'Phone Orders accepted on advertised items *

Дञ WE LEAD-OTHERS FOLLOW !

## Skirts

One of the finest lots of Skirts your money can
buy: Prunellas, Brushed Wools, Crepes, Plaids.
We guarantee every Skirt to be worth dollars. We guarantee every Skirt to be worth dollars
 Values to $\$ 10.00$

## Blouses

Here are two Groups where
you can chose your Blouse at
less than half the price you Georgettes, Crepe-de-Chines,
Lace Over Georgettes, Silks, etc, Hundreds to choose from

## Sweaters

Hundreds of Sweaters placed on Sale at PEERLESS PRICES-A variety every Woman and
Miss can choose from: Coat Sweaters, Tuxedo, Miss can choose from: Coat Sweaters, Tuxedo,
Cardigans, Pull-Overs, Side Ties, in fact every $\begin{array}{lll}1.79 & 2.89 & 3.77\end{array}$ $\begin{array}{llll}1.79 & 2^{.89} & 3^{.77}\end{array}$

A Peerless Sensation to Interest Every Woman and Miss 110 COATIN B DRINAN

## At Guaranteed Lowest in The, Gity Prioes

PEERLESS! How well it describes this marvellous COAT and DRESS offering! Leading PERLa. manuracturess, with whom we have been doing business for years. have coo-
 coat sizes:
Womens .. .. .. .. 36 to 44 Misses' . . . . . . . 14 to 20 THE COATS !
Silk and Sateen, full linedBlack Downy Woilored Black Downy Wool, Velour Suedene, Angora, Cordette
and other rich fabrics. Every Best Style Here! We consider these the best Coat values this seasonstyle, quality and workman
ship considered. Colors in ship considered. Colors in-
clude: Grey, Black, Navy Rookie, Russet, Brown and all wanted Plaids.

DRESS SIZES:
Women's .. . . . . . 36 to 44 Misses' . . . . . . . . 14 to 20

THE DRESSES! Fashioned of Finest SilksCanton Crepe, Satin Crepe, Georgette, Roshanara, Flat: repe, Romaine Crepe, Elizabeth Orepe ,et

Dresses for all occasions and in all colours; Navy, Cocoa, Black, Sand, Brown, and in fact every Light and Dark shade for Fall wear.

## Fur Chokers and Collars

 Ameme wixiz 3.50 Furs as Wolf, Fox, Nutria Marmink, etc. Mostly Brownsand Blacks. A few Light 8.98

Leatheretle Coats
Just received a large shipment warm Coats. They go on Sale
t a Peerress Price. Plaid
ar Misd Wool linings, Sizes
or Misses and Women.

## Sweater

 CostumesHere is a a chance for every
Miss and Woman to doress in


Peerless Prices-Mean Lowest Prices

## Fall Dress HATS

PEERLESS Millinery Values-Presenting Hats of impressive Beauty that have not been equalled this season. Finest materials in the Newest Fall Modes-
Each is zan exquisite
creation with an elegance of design you
will eall irresistible. will call irresistible. ors to please all;
shapes and sizes to shapes and sizes to
fit every hairdress for Misers, Woman or Mar Mar
Her to $\$ 12.00$-Picture Hats. the cofors include: Ammon, Nary, Brown, Red, Black, Grey,


## Costumes

To describe the beauty of these New Fall Costumes would be impossible-The fine workmanship-The lovely materials-The fine Furs such as Squirrel, Beaver, Fox, Viatka Squirrel-or their plain self made collars show, up these beautiful New Fall Costumes immensely.

| TWOAd POStUIIISSlined with silk and CantonCrepe. Worth more than doublethe price. On Sale for | Sizes | Prices Range From <br> $\int 98$ | MATERIALS: <br> Velour. |
| :---: | :---: | :---: | :---: |
|  | Nary. |  | Broadeloth. |
|  | Black. |  | Tricatine. |
|  | Sand. |  | Poiret Twilh |
|  | Brown |  | Scotch Tweeds |
|  | Fawn |  |  |
|  | Ete. |  | All Costumes interlined. |

## The Broadway House of LFashion

"CASH STREET"-OR-"PAY MORE AVENUE -WHERE DO YOU TRADE? The success of this great establishment since its inception, has been that many thousands of St. John's people realize fully the economy importanci of our poicy or Buying and
Seling for Cash-they realize the importance of trading on "CASH STREET" and sharing in the endless unusual on "CASH STREET" and sharing in the endless unusual
savings we are ever offering-You, too, should come here to "CASH STREET" and see how splendidly it will pay you:

Braadival Holiseof afsition TO-DAY

Quick Action is Recommended !

