BOWRIMTG BIROTIEFHES, I,imited, Stores Department




## GREATER VALIES-BIEGER BUSTIESS-HDRE FRIENDS WHEERSELLING EVERY STORE IIT SANT JOHITS!

0"Away Over The Top"- That's The Slogan of Our Store
"LET NO HANDICAP INTERFGRE WTYH THE VOLUME OF OUR BUSINESS" GIVE GREATER VALUES" MMAKS MORE FRIENDS" -THATS THE SLOGAN HEARD ALL OVER THE STORE-AND ALE NEWFOUNDLAND IS BENE. FITING BY THIS EXTRAORDINARY UNDERSELLING POLICY IN THIS STORE - YOU CAN BUY FOR LESS - SAVE MORE - AMAGGet GREATER VALUES--Than Anywhere Else in The Country!/!d! 200002010000000000100001003


MOTHER! LITTLE DAUGHTER NEEDS HER NEW WINTER CLOTHES!

## Girls' Dresses

 Coats, Hats
## New Fall Goats


 (1) 11 tal 4.98 up to 14.98

## Now Hats

The "withe Lad" will Hike these, pacases they are emart Probably the would deay "good lloking." Mother will ap2.98 up to 4.98

## Now Dresses

A ippendid range of the Neem Fall Dreseses for the little and 3.98 up to 5.98

## Rubberette Coats

Fine quality-Guaranteed rain-proof and dur- 6.98 able; some plaid lined-others full wool lining
8.98
7.98

## CoatSale

## in St. John's


 COATS FOR WOMEN! COATS FORMISSES! COATS FOR JUNIORS! COATS FOR STYLSH STOUTS! - BEYOND A DOUBT OUR GREATEST COAT SALE


3 THESE FINE MATERIALS ALONE ARE WORTH THE MONEY. Exeello, Vel. Suede, Truvonette, Bolliva, Blocked Polaire, Blocked Velours ALL SIZES Juniors, -15 to 19 years. Women's 86 to 46 . A small deposit will hold any Goast you select in thisis Sale, until you are ready A small deposit will hold any Coat you select in this Sale, to wear it. For best selection-Shop Early.

Sale of 400 NewSkirts 5 $5^{.98}$

## Ladies' Rubberized TWEED COATS

 shades of
all sizes.

Sale of 1000 NEW HATS HATS THAX ARE THE PICK OF NEW YORKS BEST MAK
ERS-AT AN EXCEEDINGLY LOW PRICE: Materials are: 2,0 Colors are FELT 2,98 Colors are: LYON Vaive ATIETU PLUSH PANNE VELVET COMBINATIONS. Only the most authorative New Season's Hat stylesare in this Sale. Miss, Woman and Matron.

Values up to $\$ 9.00$
The most comprehensive assortment ever shown here all the new pleated, semi-
pleated and plain models, in Checks, Plaids, Crepes and all wanted patterns and colors
-all sizes.
'Girls' Best quality Red RubberRubberettes ette Rainproofs - wool only 6.98 lined, and hat to match.
 LONDON, NEW YORK \& PARIS ASSOCIATION OF FASHION

Our Greatest Sweater Sale Stx full Rache of the New
Fall and Winter Sweaters 2.98 every new model, every new chado-Brush Woollen 3.98 Sweaterth
Finest Woollen Fabrics, in 41.98 fact we can safely say-a Sweater for evers Woman 5,98 and Miss in St. John's.

## Your Protection:

 Clothes sold in this Store are guaranted togive complete satisfaction. II you make purchase here and it it oes not satisty you
innevery in every way -bring it backe and get your

Betore you buy roofing see DUX BAK ROOFING, a full size Roll cosls only $\$ 3.50$ complete with nails and cement. Houses covered with DUX BAK ROOFING pay less for Fire Insurance than houses covered with fell and tar. By using DUX BAK ROOFING you will save enough on Insurance to pay for your new roof.

COLIN CAMPBELL, Ltd. (opp. the Monument) Water Street



The Primary Position Held By The Royal Stores as

|  | Pretty Blouses and Sweaters al Sale Prices |
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| $5 \pm$ | $2+5$ |
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## Home Needs

 at Special PricesCurtains. Fawn Linen Scarfs.

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 entre Cloths sive ciaine braxe Colored Towes.


