# THELVE PAGES. THE PEOPTES PAPER"-FORTY-FIVE YEARS IN THE SERVICE OF THE PUBLIC-IS A LIVE DALYY IN A BUSY CENTRE-STUDY ITS NEWSY ADVERTISING. twelve pages The Euphing Ielegram   

BOWRING BROTEFRFRS, Iimited, Stores Department
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| FEANN. ABANEES | $\square$ |  | The Officers' Ball and Reception sc led to take place to-night at the C.C all, is hereby cancelled. |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | IN STOCK <br> 50 Cases New Pack BAKEAPPLES <br> BAIRD \& CO., LTD. Water Street East; | NS PEC |  | WANTED AT ONC |  |
|  |  |  | ENS' RECEP |  |  | WavED To by |
| CTION ROOMS |  |  | American Household COAL |  |  |  |
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|  |  |  | CASHIN \& CO. | nce will |  | HELP WANTED. |
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| Fianiture and Household Vfects. |  |  |  |  |  | WAN |
|  |  For Sale on Easy Terms. | Miss Eleanor |  | monsen Ree. Seretary. |  |  |
| Morris Building Omeen Street. 2nd Flat, Main Entrance, |  |  |  | TENDERS. <br> Fenders will be received up to |  |  |
|  |  |  | Montreal--St. John's. <br> "Nico" sails from Montreal about Sept. 18th. "Paliki" due St. John's 12th, will sail from Montreal about Sept. 29th. <br> MURRAY TRANSPORT CO, Limited, |  |  | dead |
| $\text { at } 10.30 \text { a.m. sharp }$ |  |  |  |  |  |  |
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|  |  | Dr. M. F. Hogan, 142 Water St 12 Water Stree |  | Heeseamil |  |  |
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|  | PATENT NOTICE. |  | 隹 |  |  |  |
|  |  |  |  | NOTICE. |  |  |
|  |  |  | Our Stock for the Coming Winter: |  |  | $\qquad$ <br> COOKS |
|  | 边 |  |  |  |  |  |
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|  |  |  | M. Morey \& Co., Ltd. Phones: Office $\begin{aligned} & \text { Of6. } \\ & \text { Yard } 1426\end{aligned}$ <br> P.O. Box 1052. |  |  |  |
|  | For Service-Ring 2125 |  |  |  |  |  |
| bar | East End Taxi |  |  | HOUSES WANTED. <br> TO PURCHASE. |  |  |
| NOTICE. |  |  |  |  |  | WANTED-A Barber; ap. WANTED-A Lad for light |
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A QUEEN UNCROWNED
TRE STORY IN TBE LONE NN.




Just Folks.


Trimmings:
feathers
Dipped in Gold.
AIBBONS
two-toned or self colored.
BUCKLES
of Marcasite.
GAY URNAMENTS.
FEATHER MOUNTS and many other NOVELTESS. Hats for a New Season -- Dashing or Demure -

The Fall tailleur or street frock could find no more chic complement than these clever Chapeaux. Deep pale couche velvet,
usually seen in high-priced Hats, contrives them. Small brim usull off-the-face or tilt irregularly. Typical directoire modes

Colors:
Black vies with Brilliant hues. BERRY RED. RED-BROWNS. BEIGE.

A Comprehensive Assortment of Felt, Velour and Velvet Hats-The Hat of Importance.

An "all star cast" of the Latest Hats! Every one in these group has been picked because it's a fashion favorite. Smart Trotteur or Shopping Hats-Meadowbrook and Catalinas-and soft Eng-
lish Felts in a fascinating assortment new colors-new shapes lish Felts in a fascinating assortment of new colors-new shapes
-and new ideas for trimmings-and every one most reasonably priced
HATS FOR BOBBED heads-matron and miss

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6.75
$7^{50}$
COME! See the New Modes-Choose from a Great Variety "It Pays to Shop" at.


MEN'S BLACK ELK WORK SHOESAs illustrated ..............5.80 a pair
MEN'S TAN WORK SHOES-Solid teather MEN'S TAN WORK SHOES-Solid Leather,
with rubber heels... $\$ 2.95,3.75$ and 4.00 pr. MEN'S (BOSTON POLICE) SHOESSolid Leather, Goodyear welted, with damp-
proof soles, rubber heels attached; Munsen last, half bellows tongue......8.25 a pair
G. KNOWLING, Ltd.



