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After Every Meal


All the roodness; flavor and quality that goes Into WRIGLEY'S at the factory IS KEPT IN IT FOR YOU.
The sealed pack: ase does that-You break the seal.
WRIcley's is purē chicle and other lagre--uality obtainable Made under modern sanitary conditions
wrigleys alds appe: the, keeps reeth white and helps dilesstio
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## Land tortolses are otten purchas



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miles, spleafialy apponted passer

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Price's Claim to Fame
mas whbashing the kaser

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YOU ARE PRACTISING REAL ECONOMY and obtaining REAL VALUE when buying our lines of goods. These are being added to daily and are right up-to-date in every particular.

|  <br> Velour |  | BLOUSE FLANNELETTES. <br> WHITE SAXONY FLANNELL. 90c. to $\$ 1.50$ yard, <br> GREY SHIRT FLANNEL. 80 e, to $\$ 1.00$ yard. <br> FANCY STRIPED FLANNEEL. 60c. to 80 c . yard. | KHAKI FLANNELETTE. <br> 34c. yard. <br> BLUE FLANNEL. 70c. and $\$ 1.00$ yard. RED FLANNEL. 80c. to $\$ 1.65$ yard. WHITE SHIRTING. 22c. to 45c. yard. | Up-to-the-minute styles in Ladies' Fall and Sports Hats. 4.90 to 18.00 each |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
| THE NEWEST SHOWING <br> FALL COATINGS. <br> $\$ 2.75$ and $\$ 2.90$ yard. | COLORFUL DESIGNS FCY. MELTON CLOTHS. 70 c , to $\$ 1.20$ yard. |  | WHTE FLANNELETTE-36 in. <br> WHITE TWIL SHEETING. <br> 81.20 to $\$ 1.60$ yard. | STRONG, SERVICEABLE MENS WORK SHIRTS. 90 c . to $\$ 1.80$ each. | PLEASING PATTERNS FANCY DRESS SHIRTS. $\$ 1.30$ to $\$ 5.00$ each. |
| FCY. COSTUME LININGS. <br> 47c. yard. | COTTON SERGES. 30 c . and 50 c . yard. |  |  | PRESIDENT BRACES. 75c. pair. | GENTS' KNITTED TIES. 23c .each. |
| 崄 <br>  |  |  |  | BUCKRAM HAT SHAPES . . . . . . . . . . . $\$ 1.10$ each. |  |

## fiants Win with

Casey at the Bat.


## Look At This List with a Critical Eye! Kindly Remember: W. R. Gooble



## A Towel Sale

 of Unusual Interest Housewives who are looking for just such anopportunity to replenish household-towel supopportunity to replenish household-towel supplies, will make plentiful selection here. Towels of all kinds and sizes; variously priced-ever
one a surprising value. Our Prices. 10c 25 Our Prices: 19c., 25 c ., 35 c, . $39 \mathrm{c}, 49 \mathrm{c}, 59 \mathrm{c}$, .,


BED SPREADS.
Here are Spreads in Satin figured smoothly woven. Prices are decid-
edly low. Only edly low. Only $\$ 2.98$ each. While these Blankets are made en-
tirely of Cotton, they are very warm tirely of Cotton, they are very warm
and have a soft wool-ike appearand have a soft wool-ilke appear-
ance. Satisfactory bed coverings for
any season. Only $\$ 2.25$ per pair. NEW CURTAIN MATERIALS. Curtaining your windows with the
least expense and with the least effort, in keeping curtains fresh may
be easily accomplished here. Our Prices 19, $39,49 \mathrm{c}$. per yard. SERVICEABLE FLANNELETTES This comfortable downy finishe
cloth has many uses. Excellent fo
children's night gowns. Only 19c per yerd. Hight gowns. Oniy 19c GOOD BLACK SATEEN. Fast Black, Lustrous Finish. A
quality which you will like to use for
coat linings and serviceable petti-

Enameled Tea Kettles
These are well shaped, seamless, with flat bottoms and enameled covers. These are stamped firm steel and heavily coated. Our Price 79c, 98c. each


White Heavy Fleeced Blankets, sold
by the pound Wiil cost you on an
average of $\$ 1.47$ each. Blanket is
by the pound. Will cost you on an
average of $\$ 1.17$ each. Blanket is
$72 \times 80$.
MENS SWEATER
COATS

| Al Sizes. |
| :--- |
| ur Price $\$ 2.25$. |

WONDERFUL
WONDERFUL
VALUE
Ladies' One-Piece Serge Dresses;
36. to 44. Only $\$ 6.69$.

POUND WHITE
SHIRTHNG You should see the nice large pieces.
at Only 78c. per 1b.

## Ladies' Dark Bloomers

Thamo
en, Black an
$95 c$ each.

MEN'S DARK
HEAVY TWEED SUITS Only $\$ 12.50$.

Kindly Remember:

## W.R. Goobie

is just opposite the Post Office





IT IS INDEED HARD TO OFFER GREATER VALUES THAN HERETOFORE. THERE IS A VAST DIFFERENCE between being generous once a month and being generous every day. In fact, in so far as values are concerned, every day's a Sale Day at the London-New. York and Paris Association of Fashion. That is why it has required a tremendous effort on our part to offer you these-STILL GREATER VALUES.

