

## AsprRIN <br> UNLES'S you see the name "Bayer" on tablets, yout

 AAecept only an "sniroken gackage" of "Bayer Tablets of
Aspirin", which contains directions and dose worked out by Aspirin," which contains directions and dose worked dout by
physicians during 22 years and pirved safe by millions for $\begin{array}{lll}\text { Colds } & \text { Headache } & \text { Rheumatism } \\ \text { Toothache } & \text { Neuralgia } & \text { Neurits }\end{array}$ Earache $\quad \begin{array}{ll}\text { Neuralgia } & \text { Neuritis } \\ \text { Lumbage } & \text { Pain, Pain }\end{array}$

An Indispensiale $=$ Favorito.

Wealthand Beauty at Stake!


















 Borden's
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We have staged many great sales before, but this sale is the crowning event of all past achievements. We never offer a sale without being absolutely prepared to give you real genuine values. This Sale Will Start Promptiy at 9 a.m. FRIDAY, Sepitember $21 s t$

For this Grand Opening Sale for the Fall Season, we offer

## 2500 Ladies' FALLL and WINTER COATS

The values and styles of these defy comparison-visit our store and prove our statement. Every coat in this unusual collection is a smart achievement--whether a slim around silhouette or a straight line model. Our prices for these Coats are

$$
\$ 6.90-\$ 9.50-\$ 13.90
$$

We also have a better grade which we will place on sale and which come in huge fur collars and cuffs trim. Fur is once again the pet of the modes combined with Gerona, Marvella and Bolivia cloths, they impart an air of tempting luxury. Bunny Grey, Malay Brown, Navy or Black are the favourite color faundations, zivith high collars and broad cuffs of Manchurian Wolf, Sable and other furs. Prices on these superior coats range from

| THIS SELECTION WILL |
| :--- |
| OVERSHADOW ANY ASSORT- |
| MENT EVER SHOWN IN |
| THIS CITY! |

\$21.00 To \$39.00


For this Grand Opening Sale 1000 Ladies' Sweaters
for the fall season we also offer 400 Ladies' Dresses SUITABLE FOR STREET OR AFTERNOON WEAR We have them in an unrivalled assortment of Fine Chench Twills, Tricotines, Canton Crepes, Crepe de touches of novelty and individuality that give distine Prices $59.90,12.50,14.95$ to 35.00

From $\$ 2.25$ to $\$ 5.90$
LADIES' SKIRTS
in fine serge, tricotine, plats and prich of fitizinis From $\$ 2,90$ to $\$ 8.25$ 500 Early Fall HATS NOW IS THE TME TO ENJOY A NEW FALL HAT
Made of fine Vevet, , lao the New Fail Styles in Satin
and new side roll effect, and Hats with brims wide at and new side roll fefects, and Hats with
one idee. Nade of the nevest materials. prices of these range From $\$ 2.90$ to $\$ 5.90$
Please Notice We Do Not Accept Mall Orders

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## MAJESTIC <br> TO-DAY

.15-TWO SHOWS- 9.1

## NEW SHIPMIENT

Sheets and Bars
Sheet Gopper Tinn'dh, Sheet Zinc, Sheet Gopper Tinn'd, Sheer Zinc, Black and Galvzd. Sheets, Sq. Key Steel, Tohin Bronze, eto.
JOB'S STORES, Limited
Phone 634.
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## METALS,

Sheets and Bars

## Produce and Provisions.








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## Propphyfactic Brusthes





## DrCHASERS

NERVE FOOD


## Just Folks. <br> 

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 Home Life Menaced.



WONDERFUL BIG PROGRAMME AT THE NIGKEL TO-DAY. FAREWELL OF MARGARET FREER, Mezzo-Soprano "GRANDMA'S BOY", with Harold Lloyd
 "THE DYING DETECTIVE" (Sherlock.Holmes Story).
NEXT MONDAY- "SCHOOL DAYS," acclaimed by the critics as the Screen Classic of the season Clean, Wholesome, Refreshing, with WESLEY BARRY. A Warner Brothers Production in 8 splendid reels.

