



## Ye: BANNER BARGAIN WEEK <br>  <br> COATS $\left.\right|_{\substack{\text { Pre Grantic Clotan and } \\ \text { Prunella } \\ \text { Slirts on on } \\ \text { doth }}} ^{\$ 5.98}$ <br> $\$ 9,98$ 

# London,New York\&Par Association of Fashion 

## 

## Girls' New

 FALL CLOTHESAT BANNER BARGAIN WEEK
SAVINGS.

## GIRLS' COATS

 side-tie effects vitith
Beaverette collar; also Beaverette collar; also
fine quality Velo $\mathbf{V}$. Coats with side trimmed
panels. Sizes 6 to 16 . up to 12.98

## Girls' Serge Dresses



Prices Range up to $\$ 5.48$ Girls', Fall Hats
 THIS WEEK SAVINGS.

# Think of it! To-morrow youcan save 25 p.c. to 50 p.o. in this Great Sale <br> <br> WINTER COATS 

 <br> <br> WINTER COATS}

Sensational Banner Bargain Week Offering Yomer's of Hissos Fall f̂ Mintor Porto, Irgosgo silis

Hundreds upon hundreds of magnificent New Coats in a record.
smashing, value-laden Winter Coat Event that will stand head smashing, value-laden Winter Coat Event that will stand head
and shoulders over any similar Sale we have ever attempted. and shouiders over any similar Sale we have ever atempted
Everything that is new ihin materials and styles are fully repre
sented. sented. PRICE RANGE
\$12.98, \$16.80, \$21, \$27, \$35 Other Coats at $\$ 7.98$ up to $\$ 78.00$

## Sensational Purchase and Sale <br> Nów Fall Dresses <br> Every Dress is Fresh, Clean, New-well made and perfect tailored. Every Press is up to the minute in every detail, sensational are the values that we predict an early clearance, sensational are the values that we predict avoid disappointment by Shopping Early. <br> PRICE RANGE

$\$ 5.98$ up to $\$ 20.98$, other Dresses $\$ 24$ to $\$ 39$

MATERIALS.
Poiret Twills, Flat Crepes, Satin, Canton, Charmeuse, Canton Crepe. All New Colors.

| Important to |
| :---: |
| Stout Size |
| Women |
| Women |
| In every range of merchan- |
| dise on sale. We have your |
| Size. |

Women's New Fall Suits Just the Styles, Colors and Effects that will be worn this Fall and
Winter. A very large range to choose from. Materials: Poiret Winter. A very large range to choose from. Materials: Poiret
Twills, long lined effects-tailored styles. All Silk finished. Price Range $\$ 10.98$ up to $\$ 38$

THE STYLES.
Coat effects, Draped effects, Pleated effects, Lace effects, Flounce effects.
Stout Women's
Coats, Dresses,
Suils
Sires. 40 upto 56

## A Race Vith Time

## 9 to $11 \mathrm{~J}^{\text {chechock }}$

 Specials ${ }^{\text {se }}$These Record-Breaking Bargainsyyill fy which to make your choice $99 . t d \cdot \mathrm{FI}$ only. No Mail, Phone pres. Di prders. Women's $\$ 1.50$ Overblouses evint . 50 c. Men's $\$ 1.50$ Fall Ceps . Women's $\$ 2.80$ Skirts .. intafin 98 c . Women's Woollen and Cloth Tams, Worth $\$ 1.50 . . .$. \$2.50 Slip-On Sweatersinguy $\$ 1.60$ per Pair Towels at 69 e per Pair. $\$ 2.40$ per Pair Towels at 79 c per Pair.

READY !FOR THE GREATEST WEEK'S BUSINESS IN OUR HISTORY. OUR ENTIRE STOCKS OF FALL AND WINTER MERCHANDISE AT BIG SAVINGS! IT WOULD TAKE A DOZEN PAGES OF THIS NEWSPAPER TO BRING TO YOUR ATTENTION ALL OF THE BANNER BARGAIN WEEK OFFERINGS IN NEW, SEASONABLE, FALL AND WINTER MERCHANDISE. BUT WHAT YOU DONT FIND IN THIS ADVERTISEMENT YOU WILL FIND IN THIS STORE.



