

"Matchless"

The Paint of Quality

Practical Painters choose "MATCH-LESS" because it works easily, covers well, and saves time.

Property Owners ask for it because it is durable and lasts so long that it saves money.

— SAVE FROM DECAY —
IN THE "MATCHLESS" WAY.

The Standard
Manufacturing Co., Ltd.

\$5,000 PRINCIPAL SUM

and
\$25.00 WEEKLY BENEFIT
FOR INJURY OF ALL KINDS—COST ONLY
\$16.00 A YEAR!

WHAT ABOUT IT?
U. S. FIDELITY & GUARANTY CO.
J. J. LACEY, N.F.L. GENERAL AGENT.

School Music

First Books, Studio Pieces, Theory Books,
Trinity College Music,
The Celebrated Century & McKinley.
15 Cent. Editions.

CHARLES HUTTON

The Reliable Piano and Organ House.

Wholesale Dry Goods!

AMERICAN and ENGLISH
MILL ENDS, POUND GOODS,
CORSETS, BRACES,
HOSIERY, DRESS GOODS.
WRITE FOR QUOTATIONS.

Avalon Wholesale Dry Goods
Co., Ltd., 303 Water St.
D. A. SUMMERS, Manager.

COAL!

If you want the BEST order our
WELSH ANTHRACITE.
All who used it last year say it is the best they
ever had.

Screened North Sydney.

A. H. Murray & Co., Ltd.
PHONE 1867. BECK'S COVE.

Don't Say Paper, Say the Evening Telegram.

Another Quebec Village Destroyed by Fire

Wembley Exhibition to Close Nov. 1st—
Germany Will Enter the League of Na-
tions—U.S. Airmen's Venture Success-
fully accomplished.

EXHIBITION CLOSING NOV. 1ST.
LONDON, Sept. 23.
The closing date of the British Em-
pire Exhibition at Wembley has been
fixed for Saturday, November 1st. The
question as to whether the Exhibition
shall be reopened next year is still
undecided.

ANOTHER VILLAGE WIPED OUT.
MONTREAL, Sept. 23.

Originating in a stable in the rear
of a hotel where a negligent tramp
had apparently dropped a lighted
match or cigarette butt, a midnight
fire spread with such rapidity that the
greater part of the little village of
St. Urbain, twenty miles southwest of
Montreal, was destroyed. The dam-
age done is estimated at \$150,000.
This is the second disastrous fire in
two days in this vicinity, the village
of St. Constant being practically wiped
out yesterday. The chief losses are
two general stores, hotel, carriage
factory and a number of houses. Two
hundred and fifty villagers are home-
less. The fighting force recruited in
the village was pitifully inadequate,
though men, women and children
worked with dauntless courage to
save their homes and the belongings
in them. The water available came
from a small pond and the bucket
brigade were forced back from place
after place by roaring flames which
were fanned by a strong wind.

GERMANY WILL ENTER LEAGUE.
BERLIN, Sept. 23.

Germany will in the near future
make an effort to enter the League
of Nations on equal footing with the
great powers, it was officially announ-
ced to-day in a communique issued
at the close of a cabinet meeting.

CANADIAN PRESS STRIKE COL-
LAPSES.

TORONTO, Ont., Sept. 23.
News service conditions are now
normal, said General Manager Live-
say of the Canadian Press, to-night.
"Every circuit is being operated right
to the coast; all but half a dozen of
our employees who went on strike
Sept. 11, have signed up again with
the Company, and those still out are
given until noon to-morrow. After
that time their positions will be filled."

DOMINION COAL BOND ISSUE.
MONTREAL, Sept. 23.

At a special meeting of the preferred
shareholders of the Dominion
Coal Company to-day, the directors
were authorized to arrange for a bond
issue of \$15,000,000, of which \$4,988,-
000 will remain in trust to cover the
maturing outstanding bonds. The
President, Roy M. Wolvin, announced
that provision had been made for the
setting apart the reserve fund of the
Dominion Coal Company in order that
once the dividends are renewed, their
continual payment may be assured
even in a period when earnings are
below normal.

PROMINENT U.S. PHYSICIAN DIES
SUDDENLY.

MARION, Ohio, Sept. 23.
Brigadier General Charles Elmer
Sawyer, who was personal physician
to the late President Harding, died
suddenly from heart disease at his
home, White Oak Farm, near here,
to-day. While Oak Farm has been
the home of Mrs. Harding since her
husband died little more than a year
ago. Mrs. Harding was present when
Dr. Sawyer was found dead. Dr. Saw-
yer was a close and personal friend
of President Harding.

WOMAN WAS IN PLOT.
MOUNT VERNON, Ills., Sept. 23.

After an all night vigil, Mrs. Elsie
Sweeten confessed this morning that
she was implicated with Rev. Law-
rence M. Hight, of Ina, in the plot to
poison her husband and Mrs. Hight
in order that she and the Minister
could be married, thus confirming the
confession made yesterday by Rev.
Hight. Arrested yesterday at her
home in Ina, near here, Mrs. Sweeten
denied any part in the alleged
poisoning plot, as had been admitted
by the Minister, but broke down this
morning after being closeted in the
same cell with the Minister and with
United States Attorney Thompson.

ARCTIC WILL REACH QUEBEC TO-
DAY.

MONTREAL, Sept. 23.
Captain Bernier, of the Canadian
Government exploration ship Arctic,
to-day wireless to George Went, of
the Westinghouse Co., here, word that
the steamer would dock at Quebec
to-morrow after a successful trip to
the Arctic region. Captain Bernier in
his message said that he had estab-
lished new police stations for the
Canadian Government at Kane Basin
and North Devon. The captain also
referred to the fact that he and the

ship's company had listened to a radio
concert at the furthest northern point
which was ever reached by wireless,
and said this year conditions for this
sort of reception were much better
than last year. The captain said his
crew and himself were well. The
Arctic started out badly, getting a
tremendous storm in August off the
Newfoundland coast which necessitated
the jettisoning of a portion of her
deck cargo of coal. However, other
supplies were secured and she com-
pleted the trip laid out for her by the
Government.

THE JOURNEY COMPLETED.
CLOVERFIELD, Santa Monica,
Calif., Sept. 23.—The three army
world cruising airplanes returned to
Cloverfield to-day, six months and six
days after they left March 17 to en-
circle the globe.

STEAMER SENDS OUT S.O.S.
LONDON, Sept. 23.

S.O.S. messages from a steamer
giving her name as Cranford and her
position as about fifty miles off the
northwest tip of Spain, received yes-
terday evening, caused the British
steamers Orsova and Letrim bound
from Australia to London to rush to
her assistance. The distress signal
came from 43.40 north latitude, 9.55
west longitude, which is northwest of
La Coruna, Spain, and about twenty
miles north of the regular steamship
lane from that Spanish port to Hav-
ana. The Orsova reported last night
that at eleven o'clock she was 40
miles from the Cranford and that the
Letrim was 30 miles from the point
indicated in the S.O.S. It was at first
believed that the Cranford was the
United States Shipping Board vessel
of that name, which left New Orleans
August 31 for Bremen, but later it
was learned that she had arrived at
her destination. The only other
steamer Cranford listed in shipping
registers is a British ship of 1710 tons,
gross, whose recent movements have
not been recorded.



A List of Fresh
Groceries Just
Received.

Ellis & Co., Ltd
203 Water St.

Preserving Season is
Here.

- Green Tomatoes
for pickling.
- Spanish Onions
- Cauliflowers.
- New Celery.
- Cucumbers.
- Vegetable Marrows.
- Green Peppers.
- Pure Malt Vinegar.
- Crystal Vinegar.
- Essence of Vinegar.
- Pickling Spice.
- Bay Leaves.
- Dried Chillies.
- Red Chillies.
- Whole Ginger.
- Whole Cloves.
- Stick Cinnamon.
- Whole Peppers.
- Whole Pimentos.
- Turmeric.
- Paprika.
- Chow Chow Spice.

Small White
Pickling Onions

The "White Sister" an Unusual Photoplay

Now Attracting Crowded Houses to
the Nickel.

The Henry King production of
"The White Sister," starring Lillian
Gish, and shown last night at the
Nickel Theatre, stands as one of the
finest motion pictures. It is a
perfect visualization of F. Marion
Crawford's widely read story, told in
all its dramatic intensity and filmed
in Italy against the beautiful back-
grounds described in the original.

Miss Gish rises to supreme heights
in the remarkable photodrama. Her
portrayal of Angela places her in a
class by herself—the one, real thrill-
ing genius of the screen.
The actual eruption of Mt. Vesu-
vius is shown. Molten lava, flowing
down the side of the mountain is pic-
tured with the mouth of the crater
belching forth its deadly fumes and
fire. On top of this comes a flood,
with an entire town being wiped out.

"The White Sister" is a picture
that nobody should miss. It was
made in Italy by Inspiration Pictur-
es, Charles H. Duell, Jr., president
and is released through Metro.

Next week St. John's will witness
the picture sensation that is now
stirring the North American contin-
ent. The film is entitled "Little Old
New York" starring the popular Mar-
ion Davies. Needless to say, this is
another tremendous attraction and
we therefore advise patrons to watch
for definite announcement in this
paper.

RICHARD HUDNUT
THREE FLOWERS FACE POWDER

The Face Powder that is Different
Having the Particularly Desirable
Quality of Adhesiveness and per-
sistent with the sensitive skin.
Appealing color of Three Flowers
In All Popular Shades

Ninety-Four Bobs Her Hair

CHESTER, Conn., Sept. 15.—(By
Canadian Press)—Miss Eliza Watrous,
the ninety-four-year-old "good
sport" of this town, who astonished
her friends by having her hair bobbed
recently, has an optimistic opin-
ion of the future of the younger gen-
eration. She became an object of much
attention by the metropolitan dailies
following the announcement that she
had been given a "boyish bob" and
in an interview said she thought the
style "comfortable and sensible".
"Girls are better off to-day than
they were in my day," she explained.
"and the modern miss is happier,
more useful, and a better specimen
physically than any woman of the
thirties or forties. I am always sorry
to hear older women speak harshly of
the pretty young things who bob their
hair in a natural effort to be attrac-
tive."

Bobbed hair, cosmetics and frank-
ness, three attributes of the feminine
youth of to-day, are approved by this
delicate, blue-eyed woman with the
young ideas, who believes paint and
morals can mix.

"I am never afraid of anything that
is natural and comes from the heart.
Bobbed hair is one expression of my
philosophy, and I find because of my
short hair and knickers were not the
style in my own youth, that does not
prove we were any better than those
who follow the present style," added
Miss Watrous with a slow smile.

