


## 61000 Prize

Outspoken Comments by Premier Smuls on
the European Situation.
"Fry Girl".

Name Competition!


## Governor Walton is Suspended--The Am-

 -Ehrenbreitstein Reported Captured by Separatists-S.S. Westmoreland and British Schooner in Distress off American Coast.

Torty-Four Years in the Service of
the Public-The Evening Telegram

## which is a special small cut for family trade. It is of excellent quality, nicely streaked with-fat and lean, and is in popular favour wherever sold. It is at present <br> Hanver \& Co., Limited <br> Bacon Pork

 (-4 M20

> The Broadway House of Fashion. ALL RECORDS BROKEN

How do they do it? How can they soll se cheaply? These are questions which you hear on every side. The answer is found in Our Motto : "Small Proflts and Large Turnover." GRASP THE OPPORTUNITY WE OFFER TO YOU.


We Regret that We Cannot Accept Mail Orders.

## The Broadivay House of Fashion

 331-WATER STREET $00000000000000000000000 \times 100000000000000000000000000000$



# funk 1000 NEW CUSTOMERS 

 PHENOMENAL!! The Word That Describes the Public Response YOThis Great Sola! Such Crowds-Such Bargatns-SuchiEnthustasm-We never sayphay ting like itheioferThe whole city is wondering at the Tremendous Values and Savings offered. We are out to cater to 1000 New Customers in addition to all our regular patrons, during this month. And so we offer values that are proving an irresistible incentive to economy-wise folks to make this Store their headquarters. COME and share in the GREATEST FEAST OF VALUES EVER OFFERED BY THIS OR ANY OTHER STORE.

## 1800 Winter Coats

The Greatest Values that iwere ever offered in the City of St John's on such Magnificent Garments I
More Coats than you will see under one roof in the whole City-it will be a delight to choose your Winter Coat More Coats than you will see under one roof in the whole City-it will be a delight to choose your Winter Coat
here. We closed a remarkable deal-a buying scoop that enables us to launch a SALE OF COATS at saytings that will create a sensation in this city.
Never Such a Sale as This
DON'T WAIT . Don't waste time shopping around -COME HERE for the Supreme Values of the Season
in High-Class, Distinctive Coats-and BUY THEM HERE at one-fourth and one-half less.
 Dressy Models in straight MATERTAL.
line and belted effects. FUR COLLARS. line and belted effects. Tailored stitching and little touches that give a
subtle note of individualsubtle note of individual
ty to each model.

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FOUR AMAZING GROUPS IN THIS SALEI


Other COATS on Display at $\$ 6.98$ up to $\$ 85$

Here it is-A Sensation, if Ever There was One
Our DRESS DEPARTMENT--Famoils for Wonderful Values, has simply outdone itself.
Over 400 Styles - Over 1400 New women. DRESSES women Sizes
It is Our SUPREME DRESS OFFERING! THIS GREAT DRESS SALE- one of the Greatest we have ever held, presents to St. John's women, 1400 at tractive AUTUMN DRESSES of a Quality, Style and Workmanship at fully $1 / 4$ to $1 / 2$ less Regular Prices Prices range as low as 3.98 and then to 7.98, 11.98, 12.50, 16.80, 18.20 up to 25.00 Then we enter the exclusive racks of DRESSES priced in this Gurtme sale at 27.00 up to $\mathbf{4 5 . 0 0}$

These Dresses are markedly superior to any we have yet assembled to sell at so low a price. They are identical with garments that have been selling elsewhere in St. John's at double and even more. Dresses for Every Occasion-Street Dresses, Sport Dresses, Party Frocks, Afternoon Dresses, Dance Frocks, Travelling Dresses. In fact a Dress for Every Wardrobe need.

