







## COATS A good Coat for a little money. Made of extra fine quality Nap and ${ }^{\text {Blanket Cloth }}$ Belted and Straightine effects, in Nary, Fawn, Grey and Brown. sizes. Worth up to $\$ 15.00$. <br> 

## COATS

Formerly selling for $\$ 18.00$.
Now $\$ 9.95$. In nice smooth VelNow $\$ 9.95$. In nice smooth VelFawn, Brown and Black, with (-100) line models. Only a limited number left, so come early.


## NEW DRESSES

Economy and Fashion here combine to offer the greatest DRESS VALUES Econone ason. Every variation of the latest mode is here. Long sleeves,
of the sent flares, new back fullness, new Jenny necks and v-necks. Satin, Crepe front flares, new back fullness, new Jenny necks and v-necks. Satin, Crepe
Satin, Flat Crepe, Poiret Twill, Mirroleen, Tricotine, etc., in Black, Navy, Brown, Fawn, Grey, Green, Saxe, Rust, Beige, Pansy and

## $7^{30} 9^{-901} 12^{* x} 15182529$ up

Children's Coats
 $\begin{array}{llll}2.98 & 5.75 & 7.90 & 9.90\end{array}$

## Leatherette Coats

 6.50 and 7.90 Waists
 89c $1.98 \quad 2.50 \quad 2.98 \cdot 3.50$ up


Plenty of Matrons' Hats, also Misses and Women's. Made of fine Italian Felts, Lyons Velvets, Velvet and Silk combined, etc., etc. Fashionable new styles for large or small heads in a great variety
of styles-plain tailored or more dressy-with ribbon, ostrich, of styles-plain tailored or more dressy-with riboon, ostrich,
flowers, and embroidery trimming. The styles include tie new piowers, and emoroithery fare, midie roil, poke and many others in
pante shapes,
Pant, Red, Grey, Green, Pencil Blue, Fawn, Brown, Rust and

$$
1.98 .{ }^{.98} 3^{.98} 4^{.98}
$$

## Dresses

## Sweaters

Silin-On and Coat. Sweater effects, in Navy, Brown, Buff Maroon, Car.
dinal, Peacock, Green and Black. Sizes or Misese and Women,
$1^{-98} 2^{.98} 3^{.98} \quad 4^{50} \quad 5^{.50}$

Skirts
 $1^{.98} 3^{.98} 4^{.98} 6^{.50} 7^{.50}$ THE SALE THAT IS STARTLING ALL ST. JOHN'S. DON'T MIS SIT!


341 Water Street-0pposite Sterling Restaurant-LOOK FOR THE NUMBER-341


In the Supreme Court of Newfoundlanid.






## 

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## FISHERMEN!

See US before purchasing an ENGINE

## "Atlantic"

## , <br> Fishermen's Favorite Engine

| ALL SIZES <br> IN STOCK <br> FROM <br> 3 HORSE <br> POWER UP | BURNS <br> GASOLINE OR KEROSENE. <br> Simply Constructed <br> Easy to operate <br> Fconomical on Fuel. |
| :---: | :---: |
| When purchasing an ENGINE, why not get the best? The " "ATLANTIC" |  |
|  |  |

OPENING JUNE 1st, 1926.
THE NEW HOTEL

throuch wind and snow watch it grow Newfoundland Hotel Facilities, Limited

Watch Our space Special Gift Announcement GET THAT PONY
 BON MARCHE














 Smoneation ou tuererateren tor the








 Teie Improved thatacter fie to to th







 Sitaes In it hoped that tor toc


The Boy or Girl who gets most votes will surely win.
Whenever you buy a dollar's worth of the undermentioned goods. you will

SUNLIGHT SOAP Every Sunlight Soap Wrapper will give you 100 votes. LANTIC SUGAR Every Red Ball which you get off a Lantic package will give you

LUX The front of a Lux package gives you 50 votes and the back 50 votes SWAN TOILET SOAP. A large cake costs only 10 cents now. The Wrapper gives

| HUDSONS |
| :---: |
| SUPER- |
| SOAP |
| POWDER |
| 5000 Votes for |
| One Dollar. |

IMPORTANT The above mentioned articles are the only goods of their kind which

 M.P. Lost in the Wilds





 et one thousand extra votes. will give you 1000 votes extra TAKE CARE! DONT BUY THE WRONG KIND OF SOAF.