Since she was sixteen Miss Watrous
has worked, ceasing her hard labor
when she was fifty, but every day she
allowed time for some work. "I am
afraid that I will become stale," she
says, "and everyone is happier when
working."

Pearline for easy wash-
ing.—July 17, 1924.

Who Discovered America

Old Christopher Columbus is in a
fair way of losing the last shred of
his reputation as a discoverer. There
is a Dane who now comes forward
with the statement that Portuguese
navigator, Joao Vaz Corte Real by
name, discovered Labrador twenty
years ahead of Columbus, and that
there are documents extant to prove
his assertions. As the Norsemen in all
human probability did land and settle
in Greenland hundreds of years pre-
vious to 1492, and it is quite likely
that they also coasted along the New
England shore about the same time,
there is little left to the credit of
Christopher. It would seem that the
earlier discoverers, Norse and Portu-
guese, failed to advertise their doings
whereas Mr. C. Columbus while not
utilizing any newspaper space did
none the less let people know that
there was something else besides water
on this side of the sea.—Saturday
Night.

Trout to be Kept From Preying on Salmon Fry

ANCHORAGE, Alaska.—(A.P.)—Un-
der a plan adopted by the United States
bureau of fisheries, it is hoped to
increase the salmon pack of the Cook
Inlet section of Alaska from 200,000
cases in recent seasons to 500,000

For Bread That's White
And Bread That's Light

WINDSOR PATENT

"Canada's Best Flour"

More Loaves in Every Barrel.

-- 540 --

English and French Manufacturers' Samples

GIRLS' and MISSES' COATS

For School-Time and Regular Wear.
Up-to-the-minute Styles, materials of Rich Velours
Naps, Tweeds, etc.

All One Price for this week.

5.95

A full range of Sizes.

MILLEY'S

sept 20, 21, a.m.w

Smallwood's Big Sale of School Boots!

High Grade SCHOOL SHOES

Boys' and Girls' Boots

— AT —
Lowest Prices.

ABOUT 2,000 PAIRS—NOTE OUR PRICES

CHILD'S TAN LACED BOOTS—Sizes 6 to 10 Only \$1.85 per pair
CHILD'S BLACK LACED HIGH CUT BOOTS—Sizes 6 to 10 Only \$2.00 per pair
CHILD'S TAN LACED, with Cloth Top. Sizes 6 to 10 Only \$2.00 per pair

GIRLS' BLACK SKUFFER LACED BOOTS—Sizes 11 to 2 Only \$2.50 per pair
GIRLS' TAN LACED CLOTH TOP BOOTS—Sizes 11 to 2 Only \$2.50 per pair

BOYS' LACED BOOTS—Sizes 6 to 10 Only \$1.90 per pair
BOYS' LACE BOOTS—Sizes 11 to 13 Only \$2.75 per pair
BOYS' LACED BOOTS—Sizes 1 to 5 Only \$2.90 per pair

SPECIAL: BOYS' STRONG SCHOOL BOOTS—Double wear in each pair, for \$4.50 per pair.

F. Smallwood, The Home of Good Shoes

218 & 220 Water St.
aug 13, 14

Household Notes

Left-over muffin batter can be sweetened and mixed with a few chopped raisins and nut meats.

Flavor the cornstarch filling for cream puffs with a little coffee or chocolate, and ice the tops.

Use sour milk and equal quantities of graham and white flour when making nut and raisin bread.

MINARD'S LINIMENT FOR HEAD-ACHE.

within the next few years.

According to William Studdert, in charge of salmon protection, the depletion of salmon in southwestern Alaska has been due as much to failure to conserve the spawning grounds as to over-fishing. Mr. Studdert declared the greatest enemy to the salmon were Dolly Varden trout, which preyed on the eggs in the spawning grounds up streams and caught the salmon minnows before they could swim to safety.

"One trout," he said, "captured in a stream while the salmon fry were travelling to the ocean revealed 70 odd fry in its intestines. To stop these inroads we have decided to destroy the trout."

Surveys are being made of every stream used by salmon to reach the spawning grounds in the lakes. The streams are being cleared of obstructions and made navigable for the salmon. The lakes will be seined and the trout transferred to lakes not used by salmon.

Guarantee Bond:

We guarantee the "PRICE" of every garment sold in this Store to be the Lowest in the city. If within FIVE DAYS it can be duplicated for less money, we will refund the difference—or return your money.

LONDON, NEW YORK AND PARIS ASSOCIATION OF FASHION

Your Protection:

Clothes sold in this Store are guaranteed to give complete satisfaction. If you make a purchase here and it does not satisfy you in every way—bring it back and get your money. There are no "ifs," "ands" or "buts" about it. We stand solidly behind this guarantee.

NEW APPAREL FOR FALL

MOTHER! LITTLE DAUGHTER NEEDS HER NEW FALL CLOTHES!

Girls' Dresses, Coats, Hats

NEW FALL COATS
Girls' NEW FALL COATS of Tan or Deer shades of Velour and Polaire Cloths, attractively styled, well made and lined throughout—new flare models. Ages 4 to 16 years.

\$4.98 up to \$14.98

NEW HATS

The "little lady" will like these Hats, because they are smart. Probably she would say "good looking." Mother will like them because they combine style and economy. Prices.

\$2.98 up to \$4.98

NEW DRESSES

A splendid range of the new Fall Dresses for the little and big girl—all shades and materials. All ages.

\$3.98 up to \$6.98

Sweaters

A most comprehensive assortment of the Season's newest modes. Practical and fashionable. All shades, sizes and prices.

Skirts

You will find everything that is new and smart in Separate Skirts for Fall—at economical prices.

Waists

An assortment so diversified that even the most critical will be pleased—See them!

Fall Holds the Stage! Stocks Complete Here:

"Lowest-in-the-City Prices"

FASHION'S LATEST STYLE FANCIES FOR THE APPROACHING SEASONS ARE MOST CORRECTLY MIRRORRED IN THESE OPENING DISPLAYS—FASCINATING CREATIONS IN

New Coats, Hats, Dresses, Suits Sweaters, Skirts, Waists

You will find here on display an assemblage of FALL and WINTER MERCHANDISE that surpasses anything we have previously attempted. STOCKS NOW READY FOR INSPECTION

Sensational Purchase and Sale of Women's and Misses'

FALL & WINTER COATS

A SUPREME STYLE, QUALITY AND VALUE EVENT THAT MAY NOT BE REPEATED THIS SEASON.

A super array of the Season's most authentic modes for street, travelling, dress and general utility wear. Every one a brand new Fall and Winter style, shown for the first time—An event no St. John's woman can afford to miss. Prices range at

12.98 14.98 17.98 24.00 30.00 37.00

AN EXCEPTIONAL OPPORTUNITY!

There are sufficient models, colors and fabrics to more than please every Woman and Miss who desires to buy a NEW COAT at a remarkable saving

Exclusive One-of-a-Kind Coats

A very splendid assortment of EXCLUSIVE COATS, just opened, and are now ready for your inspection. All the new style findings, shades and materials. These COATS are absolutely guaranteed by the House to be but one-of-a-kind

Stout Women's Apparel

SLENDERIZING COATS FOR LARGE WOMEN.

Simplicity is the underlying reason for the slenderizing effect accomplished by the straight Silhouette and Fabrics that lend themselves graciously to the slenderizing lines. All the new shades including Black. Sizes 44 to 56.

Slender Line

Dresses for Stouts

The New Fall Dress modes for stout women are delightfully varied and slenderizing to a notable degree. Materials of Canton Crepe, Charmeuse, Twills, Roshanara Crepe—all the new shades with plenty of Blacks. All sizes from 42 up to 53.

Long Line

Fall Suits, 31.00

Fashion decrees new long Jacket Waists—and this Store provides the smartest modes at extreme savings. Many are fur trimmed; others in smart tailored models of quality Twills and Suedenes.

Fur Chokers

Values up to \$24.00.
Beautiful New Squirrel Neck Pieces—very finest quality Fur—Fur Chokers that give the added touch of elegance to your new attire.

16.98

New Fall & Winter HATS:HATS

Exclusive and distinctive models from master designers of Paris and New York are exhibited for your approval. Fashions that proclaim the coming of FALL with a new distinctive note in each new hat. There are Pokes with a sauciness that is decidedly new—and the jaunty yet demure Cloche—and an infinite variety of Turbans and Hats with rolling brims. Paris and New York have vied with each other in their designs—You will find an exhibit of striking original Hats.

2.48 3.98 5.48 6.98
up to 10.80

Colors Galore! A riot of beautiful tones and shades that suggest the new Season. You will love the new Blues—the Henna and Pheasant shades—Almond Green and Citron—with plenty of fashionable Navy and Blacks, of course. Hats for Misses, Hats for Women, Hats for the Bobbed Head Girl, Hats for Matrons—in fact the most comprehensive showing of Millinery that it has ever been our good fortune to exhibit.

25 p.c. to 35 p.c. Savings in our Opening Sale OF THE SEASON'S BEST

FUR COATS!

24 Sample FUR COATS—each in a new style, produced from the finest skins—at a price that absolutely defies duplication.

- Natural Muskrat Coats **75.00**
- French Seal Coats — Squirrel Trimmed **125.00**
- French Seal Coats — Skunk Trimmed **145.00**
- Russian Marmot Coats **150.00**
- Hudson Seal Coats **170.00**
- Full Length Models—All Sizes, including 'Stouts' **198.00**

Our Guarantee—

If at any time up to Nov. 1st you do not feel you have saved money, you may cancel your purchase and your money will be promptly refunded.

Buy Now! Pay Later!

Only a small deposit required—We will then store your Purchase free of charge until wanted.

1500 Marvelous Fall and Winter DRESSES

Business Dresses, Afternoon Dresses, Street Dresses, Dinner, Evening and Party Dresses. All that's New—all that's Desirable—is here in correct models, superior materials and finest tailoring. Adorable Frocks and Dresses for the New Seasons

MATERIALS:	THE STYLES:	THE COLORS:
Satin Crepe Dresses.	Straight Models.	Navy, Black.
Crisp Taffetas.	Wide Circular Skirts.	Tan, Grey.
Roshanara Crepes.	Side Drapes, Panels.	Brown, Green.
Poirot Twill.	Scalloped Skirts.	Rosewood.
Charmeuse.	Dainty Tucked Models.	Henna, Blue.
Roma Crepe Dresses.	Tight Bodice Effects.	Olive, Rust
Georgette Dresses.	Smart Bouffant Frocks.	Combinations.