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## New Fall and

 Winter Coatings LOWER PRICED

## STVLE. LEADERS

Has been considerably strengthened by our display of the new Fall Fashions The finest display of new and beautiful merehandise we have ever seen. This is the unanimous verdict of all who have visited the Royal Stores the past week. They also comment very
strongly on the very moderate prices. They find the most acute problem of the day-getting strongly on the very moderate prices. They find the most acute problem of the day-
the utmost out of every dollar spent-is the most readily solved at the Royal Stores.
Sterling Values for Friday \& Saturday


## Women's Underwear Specials

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SPECIAL Underskirt Value Maire Unierembits a゙w $2=$

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Women's Kinickers.
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 New Arrivals in Men's Fall Wear

New Hosiery and Gloves at Sale Prices

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## Charming New Scarves

Silk and Wool Scarves. Silik Motor Sarree.



## Beautiful Dresses

Valiet Dresese



Serge Dresses.








Ready-to-Wear Hats. with













 le Stair Carpet


# A SEPARATE STORE CATERING ENTIRELY MEN' \& BOYS' NEEDS <br> A SEPARATE STORE CATERING ENTIRELY <br> MENS \& BOYS NEEDS <br>  

GREAT

# perrless <br> SALE: 

IN NO SALE HAVE WE EVER DEMONSTRATED OUR SUPERIOR VALUE-GIVING AS WE ARE GOING TO IN THIS MAMMOTH SALE. A SALE IN EVERY SENSE OF THE WORD! WITH GREATER SPACE AVAILABLE SINCE OUR GENTS' STORE WAS REMODELED, WE ARE PREPARED TO BID FOR A LARGER VOLUME OF BUSINESS AND SMALLER PROFITS.' THE "BROADWAY" IS OFFERING BIGGER VALUES THAN EVER BEFORE, RESULTING IN A RAPID GROWTH OF REGULAR CUSTOM-ERS-MEN WHO REALIZE THEY GET THE BEST AT THE "BROADWAY" AT THE LOWEST PRICE-"IT WILL ALWAYS COST YOU LESS TO BUY IT AT THE "BROADWAY!"


## - MEN'S PANTS

in good strong Tweeds. Regular value \$2.95. Sizes 4 to 7.

MENS HOSE
Wool or fine mer-
Values up to 75 C .39 C
$\left.\begin{array}{|c}\text { Men'S }\end{array} \begin{array}{l}\text { A.Special Purehase of good heavy Men's Over- } \\ \text { coats in belted or plain models-All sizes, } \\ \text { assorted shades. } \\ \text { TEME EARLY FOR BET- }\end{array}\right\}$

| MEN'S TIES |
| :---: |
| Knitted Ties, in assorted |
| Silks. |
| Everyone perfect .. |, $\mathbf{3 9 C}$


| Men's Flamnel Shirls <br> Values ep to ss.50, slighty <br> domged <br> for |
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|  | $\begin{aligned} & \text { MEN'S EAR CAPS } \\ & \text { Fur lined, in assorted pat- } 191 \text { - to } \\ & \text { terns. Values up to } \$ 2.90 \end{aligned}$ |
| :---: | :---: |

## Juvenile Suits

For Boys of 3 to 8 years. No matter what kind of a Suit you are
looking for your little boy, we have lom
it, be it an Oliver Twist or a Russian
Blouse effect or a Sailor Suit. We Blouse effect, or a Sailor Suit. We
have them in all kinds of matrials
anch such as Tweeds, Serges, Wool Jersey,
Vevets, Corduroys, etc. Prices lower than ever.

$$
2.98 \text { to } 5.98
$$

Look -- Extra Special Men's and Boys' 'rleecellined and Wool mixed Under wear, selling way below
wholesale prices. Regular value $\$ 1.25$. $\begin{array}{r}\text { On Sac garment } \\ \hline 7\end{array}$

## Boys Overcoats

 Here's another "Broadway" display of real values, Nice comy big boysCoats for a price less than the oost of
making Come arry for better choice 7.89

## MENPS

 PULLOVER SWEATERS 1.19 in Black, Nary and Grey.Values up to $\$ 2.75$ for ....