WE ARE IN THE BUSINESS OF GIVING GREATER VALUES THAN OTHERS. We are in the Business of Underselling others, and with the whole-hearted co-operation of every-department
in the house, we have done the one thing no other store in St. John's has ever been able to doin the house, we have done the one thing no other store in St. John's has ever been able to do-
WE'VE UNDERSOLD OURSELVES. Be sure to Shop around and compare values, you'll find it priced lower at this Store.

## An Unusual Sale!

We are going to sell this week 684 New

## Fall DRESSES VALUES UP To $\$ 30.00$. <br> 5.98 upto16.98

Here are the Kind, the Quality and the Character of DRESSESS for which you would regularly have to pay several times their present Sale Price. Charmeuse, Crepe, Satin, Crepe de Chene, Canton Crepe
$20-36$ to 48.

## A Sweater Sale

 supreme: HUNDREDS UPON HUNDREDS OF NEWEST FALL SWEATERS-Slip-On Models-New Jacquette Styles -New Side Ties-COAT SWEATERS. MORE THAN A SALE OF SWEATERS AT LOW PRICES. It is an exhibition of unusually Handsome Styles in the Richest Wools that one will see this season. Prices range atMISSES, WOMEN'S and STOUT WOMEN'S SIZES.
continuing our great sale Women's \& Misses'

Plain and Fur-Trimmedí Suits $\$ 21$ and $\$ 25$
The Season's very Newest MaterialsVelona, Lam, Poiret Twill. There are the longer and shorter Coats, some with Side Tie effects-some trimmed with Luxurious Furs-all sizes f Misses', Women and Stout Women.

SPECIAL! Fur and Plain
Trimmed
Suits $\$ 20.000^{\text {at }}$ Values $\$ 1098$

More and More Men are Coming Man's \& Bus' Dopit Word of the GREAT VALUES being, offered, is
spreading-and not a man or boy we can't satisfy on spreading-and not a man or , Mattern, Model and Size. the score of Material, Color, Pattern, Model and Size
OUR STORE IS STOCKED TO CAPACITY for FALL Men's Fall Suits



Heavy Overcoats



 Top Coats, Raglans and Boys' School Suits | Troussers |  |
| :--- | :--- |
|  |  |
| 35.00 |  |
| to | 840.00 |
| 84.50 | to 86.00 | with extra



Boys' $\$ 9.80$ Suils for 6.98

CONTINUING OUR MARVELOUS SALE! Beautiful Fur-Trimmed \& Plain
 The Materials, the Furs, the fine Style and Workmanship of these
Coats make them stand out as Coats make them stand out as
wonderful examples of superlative wonderf
Our only reason for offering these High Grade Garments at $\$ 20.00$
and s27.00, is to give a Banner and $\$ 27.00$, is to give a Banner
Bargain Week offering that will Bargain Week offering that will
create city-wide talk amongst wo-

and


Every size is in this Sale up to 56 . The colors include the most fashionable Autumn shades, such as Kit, Fox, Cobalt, Coffee, Tampa, Malay; also Black.

Other Coats on Display at 7.98 up to 75.00 |GIRLS FALL
GIRIS' COATS. GIRLS SERGE DRESSES HATS


$\$ 10.00$ up to $\$ 12.98$.
London,New York\&Paris Association of Fashion

## EXTRA!

Newest \& Smarte Fall Hat Sensational Millinery Purchases, bring marvell
values to Shoppers who attend our Greater $V_{d}$ 2.98 upto 6.9 Pokes of all kinds, trimmed Hats, Turbans, Ou
Hate, oftithenace Hats, in Black and every wai
color-all trimmed ianewest ofte to Every Hat Worth Doub
 figh Quality FUR SCARFS and CHOKERS at

 Beautiful Fox Scart


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Its Rich Delicacy and genuine all-round goodness makes Salada the choice of millions and its sales are ever increasing.


We Are Nio

| Rain Stops Riots | e Not |
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| - | Doing so Badly |

## English "K" Boots and Brogues!



We are now fully stocked with these famous well known ENGLISF

DOUBLE WEAR IN EACH PAIR.
F. SMALLWOOD

Solea/gents for "K" Footwear in Newfoundland

## COMPLETE CHANGE OF PROGRAMME--STAR MOVIE TO-AD Popular Herbert Rawlison in MR. TESORI SINGS

 Another Man's Shoes. ART ACCORD IN CHAPTER 13 OF
## The Oregon Trail.


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## Murphy's Good Things.

MENS SUITS.
Don't worry about your Winter Suit. We can give you a real bargain in one. Each fabrics are worthy, the style and fit splen fabric
did.

## MENS WORK PANTS.

 Men's All Wool Tweed Work PantPer Pair $\$ 2.98$ to $\$ 8$
MEN'S BLUE DENIM OVERALL
Well made.
Per Pair \$I
MENS WINTER OVERCOATS.
The word is GO on all Winter Overcoats,
regardless of what prices they go, for every style is included in the clear away.