Although our Stocks are complete, the unusually HEAVY DEMAND THIS SALE WILL MAKE on our stocks, and the crowds this SALE will attract when the news spreads, causes is to advise EVERYBODY TO "COME EARLY!" OUR PEERLESSSALE!

What Our Children's Dept. Offers Every Mother in This Great "PEERLESS" SALE!
$\ldots$ Dresses
In this great Store, where event crowds upon event, where one merchandising achievement scores upon fering, is of rare occurrence-and one that mothers by the hundreds will plan to attend PEERLESS PRICES MEAN HUGE SAVINGS! COME!
$\begin{array}{lllllllllll}2.98 & 3.48 & \mathbf{4}^{.98} & 5.98 & 6^{.98} & \mathbf{4}^{.98} & 5.87 & 6^{.89} & 7.98 & 8.77\end{array}$

## Bargain Basement Offers

OUR BARGAIN BASEMENT IS A STORE BY ITSELF. IT OFFERS YOU DAILY SEASONABLE MERCHANDISE AT PRICES WE SOMETIMES CANT DUPLICATE. DURING THIS GREAT SALE THE "BARGAIN BASEMENT" OUTDOES ITSELF WITH EVEN GREATER VALUES THAN EVER BEFORE. BELOW ARE ONLY A FEW OF THE ITEMS THIS DEPARTMENT OFFERS YOU WHILE THIS SALE LASTS!

Sizee
16

Look at These Savings!
Just arrived in time 50 dozen Ladies' White Linen Hkfs.
 Cor bloomers.: 800 Pairs of fine heavy Crepa
 umbelle kee worth double Whit Linen Rumerss embroid
erad with Pink or Blue sik
 79 c White Linen Camisocies. $=2=19 c$ Nevere again at tini low price

 edte and ninely piped with color-
ed ribbon, and with pockets for
childreen of ages 1 y year, 2 years

## The Broadway House of Fashion



## The Primary Position Held By The Royal Stores as



In the Realms of Sport Wall Papers
$-4=$


## THE BEST

MATERIALS - DESIGN - WORKMANSHIPI
These are the three essentials to good Furniture.
This 3 -Piece Suite for $\$ 200.0 \mathrm{O}$


## MURPHY'S GOOD THINGS

We have many littie "Ods and Ends which we have pied out and priced low. We want to get those things out of our store to make room for New Fall Goods, yon know when we cut a price we cut it from an honest price already marked low. There are big piles of these useful things which we will now sell you for the little price. But they won't last long-Better come quick.
Another Lot! MARVELLOUS velvet hats $\$ 2.98$


| Pound Blanket Ends. <br> Assorted colors; pieces 1 yar <br> 75c. Per Pound |
| :---: |
|  |  |

## White Gold-Filled



Large Size
Turkish Towels.

Each 19c., 49c., 75c., 98c
Ladies' Spats.


Cotton and Woo
Navy Serge.
Per Yard 49 c ., 98 c . \& \& $\$ 1.29$
Ladies' Wool Scarfs.

| In Gren, Blue and Pink; |
| :--- |
| long, 100 wide |
| Each 98 c |

Men's Wool Scarfs.

| $\begin{array}{l}\text { In Brown, Fawn and Gres: } \\ \text { long, } 10 \text { wide } \\ \text { 60 }\end{array}$ |
| :--- |

Ladies' Silk Scarfs.


## 

Wafches.


| Children's Fall Hals |
| :---: |
|  |  |


| A Clearance Feature of Jacquettes |
| :---: |
| \%aymex mix |
| Each 4.98 |

Ladies' Wool Sweater Coals
xax max mix $=4$

| White Flannelette. 36 inches wide only. Per Yard 25 c . |
| :---: |
| Children's <br> Pullover Sweaters. <br> In Camel and Peacock, made of <br> Pure woi; neck and sleeves trim- ned very neaty; all sizes 20 to 32 . <br> Each \$1.49 to \$1.98 |
| Men's Linen Collars. In all styles and sizes. Each 10c. |
| Ladies' Umbrellas. ${ }^{7}$ rib Paragon frame, taped edge le, silk loop $\quad$. 26 . $\$ 1.98$ to $\$ 2.98$ to $\$ 2.98$ |

Canvas Mats.
$\gamma 18^{\prime \prime} \times 36^{\prime \prime}$, nice
$\frac{\left(18^{*} \times 36 \text {, nice bright patternss }\right.}{\text { Each 18c. }}$


| Ladies' Fleece Over Pants. In Navy, Brown and Grey Each \$1.2 |
| :---: |
| Misses' Fleece Over Pants. In Navy, Brown, Grey and Each 98c |

Boys' Pullover Sweaters
Men's Work Shirts. In Brown and Navp, button on
then onothor, made of Pure Can-
aian Wool Men's Work Shirts.
Made of Grey striped fannelette
regular s.1.00 value

## Pound Sheeting.


Each 5.98
Ladies' Sweater Coals
Children's Fall Hals
Each 2.49
Pullorer seatern

Latier Umbrelas.