## MENS SHIRTS

Nicely striped Percales,
worth 8.25 . Sizes $151 / 2.19$
to 17. Only

## MEN'S PANTS <br> PANTS! PANTS! AND MORE PANTS! Hundreds of pairs of Single Pants are placecon on Sale at prices every man needing a pair to mateh his coat cantt afford to miss. man needing at Prices range at <br> $\$ 2.48, \$ 2.90, \$ 3.48, \$ 3.98, \$ 4.50$ up to $\$ 7.50$

We also carry a full line of Men's Needs, such as WALKING STICKS, UNDERWEAR, GLOVES, MEN'S \& BOYS' WATERPROOFS and OIL CLOTHES
in fact everything Men and Boys need,


Some of these Suits are worth up to $\$ 27.50$, but on acount of broken sizes we have grouped
them at a very low price.

## MEN'S SUITS

THESE "GREATER"
VALUES BID FOR A
LARGE VOLUME OF BUSINESS-SPECIAL PRICES EFFECTIVE
NOW!

| MEN'S |
| :---: |
| OVERCOATS |

THE "BROADWAY" OUTVALUES ANY SALE IN ST. JOHNS
-IN AND OUT OF THE AND OUT OF
THEASON - ANY TIME!

Here are three other groups of the finest Suits
for men and young men, made up in the finest for men and young men, made up in the finest
Wortseds, in designs such as you see only in
hisher higher-priced suits - All sizes ineluding
Stouts-

2 $2.98 \cdot \underbrace{.75} \angle^{.50}$ We guarantee our prices to be the Lowest in the eity during this extraordinary Sale.


## Boys' Overcoals

 waiting for-fine littie boys. Overcoats
in goo heary imixures.
fuveryy lined, assorted colors.
fuecial 4.48

## Boys' Suits

> Ages 8 t to 17 years. thers! and those who buy for boys. your boy is in need of a Suit, bring to our Store to-motrow or any y and we will fit him out with one
our good strong Siuts at a price that
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II surpis you when
ality of our goods. One and $T$ wo ts. Suits in a great variety to choo
PRICES RANGE FROM 6.98 to 14.98

## The Broadway House of Fashion

F I should die to-day my family would have plenty," you say.
If you die to-day, yes, but what about years hence? There are many men who were very well-to-do two or three years ago who are in straitened circum. stances to-day. If one of these men were to die he only ready money his famisuads
An Imperial Life Policy is "as safe as the Bank of England"-it never depreciates in value- and collect the money.

We have a litile booklet, "The Creation of an Estate" It makes intersting reading:

THE IMPERIAL LIFE
Assurance Company of Canada
HEAD OFFICE - TORONTO
A. MACKENZIE, Managor for Newfoundland, ST. JOHN'S


SIDE TALKS.

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Department of Public Works




## Public Notice !

## First National Attractions Star Movie To-Day

## Louis B. Mayer presents the John M. Stall Production 'THE WANTERS'

The Play of the Luxury Lovers.
Featuring Huntley Gordon, Gertrude Astor \& Marie Prevost

## Extra! Extra! Extra! <br> A Film Showing the Manufacture of Salada Tea, and to every Patron there will be given a Sample Package.

COMING---D. W. Griffith's " White Rose

## New Stock

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

## JOB'S STORES, tu.

000000030000006000000060000000000000 CONCEPTION BAY SERVICE S. Y. "PAWNEE"

\section*{| Carbonear |
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| Mon. Wed. FrL |} Harbor Grace Bell Island

Portugal Cove



istaken Identity.




## Campana's

 Italian Balm.

It is also used as an application for burns and bruises.
For those who do housework it is unexcelled to keep the or those who soft and white.
hands sole
 . Box, 842 , St. Jonn's, Nid.


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| Insurance |
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| Perfect Prote |
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St. JOHN'S Grocery Stores
Best Goods at Lowest Prices.
Pure Gold Jolies
Ox Blood 2 in 1 Shoe Black
Very Best Cangadian Butter. Harties's Rasp. and straw.
 Herb Soap. Herb Soap
$A$ mmonia A.amonia Jaynes Fluid. Puritan Metal Poolish: Large Green Grapes 19 c. 1 l . J. J. ST. JOHN.

"Quality Tailoring for Men
W. H. JACKMAN

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|  | CARD. |
|  | Dr. M. F. Hogan, |
| HOBBERLIN'S | 2 Water Stree |
| Made torncaure |  |
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MAJESTIC TO-DAY! *
When the cards of Ilite are stacked against you, can you call for a new doal
??
A Red Hot Gripping Sabject. Thrills Galore. 2 Shows Nighty-Admission: 20 Cents.