Women's, Misses' and Extra Sizes — 16-54

Just By ED DISC was discourag head and so And fling my thought: their win and have no h No sorrows, stood upon t and watched t wife. Her husband others and c seemed in al Alone was h they know not id I: "They hope I can o They laugh a ot one of the the cruel stor None has a look closer," these too, hav in These, too, h these, too, ha he passes now Whose soul i looked, and h s eyes with No hint of u he who smil are cruel st Can you not 0 MART At Cape Bro ere passed t epected and the person rd. The d s 77th year, ristian one. n of high s his bond. eem of his o admired alifications. s constantly ar who w ing possible. ith removes admarks fev ing with us fe, son and rtery of Ca lliam Grant ward was s till death i whom he h d wise coun ace.—COR. Cape Broyle. A truly fine nds—yet it ery Scap— nd Now Anno OTHER GI TION COMI As Newfoun entertainme alert to the nt public. rtful product "—well it t e who have e you to do we now an rk" featur sch will re screening e the film th ht now th ted States. The followi show the t ection:— One of the a art has v ill shine e every pictu e the indu will not b ure will ta ation:—M exhibitors H Here is on plet love e formed an rt to finis estible.—C Wark World Miss Davia greatest ar "—LOUILL Spring Ties One of the tions ever RED HALL It will rest a and wome they live in oia, it w in London, city, for e film has e "—GEORGE rors' Trade the new v nity enou of silv te After you h all tender t n in silv a—alt, pop

Just Folks.

By EDGAR GUEST.

DISCOURAGED.

was discouraged, and I bowed my head and sought to shun the crowd and find my ease away. I thought: "They laughing drink their wine and have no heavy grief like mine, no sorrows, night or day."

stood upon the curb of life and watched them pass, the smiling wife, her husband at her side; mothers and children trooping by, seemed in all the world that I alone was heavy-eyed.

They know not what it means to weep and I: "They walk with faith and hope where I can only creep and grope. They laugh at toil and care; to one of them has ever felt the cruel storms of trouble pelt, none has a scar to wear."

"Look closer," said a voice within, "these, too, have loved and lost! These, too, have seen their hopes go down; these pass now, too great to frown, whose soul is tempest tossed."

looked, and near a cripple came, whose eyes with joy of life aflame, to him of pain he gave, the one who suffers all the while in courage in his heart to smile (can you not be as brave?)

one passes by your door to-day who has not trod a ruzed way or felt the lash of fate; to those who seem so free from woe the cruel scars they do not show, (can you not be as great?)

Obituary

MARTIN ALYWARD.

At Cape Broyle on the 16th inst., he passed to his eternal reward a respected and widely known citizen the person of Mr. Martin Alyward. The deceased had attained the 77th year, and his life was a truly Christian one. Mr. Alyward was a man of high principle whose word was his bond. He held the highest esteem of his neighbours and friends who admired him for his many qualifications. During his illness he was constantly attended by Rev. Fr. Far who with others did everything possible for him. Mr. Alyward's death removes another of the old timers few of whom are now left with us. Left to mourn are a son and two daughters, Mrs. J. Grant of Cape Broyle and Mrs. M. Grant of St. John's. Mr. Alyward was surrounded by his family at the time of his death. His death released him from those whom he had been a kind father and wise councillor. May he rest in peace.—COR.

Age Broyle, Sept. 22nd, 1924.

A truly fine soap for the face and body—yet it costs only five cents.—Soap—adv.t.f

and Now We Announce "Little Old New York"

OTHER GREAT FILM SENSATION COMING TO THE NICKEL.

Newfoundland's pioneer house of entertainment, the Nickel Theatre, alert to the needs of the amusement public. You all liked the wonderful production of "The White Sister"—well it is still running and to those who have not seen it, we advise you to do so—and to all in general we now announce "Little Old New York" featuring Marion Davies.

She will reach St. John's in the afternoon on Monday next. This is the film that is the big sensation to now through Canada and the United States.

The following press tributes clearly show the true greatness of the production:

"One of the finest things the cinema has yet given to the world. It will shine vividly in the memory of every picture devotee. It is a picture the industry may be proud of and will not have to boast of; this picture will take care of its own reputation."—MARTIN J. QUIGLEY, in Exhibitors Herald.

"Here is one of the loveliest and sweetest love stories ever presented, formed almost perfectly from the finish. Miss Davies is irresistible."—QUINN MARTIN in "New York Herald."

"Miss Davies proves herself one of the greatest artists on the screen to-day."—LOUELLA O. PARSONS in Exhibitors Herald.

"One of the most exquisite productions ever thrown on the screen."—THEATRE HALL in "New York Times."

"It will reach the heart of every man and woman in the U.S.A., whether they live in a hamlet or in a metropolis. It will interest those who have seen it in London, Paris, or any European city, for its appeal is universal. The film has everything. It's a pleasure."—GEORGE T. FARDY in "Exhibitors Trade Review."

"The new five-cent size of Ivory Soap is big enough to fit the most delicate of all feminine fingers.—adv.t.f

When you have boiled string beans tender in salted water, heat in olive oil and season with a little salt, pepper and vinegar.

MEN'S SUITS

(ONE AND TWO PAIR PANTS) YOUR CHOICE IS MAMMOTH! OVER 2,000 FINE SUITS TO PICK FROM. **11.98**

The New Blues—the New Greys—Nobby mixtures—Pencil Stripes—Plain Colors. Let us show them all to you. **17.00**

And, of course, we have the more conservative styles for older men—with the touches that help make a man look younger. **21.98**

Odd Trousers A stock as varied as any you'd hope to select from. Hundreds of different patterns. Match up that Coat and Vest. **\$2.75, \$3.49, \$4.20, \$5.00**

Fall Top Coats Just the thing for between seasons wear—good conservative Dark and medium Greys—all models. **OUR GUARANTEE:** Satisfaction guaranteed on all purchases—or money cheerfully refunded.

Raglans Our guaranteed Blue and Brown "Cravenette" processed — at Lowest Prices. **35.00**

MOTHERS! -- Here is The Clothing 'Boys' Like to Wear

Well made Mannish Clothes. The boys like to wear and parents like to buy, for here the quantities are varied, and selections almost unlimited, at any price you want to pay.

Boys' All-Wool 1 and 2 Pants Suits

Ages 9 to 17 years. **6.98 8.98 10.98 12.00**

Prices that represent the peak of value-giving. **13.98 15.98 17.50**

In a most comprehensive assortment of Styles, Colors and Patterns.

Juvenile Suits

Ages 3 to 8 years. In Oliver Twist, Tunic Sailors—made of best Tweeds, Serges and Wools — all patterns, nice "comfy" Fall models. **2.98 3.98 4.98 5.98**

First Showing Boys' Overcoats

SMART COATS—JUST FOR BOYS.

Snappy—Chinchilla and Nap Coats, well made in every respect; all shades of Grey, Brown, Blue and mixtures. Sizes 3 to 8.

7.98

Big Boys' Coats

Ages 9 to 17 years. Best Melton Cloths; mannish styles; plaid backs . . . **\$11.98**

← Please Note Our Guarantee

MEN'S OVERCOATS!

Hundreds of Thrifty Men Will Take Advantage of This Early Season Offering of The New Fall and Winter Coats

AS AN INDUCEMENT TO BUY IN ADVANCE OF THE SEASON, MANUFACTURERS GAVE US EXTRA CONCESSIONS, AND FOR THE SAME REASONS WE ARE GIVING YOU EXTRA CONCESSIONS. NOT ONLY ARE WE OFFERING YOU THE BENEFIT OF OUR SAVINGS—BUT WE ARE SELLING THESE COATS AT A VERY CLOSE MARGIN. LATER IT WILL BE IMPOSSIBLE TO DUPLICATE THESE VALUES!

For Coats made to sell up to \$17.00

11.98

COATS FOR ALL MEN. A stock as varied as any you'd hope to select from! Hundreds of different patterns. Models for every age and built man.

Stout Men!

Always in stock complete ranges

of **STOUT MEN'S PANTS STOUT MEN'S SUITS. STOUT MEN'S COATS.**

For Coats made to sell up to \$22.00

14.98

THE MODELS

BOX COATS. ULSTERS. ULSTERETTES Set in Sleeves Raglan Sleeves.

For Coats made to sell up to \$30.00

22.00

THE COLORS

GREYS. BROWNS. BLUES. PLAIDS. TANS.

For Coats made to sell up to \$45.00

29.50

THE MATERIALS

CHINCHILLAS Plaid back through and through, Satin and Venetian linings.

For Coats made to sell up to \$60.00

35.00

\$5.00 DEPOSIT!

As an added incentive to BUY NOW—a \$5.00 deposit reserves your COAT until you are ready for it.

LONDON, NEW YORK AND PARIS ASSOCIATION OF FASHION

We Bid You Welcome!

OUR FALL and WINTER DISPLAY OF

Suits and Overcoats

IS NOW AT ITS HEIGHT!

EVERY GOOD STYLE IS "PRESENT."

THE FABRICS AND THE PATTERNS WILL DELIGHT YOU!

YOU CAN DEPEND ON THE TAILORING.

The Prices are as Low as Good Clothes can be Sold--

SO AGAIN WE SAY!

We Bid You Welcome!

Please Remember!

No matter what you buy it elsewhere for—you always buy it here—FOR LESS.

Seasonable Hosiery

Henry Blair's

- Ladies' Marl Mixtures Sports' Hose—Assorted shadings, perfect seamless, 65c. pair.
- Ladies' Wool and Cotton Mixed Marl Hose—in all the new shadings, 95c. pair.
- Ladies' Fancy Marl Wool and Cotton Hose—Ribbed effect, assorted shadings, 95c. pair.
- Ladies' Plain Cashmere Wool Hose—Spliced heels and toes. Shades: Oyster, Nigger, Suede, Grey, Mid-Grey, Mole, Light Navy, 95c. pair.
- A Special Lot Men's Colored Ribbed Wool Half Hose, 50c. pair.
- A very Special Lot Men's Black Ribbed Wool Half Hose, 70c. pair.

HENRY BLAIR

The Home of Good Wearing Hosiery.

sept19, eod.t

We Offer—
New Issue Dominion of Canada
41-2p.c. Bonds.
 Due October 15th, 1944.
PRICE:
 97 and Interest.
Johnston & Ward
 Members Montreal Stock Exchange, Toronto Stock Exchange,
 Board of Trade Building, St. John's, Newfoundland.

Stock Market News

NEW YORK, Sept. 24. (Furnished by Johnston and Ward, Board of Trade Bldg., Water St.)
 American Smelters 74 1/2
 Baldwin 124
 Anaconda 38
 C.P.R. 148 1/2
 Cuban Cane Sugar Pfd. 64 1/2
 Corn Products 85 1/2
 Kennecott 48 1/2
 Kelly Springfield 13
 Marine Pfd. 40 1/2
 Panta Sugar 68 1/2
 Sinclair 16 1/2
 Southern Pacific 94 1/2
 Studebaker 41 1/2
 Stewart Warner 66 1/2
 Tobacco Products 68 1/2
 Union Pacific 140 1/2
 U. S. Steel 109 1/2

Montreal Opening.
 Montreal Power 175
 Can. Steel 79 1/2
 National Breweries 58
 Brazilian 49

STUDEBAKER CORPORATION.
 Rising 4000 of New Models Turned Out—Big Success—Plans for Record-Breaking Final Quarter—Setting Current Development Quarter.