Bon Marche Specials!
HEAVY BLUE DENIM OVERALLS\$1.29 Pair.
MEN'S COTTON TWEED PANTS$\$ 1.60, \$ 1.90$ Pair.
CREAM FLANNELETTE
CURTAIN SCRIM
ENGLISH TWEEDS
8 SonMarche



19c. yard
15c. yard
65c. yard

## Casualties in Chinese Fighting Not Heavy

War in China Indicates More Serious Developments --Critical Situation Between Egypt and Italy Over Boundary Dispute--U.S. Fliers Reach Illinois.
 The war outo MikNsinn. Sopt. 16.









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## Remember The Shooting Season September the 18th



## Our Stocks of Ammunition

 We have the following Cartridges to select fromsAjax, Nitro Club and Remington Smokeless Powder; Romax New Club, and New Rival Black Powder, in all gauges and all size shot.

Shooting Coats and Vests, Cartridge Belts, Gun Covers, Game Bags.
Game Bags.
Reloading Sets, Extractors, Gun Cleaners, Turnovers, Powder and Shot Measures and a fuill stock of

## Rifle Aminumition

We also carry a full line of BLAKES TRAPS in the following sizes: $0,1,1 \frac{1}{2}, 2,3,4$. OUR PRICES ARE RIGHT AND OUR GOJDS THE beST.

## Martin-Royal Stores Hardware Co. <br> Limited



Single Brl. B. L. Guns, 16G. 12G. Single Brl. B. L. Shot Guns, 44G. Double Brl. B. L. Shot Guns, 12G Winchester Rifles.
Dog Chains \& Dog Collars. Dog Chains \& Dog Collars.
owder and Shot Measures and

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 Gerald S. Loyle DONT WORRY STATIONERY ${ }_{\square}^{\text {Buy }}$ SHOP lowhat at 1 manapor took juat opened.

O'Mara's Drug Store


# BUY NOW! And Save 20 to 50 p.c. 

THIS NEWS OUGHT TO BRING EVERY WOMAN NEEDING A NEW FALL AND WINTER COAT TO OUR STORE TO-MORROW! IT SEEMS ALMOST UNBELIEVABLE THAT YOU CAN EFFECT SUCH GREAT SAVINGS AT THE BEGINNING OF A SEASON-BUT WE ARE REVERSING THE PROCEDURE AND OFFER-BRAND NEW FALL AND WINTER COATS-NOW !-AT END OF SEASON PRICES!!

## Ladies' Fall and Winter COATS

 Arranged in Three Popular Priced Groups--

Road-Sweeper's
Happy Life







Large Audiences
in Raptures Over "The French Doll"

materials:
Newzelia, Excello, Lustrosa, Velvatone, Bolivia, Velour, Press Stripe Velours, Vel.
Suede, Teddy Bear Cloth, Pile Fabrics-in fact every new and wanted material.

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17^{.98}
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And all the New Coat Styles are included -you'll like the new Mellon sleeves and the huge crushed collar of rich fur-Many of others are slim and straight or come in new flare or wrappy effects. All Silk Lined.
$33^{.98}$

ASSOCIATION OF FASHION

| Safety on the Line |  | green light by night. Experiments have been going on for a long time with the reliostop, an runs by a signal at danger, blows a hooter and puts the brake on. |  |
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| standing right under the signal pos |  |  | is necessary during a fire, |
| some signals have a piece cut | Conquer the enemy of constipation and you rout a whole army of physical foes, including indigestion, biliousness, Eick headache, sleeplessness and nervous dyspepsia, for over 80 years. They go straight to the cause of manyilts and remove it. They act promptly, pleasantly and surely. Parely vogetable, harmiess, non-babi-forming pien jor Theso $=100$ tested pills etrengtion the stomach, otimulate the liver and |  | BUT |
|  |  | Cards, Books of Views of Newfoundland; and our office is at his disposal | one of our reliabe fire ance Policiss in necessary fore, during, and AFER a tin |
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LONDON, NEW YORK AND PARIS
A Small Deposit Will Reserve Your Coat Until Required - 1

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We have made special arrangements with
our Apple growers in the Annapolis Valler our Apple growers in the Annapolis Valley to
furnish us with the HIGHEST GRADE PACK and the Lowest Possible Price on this fruit for
the season, and have our first shipment of the
POPULAR GRAVENSTEINS

We are quoting very low prices on this on

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"GRAVENTENS.
F. McNamara,

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## Job Boots!

bIG VALUES
In American Footwear.