NEVER HAVE SUCH VALUES BEEN ASSEMBLED, AND THE ECONOMICALFAMIHES OF ST. JOHN'S AND VICINITY SHOULD SUPPLY ALI. THEIR APPAREL NEEDSFOR THE ENTIRE SEASON AT THESE BANNER BARGAIN WEEK'S SAVINGS? $\operatorname{BEYY}$ y BUY AND BUY-BECAUSE THE MORE YOU BUY THE MORE YOU SAVE!

## Newest Fall <br> HATS

A Great Sale: A Great Success

A host of thick, warm, lightweight OVERCOATINGS, in those wonderful soft effects so mueht the fashion for
Fall. Models for Men, Young Men, Stout Men. Colors of Tans, Brownu, Greys, Greens, Heathers. Weaves

Many of New York's foremost Mrillners contribute to this big banner bargain week sale, so by all means get here and see the wonderful, wonderf
Fashion Choosing at these unheard-of low prices.
\$2.98, \$3.98, \$5.98 up to $\$ 7.98$
VALUES UP TO $\$ 12.00$. Chic, Fashionable-all the New Shapes-TrimmingoMLLINERY DEPARTMENT-SECOND FLOOR.

## Men's\&YoungMen'sSuits

| SPECIAL! <br> Men's $\$ 28.00$ <br> Two Pants Suits | MEN! All the New Fall and Winter SUITS are Here <br> Choose from the largest assortment in St. John's <br> in a Price Range from \$11 io \$44,50 |  |  | $\begin{gathered} \text { SPECIAL! } \\ \text { Men's } \$ 17 \text { Suits } \\ \$ 12.75 \text {. } \end{gathered}$ |
| :---: | :---: | :---: | :---: | :---: |
| \$21.95. <br> All Sizes. | Men's Raglans <br> at $\$ 14$ up to $\$ 28$. | Men's Single Coats $\$ 6.98$. | Men's Separate Pants All winter weight | $\begin{aligned} & \$ 25 \text { Suits. } \\ & \$ 16.95 . \end{aligned}$ | PECIAL! Men's wo Pants Suit at All Sizés.

## SALE MENS WINTER OVERCOATS

Mothers! Make this your Storef and your boy will be better dressed for less. We, are headed for Big Boys' Business. ,26IM

## Thousands of Boys

 $1 \& 2$ pr.Pants Suils \$5.98, 57.98, 58.00 \$10 51.98London,New York\&Paris Association of Fashion

Sale of Beautiful Ilew
Fur Scarts \& Shokers al Swining Extraorilinary

## MAJESTIC TO-DAY

For the convenience of patrons a Ticket
Offce has been opened at the Theatre Office has
Hill door.

## A BIG FOX SPEGIAL <br> 

A vital problem of American Society portrayed in a powerful Drama of emotional appeal. It'sean epic of live and love

The STARTILNG PLAY of To-Day that Shooked Blase Broadway
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Vary Choice PORK JOWLS,

New SPARE RIBS, Choice FAMillif BCM TATOES, TURNiPs,
CABBAGE.

## J.J. 5 T. SOHN

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## (2) <br> Graduate Optician WATER ST. WEST. $\xrightarrow{\text { yon corichs a cows. }}$

How Earthquakes

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## No Wonder it Stopped

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## Parker \& Monroe, ud,


ladies' black vici kid low
SHOES-Medium pointed toe and2. 49
heel .......................


LADIES BLACK 1 -Strap SHOES- 2.50
Medium heel. The Pair

Ladies' black vici kid low SHOES-Blucher style. A nice wide 299 comfortable. Shoe. Only

LADIES' DRK. MAHOGANY SHOES

- Medium toe and heel; rubber9.49
heels ................... . . 49


MEN'S DARK MAHOGANY BOOTS -Blucher cut, made of good solid 4.75
Calf Leather. The Pair . . . . ..

men's black vici kid blucher
BOOTS-Rubber heels attached. 5.00
Only. ..................... 0. Only

OTHER LINES OF FOOTWEAR FOR MEN AND WOMEN TOO NUMEROUS TO MENTION

## Parker \& Monroe, ulu. THE SHOE MEN <br> $\xrightarrow{2}$

DV
EveningTelegram

 4 Open Our Oil Areas to Prospectors. The discovery of a new well
in the Parson's Pond oil area re-
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deep in their back yard sumoke

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upon which to build their castles



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who suggested that somewhere n the background loomed the
mperial Government. Remarks

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Concert To-Night
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TO-DAYS MESSAGES. Address by Mr.









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## Announcing the Arrival of Our DUTCH FLOWERING BULBS.