Juniors and Girls' =COATS Bring Choice New Fall Styles in Juniors and Girls Coats right at the start
of the season, at END OF SEASON PRICES, ranging at $4.98,6.98,9.98$ to 12.98 JF THESE WANTED MATERIALS: Bolivias, Suedenes, Overplaids, Polaires. Fur trimmings. All Nice Colours. tTYLES-New Side Effects, straight lines, Belted, Sport and Tailored
DDECCDC FOR FALL AND WINTER WEAR. DRESSES Ages 3 to 14 years.
Values from $\$ 5.00$ to $\$ 10.00$.
$\$ 3.98$ up to $\$ 6.98$

## Another Amazing Purchase and

 Sale of Hats Over 500 go in this SALE at prices that enable you to buy TWO for the ordinary price of ONE.
## SAMPLE HATS $\$ 7$ to $\$ 12$ VALUES

Girls' Fall Hats 1.78 up 104.00


tithe rome rate 0.98 Silk Lyons Velvet, Duvetyns, Combinations, Black, Nut Shades and other fashionable colors. These values are up to able colors. These values are so unusual that we doubt if so unusual that we doubt if
we shall be able to repeat
this sole again this season



# mon Naw York\&Paris <br> A Drive for 1000 Now Customars <br> London, INew York \& Paris Association of Fashios <br> <br> Issociation of fashion <br> <br> Issociation of fashion <br> he Season's Greatest Sale EN'S AND BOYS' CLOTHING 

S LIKE THIS:--Three Big Makers of Men's and Boys' Sults, vercoats and Pants--Pooled their stock--In order to ralso funds our Buyer was on the spot with cash and he bought--bought his own prices--now, following our usual custom, we are ssing the savings on to you. To this Sale we Invite your atndance to prove our statements and to fill your entire Fall and inter Clotaing Needs.
valuos,

##  largest in. the city mon's, <br> ou must coni here for clothing No other store cav foull our vaius or <br> Silk Lined --Plain Back <br> Overcoats $1 \& 2$ <br> Pants Suirts <br> THE GREATEST VARIETIES, THE BIGGEST SAVINGS, AT IT. JOHN'S LARGEST STORE-DEVOTED EXCLUSIVELY O CLOTHING.tr Overcoat is a necessity. Why pay high prices? Why pay big profts? when at this store you can buy the finest and smartest miclothing at the lowest prices it is possible to offer. <br> suits al 9.98 Right up to 42.50 <br> Vvercoals at $\$ 1.28$ up to 548 <br>  <br> ALL oe. 95 c Waists at - 35 e <br> DAY 1.80 Ladies' Guimps at 59 C PECIALS 200 Brush Wool Scarls 98e <br> Molins to b ZBOYS Parents! There is no other store in St. John's that can show yoū the variety of or make possible the savings that we have pre- <br> We have on display over 800 Boys' Suits The largest assortment in the city. Parents, you must come Boys' 1 \& 2 Pants Suits \& Overcoats Savings of $1 / 4$ and $1 / 2$ off now at $5^{.58}, 7^{.55}, 9^{98}, 12^{38}$ Special! Boys' Separate PANTS At only $\$ 1.48$ <br> 1.50 Men's Fall Caps, 50 c Ladies' Wool Tams, 33c Sweaters Men's Panls, - - 1.98 at 1.98 <br> 




Right Rev. Dr. Mullock
On the Resources of Newfoundland.


For Men Who Put Muscle into Work STANFIELD'S make real warm, comfortable Under-wear-that a man can swing pick and hammer in-do any kind of work in-and
that gives you more solid satisfaction and wear that gives you more solid satisfaction and wear
than you can get in any other underwear made in than you can get in any
this or any other country

## Stanfild's unstrinkable UNDERMEAR <br> [RED LABEL]

is made for men who put muscle into work. It and honestly, just as Stanfield's Unde carefully been made for the past fifty years to give honest wear, service and comfort for your money, and to uard your health during the long winter STANFIELD'S UNDERWEAR is not the cheapest you can buy-but it is worth all and more than your dealer will asl you for it-because it is absolutely unshrinkable; it fits easy and com-
fortable; it keeps you warm and health; and it wears as only pure, long-fibred virgin wool, carefully knitted, can wear. It pays o pay for quality
STANFIELD'S Red, Blue and Black Label are the same quality the difference is in the weight. STANFIELD'S UNDERWEAR is for the whole family, Combinations and Two-piece suits; in full
length, knee and elbow length and sleeveless; all length, knee and elbow length and sleeveless; all weights and textures for ladies and men; and Booklets, illustrating Men's, Ladies', Children's and Infants'
Underweas, STANFIELD'S LIMITED - TRURO, N.S.