(From Boston News Bureau, Sept. 18.)
 Boston—Knowledge in the automobile industry that Studebaker Corporation turned out no cars in June and only about 25 cars in July has led to the natural impression that such figures reflected a sharp slowing up of business. But those in and out of Wall Street conversant with Studebaker affairs are aware that Studebaker closed down last Memorial

K. of C. in Greetings to Masons

Gift of Flowers to Convocation is Appreciated.
 Portland, Me., Sept. 12.—Acknowledgment of fraternal greetings from Portland Council, Knights of Columbus, and selection of Denver, Colo., for the 1927 meeting place were the outstanding events of the closing session to-day of the 29th triennial convention of the General Grand Chapter of Royal Arch Masons, at Masonic Temple.
 Heartily Acknowledged.
 Appearance of a large bouquet of gladioli at the General Grand High Priest's station marked the opening of the final session. Attached was a card extending fraternal greetings of the Knights of Columbus. By an immediate and unanimous vote, the gift was accepted with appreciation and General Grand Secretary Charles Conover was instructed to convey to the Portland Council hearty acknowledgment of the gift and the spirit of fraternal greetings.
 It was voted to duplicate the action of the General Grand Council of Royal and Select Masters here this week in donating \$5,000 to the George Washington Masonic Memorial at Alexandria, Va.

Election of Officers.

Henry Dewitt Hamilton, of New York city, was elected Deputy General Grand High Priest, under John A. Blake, of Boston, who yesterday was chosen General Grand High Priest. Charles C. Davis, of Centerville, Ill., was elected General Grand King and Leon T. Leach, of Indianapolis, General Grand Scribe. Gustav A. Elton, Baltimore, General Grand Treasurer, and Charles A. Conover, Cold Water, Mich., General Grand Secretary, were re-elected.
 Other officers chosen were: John W. Neilson, Concordia, Kas., General Grand Captain of Hosts; William T. S. O'Hara, Toledo, Ohio, General Grand Principal Sojourner; Mattison B. Jones, Los Angeles, Cal., General Grand Royal Arch Captain; John H. Anderson, Fayetteville, N.C., General Grand Master of the Third Veil; G. Allison Holland, Lexington, Ky., General Grand Master of the Second Veil; and William L. Goff, of Michigan, General Grand Master of the First Veil.—Boston Post, Sept. 13, 1924.

Sure, the Bell Island Contingent will be there. Didn't Arthur Priestman Cameron promise to sing at the Glee Makers Concert to-night?—11

PROVISIONS

Let US Supply Your Fall Needs With
GOODS OF QUALITY at **LOWEST PRICES.**
 Our up-to-date shipping facilities ensure Prompt Service.
OUR AIM
 Is to serve you to your advantage
WHOLESALE and RETAIL
 Mail Orders receive our usual Prompt Attention.
Store Dept.

sept24, 21

DICKS & CO., LTD.,

The New Columbia GRAFONOLA

ANNOUNCE
 THE GRAMOPHONE ADVANCE OF THE CENTURY!

Sir Henry T. Wood
 Says:—"I consider this instrument the greatest contribution to the advancement of music since the original invention of the Gramophone itself."
 Dame Clara Butt
 Says:—"This invention easily places the Grafonola several years in advance of any other known Gramophone."

Columbia New "Process" Records

are the greatest advance in records yet achieved. The patented processes of manufacture have ensured the elimination of surface noises.
THE ONLY RECORDS WITHOUT SCRATCH.
ASK TO HEAR
THE NEW COLUMBIA GRAFONOLA!

DICKS & CO., LTD.,

SOLE AGENTS FOR NEWFOUNDLAND.

DID YOU
'Nugget'
YOUR
BOOTS
THIS
MORNING?
J. B. Mitchell & Son, Ltd.
 Agents.

"NUGGET" BOOT POLISH

INVESTMENT OFFERINGS.

- \$3,000 Chas. Walmsley Co., 6 P.C. Bonds, due 1943, 98.50.
- \$4,000 Newfoundland 5 1/2 P.C. Bonds, due 1943, at 101.
- \$2,000 Nova Scotia Tramways, 7 P.C. Bonds, due 1952, at 93.50.

BERNARD D. PARSONS,
 INVESTMENT BROKER.
 Phone 1097W P.O. Box 1301.
 1731, t.u.h.s.t

EXPERT ADVICE!

Is what you are entitled to when investing in Life Insurance. I offer it to you freely and gladly.
 Remember, there is no obligation on your part. Just drop into my office and we will talk the matter over together.
CALL AND SEE ME.
CYRIL J. CAHILL,
 Manager for Newfoundland.
CROWN LIFE INSURANCE COMPANY.
 (Head Office: Toronto, Canada).
 Offices: Law Chambers Duckworth Street.

Fined \$50 for Incendarism

Patrick Turner, belonging to Gumbo, who has been held on remand in the penitentiary for the past month, charged with feloniously and maliciously setting fire to a certain store, the property of Michael Broderick, at Gumbo on the 29th of August last, came up for trial before Judge Morris in the Magistrate's Court this morning. The accused was represented by Mr. C. E. Hunt. The evidence of Detective Bennett, who was sent to investigate into the matter. He explained to the court that he gained sufficient information to attach the blame to the accused. After making the arrest, the accused was given the regular caution but later confessed his guilt, though he claimed that he had no intention to burn the place down. A sworn statement made by the prisoner to this effect was read and put in as evidence. The prisoner claimed that his only object was to scare Broderick with whom he had a personal difference. The store to which he set fire by means of a blanket saturated with kerosene oil, was situated about 19 feet from Broderick's house and the fire was started at eleven at night. Having let the fire be walked away and watched the effect. After the blanket had burned and the claspboard scorched the fire went out of its own accord. In his plea for the prisoner Mr. C. E. Hunt pointed out that there was no indication of malice and that the intention was merely to smoke Broderick out. The judge imposed a fine \$50.00 or as an alternative a sentence of 2 months imprisonment.

Personal

G. Prescott Baker Governor of the 32nd District of Rotary International who is on a visit to St. John's will be entertained on Thursday evening at the Sterling Restaurant by the local club.

From Cape Race

Special to Evening Telegram, CAPE RACE, To-day. Winds W.S.W., light, weather dull; the steamer Yankton passed west yesterday afternoon and several schooners passed in this a.m. Bar. 20; Ther. 60.

THE TRAINS.

Tuesday's west bound express reached Badger Brook 7.50 a.m. The incoming express left Port aux Basques about 3.30 a.m.

INSURED
 Modern fire fighting apparatus is necessary during a fire.
BUT
 one of our reliable Fire Insurance Policies is necessary before, during, and AFTER a fire. Safeguard your home and savings, call and talk it over.
TESSIER'S INSURANCE AGENCIES.
 Phone 244 P.O. Box 994.
 t.u.h.s.t

DON'T WORRY

If you have forgotten your **STATIONERY.**
 Buy it to-night at **"THE SHOP ON THE CORNER."**
 A snappy stock just opened.
O'Mara's Drug Store
 Rawlins' Cross,
 Phone 358. P.O. Box 1581.
 sep25, tcy

POND'S TWO CREAMS KEEP THE SKIN CLEANSED AND SOFTLY PROTECTED.
 You, too, can have an exquisite complexion such as is possessed by the lovely women who follow the Pond's method of caring for the skin. Begin to-day and see how charmingly your skin responds. You'll find it stays youthful and fresh for years.
 sep22, 24, 25

MINARD'S LINIMENT, THE ATHLETIC'S REMEDY.

Veal chops are better if they are sprinkled with a few drops of some pungent sauce just before serving. Grilled sardines are delicious served on strips of toasted bread, and garnished with lemon and parsley.
MINARD'S LINIMENT FOR CORNS.

DIRD.

This morning, (Wednesday) Sept. 24th, Margaret Louise, darling child of Charles and Isabelle Jamieson. On the 7th inst., Georgie, aged 4 years, darling child of Mr. and Mrs. Geo. Squires, Petit Fort, Placentia Bay, R.I.P.
 At Cape Broyle, on the 18th inst., Martin Aiyward, aged 77 years, leaving to mourn a wife, one son and two daughters, Mrs. J. Hartley of Cape Broyle and Mrs. William Grant of St. John's, R.I.P.
 At Waterford Hospital this morning, after a short illness, Thomas Charles, only child of Florence and John Stapton (nee Florence Short), 27 King's Road.
IN LOVING MEMORY
 of my dear wife, also a kind and loving mother, Caroline Brown, died Sept. 23rd, 1923.
 One precious to our hearts has gone, A voice we loved is still'd; A place is vacant in our home That never can be filled.
IN LOVING MEMORY
 of Charles Haggood, who died Sept. 24th, 1923.
 You suffered long, you murmured not. We watched you day by day; And then, oh then, with an aching heart.
 We saw you pass away.
 —inserted by his Wife and Children.
IN LOVING MEMORY OF
 Caroline Brown, who died Sept. 24th, 1923.
 When the evening shades are falling, And I am sitting all alone, In my heart there comes a longing; If she only could come home.
 Far beyond this world of changes, Far beyond this vale of tears, We shall find our dear beloved one; In that heavenly mansion fair.
 —inserted by her father and mother, Mr. and Mrs. W. E. Harris.
IN LOVING MEMORY
 of my brother, John Clowe, who died Sept. 24th, 1923.
 Deep in my heart there's a picture Of a loved one laid to rest; In mem'ries' frame I shall keep it 'Cause he was one of the best.
 In the General he's softly sleeping, Where the trees their branches wave; Lies the one we loved so dearly, In his lone and silent grave.
 —inserted by his sister, Etta Clowe, Ferryland, Sept. 24th.
IN EVER LOVING MEMORY
 of William Gordon Hilary Burden, darling and devoted son of Benjamin and Sarah H. Burden, who died Sept. 24th, 1921, aged 23 years. Our happy and smiling boy.
 Just when his days seemed brightest, Just when his hopes seemed best; God took our treasured Gordon To His eternal rest.
 My lips cannot speak how I loved him, My heart cannot tell what to say; God only knows how I miss him As I travel along life's way.
 (Mother.)

CARD.