Each $\$ 14.98$ to $\$ 35.00$
MENS LIGHT FAFN MACINTOSHES Genuine bargains, English and American

## Our Price $\$ 4.98$


 Cindren's and Misses Hats and Tams, in
Silks, Straws, Velvets and Wools
All One Price 98c.

BOYS' FLEECE LINED UNDERWEAR. Per Garment 69c. to 85c.

## DAMAGED COTTON.

| Large pieces. Per Pound 55c. |
| ---: |

QULT COTTON.
Floral designs.
Per Pound 49
CHILDREN'S WOOL DRESSES.


317 Water Street Store open every Night


## MAJESTIC

 TO-DAYADMISSION 20 CENTS.
matinee saturday afternoon.
THE FAST MAIL
 Highest Service of
Dog to Man Through Knife of Surgeon


## FALL SHOES <br> For Fashions Followers

8

## (19) <br> (10 HURRY! HURRY! HURRY!

Brand New Stylesol every Description

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NEW ARRIVALS OF Fall and Winter

## and Overcoatings

You will find these Goods a speciall well selected assortment. If your orde has not been placed, see ours befor buying.
GET ONE OF MAUNDER'S OVERCOATS and keep up the standard of good tail. ored clothes. Write for samples and style booklets, with measuring instruc tions.


What would you have when you enter our Sto
Shall it be things for the kitchen such

## ALUMINUMWARE

 enamel ware John Clouston




## mie poopus paraze- <br> IN STOCK!

HAM BUTT PORK HAM BUTT PORK-Hear FAT BACK PORK. "LINCOLN" PLATE BEEF. SPECIAL PLATE BEEF. SPECIAL FAMILY BEEF SPARE RIBS-Brls. BOLOGNA SAUSAGES.
SMALL JOWI SMALL JOWLS.
'Phone 264. Prices Right.

## GEORGE NEAL, <br> Limited

The Railway Passengers Assurance Co.
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 HENRY C. DONNELLY


## Only 4.50

 A Man's DARK TAN MAHOGANY CALF Price $\$ 4.50$ the pair Special prices to Wholesale Dealers on case lots Mail Orders receive prompt attention.
## F. Smallwood

The Home of Good Shoes $218 \& 220$ Water Street

## START RIGHT <br> on this seasons fishinc

Tower's Oiled Suit
Roomy and comfortable; made strong
every point. Worn by fishermen
A. J. TOWER CO boston, mass.
PETERS \& SONS, sT. JOHNY, AEZent

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Your Stenugrapher deserves the best office supplies obtainable. You can get them from DIGKS \& GO., Ltd.

## CASH: CASH! CASH!




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## FLASHLIGHT

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## EVEREADY

"the right light to light right.

The newest thing in Flashlights is the ALUMINUM CASE FLASH, the price of which is surprisingly Low.

## WM. HEAP \& CO., Ltd.,

OUR MATERIALS

## For Fall and Winter

## are now readid tor your inpation. They comita

 Especially interesting values for ineaty orders.We are of ering a Genuine ENGLISH SUITIN

made to your meawe, $\$ 40.00$ a COAT.
W. P, SHORTALL

## 50 Free Weeks!


 U.S. FIDELITY \& GUARANTY COT.


## A HANDSONE SERGE SUIT.

 Serge, with best of trimming, good workman Tweed Suits from $\$ 40$ to $\$ 55$. Mail orders promptly attended to.
SPURRELL The Tailor



TTP TOP SUGGESTION: Before serving at table plac
the Tlp Tops in the oven for about
then alow to coot, then note ethe result.

## $\pm$.

ARE YOU PREPARED FOR THE LONG, DARK NIGHTS AHEAD ?

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THE BEST OPTICAL SERVICE.
R. H, TRAPNELL, Ltd, 197 WATER ST.


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The Globe Indemnity Co. of Canada Accident Insurance etc.
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The Secret of Our Suceess: ABSOLUTE PROTECTION. you wll eventualiy insure wit US. WHY NOT NOW?

INSURANGE SERVICE LIFE INSURANCE or FIRE INSURANC CYRIL J. CAHILL

THE CROWN LIFE INSURANCE COMPAN



## Houses for Sale

## FREEHOLD \& LEASEHOLD PROPERTIE

 Situate all over the City and Suburhs. Terms arranged in all cases.First Cash Payment of $\$ 250.00$ to start with *FRED J. ROIL \&E CO. hell estate andurancer igets.

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    12,000 SDEES A MERICAN SOLE LEATHER.
    1,200 FEET BLACK UPPER LEATHER.
    Large Quantity of CHARN \& ANCHORS.
    NEW IRON LUBRICATING OHL, at Rock
    Bottom Prices
    Als , AMERICNOUTH STEAM TAR.
    And all kinds of Shipe' Supplies.
    North Am. Fur, Hide and Metal Co'y.,
    

    ADVERTISE IN THE E VENING TELEGRAM.

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