A Bigger, Better and Grander assortment than ever ON SALE THIS MORNING. hyacintis, tulps, jonoulis, Narcissus' crocus and

## HYACINTHS



## TULIPS

 NARCISSUS
 crocus 296.

SNOW DROPS


## ENGLISH-AMERICANCLOTHINGCO.  Still Draws Crowds of Delighted Customers

 Bargains in Men's Wear Bargains in Women's Wear Bargains in Children's WearThis marvelous Super-Reduction Sale is the talk of crowds of delighted shoppers. Just imagine-a genuine half-price reduction, and then a further 10 p. o. off the Sale Price. Its never been done before, and the opportunities offered by it in every branch of our crowded store are so great that you should on no aecount overlook these splendid Bargains. If you need something you don't see in Ladies', Children's or Men's Wear-ask us for it, we've surely got it.

## A Bargain offer of

COATS! 30 only Good Englis Tweed in Brick Red and Red Brown, Striped and Plaid effects. The material alone is worth far more than
the price we ask for this specialy attractive Coat. Sale Price $\$ 2.90$ Less 10 p.c.


Here's SOME Snap!
Ladies' One-piece Serge Dresses, Navy Embroidered Saxe, etc. Sale Price $\$ 3.98$ Less 10 p.c.

## Ladies' Dresses

 Ono Rack Only
 Sale Price $\$ 5.98$ Less 10 p.c. One Rack Only
These are startling in their vilues and
styies.
Tafetass
Cantons,
Crepe
de
 shades, and some very $\left.\begin{array}{l}\text { stylish young lads } \\ \text { models }\end{array}\right\}$ Sale Price 9.98 Less 10 p.c.
$10 \%$ Super-
Reduction

## LADIES' COATS One Rack Only

Greys, Fawns, Saxe, Navy and Henna. Good Tweeds and
Homespuns, Stylish heavyweight Coat for all-round wear.
Sale Price $\$ 6.80$ Less 10 p.c. One Rack Only
Stylish, Belted Model. Snuy and warm for cold days. All
sizes in Brown, Fawn and Navy.
Sale Price $\$ 8.90$ Less 10 p.c.

## Ono Rack Only

Beautiful Coats and Wraps in all the new shades, designs
and materials. Fur collars, Satin linings, exclusive styles, From $\$ 12.00$ up

## CHILDREN'S COATS

Regardless of sizes, these splendid hard-wearing TWEED COATS are offered at one price. There are sizes from 3 to
12 years. Values up to $\$ 8.50$. In Heathers, Fawns, Browns, Greys, Saxe and Navy.
Sale Price $\$ 3.98$ Less 10p.c.
$10 \%$
SuperReduction

## Bargains in Our Men's Dept. <br> A Full Line of

Hats Caps Shirts
Ties Hose

## SUITS

Boys' American Good all-round styles for Fall School wear. In great variety.
SALE PRICE accord- $\$ 5.80$ up. ing to size

White Turkish Towels While they last-which won't be longtheyre selling at
30c. achLess 10 p. c. 30 c.

## Men's UnionSuits

Fine heavyweight Jersey. Just the thing for snug comfort.
$\$ 1.98$ Less 10 p.c. $\$ 1.98$

MEN'S WEAR always in stock MEN'S PANTS Dark, Serriceable Tweeds ani

Worsteds. Warranted to wear well | Wortseds. Warranted to wear wel |
| :--- |
| $\$ 2.25$ wp. All Sizes |
| $\$ 2.25$ |

## BOOTS

 ${ }_{1}$ Less 10 p.c. Men's Suits Less 10 p.c. Children's


98c. Less 10 p.c. 98c. Children's School Dresses

 98c. Less 10 p.c. 98 c.

Children's Serge Dresses
 \$1.98 Up. Less 10 p.c.

## NEW HATS


 leftovers Pricesetinin talatul
10 p.c. off Sale Price Fancy Tweed Sport or Shooting Suits Girls' Boots Lace ondy Brown and Black




$10 \%$ SUPERo REDUCTION



PROVISIONS!
Goods of Quality Al Lowest Prices OUR AIM MAIL ORDERS RECEIVE OUR USUAL PROMPT ATTENTION.



## Shopkeepers in towns outside St. Johns Will do well to order Sunlight Soap now.

Last Fall many Outport Shopkeepers delayed their orders too long and could not obtain a supply of Sunlight Soap.