DR. F. A. JANES
 will resume practice on **September 18th.**
 sept17, 101

OFFICE

8 Water St. West, Phone 1593.
Winsor Rigging Works, Bambrick St.
 Ship Rigging and Sparring. All classes of lifting on buildings. Radio and Flag Poles erected, painted and repaired. We have in stock Wireless and Radio Poles.
 mar29, 4, wif

IN STOCK:

50 Cases New Pack BAKEAPPLES
BAIRD & CO., LTD.
 Water Street East.

Come to St. John's November 3 to 8th SHOPPING WEEK.

MERCANTILE INDUSTRIAL FAIR
 — AND —
PRINCE'S RINK.
 EXHIBIT OF LOCAL MANUFACTURES.
 One Way Fare on all Transportation Lines. OVER FIFTY EXHIBITORS.
W. A. MACKAY, Manager.
 sept22, 24, 26 (news) 23, 25, 27

Montreal-St. John's.

S.S. PALIKI sails from Montreal October 1st.
 S.S. NICO sails from Montreal October 15th.
MURRAY TRANSPORT CO., Limited,
 St. John's.
 Don't Say Paper, Say the Evening Telegram.

ANNOUNCES A FORMAL PRESENTATION OF

The Broadway House
of Fashion

FASHIONS FOR FALL!

The Broadway House
of Fashion

Dresses, Coats, Costumes, Hats, Blouses, Accessories

TO-MORROW AND FOLLOWING DAYS

DOWN THE AUTUMN TRAIL COME THE MANNEQUINS OF FASHION. THE MODE HAS SAID HER SAY—MINGLING THE GRACE OF OLD SPAIN AND FRANCE WITH MODERN YOUTH'S VERVE AND DASH. SHE'S SHORTENED THE SKIRTS—BUT TO HEIGHTEN THE HATS. HESITATED, TOO, BETWEEN REED-LIKE STRAIGHTNESS AND SILHOUTTES—A FLARE BELOW THE KNEE. FIXED ON A THOUSAND VARIANTS OF SMART SIMPLICITY

Coat "Entries"
IN FASHION'S RACE.

The "favourite," of course, is the long Wrappy Coat with gorgeous lining. Rich are the materials—luxurious the furs that form its collars and cuffs. Not a Coat that's "in the running" is without its rows of buttons—and Fashion's colours are: Penny Brown, Sand, Grey, Dark Fawn, Black, Navy, etc., etc. English travelling Coats have a "thoroughbred" air—in "noisy" Plaids or two-toned effects with swagger fullness.

PRICE RANGE FROM

11.98 to 65.00

Now, as first leaves fall, Fashion Week at "THE BROADWAY" reveals the mode authentic. Out of our many years of Fashion experience we have chosen signed models from the clever adoptions of New York. Depend on it—they'll be continued successes as well as Fashion leaders

Dresses 9.98

OF A NEW SHORTNESS.

Chic, dashing, brimful of joy are the new daytime Frocks. Straight as a reed from neck to hem—a Chinese tunic or Victorian flounce—long or short sleeves or none at all—Corded Silks, Velvets, Satins, Cantons—so runs the tale of Fashion. Like gems to gleam 'neath evening lights are the bouffant dance frocks every one loves. A-flutter with Ostrich, a-glitter with beads, they swirl in clouds of Chiffon and Lace

to
49.50

All New York is Wearing

The New Costume

The one fashion featured unanimously at all New York openings. It's the aristocrat of the mode—with its touches of fur—its long six-eighths Coat lined with the dress material. Such a versatile affair, too; trim enough for travelling and rich enough for receptions. The New Fall Fashions also presents plain tailored Costumes in such rich materials as: Broad Cloth, Velour, Tricotine, Poirret Twill, with beautiful dress linings and Canton crepe. Every costume interlined. Colors are: Black, Navy, Sand, Brown, etc. PRICES RANGE FROM

19.50 to 45.00

HATS

of originality in
Autumn Velvets
and Silks.

Hundreds of them have arrived. Their loveliness, their daring, their originality is amazing, and yet there is not a bizarre hat among them. Lyons Velvet and Panne Velvet are the favoured fabrics, plain or combined with corded silks, etc. Trimmings are new—a leather banding—a dashing ornament or gay feathers. PRICES RANGE FROM

3.75 to 8.50

Again the TUNIC—
This Time in BLOUSES

Their long, slim lines are magical—transforming Autumn Skirts into Autumn "ensembles." Some have embroidery, others the rows of buttons that New York and Paris loves. There's a new note, too, in shorter overblouses for Suits—they are one mass of tiny pleats or graceful with jabots. PRICES RANGE FROM

4.48 to 7.98

HOSE

A complete range of Silk and Silk and Wool Hose, in colours to match your Autumn Dress or Costume. Every pair priced at most reasonable prices.

39c to 1.40

SKIRTS

Your wardrobe would not be complete for the New Season without one of these lovely Skirts. Be it a plain Plaid Sport Skirt or a pleated Skirt with coloured silk between pleats. Fine materials such as Prunellas, Wool Plaids, or Serges, etc., assorted shades and sizes. PRICES RANGE FROM

3.98 to 6.98

CAMISOLES

A wonderful range to choose your Camisole from, dark colours or Pink, plain or embroidered.

69c to 98c

BLOOMERS

In fine striped Satin with reinforced crotch, also in fancy extra heavy Crepe with elastic waist and knee.

59c to 89c

SWEATERS

Coat and Sleeveless Sweaters in one of the greatest displays of colors for Fall. They are very useful for college or business girls. Wool and Silk, Mohair and Silk mixtures, checked and striped fronts, plain backs, low cut front. The colors are delightful—White, Grey, Sand, Navy, Mauve, Canary and Black. Sizes 36 to 44. PRICES RANGE FROM

1.98 to 5.98

During Alterations Now Going on in our Gent's Dept. Please Use Entrance Through Our Ladies Store

Men's Furnishings

Negligee Shirts 1.19
in hundreds of patterns with double cuffs. Every one a great value. to 2.35

Men's Hose 39c
in Silk, mercerized Silk and Wool and all Wool, in assorted colors. to 75c

Men's Ties 39c
Silk and Knitted Ties in new designs; assorted patterns and assorted shades. Great values. to 1.25

Men—Our Fall Suits & Overcoats

have arrived bringing with them new and graceful lines in variations of patterns to suit everyone's taste. Young man's 2 Pants Suits are included.

Young Men's Models—Conservative Models—Stout Men's Models.

The Suits

Worsteds, Serges, Donegal Tweeds, etc., make up these fine Suits in patterns such as Pin Stripes, Mixtures, Herringbones, etc., in such splendid colors of Grey, Navy, Brown and Mixtures. Every Suit priced at our low standard prices.

12.98 to 42.00

The Overcoats

New Plaids, new heavy Woollen materials are now being shown in the new Overcoats for Fall with one or 3 piece belts and raglan or set-in sleeve; they look very smart.

PRICES RANGE FROM

19.50 to 42.50

Boys' & Youths' Suits & Overcoats

Mothers! and those who buy for children—Our store has always been known for great values in Boys' apparel. Our large assortments have always made selections easy. For this Fall with greater space now being added, we are prepared to serve you more than ever with far greater values.

Boys' Suits

Ages 8 to 17 years.

in fine strong Tweeds, with one and two Pants; every pair of Pants lined and reinforced.

PRICES RANGE FROM

6.98 15.00

Boys' Overcoats

in heavy mannish materials, smartly made with one piece belts. Ages 6 to 17 years. Prices range from 6.75 to 15.00

Juvenile Suits

Juvenile Suits, in Peter Pan or Russian Blouse effects, in good Tweeds or Corduroys. 2.98 to 4.98

Men's Pants

Whether you want an ordinary pair of Working Pants or a pair to match your coat, we have them in all sizes. Prices range from 1.98 to 6.50

Boys' Pants, 98c. to 1.39
Boys' Velvet Hats—80c. and \$1.00

Men's Felt Hats—
in assorted shades for Fall wear. \$2.98 to \$6.50

Collars—
in soft and linen. 25c. and 30c.

"IT PAYS TO SHOP" AT

The Broadway House of Fashion

EXTRAORDINARY CRUISES
Round the World
Empress of France Jan. 14
Mediterranean
Empress of Scotland Feb. 9
West Indies
Montroyal Jan. 20-Feb. 21

Membership limited for each cruise, Canadian Pacific management vessel and ashore. Each ship a gigantic private yacht with all the luxury and comfort of a modern hotel—41 year disposal. These will be extraordinary cruises next winter and reservations should be made early. Beautifully illustrated booklets with fullest information on application to any Steamship Agent.

Regular services to Liverpool, Glasgow, Belfast, Southampton, Cherbourg, Antwerp and Hamburg—sailings almost daily.

Fortnightly sailings Vancouver to the Orient—the Empress of the Pacific.

APPLY LOCAL AGENT.
 G. Bruce Burpee, C.P.S. Agent,
 40 King Street, St. John, N.E.

CANADIAN PACIFIC

SIDE TALKS.

By Ruth Cameron.

THE PSYCHOLOGY OF APPETITE.



The children were racing up and down the beach as a group from our summer colony sat sunning themselves on the sand after the bath hour the other day, and as the youngsters went shouting by, one of the mothers of the group looked after them thoughtfully for a minute and then turned to her companion.

"Your Marjorie is such a healthy, well developed child," she said with a sigh. "I wish my Mary looked like that. It's so hard to get her to eat the things she ought to. All she wants is meat and dessert. She never has the appetite for anything else and she just won't drink milk. However do you manage? I heard Marjorie asking the maid for a glass of milk the other day. Mary wouldn't ask for it in a thousand years."

"And Oh, the difference to me!"

"I know," said the mother. "Lots of children are like that, and Marjorie didn't need to like it. I always used to put a big glass of milk at her place every meal and try to force her to drink it, and it was the hardest work. And then one day something happened that gave me a new idea. I was ill and the nurse who was taking care of me was out for a walk, so I asked the charwoman to bring me a slice of bread and some milk."

"She came in with a big jelly tumbler full of milk in one hand, and a thick slab of bread smeared with chunks of butter in the other. The sight of it was enough! I couldn't touch it. Later, when the nurse came back, she brought in a small silver tray with one of my flet dolls on it, a wine glass of milk, and three little bread and butter sandwiches cut finger-size. And oh, the difference to me! I took a lesson from that and when I got better I called Marjorie in one afternoon to join me in the lunch which was part of my convalescent programme."

The Allure of Daintiness.

"On a small tray I placed a little pitcher of chocolate milk shake, made of cold milk with just a bit of chocolate syrup and vanilla flavoring, a small stemmed wine glass, and a china plate with two home made cookies, cut out with an animal shaped cutter. She was delighted. It was such fun to pour out the drink herself a little at a time and after that she used to look forward to our daily 'party.' Before long she would drink the milk plain without the addition of flavoring but, even to-day, she will not drink it if it is warm. I'm careful never to have it iced, but it is always cold."