Mats

| Laches' Fleece $\$ 2.98$ |
| :--- |
| $\begin{array}{l}\text { Over Pants. } \\ \text { In Narr, Brown and Gres. } \\ \text { Each } \$ 1.25\end{array}$ |

Misses' Fleece
Over Pants.
$\begin{array}{r}\begin{array}{r}\text { Ind Navy, Brown, } \begin{array}{r}\text { Gres } \\ \text { Black. }\end{array} \\ \hline \text { Each 98d }\end{array} \\ \hline\end{array}$

troughout, nice pattorns; fust the the
hing tor the coming wintr; all
fizes.
Each $\$ 12.98$
Children's Wool Caps.
In many shades, large roll
band.
$\frac{\text { Each 59c. and 79c }}{\substack{\text { Men's Work Pants. } \\ \text { Made of very heavy Engrise Wool }}}$

Men's Wool
Perlover Sweaters.
Ploce fine Nayy Wool, neat ntung,



Each $\$ 3.75$

Let's Get It Enlarged!
"If's the best snap we ever
had of Baby, and the boys haok Bayy, and the boys
look so alve Lets get Tooton to enlarge it at once,
before the film gets scrateh-

The Kodak Store makes
The Kodak Store makee All sizes may be obtained,
and the best results from and the best results from
any negative are guaran-
teed. Get Tooton's prices on en-
larging. Like the enlarge-ments-they're O.K.
TOOTON'S
PHONE 131
The Kodak Store, Water Street, St. John's.


MAJESTIC TO-DAY! -
When the cards of Itte are stacked against you, can you call for a new deal

A Red Hot Gripping Subject. Thrills Galore. 2 Shows Nighty-Admission: Galore.
20 Cents.

CAST of CHARACTERS

she was a society belle.
SHE WAS ALSO A CABARET DANGER.

WHICH SET THE WHOLE WORLD TALKING.
"HUMAN WRECKAGE"


## Complete Change of Programme Star Movie To-Day



HARrison rord EThel shannon WILIMM NORRSIS CLARA BOW ind


- B. P. SCHu Braz prian a GASIIRR prodaction

Farquhar Steamship Companies
 for forquar steanship company, himited, HARVEY \& CoMPA NTY, LIMITED, Agents.

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## Central Bakery

When you want Bread or Cake made by us ask for Central Bakery or Walsh's.
We make the orlowing: White Bread, Whole


## -

## We are stadilly increasing our outport Trade, and

## Central Bakery

A Stirring Drama of Love Down-to-Date--Thrills, Jazz, Comedy and a new kind of plot solved in a novel way.

## Ruth Roland

 "Haunted Valley",Monday--D.W.Griffiths most wonderful produc-tion--

## "The White Rose"

## 

U.S. FIDEIITY \& GUARANTY CO.

## 

## Rotary Club Luncheon


$\qquad$

And the rouarr imene y jeterchar,




## CASINO THEATRE 3. WILMOT MARJE YOUNG - ADAMS Company <br> 16-CAPABLE ARTISTS- 16

clegant costumes-classy vaudevile-jazz orchestra.

 Curtain Rises 8.25 p.m., Sharp.

## ancel Nothing takes the ple <br> Men's 12 inch High Laced Black Leather Boots. Price Men's 14 inch High Laced Black Leather Boots. Price Men's 16 inch High Laced Black Leather Boots. Price Men's 15 inch Red Leather High Laced Boots. Price MAIL ORDERS RECEIVE PROMPT ATTENTION. <br> F. ©MAHWOOD, The Home of Good Shoes.


























 STOCK MARKET NEWS



HALLOWEEN NOVELTIES
Anything you require for Hallowe'en Festivities in the way of novelties and
paper decorations, can be had in our Stationery Department, where you will paper decorations, , ano be hatiowe on forstavive
find a very extensive stock to choose from.

## Hallowe'en Crepe Paper

 Hallowe'en Borders.
 Crepe Paper Festoons.

 Table Napkins.

 Gummed Hallowe'en Seals.






