and

For ECONOMY, no sauce compares with

## LEA P PERRINS sauce

## A QUEEN UNCROWNED

THE STORY IN THE LONE NNN.


## MURPHYS GOOD THINGS

We put this advertisement in the paper so you would see it. Wo have our fine stock in our store so you can see it. We will be pleased to show you, whether you buy or not, We have confidence in our goors and we
know we have the prices right. If you see this ad. and see our goods, you will see we have told the truth.

## SAMPLE HATS

The very Newest Millinery Fashions, Fine Velvet Hats. Extremely Smart Models for immediate wear. Latest Styles.

 $\$ 7^{2 \pi}$

Velvet Hats with pins and bars; smart Sports Hats, clever Velvet combination. Misses and Matrons will find a wide variety of lovely modelss to choose from. These
models, in the more conservative Black, Brown and Navy.
$\$ 4.98$
10
$\$ 7.98$

Children's Velvet Hats.

BLANKETS
Only 15c.

## Ladies' Fall Coats.

 Onily a tew now on hand, made of$$
\text { Each } \$ 4.98
$$

## Ladies' Umbrellas


$\xrightarrow[\text { Children's Sweaters. }]{\text { Each }}$

$\begin{array}{r}\text { Each } \\ \hline\end{array}$

## Job Sheeting. <br> Hex min mid mid


Per Pound $\$ 1.2$

## Princessisitips.

When you need warm Blanketa dome to us for
them. It is a great comfort to sint dourr deent head them. It is a great comfort to sink kyour ile tepy head
into a soft pillow and snuggle under downy Blankets.
Per Pair \$1.98, \$298, \$3.75, $\$ 5.98$
NEW
Winter Overcoats


Selection will now save your money. A new lot just arrived, real heavy Coats, lined through Each $\$ 9.98$ to $\$ 19.98$


Gillette Razor Blades.
 5 (Per Pack 49c. "Auto Strop" Blades.
 Each Per Pack 5bc. Smart Tailored Skirts.


Each $\$ 2.98$

Striped Silk Smocks



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 A Chance in a Lifetime. House with 8 room.



Heavy. N. Y. Boneless Flanks Special Sun Beef JUST ARRIVED, EX. S.S. ROSALIND

 T. B. CLIFT, Commercial Chambers Water street.

##  <br> Stop That Hack $-$

 Stafford's Phoratone
## Cough Cure

will cure aimost every ordinary cough or cold in
yery short time, generally in twenty-four hours very short time, generally in tw
if taken at the first symptoms.
The changeable weather at this time of the year
makes it very hard to avoid cols, but the mint
mate makes it very hard to avoid colds, but the min.
ute you feel yourde taken eold is the best time
to take a remely. You thus avoid any of the to take a remely. You thus avoid any
dangers that very often follow a cold.
Don't depend on luck to cure you -have a bottle
of PHORATONE always in the house and use it when the cold starts. That's the best way-

For Sale everywher

## Pitie 35c, per Bul,

Poslage, 10c. extra.
(In Outports, buy from your dealer and save
the postage). Manufactured by
DrF.FStatiords Son
Chemists and Druggists, St. John's.


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Montreal--St. John's.

## The S.S. NICO leaves Montreal about Oc- tober 20th.

 The S.S. PALIKI leaves Montreal aboutNovember 6 th MURRAY TRANSPORT CO, Limited,

## British Political Parties Just Foks. Issue Their Manifestoes b.and mamater

## A Record Bargain!

## We Offer During the Month of October <br> a selection of the famous <br> "COLLIMBIA" Records Below Cost

75c. Record for
\$1.25 Record for $\$ 1.50$ Record for

## AFew "Girafonolas" Table and Cabinet Styles

at greatly reduced prices. Make your Selection early.

## DICKS \& CO., Ltd., <br> -

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he Result of A Trip To The Museum.