There is more to this matter of appearance and quantity than most people realize when it comes to directing children's tastes in food. I have a friend who requires her small son to take at least a tiny 'helping of all foods that are on the table. And often that one mouthful goes down so much easier than the lad expected that he asks for more. He has developed a liking for practically every kind of food as a result of this judicious method.

What Do We Like About Ice Cream?

I remember once in a psychology class at college, the professor analyzed the almost universal liking for ice cream and showed us that very little of the appeal is to the sense of taste. The color and the attractiveness of the dish appeal to the eye; the smoothness to the sense of touch the flavor is largely a matter of smelling; the coldness reacts upon that sense which registers the temperature; in fact, it is only the sugar that appeals to the sense of taste.

Which offers some suggestions to the mother with a finicky child's appetite to deal with, don't you think?

Ostriches on the Wane

CAPE TOWN, AUG. 5 (A.P.)—The number of ostriches in South Africa has dropped from 900,000 to 120,000. There is in consequence fear of an ostrich feather shortage.

NEW ARRIVALS!

Now in stock:
PICKLING TOMATOES
 Firm selected Green stock, not bruised or windfalls; Bushel crates or by the lb. 8c.
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.

C. P. EAGAN

TWO STORES
 DUCKWORTH STREET & QUEEN'S ROAD.

Spirits Responsible for MacLaren's Ill Luck Say Islanders

TOKIO (A.P.)—Ill fortune, which attended the attempt of A. Stuart MacLaren, the British round the world aviator, and his companions to fly across the remainder of the globe after leaving Japan, is attributed by the natives of Urup Island, one of the bleak Kuriles, to the airman's own indifference to evil spirits.

When Major MacLaren's big Vickers amphibian hopped off from Toshimoye, Yatorofu Island, one day in July, with Paramushiru Island, at the north of the Kurile chain, as his goal, fog and wind compelled him to land at Totokan Bay, on the southwest coast of Urup Island. The bay is exposed, and when the wind rose Major MacLaren flew his plane a short distance inland, alighting on a body of blackish water known as Totokan Bog. In so doing, according to the sparse population of Urup Island, he courted the malevolence of evil spirits.

Totokan Bog is an ill-omened water. The natives say it is bottomless, and that no man has ever entered its water and come out alive. There is an evil female spirit, the natives believe, who makes a specialty of handsome men, and when such a man comes to the bog he "vanishes like smoke" and his body is seen no more.

Four years ago two sailors attempted to cross the bog by swimming. They were seen to reach the middle of the lake, swimming strongly, and then together went down without a sound.

Major MacLaren rested for four days on the shores of the bog, living at an experimental fox farm maintained on the island by the Japanese Department of Agriculture and Commerce, and then hopped off on a successful flight to Paramushiru.

KEEP OFF.



We may not pass o'er yonder leas; "Keep off the Grass," the sign decrees. There's grass to burn 'most everywhere, but we don't yearn to trespass there; no signs announce forbidden ground, there's none to bounce us if we're found. The grass is clean on yonder hills, the grass grows green by rippling rills, and we are free to gambol there; no signs decree we must beware. We do not head that war, alas! We long to tread verdant grass. I view the sign that warns off eyes, and scalding brine obscures my eyes, "I'd give," I say, "all kinds of brass, to roll to-day upon that grass; I'd like to browse upon that green like bob-tailed cows or goats, I ween. I'd give my hat, my gems of glass, to stretch out flat upon that grass." And as I view the grassy ground there's quite a crew of nuts around, who mark the sign and cuss in mass; they would lie upon that grass. Forbidden things are always fine; we hate, like jings, the "Keep Off" sign. And that is why some voters take their stomp of rye when they awake, "You must not drink," proclaims the law; they say, "We think we'll swig it raw." The booze they hit, nine times or more, then throw a fit upon the floor. They wake up blind or maybe dead, and have no mind for bitters red."

Bishop Fights to Retain His Post

Convicted of Heresy, Ohio Church Official Prepares Propositions.

CHICAGO, Sept. 15.—Bishop William Montgomery Brown of Gallion, Ohio, found guilty on a charge of heresy by nine fellow bishops of the Protestant Episcopal Church, re-opened his fight to retain his bishopric.

Bishop Brown announced he had prepared seven propositions for presentation to the House of Bishops. If the propositions are accepted and he is convinced they are right, he will withdraw his book, "Communism and Christianity" from circulation and renounce his previous assertions and confine his teachings to the seven propositions.

"If the propositions are accepted but if he is not convinced, he will resign from the ministry and the House of Bishops. He indicated he felt that the propositions would not be

Ladies' White Lawn Blouses Sale Price, 1.28, 1.58, 2.25 each.

KNOWLING'S

Ladies' Colored Cotton Delaine Blouses Sale Price . . . 1.45 each
 Colored Cotton Jumpers Sale Price, 49c. 69c. 1.00 each

SPECIAL Money - Saving BARGAINS

In order to make room in our Showroom and Dry Goods Departments we are offering the following spot cash attractions, the quantities being limited for this sale, fully convinced that the special prices as stated shall clear us of these lines in a short time. Many of these offerings are under half price and will repay immediate inspection.

SPOT CASH—No Charging or Approbation

Remnant Bargains

Consisting of a large selection of Ends, Muslin, Chambrays, Woolen Tweeds, Coatings, Voiles, Silks, Delaines, Cotton Crepe, Lustres, Lawns, Shirtings, Flannelettes, Flannels, Sheetings and Ticks, etc., etc. Far below Half Price. The early purchaser has the benefit of the whole collection. Many of the lengths are suitable for Women's and Children's Dresses, Skirts, Blouses, etc.

Hosiery Specials

LADIES, SILK HOSE—In plain Black and White only, with slight imperfections. Sale Price19c. pair

LADIES' COLD SILK HOSE—Shot effect, high grade and perfect. Regular value 85c. Sale Price49c. pair

LADIES' TAN HOSE—Good wearing stockings, Tan only. Reg. value 25c. Sale Price, 11c.

LADIES' LACE HOSE—High grade, fast dye, full shaped. Regular value 50c. Sale Price27c. pair

SHOWROOM SPECIALS

CHILDREN'S MIDDY BLOUSES—Coloured and White with striped effect. Suitable for school wear. To fit 3 to 12 years. Now59c. 1.19, 1.49 each

CHILDREN'S JERSEY BLOOMERS—High grade fleece lined, with elastic waist and knee; to fit from 2 to 6 years. Clearing Prices19c. 25c. 33c. 39c.

BARGAINS IN LADIES' COSTUMES—Navy, Black and Colored Serges, Gaberdine and Tweed. This lot must go regardless of cost. Prices range from4.95 to 25.00

LADIES' BLACK SATEEN BATHING SUITS—Trimmed fancy. Reduced Price for89c. Suit

CHILDREN'S WHITE MIDDY DRESSES—Made of good quality linen, with Sailor Collar and trimmed with narrow White Braid, attached with Sailor knot and shield on sleeve. Sizes 3 to 6 years. Sale Price1.35 to 1.65 to size.

CHILDREN'S ALL WOOL SWEATER COATS—In the following colors: Navy, Saxe, Green, Turquoise and Crimson. Sizes 24, 26, 28, 30, 32. Special, each79c.

LADIES' CORSET BARGAIN—Discontinued line of Corsets, selling far below cost to clear. Sale Prices, per pair98c. 1.19, 1.28, 1.68

LADIES' PINK AND WHITE ENVELOPE CHEMISES—Made of very fine Muslin, daintily trimmed. Sale Price98c. each

LADIES' SKIRT BARGAIN—White Figue and Crash Skirts. Greatly reduced to clear89c. 99c. up

CLOTH AND CHEVIOT SERGE SKIRTS—Black and Navy only with inverted and patch pockets, trimmed with fancy buttons. Considerably reduced to clear at the following prices1.79, 2.19, 2.98, 3.58 each

SPORT SKIRTS—In all Wool Cream Serge with broad and narrow coloured stripe effect for1.70 each

BLACK SATEEN DRESS SKIRT—Suitable for Housemaids, offering at2.69 each

Dress Goods Bargains

CREAM HAIR CORD—A low priced Woolen material. Regular value for 1.60. Sale Price88c. yard

BOTTLE GREEN MOHAIR—Regular value for 1.10. Sale Price78c. yard

WHIPCORDS—Two shades only, Saxe and Taupe; a 1.00 value. Sale Price78c. yard

GREEN SILK CHECK—A special fabric, in the regular way would sell for 80c. yard. Sale Price38c. yard

NAVY SERGE—For women's and children's Dresses, Blouses, etc. A good value at 55c. yard. Sale Price39c. yd.

BLACK AND WHITE CHECK—Suitable for children's wear. Value for 35c. yard. Sale Price23c. yard

GREY STRIPED WOOLLEN MATERIAL—56 inches wide. A Costume goods value for 1.80 yard. Now offering Sale Price93c. yard

FANCY STRIPED TWEED—36 inches wide. Good weight for children's wear during cool weather. A regular 75c. line. Sale Price47c. yard

BOATING SERGE—Lemon shade only. Reg. 45c. value. Sale Price27c. yard

LINENETTES—40 inches wide. Cardinal, Fawn, Myrtle, Grey, Pink and Navy. Sale Price25c. yard
 Black—Sale Price50c. yard



G. Knowling, Ltd.

Remnants

CURTAIN PLUSH—50 inches wide. Various shades at about 1-3 off original prices.

Cutting A Friendship Short

By CY HUNGERFORD

SNOODLES

Panel 1: "I GUESS I KIN BEAT HER TO IT."

Panel 2: "SNOODLES! WHAT DO YOU MEAN?"

Panel 3: "SHE'S NOT WELCOME AT MY HOUSE!"

A Bus
 THE RO
 Most p
 eminent p
 modern c
 it is sold
 period of
 has exte
 in faul
 system of
 ink, it wa
 recover d
 their land
 party was
 was not c
 In this
 century as
 the subject
 those adv
 erised out
 to ch
 the peace,
 tributions
 system v
 years, unte
 was abou
 d.
 The
 The first
 are insur
 688, when
 was petit
 insure h
 a year
 ocation u
 build house
 assistite c
 wa, such a
 blets at
 Political
 ce being
 red by th
 ed directl
 re insuran
 One of th
 wing year
 son of the
 od Barab
 started wa
 ards by a
 The Fire C
 ure house
 num of
 rent for
 The busi
 eat was
 at the Con
 London P
 houses
 company. T
 tood, the
 shel had
 ch busines
 Many insu
 at this p
 heix Off
 ne support
 at Phoeni

GET OUT

New Scale of Prices

Or

PLASTERGON

THE WORLD'S BEST

WOOD FIBRE WALL BOARD

Remember Always that PLASTERGON is Better than other Brands.