Men's ian Work Boots, Good Heavy Soles.
Price: $\$ 3.25$ \& $\$ 375$ per pair.


Men's Fine
Dark Tan Laced Boots, All Fitted with Rubber Heels. Made on Good Roomy American Last,
$\$ 4.50,5.00,5.50$ \& 6.00 the pair. Extra Value in each pair. Mail Orders Receive Prompt Attention. Special Prices to Wholesale Buyers.
F. Smallwood,







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Holy Coss ${ }^{\text {CoM }}$



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## Ladies' SUEDE FOOMWHAR FOR AUTUMN 1924.

 for nothing, until you see the Shoes.
 LADIES' FAWN SUEDE 1-STRAP....................................Price $\$ 5.00$
We also have a range of new FALL SUEDE OXFORDS, at $\$ 6.50, \$ 6.75, \$ 8.00$ up to
$\$ 10.00$ per pair, in many handsome designs.
F. SMALLW00D, Ladies' Department THE HOME OF GOOD SHOES
218 and 220 Water Street.
IT TAKES THE "AKING" OUT OF BAKING!

Spiders Help Surveyors
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## NEW ARRIVALS!

PICKLING TOMATOES Firm selected Green stock, not bruised SELECTED RIPE TOMATOES Small and Large. CRABAPPLES-By the Gallon. GRAVENSTEIN APPLES-In Barrels. 100 Cases CAMPBELL'S SOUPS. FRESH CELERY.
PEARS-In half Brls. and by the Dozen. Fancy No. 1 Stock.

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Every Woman in Newfoundland is advised to buy Sunlight Soap, which is made and guaranteed by Lever Brothers, Limited, Soap Makers to

## HIS MAJESTY KING GEORGE THE FIFTH

Every bar, half bar and cake of Sunlight Soap is sold under Lever Brothers FIVE THOUSAND DOLLAR GUARANTEE OF PURITY.
Because Sunlight Soap is ALL pure soap, it is best for washing woolens and cottons, silks and all fine materials. AGAIN, because Sunlight Soap is ALL pure soap, it is the cheapest, or most economical for scrubbing floors, washing dishes, etc.
Don't buy so-called cheap soap, which is only part soap and part filler, and therefore expensive because the filler is practically of no use as a cleanser, and besides will destroy clothing and injure your hands.
Sunlight Soap is so pure that it cannot injure even a baby's skin. A twin bar of Sunlight costs 14 cents, a half bar 7 cents, and a cake 5 cents.

## Tell Your Grocer You Must Have SUNLIGHT SOAP

and
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you can make your hair stay combed-all day


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'I Can Now Do My Work Without Feeling Tired"

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## Canada's Bill <br> for Firewood <br>  <br>  <br> 

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## ORANGES AND ONIONS

## IN STOCK:

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Ex S. S. "ROSALIND," DUE THURSDAY 70 cases ORANGES-Cunts 216-282.
50 half barrels PEARS. 50 barrels APPLESR-Early.
50 boxes APPLES.
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|  | 'Nugget' |
|  | YOUR BOOTS THIS |
|  | MORNING? |
|  | J. B. Mitchell \& Son, LId. |
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Ladies'\& Misses Fall and Winter Hats мow showisa
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 Prices Only $\$ 1.00, \$ 1.15, \$ 1.50, \$ 1.60$, $\$ 1.70, \$ 2.20$ \& $\$ 2.80$ each. All who have seen these Jumper Blouses have been delighted with them.

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| Call upon it any rainy day to |  |
| keep you dry and warm. Youwill never be disappointed in its |  |
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| a record of 87 rears manta 4 , |  |
| Satisfaction guaranteed |  |
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