AST of CHARACTERS

she was a society belle. shi was also a cabarex dancer.
"THE NEER DO WELL" "HUMAN WRECKAGE"

## SEE oUR DISPLAX of TaIIStoves $\$ 15.00$ up. ENTERPRIISE OAKS-3 Sizes. No. 15 Ideal Quebec. n. 25 Ideal Oubbec <br> ${ }_{25}^{25}$ Ideal quebece <br> , ${ }_{12}^{25}$ Enter frrise Quebec. <br> 14 Enterprise Quebec. 2 patters. Oak, with self feeder. SLOW CoMBUSTIONS All Sizes.

## John Clouston

T=m

## KNOWLING:S

 Crockery Bargains!TOILET SET-White Granite Set TOILET SET-Striped and Shaded TOILET SET-All one Colour TOILET SET-Rose Decorated 4.88 TEA SETS-21 Pieces, Dark Blue Band .. 2.88 TEA SETS- 21 Pieces, Rose Decorated . 3.75 TEA SETS-21 Pieces, artistic finish . . . 4.25 TEA SETS-English China-
in 21 to 40 Pieces, from $\$ 4.50$ to 25.60

## G. Knowling, Limited <br> cina derarmint

curna neprinivi


## JELL. O for the PARTIES Use JELL-0

It looks so good! It tastes even better than it looks! It is so easy to prepare-you can make the most elaborate dishes with no
bother by using exactly the proportions bother by using, exactly the proportions
given in the tested JELL-O recipes-and it is so very economical.

Use JELL- 0 , the leading jelly powder, and save your "empties"
to exchange for dainty Aluminum Jelly Moulds.
F. M. O'LEARY

Muir Bldg., St. John's

## NEW POLICIES

The new Crown Life Policies embody all the latest
and most modern features known to life insurance, and most modern features known to life insurance,
They afford the policyolier the most complete pro-
tection obtainabie. Enquire about these new features. CYRIL J. CAHILL

CROWN LIFE insurance company

COAL!WELSH ANTHRACITE
 amirican anthracite
 A. H. Murray \& Co., Ltd,


## 000000000006000600000000

Central Bakery
When you want Bread or Cake made by us ask for Central Bakery or Walsh's. We make the following: White Bread, Whole
Wheat Bread, Currant Bread, Pound Cate, Patties,
Gingerslab. None of these are tagged. If you wish Gingerslab. None of these are tagged. If you wish
any of them do not forget to ask for Central Bakery
or Walsh's, and see that you get no ther. OUTPORT TRADE:
We are steadily increasing our Outport Trade, and
beg to ontift Outport merchants and shopkeepers that
their orders will receive speedy attention

## Central Bakery




EENTLEMEN:
THIS IS OU
Shirts and Caps
$1 \times$ can suy a good Shirt or Cap from us from $\$ 1.25$ up,
See uar Striped and Plain Blue English Broad Cloth
Shirts, at $\$ 3.50$.
E.D. SPURREL WM.SPURREL
 H000000000000006000000000 ADVERTISE IN THE EVENING TIIEGRAM.

## \section*{$=$} <br>  <br> 4 <br> 110 <br> 

## |ntin <br> -

## In the Realms of Sport

Thursday, Friday and Saturday at THE MCKEL


## Betty Balfour

 Love, Life and Laughter A Fascinating Romance from Ol' Lun'on With a Cast of England's Foremost Screen Actors and Actresses An Alu-Britush Production that will Live Long in Memory


 BARBADOS, B.WI.

## WIIBERT TAYLOR

Wholesale Commission Merchant. CODFISH, HERRINGS anid SALMON SUGAR, SYRUP and MOLASSES.




Bon Marche Cash Store

 Wo

 Anther special in Striped Flannelette, beautifully
soft and fiecy -22 c, yard. Fresh Extra Eggs.
$\qquad$


New Crystalized
Fruits.
Rose \& Violet Leaves

BonMarche

cot sair CuTAP
100 Barrels Dried Caplin. Also, Juniper Plank.
H. \& M. BISHOP,



## 

A Story With a Moral-
$\$ 100$ for insurance from February, 1920 , to Aug ust, 1921. He developed tuberculosis after influ-
enza. He is being treated at a resort and will be paid $\$ 5,200$ a year for life by this reputable $\$ 83$, 000,000 Company
His history may b
U. S. FIDELITY \& GUARANTY CO J. LACEY, Nifd. General Agent.