## MONEY SAVING OPPORTUNITIES

 ON THE
## FAMILY FOOTNVEAR IOWRST PRICES

## Ladies

## Panic- Proof

If, when days of trouble come, the invesments relied on to make, your
own or your wifes advancing years comforable are swept away in the Panic of hard times, Then you will appreciate the wisdom of those who have made certain
that they heve the sfif protectoo of G Gatarated Monthy y Income
Polic in in Confederation Life Association No manter what happens, surch protection is certain. The proceeds of
the Policy will be paid in full and without delay. \$25 - \$50 - \$100 A MONTH CONFEDERATION LIFE ASSOCIATION
 Muir Bldg,-Water St.
GT. JoHN'S
NFLD.
Tame Beasts Run Wild




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Forest Colonies

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C.L. B. Cadet

Young and Old! Big and Small! One and All! -- STAR MOVIE TO-DAY ---

| Tremendous Sacrifice! |  |  |
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#  <br> VEN'S WIDE-END TIES <br> Regular $\$ 1.20$ values 59c each 

During the past few weeks, the Purchasing Public has been given a practical demonstration of our business methods, from a value-giving standpoint-in many cases the values have been simply amazing, and the fact that our various departments have been patronized almost beyond capacity, assryes us that our efforts have been appreciated to no small degree

## -DURING-

## THE NEXT TEN DAYS

 OUR BOYS' and mens department will present a real galaxy of good values for YOUR APPROVALCOME! - CONSIDER! - CRITICIZE AND COMPARE!

| OVERCOATS FOR YOUNG MEN 14 to 18 year sizes All selling at less than Half Price $\$ 6.25$ | SPECIAL PURCHASE! MEN'S HEAVY <br> Rubberized Tweed Raincoats Former Price $\$ 47.00$. While they las $\$ 11.75$ |
| :---: | :---: |

## BOYS' SUITS

Styisis American Tweed Suits
 ${ }_{9}^{\text {Regular Price } 81.20}$ $\$ 6.75$


## Men's

 High Grade TAILORED SUITSFABRICS-Botany Wool Serges and fine weave Tweeds. STYLES -Latest American and English designs. VALUES -Worth from $\$ 35.00$ to $\$ 42.00$. OUR SPECIAL PRICES:

## Our Special SUTT Offering

During this Sale we offer 113 MEN'S SUITS, stylishly made from extra good grade, fine weave, English Tweed. Every Suit in perfect condition; all 1924 models. Our Regular Price, $\$ 34.00$


## Men's Tailored OVERCOATS

You will be pleased with the $1924-5$ models. Latest American designs, in Chesterfields and convertible collar Storm Coats
all shumg at sectal saire preces.




EVERY DEPARTMENTYSREADY FOR THIS GREAT EVENT WITH NEW FEATURES, EYERY HTEM REPRESENTS THE VERY LATEST IN STYLE, THE UTMOST IN VALUE, SATIS. FACTION IN QUALITY, HERE ARE BUT A FEW OF THE MANY SAVINGS. REMEMBER THAT FOR EVERY VALUE SHOWN HERE, THERE ARE MANY, MANY OTHERS. IF YOU DO NOT SEE HERE WHAT YOU NEED IN THE WAY OF CLOTHING, PAY US A VISIT. YOU'LL BE SURE TO FIND IT AT A SAVING

## 



 $\$ 11, \$ 13, \$ 15, \$ 18, \$ 22, \$ 24, \$ 28, \quad \$ 32, \$ 38$

## Fall Dresses


 $\$ 4.98, \$ 6.98, \$ 8.98, \$ 11.75, \$ 12.50$

A new and varied assortment of New Fall Hats. Made of Lyons and Panne Velvets, Duvetyn and Mirror broidered, feathered, flowered, appliqued, etc. les for the Miss and Matron. Such wonderful values have never before been offered so early in the season
$\$ 1.98,2.98,3.75,4.50,5.25$ and 7.50 One lot of Felts, Sailor shape, Tammy top, in Fawn only . . .. . . . . . .. . . . . . . . . . . . . . . . . . . \$1.49