It's the BEST on this or on any other Market.

Horwood Lumber Co. Ltd.

LOCAL AGENTS.

sept24,1.eod

"Gilt Edge" Butter

Canadian Cheese

LANDING TO-DAY

Ex S.S. "Lisgar County" from Montreal and Charlottetown, and selling at Lowest Prices:

'Gilt Edge' Can. Cre. Butter
28 lb. Boxes

"GILT EDGE" Can. Cre. Butter
50 lb. Boxes

"Gilt Edge" is the Highest Grade Butter

Canadian Colored Cheese
Large, 70 lb. average

Canadian Colored Cheese
Twins, 35 lb. average

F. McNamara

Queen Street

Phone 393

Because a Camel grows hair it doesn't follow that all Belting is

"CAMEL HAIR" BELTING

"CAMEL HAIR" BELTING is made only by

F. REDDAWAY & COMPANY, MANCHESTER.

A total of over 100,000,000 Feet of this Belting has been manufactured. It has been shipped to every port in the Seven Seas, and not one failure recorded!

BECOME A USER TO-DAY!

Other Reddaway Products are:

"CAMEL" FIRE HOSE. SUCTION HOSE.
AIR HOSE. WATER HOSE.
STEAM HOSE.
"CAMELATA" BELTING. RUBBER BELTING.

WM. HEAP & Co., Ltd.

PHONE 1830. AGENTS for N.F.L.D.
mar3,eod

Another Grave Empire Warning

By HANNEN SWAFFER.

Just ten years ago, a mighty Armada, exactly like that recently assembled at Spithead, was gathered at Spithead for inspection by the King—a fleet just as powerful, as impressive, as costly, as magnificent. Then Prince Louis of Battenburg—or was it Winston Churchill?—gave the order for the Fleet to sail. That order settled the destinies of Europe.

Now, another Fleet is there, and, before many hours have passed, that one also will have sailed away, but this time to be scattered across the Empire's many seas.

Ten years have been wiped out of our lives—ten years that seem, sometimes, a century, sometimes a few months—ten years in which nearly a million Britishers lost their lives, and nearly another million were permanently disabled, ten years, the passing of which now finds over a million unemployed in the country. Yet the entanglements of war are not yet straightened out, and the Empire bleeds to death because its war wounds have not yet been staunched.

It is consoling, turning up the files of "The People" for that week, ten years ago, to find a variety programme at the Empire Theatre with Georges Carpentier, beaten again last Thursday, at the head of the bill; that Hobb's batting average was 48.68, and that Blythe, killed, alas! in the war, was the top of the bowling averages; that a Housing Bill, even in those days, was before the House of Commons; that an M.P. was divorced that week, an M.P. who has been divorced again since, and been married for a third time; that the Irish Conference had failed at Buckingham Palace, Civil War in Ireland being expected in consequence; and that Madame Caillaux was on trial for her life, Madame Caillaux, wife of the Pacificist French Premier, who has just been pardoned by the French Government as part of the Amnesty Bill.

It looks like the same paper, almost, with Carpentier, Caillaux, Civil War in Ireland and a Naval Review, all at the top of columns.

And now we are celebrating Peace with a big exhibition at Wembley, and there was a Pageant of Empire, in the Stadium, to remind us of the past glories on which the foundations of the Empire were built.

We sat round a luncheon table in the Savoy, recently, talking about the pageant, thirty or forty newspaper men, Brigadier-General Sir William Furse, Lord Morris, once Premier of Newfoundland, the Hon. F. Wade, who represents British Columbia; Sir Bouchier Wrey, who has spent forty-five years in Rhodesia; Frank Lascy, the Pageant Master; Lord Stevenson, for whom Wembley won a peerage, famous Imperialist, and just a gathering of ordinary newspaper men.

Then, suddenly, there fell a bombshell into the gathering that reminded us, with terrible urgency, of the things we face. For what does all this Pageant of Empire mean unless, behind it, there is something definite and something constructive?

It was Lord Morris who started the warning, unexpectedly; for he was down merely to talk about the pageant and to ask for its support. Instead, speaking as a representative of the Dominions, he warned the gathering that the British Empire was on the operating table, and that, unless something was done which would heal it, it might die.

You get urgent reminders, every now and then, when these Dominion people speak.

Then Mr. Wade uttered the second warning. He is a big burly man from the West, who has dared much in his time and is fearless and outspoken. He talked of preference, and how Canada, which for twenty-six years had been giving preference to Britain, has been refused every concession in return.

"The loyalists who went over into Canada in 1776 have remained loyal all the time, withstanding the flood from the South, living along the imaginary line that divides the States from ourselves," he said. "And to-day, these same loyalists earnestly hope to preserve Canada for the Empire."

"But the Empire is now playing with fire. In a short time, for all we know, it may be something the passing of which we may merely regret."

And he told how, twenty years ago, when he first came to England, there was another pageant that he saw, the Lord Mayor's show. In it Canada was represented by a daisy on which artificial snow was made of cotton and on which the population of Canada was represented by an Indian on snowshoes, trying to climb up a tree to escape from a pack of wolves! A few years passed, and then a Canadian Postmaster-General came here and was walking with the Hon. Charles Russell along the Strand.

"I wonder if they have heard of Canada yet," said the Canadian.

And for a bet—something to be given to a hospital—he walked up to a man, and said: "Do you know where Canada is?"

"No, I haven't been very long on this bet," replied the man. "You had better ask a policeman."

And then, going up to a flower-girl, he said: "Are you familiar with Ottawa?"

"Familiar with who?" she replied. "Go along, you big stiff—I'll smack your face!"

"And still Canada is calling out for reciprocity," said Mr. Wade. "Still the cry goes on. We are trying to hold Canada for the Empire; but our cry remains unheard."

It was Sir Bouchier Wrey, who, following, talked of our Southern Dominions.

"England pays about £48,000,000 to the United States for cotton every year," he told me. "We grow cotton in Rhodesia. Why can't you spend some of the money with us?"

And he went on to tell the gathering how he had just returned from the Midland counties of England, through which Lord and Lady Harrowby had taken forty visitors from the Dominions on a week's tour. They had gone by motor cars and special trains, stopping everywhere, seeing everything.

"We interviewed mayors," he said, "and we visited agricultural shows and inspected collieries and glass factories and workshops of every kind; and all around us, clamouring nearly all the time, were workmen who said: 'Tell us about Empire. We are sick of all this Communism. We have been hoodwinked. Tell us of a way in which we can get regular work.'"

"I have a wife and four children," said one man, "and if all this Empire trade was used, our workshops would be running all the time, and I should be in regular employment. But now I am on half-time."

And Sir Bouchier, speaking with a direct earnestness, said this was the message he brought from the country places and the manufacturing towns.

"You Englishmen organized so splendidly for war," he said, "why can't you organize for peace? A few years ago England was the manufacturing centre of the world. Now Germany and America are worshipping efficiency; yet, in England, it looks like as though you are paying interest out of capital and living on doles which cannot go on year after year."

I mention what happened at this gathering because, behind Wembley, this sort of talk is going on, between themselves, every time people from the Dominions meet. Sometimes, angrily, almost, they blurt it out when you are there.

You hear criticism of this country that is embarrassing and painful. You try to tell them of the sacrifices this country made in the war, and how, for years it has borne the great burden of Empire on its shoulders.

"But why don't you use us?" they reply.

"I was in Northern British Columbia not long ago," said Mr. Wade, "and settlers were there, working hard on their farms knee deep, almost in produce, but saying, 'Where are those 30,000 land girls you promised us?' and there was scarcely a woman for miles."

And Mr. Wade told me how one Englishwoman had been preaching Empire food in the country villages of England, and how in consequence wholesalers had had to alter all their orders and deal in Empire products, but that this was only a small thing compared with what could be done.

And he went on to say how American capitalists met frequently in New York to take stock of Canadian resources and float companies to exploit them, but how an exhibition planned for Vancouver in 1924 was being ignored by our biggest English firms, and how the States were growing nearer and nearer every day, and how England was slipping further and further away.

Yes, this Pageant will tell you of the sacrifices made in past years, and the heroic deeds performed, and remind you of the way in which the Empire was built up. But, now, it is passing away under your very eyes, and you do not know.

"We can grow 65 percent. of all the things the Empire wants in the Empire itself," said Sir Bouchier Wrey. "We do not want to rely on anybody else. And yet you are buying

McMurdos Store News

PROMISES AND BELIEVABLE

Our Drug Department operates under a system that guarantees you absolute accuracy. This system helps us to save your time and you are taking no chances. We are here to help you, not hinder.

McMURDO'S DRUG STORE,
Phone 277. Water St.

Complete Change of Programme

STAR MOVIE TO-DAY.

A Bridal Night--A Telephone--A College Chum
--An Unwed Wife--What Then?

SEE

"The World's a Stage"

With Dorothy Phillips, in Seven Parts

The Inimitable Comedians, Montgomery and Rock, in a Comedy Riot.

Friday--The Boy Wonder of the Movies

JACKIE COOGAN

— IN —

"Circus Days"

It's a First National Picture.

sept24,1

from abroad all the time." This sort of discussion is disturbing at a newspaper lunch, where men are assembled from Free Trade papers and from the Radical Press, and where they expect to be told merely about the glories of the Pageant and how best they can encourage people to go.

It was embarrassing to sit there and hear these three Empire leaders, one after the other, utter their grave warnings. These warnings are frequently uttered; but they never get reported. Not a word appeared in the newspapers. But this is usually the case.

Ten years ago we had been warned for years about a war with Germany; and under our eyes at Spithead we saw for the last time that great Fleet, now partly sunk, nearly all scrapped. That Fleet has served its purpose and the liberties it was built to safeguard have been ensured.

But now there is another Fleet and another warning, only ten years afterwards. Empire men go to Wembley by the dozen; they sell their goods and they reflect on the mightiness of the thing of which they are a part, every now and then, they stand indignantly and almost shout warning in ears that seem dead. People, July 27.

Final Notice

In connection with our

Box Front Competition

All packages containing Box Fronts must be sent in to the office of the Imperial Tobacco Co. (Nfld.) Ltd., Flavin Street, not later than 6 p.m. Tuesday, Sept. 30th.

Box Fronts received after the above date and time WILL NOT be given consideration under any circumstances.

Remember

One more week only in which to save Box Fronts

Imperial Tobacco Co.

sept22,24

AN

Mo

Equ

Wa

(OPP)

We wish St. John's and up-to-business.