## KNOWLING'S GROCERY STORES. <br> DUTCH BULBS!

We have a small quantity remaining, inpolyanthus narcissi

DOUBLE \& SINC LE JONQUILS, few TULIPS of Sorts
IXIAS, RANUNCUU SPANISH IRIS and CROCUS. These are all very fine Bulbs and are bound

OUR EXtra special
3,000 Genuine
White China TEAPOTS 33 cents

Write for special wholesale price. S.0. Steele \& Sons,Ltd. Phone $192{ }^{\text {Opp. Seamen's Institute }} 100$ Water St.

Department of Posts and Telegraphs

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Payment of Bils on account of the Depart-
ment of Posts and Telegraphs, will only be mills on Tuessdays and Fridays in each week. plied, properly certified, must be in the General Post Office for approval and audit by the Audinesday and Saturday in each week, in order to ensure payment on the days indicated. W. J. WOODFORD, General Post Office
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General Pos,'s.Ne,
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## THEROYALCAFE <br> Visimes stontion of the Poople of the City and of Prerisise recentis known as "THE KNVG CAFE," situs, wd in tha Adrian Bullding, Water Street, is now beins senovated and remodelled, and will re-open <br> THE ROYALCAFE <br> O\& OCTOBER 23rd, 1924 <br> of the best Ser date conditions. <br> ADVIERTISE IN THE EVENING TBIEGRAM.

## An Automatic Pilot 

Germany and the League
The German Government has


## NEW SUITINGS

 in light colours and weights for Autumn wear.A splendid variety to select from. Samples submitted to you on receipt of postal.

## Cohontaunder

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## Ladies' Warm Hose

For Cool Weather.

## Henry Blair's



| For Women Only |  |
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# - BAIRD'S--THE FRIENDLY STORE TO SHOPIN 

The Seope of the Store's Usefulmess Broadens with the Approach of the Gold Season-d With Bounteous Stochs, Huge Assortments and Excellent Values


## -

FRIDAY, SATURDAY and MONDAY COME TO TOWN FAIR WEEK


Another Line of GORGEOUS SILK CURTAININGS



## Other good values follow

 Noveity curtans. curtian lace
 1 Scind mind


## BAIRD'S

"FAIR WEEK" SALE



Worth Coming To


Some very attractive values in pretty Fancy Linens
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Just for Friday, Sat. and Monday These Rare Values in Dress Materials
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window biinss.
 curtain serges. Cufin oritasithat
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Gabardine and Serge Dresses

 $\$ 11.98$


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## Hosiery

New lines, bringing wanted weights and New Values





## Gloves <br> The all important dress accessory           PYJAMAM. <br>    MY ! But we have Overcoats for Boys  <br> 

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## Sho




## "KINE"

To-day, ex. S.S. "Rosalind" from Halifax and ready for immediate delivery-

## One Car Load

 250 brls.
## KING APPLES'

"KINGS" are now in perfect condition, and we can recommend them as being STRICTLY FANCY "GOOD KEEPERS" and MOST RELIABLE FRUIT obtainable. GET OUR LOW PRICES!
F. McNamara
'Phone 393. Queen St.
Don't Waste Time Covering the road of poor judgment.
Let your common sense direct you over the suc-
cessful route. DEPEND UPON US

| House and Ship Upholstering Promptly Attended to. Mail Orders Promptly Attended to. <br> Pope's Furniture \& Mattress Factory, 'Phone <br> ESTABLISHED 1860. |
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Nild. Government Railway.
EXHIBTITON AND SHoppring week-st. Johns,
People visitings. St. Joh's' in connection with above



South coast and forrune bay steamship
sERVIIEE.


placentia bay steamship service.
 C.S. ARGYLE is now on regular schedule. Freight
aceeptance as per Directory-Tuesdays for Merasheen

Nild. Government Railway (0)Pण ज जिए

Farquhar Steamship Cos.











Montreal--St. John's. The S.S. NICO leaves Montreal about Oc-
tober 20th. The S.S. 'PALIKI leaves Montreal about MURRAY TRANSPORT CO., Limited,

Farquhar Steamship Companies

 farquitar steamship company, himited, HARVEY \& Hairax NNS. HMITRE, Agents.

## Labradorite