## "EXCEL" RUBBER BOOTS!

 "THE FISHERMEN'S FRIEND" Men and Boys

SPECIAL FEATURES:
Are made all in one.piece to prevent ripping or cracking, by a Special Vulcanizing process. Specially re to withstand chafing or cracking.
An 8-Ply Heary Rubber Sole with extension edge, run ning all the way under ihe heel. Insures more wear an any other make of Boot on the market.
Are made on a particular shape of last, which give the Are made on a particular shape of last, which give the
foot more room and prevents slipping at the instep and
heel

A heavy Cloth insole made under a new process which ly fitted in to add extra comfort for the wearer. A 4 -Ply Duck lining is also used, treated specially to
keep the foot and leg cool during hot weather.
Ask your Dealer for

## "EXCEL" BOOTS

 "THE FISHERMENS FRIEND" Sold by all Reliable Dealers from Coast to Coast.
## Parker \& Monroe, Ltd.,



|  |  | Nam |  | Gardeners who entrust the plantine <br> cuttings to a young apprentice te |  |
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mamunaminan Don't say Paper, Say "EVENING TELEGRAM."

## FIRE INSURANCE!

QUEEN INSURANCE CO. of AMERICA
the great amierican ins. CO. OF NEW YORK.

Absolutely no trouble when a loss occurs.

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Wallace Silverware
 $5=5$ reman wix $5=5$
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T. J. DULEY \& CO, Ltid.

The Realable Jowellers \& Optichant

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"Leadsin everyDistrict"
VICTOR FLOUR

## COAL!

Best Screened OLD NORTH SYDNEY Now Landing ex. s.s. Lom. Whise dilicharging $\$ 14.50$.
It is imposible to get a, better \&rade of North
BURNSIDE-The Beet Scotch, No Slack $\$ 13.50$
ANTHRACITE-2000 Tons due next Week.
A. It MURRAY \& CO, Limited,

Forty-Four Years in the Service of
the Public-The Evening Telegram.

## Houses for Sale!

FREEHOLD \& LEASEHOLD PROPERTIES
Situate all over the City and Suburbs.
Terms arranged in all cases from lowest Cash payment- $\$ 250.00$

FRED J. ROIL \& CO. $\xrightarrow{\text { Rrad } \text { EsT }}$

## Sickness and Accident!



 U.S. FIDELITY \& GUARANTY CO'Y.


## Bon Marche Specials <br> LADIES' FLEECE LINED UNDERWEAR <br> This is a Special Line we.ofer at less than cost price. CHIDP'S HEAVY FLEECE-LINED UNDERWFAR <br> from 15 c . Garment. <br> Only a limited suantity of thes. <br> Bon Marche, 266 Water St. John's

STOP THE DECAY in the
" MATCHLESS" Way.
Do it whilst the Weather is fine The Standard Manutacturing Company, itd.

2000 Tons WELSH ANTH: ARACITE COAL HENRY J. STABE \& CO.

The Railway Passengers Assurance Co.
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10000000000020000000000000009 12000 SIDES AMERICAN SOLE LEATHER.
1,200 FEET BLACK UPPER LEATHER. lare Quantitac of CHPNE \& ANCHERS,
NEW RON \& LURICATING OIL, at Rock Also, AMERICAN PLYMOUTH STEAM TAR RED And all kinds of Shipse 'Supplies.
North Am. Fur, Hide and Metal Co'y


## NOW LANDING

1000 Tons Household Coal \$13.50. PER TON sent home


Furness Line Sailings

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 BRACELETS.PENDANTS.
PNDSS RINGS.
BRooches.

EAR RINGS.
MASONLC EMBLEMS.
CUFF LINKS.
CHARMS. This beautiful Native Stone, famous for its differ-
ent play of colours, is found on Newfoundland Labra-
dor. ar valuable souvenir of newfoundland.
R. H. TRAPNELL, Ltal.

Jewellers and Opticians, 197 Water Street



## RED CROSS LINE!

 NEW YORK HALIFAX ST. JOHN: Schedule of Sailing for Septenber

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 ${ }_{H}^{\text {HALIFAX, }}$ A.s.
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sr. Jonive, $\begin{gathered}\text { Agents } \\ \text { jn }\end{gathered}$

## Boston, Halifax \& Nifld.

 Steamship Company. The next sailing of the FIRST CLASSS.S. YANKTON will be from Commercial Wharf (eye most cont
venient and centrally located in Boston and thi former berth of the Plant Service for over
quarter of a century) on SATURDAY, Sept. 22nd To avoid confusion route your Boston freigh
ia Commercial Wharf, Boston. ramoumin mix
A. E. HickmanCo.,Ltd AGENTS, ST. JOHN'S.

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Inter-Continental Transports, Limitel S.S. MANOA will leave Montreal for St
ohn's on September 15th, and will sail from St hn's on September 15th, a
ohn's on September 22nd.

## For space, rates, etc., fice, as space is limited.

HARVEY \& CO., Limited,


Carriage
Friday
Mebrides Med

$\frac{\text { AUCT }}{\text { men. }}$

Tuesday