"THE FISHERMENS FRIEND"
"MXCML" Rubber Boots Men and Boys SPECIAL FEATURES: re made all in one piece to prevent ripping or crack: ing, by a Special Vulcanizing process. Specially inforced tops to withstand chafing or cracking. An 8-Ply Heavy Rubber Sole with extension edge, $r$ ing all the way under the heel. Insures more we r pair than any other make of Boot on the market. re made on a particular shape of last, which give the oot more room and prevents slipping at the instep

A heavy Cloth insole under a new process which absorbs all moisture, is nice. ly fitted in to add extra
comfort for the wearer. A 4-Ply Duck lining is also
used, treated specially to used, treated specially to
keep the foot and leg cool during hot weather.
Ask your Dealer for "EXKCEL" BOOTS "THE FISHERMEN'S FRIEND" Sold by all Reliable Dealers from Coast to Coast.

## Parker \& Monroe, Ltd., wis



## 6 Dark Grey Raglans $29 \frac{50}{}$

50 High-CLass engush
WATERPROOFS
 PRICE
50 Trench Coals.


## OTMICCOAMD

Trenoh Goats, Watorpoofo and Raylans 20 Only Dark Tweeds
Snappy Mixtures, Loose Style Some Have Volvet Collars Regular Price 22.50. . . . SALE PRIGE 1 A For Worrs About Valuas

## 20 Heavy Navy Blue English Nap,

## Tweeds

 sabion. EALE PRICE

## 15 Dark Fancy Tweed OVERCOATS

$\left.\begin{array}{l}\text { Very smart appearance, well cut and } \\ \text { splendidy tailored, sizes } 34 \text { and } 36 \text {. }\end{array}\right\}$ Regular \$35.00. SALE PRICE Loval Green Raincoals
Belted, in Heavy. Twill, rubber lined. Sizes 40,42 and 44. Regular $\$ 25.00$. SALE PRICE 1250

## "London Slip-ons"

Fine Fawn Silk, rubber lined. Sizes 40,42 and 44. Regular \$16.50. SALE PRICE .

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fine qualtit beltep
011-Coals

Regular \$8.75. SALE PRICE
Bargains!

In our 'ad' to-day are some "Real Thrill. ers" in genuine bargains.
Comparing our prices with any quoted on similar lines in the City will convince you that WE are offering our goods at figures far below any ordinary Sale Prices, while our qualities are, as they have always been, so distinetly in adyance that they stand, as ever, unrivalled.

For your own sake, glance through our 'ad.' But make your glance a searching oné.


Men's Hose
Black and Coloured Mercerised. Reg. 85 c. 35 c Black and Heather Worited, Reg. $\$ 1.00$, 50 c . Heavy Black sillk, Regular $\$ 1.25$...... 60 e.

- Motor Cycle Suit
$\frac{1}{1} \frac{\text { only, extra fine }}{\text { Waterproof. }}$ quality Fawn 29.51 \$45.00. SALE PRICE

Some splendid LEATHPECBEAL! BELS for Men and Boys, at

## -Men's Suits

12 Specialy Made Suits

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|  | Itabirs mat | 1250 |
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|  | Somy | 1750 |
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| Genuine Bamockt <br> \$45.00. SALE PRICE |  | 3000 |


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|  |  | 355 |
| Genuine Bannockt Sis. | in Tweeds | 3000 |

12 Very lifgh Class Suits
 Goniy, brown heathib mixture Genuine Bamockburn Tweeds Famous for tit lons-waring galiticee Regular
$\$ 45000$
SALE PRICE $\mathbf{3 0 0}$

##  <br> Dark Striped Tweeds, strong and serviceable. These are wonderful values at........................... <br> Men's Pants

## U. S.P. \& PORTRAIT CO, Water S.

## Overcoats

12 Fawn Trench Coals
Ments Moadel, Extra Quatity, Belted with Strap - 12 DARK HEATHER Mixture

- Overcoals 150 Belled Style. Sizes to 8 y yars. Values up to.