## littleJack f Rabbit Rablat




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at
Women Win



 $\frac{\text { SNOODLES }}{}$



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| orciri |}

A Package costs only 3 cents, it will give 100 votes. You can buy 40 packages of Hudson's for one dollar. The empty packages will give you 4000 votes, and your dollar murchase 8









Religious Accord
$\qquad$

Racing Cars


| "Belle Mead" Chocolate "Huyler's" Chocolate: Caulifiower Iceberg Lettuce Florida Celery. New Cucumbers Ripe Tomatoes.Spanish Onions Sweet Potatoes. |
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Fresh Blue
Point Oysters
$\underset{\substack{\text { Freses Partridec. } \\ \text { Fresh Rabbits. }}}{ }$ Frest Rabits.
$\substack{\text { Blach Duck, Snipe } \\ \text { and other zeme }}$

OFFICIAL NOTICE nt





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## JustOpened Up!

 Very Stylish Ladies' Boots $\$ 2.50$ and $\$ 3.50$ HE PAIR These Boots are easily good value for $\$ 4.00$
and $\$ 4.50$. Secure a pair to-day. All sizes. OTHER VALUES IN LADIES' BOOTS
$\$ 2.00 \$ 1.50$ and 75 c . the pair. At SMALLWOOD'S LADIES' SHOW ROOM.
F. SMALLW00D

THE HOME OF GOOD SHOE
The Sign of the Big Boot.


GET IT AT GEAR'S.
these are dark nights, but our
Bright Star Flashlights and Batteries
tURN NIGHT INTO DAY-GET YOURS NOW:
Write for Wholesale Price List to
GEAR \& CO, Ltid.
$\underset{\substack{\text { PHovene } \\ \text { nor2.edt. }}}{ } 404$

|  |
| :---: |

Charles Hutton LATEST SONG and DANCE HITS. | Pal of My Cradle Days. | $\begin{array}{l}\text { When the one you love } \\ \text { loves you. }\end{array}$ |
| :--- | :--- | Let it Rain, let it P 1 Miss My Swi

Marguerite. Marguerite.
Mighty Biue. Mighty Biue. Don't Bring Lulu. Tm Tired of everything
but You. Let me linger longer in

your arms. | Kinky Kids Parade. | $\begin{array}{l}\text { At the End of the Road, } \\ \text { etco, etc. }\end{array}$ |
| :--- | :--- |

## Gem and Feist Dance Folios.

## Get Buss, Children!

Tell Daddy to remember EVERY LID TAK EN FROM A QUURT TIN OF "MATCHLESS" EN FROM A QUART TIN OF "MATCHLESS" Paint is worth 1,500 Votes in The Majestic Theatre Pony Contest. For every Dollar's
worth of other products manufactured by us, worth of other products manufactured by us,
you gain 1,000 Votes. When buying insist on "MATCHLESS" Paints, Varnishes, Enamel, Shelacs, Putty or Oiled Clothing, Leggings, "STANYL" Disinfectant.

ROLL UP YOUR VOTES.
6he
Standard Manufacturing Co. Limited


| 20000000000000000000000 <br> TEMPTING CHOICE RASHERS OF |  |
| :---: | :---: |
| Crisp, Well Browned Bacon |  |
|  |  |
| Per Pound, 65c. |  |
| BLUE POINT OYSTERS. ROYAL ROCK FATTED CHICKEN Ex. S.S. SILVIA from New York. |  |
|  | OLIVE OIL |
|  | Pure Spanish Olive |
|  | Each, \$2.80 |
| GREEN GRAPES . . . . . . . . 20 c . per lb. BLUE GRAPES . . . . . . . 35 c . per lb. <br> ORANGES . . . . . 50 c. per |  |
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THE HOME OF GOOD THINGS TO EATY",
DUCKWORTH ST.
RAWLLNS' CROSS.

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## Munson Steamship Lines

S.S. "FREDES" is due to leave New York
November 18th for St. Johnn's, via November 18th for St. John's, via Boston and
Halifax. For Freight rates and other information,
A. E. HICKMAN CO., LTD.,

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FURNESS LINE SAILINGS



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Make no sh shipers:
Make us your Slipging Depart
ment for
efficient serriceor our inine serves every ceitre of pro-
dicetion and
them
 CHANGE OF FREEEAT ACCEPTANCE-
HUMBERMOUTH-BATTLE HR S.S. SERTICE.




 NOTICE OF SABLDG - -outr COAST AND ST.
MARYS BAY STEAMSHP SERIIEE.

 CHANGE OF PASSENGER NOTICE-
SOUTH COAST AND FORTUNE BAY S.S. s 19 th, will comect with S. S. GLENCOE


 PASSENGER NOTICE-NOTRE DAME BAY S. $s$.
SERIICE.
 $\frac{\text { for ports on above route }}{\text { SPECIAL TO CATTLE DEALERS! }}$

S.S. "HETHPOOL"


## Red CrossLine

NEW YORK. HALIFAX. ST. JOHNS
schedule sailings for november
FRois s. Jons

throceh rates ototed to all ports. winter passage rates now effective. Ronnd trip tickests issued at spectal ratee with slix mothr
For further information, apply to


$\underset{\text { Abents. }}{\text { Lifis. }}$