We carry calcs, Pat. Articles, generally.

We solicit you that will receive be had in

Dr.

PHON

sept24,11

flavour change instantly you. Its ity is the very

After you will Simply Be and 1/2 At all

LUX

F. M. O' 2.1m

Kantle

the safest to use. First—The services to be seamless are of that. Second—The are gun run near three con Third—E holes which ped.

PETER

THE RE

arge, seeds er crumbe and brown or white ar.

K

Famous English Footwear



Ladies and Gentlemen, secure a pair of this wonderful "K" Brand Shoes, and

Solve Your Shoe Troubles

for at least a year.

In stock, Ladies' and Gentlemen's Black and Tan Brogues; also Gentlemen's Black and Tan Boots in assorted Leathers.

F. SMALLWOOD,

THE HOME OF GOOD SHOES
218 & 220 Water Street, St. John's.

BON MARCHE SPECIALS!

Below is only a few of the Special Lines we are marking down to make room for New Goods:

Men's Braces 25c. pr.	Child's Hose 10c. pr.
Men's Socks 10c. pr.	Ladies' Wool Hose, 60c. pr.
Table Covers 80c. ea.	Boys' Heavy Hose 25c. pr.
Men's Work Shirts, 75c. ea.	Ladies' Flannelette Night-dresses \$1.70 ea.
Blay Calico 20c. yd.	Ladies' Heavy Fleece Bloomers 75c. pr.
Door Mats 55c. ea.	Heavy F.L. Vests \$1.00 gar.
Towelling 15c. yd.	
Ladies' Hose 22c. pr.	

CREAM FLANNELETTE 10c. yard

All Wool Serge 90c. yd.	Embroidery, from 5c. yd.
80" White Shirting, 65c. yd.	All Wool Silpoms 95c. ea.
Curtain Net 25c. yd.	Heavy Lace 3c. yd.
Negligee Shirts \$1.50 ea.	Boys' Wool Jerseys, \$1.40 ea.
Glass Cloths 20c. ea.	Umbrellas \$1.50 ea.

SPECIAL OFFER COTTON TWEED 30c. yard.



Bon Marche
WATER STREET ST. JOHN'S

New Shipment

— OF —

Lipton's Groceries

— AT —

Steer's Ltd.

Lipton's Celebrated English Biscuits.

in

Marie, Albert, Tea, Digestive, Water, Orange Creams, Tennis Chocolate, Assorted Creams, etc., etc. Lipton's Arrowroot Biscuits and Lipton's Cakes in 1-lb. tins.

Lipton's Delicious Table Jellies, in 1-pt. tablets
Lipton's Table Jellies bear an exceedingly high reputation for Quality and Flavour. None Better!
Lipton's Scotch Orange Marmalade, in 1-lb. Glass Jars. Give this a trial on your breakfast table.
Lipton's Raspberry Jam, in 1-lb. Glass Jars.
Lipton's Essence of Coffee and Chicory, in 5-oz. bottles.
Lipton's Famous Cream Caramels, in 1/4-lb. tins
Lipton's Butter Scotch—"The Real Stuff."

As we import this very popular Sweetmeat in large air-tight tins, we can guarantee the quality and freshness of it, and as it is imported in bulk our price for same is very moderate.

Steer's, Ltd.

Nfld. Government Railway.

SOUTH COAST STEAMSHIP SERVICE.

Freight per S.S. PORTIA for St. Mary's, St. John's, Marytown, Burin, St. Lawrence and regular ports to Port aux Basques, received at Dock Shed today, Wednesday from 9 a.m. to 5 p.m. and to-morrow, Thursday, same hours.

NORTHERN STEAMSHIP SERVICE.

FREIGHT NOTICE.

Freight for ports of call on above route, as advertised in Directory, and extra ports of call, namely: Hoopring Harbour, Williamsport, Canada Harbour, St. Julien's, Ship Cove, accepted at Dock Shed, Saturday, September 27th, from 9 a.m. to 5 p.m. and Monday, September 29th, up to noon.

PASSENGER NOTICE.

S.S. PROSPERO will leave Dry Dock Wharf, 10 a.m. Tuesday, September 30th, calling at usual ports en route to Cook's Harbour.

PLACENTIA BAY STEAMSHIP SERVICE.

Passengers leaving St. John's on 8.45 a.m. train to-morrow (Thursday) will connect with S.S. ARGYLE at Argentia, for usual ports en route to Larnaline (Western Run).

Nfld. Government Railway.

BUY YOUR SCHOOL BOOKS and SCHOOL SUPPLIES from

S. E. GARLAND

Leading Bookseller & Stationer, 177-9 Water Street. m.w.t.t.f

Our Stock for the Coming Winter:

consists of the

BEST NORTH SYDNEY SCREENED COAL.
BEST LEHIGH VALLEY AMERICAN ANTHRACITE
BEST WELSH ANTHRACITE (Specially Selected).
Secure your requirements now.
PRICES RIGHT.

M. Morey & Co., Ltd.

Phones: Office 376. P.O. Box 1052.
Yard 1426. St. John's.

Notice to Parents!

Have your Children Normal Vision, or are they suffering from EYE STRAIN?
This is a very important question and demands your immediate attention.
The future success of your child may depend upon your action now.
Children suffering from Eye Strain are working under a great handicap, which properly fitted Glasses will correct.
Begin the school year right. Have your children's eyes examined by us, and if necessary
PROPER GLASSES FITTED.

R. H. TRAPNELL, Ltd.

Jewellers & Opticians, 197 Water Street.

RED CROSS LINE!

NEW YORK. HALIFAX. ST. JOHN'S.

SCHEDULE OF SAILINGS FOR SEPTEMBER

From New York at 11 a.m.	From St. John's at 12 o'clock, noon
..... ROSALIND Sept. 27th SILVIA Oct. 4th

THROUGH RATES QUOTED TO ALL PORTS.

Round trip tickets issued at special rates with six months stop-over privileges.

BOWRING & COMPANY, 17 Battery Place, New York.
General Agents.

G. S. CAMPBELL & CO., HALIFAX, N.S. Agents.
HARVEY & CO., LTD., ST. JOHN'S, Nfld. Agents.

Labradorite

Always we have prided ourselves on the quality of our Labradorite and refused to place on sale stones that did not do credit to the peculiar beauty that is its chief charm. We have now received the first samples of our new stock and they fulfil in every way our ideas of what Labradorite should really be like when made into jewellery.

Specially selected and extra well polished stones made into an assortment of Pendants—Bean, Oval and Square shape are the chief items in our new selection.

T. J. DULEY & CO. LTD.

THE RELIABLE
JEWELLERS & OPTICIANS
WATER STREET.

Sailor's Pride

THE TOBACCO THAT NEVER DISAPPOINTS THE RIGHT QUALITY AT THE RIGHT PRICE 20 cents a cut EVERYWHERE.

JOHN ROSSITER,

Distributor.

NEW SUITINGS

in light colours and weights for Summer wear.

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

CANADIAN NATIONAL RAILWAYS

TORONTO TO—DETROIT CHICAGO.

TRAVEL BY NATIONAL LINES "INTERNATIONAL LIMITED."

Leaves Bonaventure Station, Montreal, at 20.00 a.m. Daily Direct connection from Halifax or North Sydney by "OCEAN LIMITED."

For Fares, Reservations, etc., apply to
R. H. WEBSTER, General Agent.

Cadbury's Bournville COCOA

The most economical and best Cocoa on the market.

BAIRD & CO., Ltd.,

Agents for
CADBURY BROS., Limited,
Bournville, England

A REQUEST TO MOTORISTS FOR KIND CONSIDERATION.

It has been brought to the attention of the Newfoundland Motor Association that there are several thousand people in the city who do not own motor cars and who walk to Bowring Park on Sunday and holiday afternoons.

It is a well-known fact that these citizens are deluged with dust in the fine weather and often spattered with mud in wet weather, as however careful a driver may be, it is usually impossible not to raise dust and sometimes it is impossible to prevent splashing when driving through the mud.

The Association has therefore decided to issue a personal request to Motorists generally not to use the Southside Road on Sunday, Holiday and Half Holiday afternoons, thereby affording the many people in the city who do not own cars an opportunity to walk to the Park in some degree of comfort on Sundays and holidays. (This request, of course, does not apply to motorists living on the Southside nor motorists wishing to call at houses on the Southside on these afternoons). This is an appeal to Motorists, not an order nor a demand. A little consideration is all that is asked and the Association believes that Motorists, generally, are considerate.

Issued by the Executive and Road Committee.
THE NEWFOUNDLAND MOTOR ASSOCIATION,
P. E. OUTERBRIDGE, Sec'y-Treas.

John Maunday

TAILOR & CLOTHIER
ST. JOHN'S, N.F.

A Speedy Settlement.

Means everything to the man who wants to rebuild after a fire. Delay at such a time only adds to the loss. We have made it our Specialty to adjust Losses promptly and fully and this custom has made us many friends and patrons.

The Largest Number of Policy-holders in Nfld.
QUEEN INSURANCE COMPANY
OF AMERICA, and
GREAT AMERICAN INSURANCE CO'Y.,
OF NEW YORK.
GEO. H. HALLEY, LIMITED, Agents.

R. M. S. P.

From HALIFAX to the WEST INDIES.	From NEW YORK to HAMBURG.
S.S. Chandlere Sept. 26	Calling at Cherbourg and Southampton.
S.S. Chaleur Oct. 10	S.S. Orca Oct. 1
S.S. Chignecto Oct. 24	S.S. Ohio Oct. 11
	S.S. Orduna Oct. 18

Ships of the West India Service from Halifax, call at Bermuda, St. Kitts, Antigua, Montserrat, Dominica, St. Lucia, St. Vincent, Grenada, Trinidad and Demerara, returning to St. John, N.B.

The forward cargo hold of the ship is undamaged and contains about 200 barrels and packages of flour, also a quantity of wire rope and other cargo. Two fine life boats are also on board. The vessel is in excellent condition and will be ready to receive passengers and cargo before the vessel is sold.

The Royal Mail Steam Packet Co.
Halifax, N.S.

Furness Line Sailing

Liverpool	St. John's	Boston	Halifax	St. John's
SACHEM Sept. 16th	DIGBY Sept. 16th	St. John's to Halifax Sept. 25th	Halifax to St. John's Oct. 4th	St. John's to Liverpool Oct. 11th

Weekly connections to Spain, Portugal and Mediterranean Ports.

For freight rates or Passage, apply to
Liverpool.

Furness, Withy & Co., Limited

WATER STREET EAST PHON. 110. ST. JOHN'S.

Forty-Five Years in the Service of the Public—The Evening Telegram