## THESE SHOPKEEPERS LOST MONEY.

All the Wholesale and Retail Firms in St. John's sell Sunlight Soap and can supply you if you send your order immediately.
Send your order now for Sunlight Soap, before anything happens to prevent you from getting enough Sunlight Soap for your Fall Trade.

## 18

## delightful treat <br> the skin. At all

ug and department

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## Distributed by




Move with the Crowd to the STAR MOVIE To-Night Ebb Tide! Ebb Tide!! Harole Lloyd A Rip Roaring Comedy
 Hance the Valentino Tanyo.

NT MISS THIS-TWO SHOWS AT NIGHT. ADMISSION TWENTY CENTS.

Attempting Too Much, The Birds Are

## 

ONLY \$3.75.
MEN'S LONG RUBBERS, English MEN'S LONG RUBBERS, Sea

The Rerbber with the White Sole ) MEN'S STORMKING LONG RUBBERS White Sole.) BOIS LONG RUDDERS, Engiisn YOUTHS' LONG RUBBERS, English BOYS' LONG RUBBERS, Sea BOYS' STORMKING LONG RUBBERS (The Rubber wiun the White Sole) We also carry RED BALL \& RED BALL VAC. LONG RUBBER BOOT Gaiters, etc. Mail Orders receive prompt attention. SPECIAL PRICES TO WHOLESALE BUYERS.

## F. SMALLWOOD, <br> The Home of Good Shoes <br> 218 \& 220 Water St.



What would you have when you enter our Store.

## aluminumware

## Enamel ware

John Clouston

West End pod Factory.

450
A Man's DARK TAN MAHOGANY CALF Price $\$ 4.50$ the palir Special prices to Wholesal Dealers on case lot Mail Orders receive prompt attention.

## F. Smallwood

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

## START RIGHT <br> on this season's fishing

Tower's Oiled SUt
Roomy and comforablece made strong everwhere.
A. J. TOWER CO. BOSTON, MASS.
PETERS \& SONS, ST. JOHNS, Agents

Ex Rosalind
Cranberries-Boxes Gravenstein Apples-Bris. Gravenstein Appies-Boxes California Oranges And ex Sachem Silverpeel Onions Green Grapes

## GEORGE NEAL,

Limited

The Railway Passengers, Assurance Co.
 CLAMMS PAD, OVER . $836,000,000$

 HENRY C. DONNELLY


An opening here for a SMART, WILLING LAD to learn the Dry Goods business thoroughly; a splentraining assured to the right Apply by letter only to ON MARCHE


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

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## VICTOR FLOUR





A HANDSONE SERGE SUTT. $\$ 50$ matimititi $\$ 50$
 Tweed Suils from $\$ 40$ to $\$ 55$. Mail orders promptly attended to.
SPURRELL The Tailor

## Your Doctor's Bill -

 lessional men, etco.
Thie coit may be amazing, and not one, reader right Why not let it fot the thlis? A fow cents a day paid to us
twice a year will take all this worry from you Better call 1154 U.S. FIDELTTY \& GUARANTY COY. 3. hoge, nrld. general agen

## LABRADORITE

\section*{} | RINGS. |  |
| :--- | :--- |
| BROOCHES. | CUFF LINKS. |
| CHARMS. |  |


a valuable souvenir of newfoundland.
R. H. TRAPNELL, Ltd.


## Wild. Government Railway.

To All Concerned!


 WIA HALIFAX or VIA LOUISBURG,

 Shippersor Consignees, when ofrecting Marine In-
surance, should bear this in mind, and have their policies covered accordingly.

Nifl. Government Railway.

## RED CROSS LINE!

NEW YORK HALLFAX ST. JOHN'S

From Mon Fort at 11 man






Boston, Halifax \& Nild. Steamship Company. The next sailing of the FIRST CLASS S.S. YANKTON
will be from Commercial Wharf (che most con-
venient and centrally Tocated in Boston and the venient and contrally loacted in Boston and the
former berth of the Plant Service for over a fuarter of a century) ope? TIM SATURDAY, October 6th via Commencride confusion route yourt, Boston Boston freight For Freight bookings, apply totyIIM

## A.E. HickmanCo, Ltd. AGENTS, ST. JOHN'S

 Ford Parts!

Front Springs, Commutators and Wiring, Axles, Prive
Shatt Pmions, Slee $e$ es and Roler Bearings, Difin Drive

 - Also, -



## PARSONS

## thil automoble man. King's road, city.

orty Four Years in the Service of
the Public-The Evening Telegar