## MEN'S and BOYS' SUITS

NEW FALL SUITS, WELL TAILORED, ONE AND TWO TROUSER SUITS, SINGLE AND DOUBLE BREASTED MODELS -ALL SIZES. SUITS OF WORSTEDS, SERGES, CASSIMERES, CHEVIOTS, TWEEDS, SCOTCHES, UNFINISHED WORSTEDS-SOLID COLOURS AND FANCY PATTERNS
Boys' Suits $\$ 3.60,5.98,7.50,12.00,15.00$. Men's Suits- - Energigesit from 9.90 up
Men's and Boys' WINTER COATS
These come in the new, long, box-back'models. Made of imported all-Wool materials-plain colors and Overplaids, in a huge assortment. They comprise the greatest assortment we have ever shown-and the best falues. Big, burly Ulsters, handsome Great Coats, the new $3 / 4$ Town Coats, full belt, half belt and plain styles. Made of fine imported and domestic Woollens, handsomely tailored
Boys' Coats $\$ 5,7.50,8.50,12.00$. Men's Coats, $\$ 14,18,22,27,34,38$

## See What Others Ask-Then Come Here and Compare.

 You will Save at Least 30 per cent. We Invite Comparison.

## Don't Waste Time Covering the road of poor judgment. cesestul route. common sense direct you over the suc- <br> DEPEND UPON US

 to give sou the bet at remarkahl you price: Our

House and Ship Upholstering Promply Attended to, Mail Orders Promply Attended to. Pope's Furniture \& Mattress Factory, Thone $\quad$ RsTXBLLS日RD IB80. . 659

## Lipton's Groceries

 The Royal Stores Ittd. Artiowst races moussure manalit LIPTON'S BISCUITS LIPTONS JELLY TABLETS, in 1-Pt. Pkts LIPTONS ESSENCE OF COFFEE AND CHICORYLIPTONS COCOA, in $1 / 4-1 \mathrm{lb} . \& 1 / 2-\mathrm{lb}$. Tins This Cocoa is the Pure Essence of the Cocoaa Biend
and commands very high testimonials for Quaity. LIPTON'S SCOTCH ORANGE MARMALADE
jimmars LIME JUICE \& LIME JUICE CORDIAL

Lat ouns gravy browning.
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GROCERY DEPARTMENT

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Wm. J. Clouston, Ltd. PHONE $497 \quad 184$ WATER STREET

1000000000100000000000 Put in Your Winter Supply of
"NUGGET" BootPolish

It Does Not Freeze
J. B. MITCHELL \& SON
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## NEW SUITINGS

in light colours and weights for Autumn wear.

A splendid variety to select from. Samples submitted to you on receipt of postal


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| CANADIAN | TORONTO |
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## SCHRAFT'S Chocolate Bars

## Rich Cream and Nut Centres. <br> Heavy Chocolate Coating <br> 5c. Everywhere

BUY THEM - - TRY THEM

## J. J. Rossiter



Nild. Government Railway,
placentia bay steamship service.
 day, Monday, October 13th.
 ARGYLE, at Arrgetia, for usual ports in Placentia
Bay (Merasheen route)

NOTRE DAME BAY STEAMSHIP SERVICE. Freight for ports on above route as advertised in
irectory, inculuding Botwood Brown's Armv tarences


NORTHERN STEAMSHIT SERVICE-
S.S. PROSPER.
Irreight for ports. of call on the above route, as ad,
vertised in Directory, and extra ports, namely Hoo

 S.S. PROSPER will leave Dry Dock Wharf 10 a.m
Thursday, October 16 th, calling at regular Thursday, October 16th, calling at regular ports
route to Cook's Harbor.
humbermouth-battle hr. service. Passengers leaving St. John's on express ${ }^{1} \mathrm{D}$
Thursday, October 16 th, will connect with S.S. S Ghursday, October 16th, will connect with S.S.
GONA at Humbermouth for usual ports an route t
Batte Harbor.

RED CROSS LINE!
NEW YORK. HALIFAX. ST. JOHN'S
SCHEDULE OF SAILINGS FOR OCTOBER
From New Yorl From St. John's
at 11 a.m. at 12 o'clock, noon

throteril rates quoted to all ponts. winter rates now effective.
Round trip tickets 1ssued at special rates with sixx monthr
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