 Ser
Serving Cup Forms.
For






Crepe Paper Streamers.
 Tucked Streamers.
 Table Covers.

 Cardboard Cutouts.








 Invitations.

Paper Caps $\quad 45 \mathrm{c}$. Paper Masks. Halloweon Doagne. specah, ach :. 18c.


## The ROVAL storis

 Limited


| ForCough \& Collds |
| :---: |
| Phoratone |
| Gough \& Cold Cure |
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|  |  |
|  |
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## Freight Service!

MONTREAL TO ST. JOHNS.
S. S. "LISGAR COUNTY"
will sail from Montreal October 28th, and from
Charlottetown, on October 30th. For further information, apply to
CANADA STEAMSHP LINES, LIMTEL, MESSRS. HARVEY $\begin{gathered}\text { \& } \\ \text { Agents. COMPANY, LIMITE }\end{gathered}$

He is satisfied-so will you be if you use MUSTAD'S

HIGHEST QUALITY FISH HOOK S

England May Lay Claim to Bones of St. Patrick
 ton onave been tound in Pembrokeshire,
to
tar trom the eenes of tar trom the scenes or hits, reptilian
labors. The search tor the body of the saint was started several montha ago
in the churchyard of

st. Davidet | in the churchyard of st David's |
| :--- |
| Cithetral, amons the ruins of St Pat- | rick's Chapel, a part of an older

church
The chapel foor was found ten toet
 of the ruins was an alitar, ann in in front
of this was found a akeleton. The excavators, believining the body
that ort the siant, sent tor the Dean ot
the Chate
 ment of timin pendending the establish-
The sele
 ably by a talling stone.
Te de disocry so par has produced

 taken there should the experts, dectid
the remains are genuine.
Von Tirpitz May Disclose Details of

## Anthracite Coal.

We have the very Best Quality, Iso SCOTCH HOUSE COAL-AII LumiI
and NORTH SYDNEY SCREENED. W. H. HYNES.


"Anchor your pipe to a good smoke"

## .




# Quality 

Read these testimonials
 pem lomece josprin marse 4 ner ben wer




Men who smoke ANCHOR TOBACCO say two plugs last as long as three of the cheaper brands. There's no waste with Anchor, every plug is uniform in quality. Every pipeful is good to the last puff.

Quality insures satisfaction Satisfaction demands Anchor Plug


R

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

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





## "Matchless"

 The Paintof QualityPractical Painters choose "MATCHLESS" because it works easily, covers well, and saves time.
Property. Owners ask for it because it is durable and lasts so long that it saves money.
= SAVE FROM DECAY =
IN THE "MATCHLESS" WAY.
The Standard
Manufacturing Co., Ltd.

Montreal-St. John's.
The S.s. Nico leaves Montreal about Oc
Och cober 2oti.
Tho S.S. PALIKI leaves Montreal about
qurray Transport co, Limited,


## RUBBERS FOR

 Everybopy!Low Rubbers, Storm Rubbers,
Black Rubbers, Tan Rubbers \& White Rubbers. .High Heel Rubbers, Medium Heel Rubbers and Low Heel Rubbers.
Pointed Toe Rubbers and Broad Toe Rubbers. Rubbers for Men, Women and Children.
Boys' Rubbers.
Boys' Rubbers.
BUY YOUR RUBBERS NOW
F. Smallwood, ${ }^{\text {maw }}$ 218 and 220 WATER STREET.






## SCHRAFFTS Chocolate Bars

Rich Cream and Nut Centres.
Heavy, Chocplate Coating
5c. Everywhere
BUX THEM - . TRY THEM
J. J. Rossiter

## EVERY \$1000! <br> Invested in United Towns Eleotric Gompany 7 p.c. Preference Shares <br> 

Can put ten to fitteen lelectric horse power to
 dustry, tirielessly, unceasingly, year atter year. Particulars, Prospectus, etc, on application

Gompany's Office, Telephone Blidy;, St. John's

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TO ARRIVE THURSDAY.
 BURT \& LAWRENCE -0000cococococomo

Nild. Government Railway,

 South coast AND fortune biv stemmehip

 menty calle at by 8.8. shaistopol. еmbargo notice.

Nifld. Government Rallway.


## RED CROSS LINE!

 new york. halifax. st. ohns schedule of saminge for november $\begin{array}{cc}\text { From New Yorl } & \text { From St. John's } \\ \text { at } 11 \text { a.m. } & \text { at } 12 \text { o'clock, noon }\end{array}$

Put in Your
Winter Supply of


BootPolish
It Does Not Freeze
J. B. MITCHELL \& SON