50 Imported Coats
 17 years. Good value at 820.00

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## Kit Bags

Black, Crecodice ribre, 18 inch 4,51
Regular $\$ 825$. SAIE PRICE .... Black, extro fine, 18 inch. Regular 5.25 Very high grade, Black, 18 inc Regular \$1275, SALE PRICE

1250
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Do You Enjoy
That Cold?
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## Miss Kathryn Gallivan <br> 12100 (Lyric Soprano) (a) "KASHMIR" +1)

"MY FRIEND THE DEVIL"


9 kashmir (b) "DEAREST"
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Brand New See the New Shoes you'll like th Fotwear weare pricess your
be glad to pay Stylesof every Description

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## Parker \& Monroe,

THE SHOE-MEN
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## Notice!

NFID. GOVERNMENT COASTAL MAIL ERVICE
Freifght for S.S. SENEF for the following
ports of call will be reeeived at the whave of ports or call will be received at the whart
Messrs. Bowring grothers, Limited, from 9 a.m.
 Seldom, Tilting, Joe Battes Arm, Fogo, Change
Islands, Herring Neck, Twillingate, Exploits, Leading Hampton, Harbor Deep.
STEAMER SATIS THURSDAY PM. COASTAL MAII SEREVICE

## NOTICE!

ROYAL NAVAL RESERVE (Newfoundland).
The attention of all Newfoundland Royal Department has recelved from the Admiralty : Department has receved from the
number of Service Medals for issue.
These medals will be ready for issue on or about the 22nd inst.
Reservists resident in St. John's will report Outports will apply in writing for same.
N.B. -Kindly note that it is important that recipients have their $\frac{R . V_{2} .2}{N}$ or other satisfactory identification with them for presentation on demand
department of militia.
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Montreal Trust Company,




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## VICTOR!

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100 bith Boneviss birs.
100 Bhid ATAT BCK PORK
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## $\$ 40$ English Worsted $\$ 40$

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SPURRELL The Tallor


## THE BURNING QUESTION

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$\$ 13.50$ per ton

The United Coal Co.


ARE YOU PREPARED FOR THE LONG, DARK NGHTS AHEAD?

## Sewing, Reading or Studring by artincila light <br> If obeets bur or run torether it to es sure sign of <br> eye reurio, of wien propery yiteed Gilas will correse <br> THE BEST OPTICAL SERVICE. <br> R. H. TRAPMELL, Ltol.

Forty-Four Years in the Service of
Years in the Service of
the Public-The Evening Telegram. Don't Say Paper, Say the Evening Telegram.

Five Superior Houses for Sale.




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## Fall and Siuitings Winter and Overcoatings

You will find these Goods a specially well selected assortment. If your orde has not been placed, see ours before buying.
GET ONE OF MAUNDER'S OVERCOATS and keep up the standard of good tailored clothes. Write for samples and style booklets, with measuring instructions.
 Also, AMER RICAN PLYMOUTH STEAM TAR
RED MANLEA ROPE And all kinds of Ships' Supplie: North Am. Fur, Hide and Metal $\mathrm{CO}^{\prime}$ y



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Board of Trade Blds


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FARQUHAR STEAMSHIP COMPANIE

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The "SABLE L"
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RED CROSS LINE
NEW YORK HALIFAX ST. JOHN SCHEDULE OF SAILINGS FOR OCTOBER From Yow York
at 11 a.m.
Oct. 2oth.


Winter Passenger Rates Now Effectir
Botrine a Compinv, 17 Battery Place,



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