

A Safe Investment.
When investing your hard earned money in a supply of Blankets, the safest way is to insist on getting

Riverside
BLANKETS
THEY HAVE PROVED THE BEST BY ACTUAL TEST.

WOLSLEY UNDERWEAR!
The Finest English Underwear Made.
Wins on Worth the World Over.
Every Garment Guaranteed
Pure Wool and Unshrinkable.

Our Stock Replete, at
SMYTH'S.
'Phone 726.
G. F. KEARNEY, Manager.

Old Home Tea!
Blended Indian and Ceylon.

Where elegance and refinement abide there you will find Old Home Tea.
It imparts that touch of perfect completeness to "At Homes" and Five O'Clock Teas."
Don't you know that its flavor is simply enchanting.
One cup means many more.

FOR SALE AT ALL GROCERS,
40c. and 60c. per lb.

HARVEY & Co.
Limited.

The state of war makes our winters none the less severe. In making your old suit or overcoat do for the winter may be false economy. Protect your body from the warring elements by ordering one of our Heavy-woolens we were enabled to buy in a splendid variety at a considerably reduced figure. Also a very fine range of Winter Suitings. Write for samples and self-measuring cards, as we guarantee results.

John Maundel
TAILORS' CLOTHES
St. John's, N.F.

Alliance Assurance Co., Ltd.
The Right Hon. Lord Rothschild, G.C.V.O., Chairman.
Robert Lewis, General Manager.
Total Assets Exceed \$120,000,000.
Fire Insurance of Every Description Effected.
LEONARD ASH, CARBONAR, Sub-Agent for Car-

BAIN JOHNSTON & Co.,
Agents for Newfoundland.

ROSSLEY

THEATRE.
Farewell Week of SERPENTELLO & THE FROG MAN.
IN ALL NEW ACTS TO-NIGHT.

4 Latest & Best Pictures.
Coming, KELLY & MACK, The Boys from the Emerald Isle; Singers, Dancers, Musicians, Burlesque and Pantomime Artists.

Boys and Girls!
HERE THEY ARE AGAIN.
All your old friends, and look at the stock of them we have.
Chums, Boys' Own Annual, Girls' Own Annual, Young England, The British Boy's Annual, The British Girl's Annual, The Child's Empire Picture, The Sunday At Home, The Empire Annual for Boys, The Empire Annual for Girls, Chatterbox, Little Folks, The Prize, Leading Strings, Sunday, The Wonder Book of Soldiers, Bo-Peep, The Royal Annual, The Child's Companion, The Infant's Magazine, Tiny Tots, Child's Friend, Our Little Dots, Band of Hope Annual, The British Workmen, The Family Friend, Every Boy's Book of Railways and Steamships, All About Ships, Camp Fire Tales, The Girl's Realm of Stories, The Boy Scouts, Herbert Strang's Annual, Stay At Home Travels, Men of Mark in the History of Europe, The Roll Call of Honour, Toy Books, Mutt & Jeff Picture Books, Linen Picture Books, Rag Picture Books, Foxy Grandpa Picture Books and hundreds of other picture books. Everything that a boy or girl would delight in may be found at

Dicks & Co., Ltd.
Biggest, Brightest and Best Book, Stationery and Fancy Goods Store in Newfoundland.

Help your Country by Shining your Boots with **HORWOOD'S BRUSHES** Hand made, and be sure the Polish is **SHINOLA** in the box with the key. We sell both SHINOLA and HORWOOD'S BRUSHES. The Direct Agencies Limited. Wholesale only.

Canada Butter
"Champion" Pound Blocks. Tubs all Sizes. BEST QUALITY.
JAS. R. KNIGHT,
311 Water Street.

An Intelligent Person may save \$100 monthly corresponding for...
Particulars. From St. John's 2711A
October 1, 1914.

How Long Will the War Last!
The whole world is asking this question. Lord Kitchener intimates it may last three years. Kaiser Bill told his soldiers they would be back in Germany before the leaves begin to fall. His prophecy seems more than likely to come true.
Of the ultimate result we have no doubt, but the duration of the struggle is the question.
Meanwhile economical living is being practised, and thousands are benefitting through the saving, which is possible by the Dry Cleansing process.
Do not discard garments unless worn out. If stained, wrinkled or soiled this process renews their life and usefulness.
NICHOLLE, INKPEN & CHASE, LTD., Agents.
UNGAR'S LAUNDRY & DYE WORKS,
nov13.11 Halifax.

THE BIG Furniture Store.
If you want Furniture, get acquainted with our well selected stock. Every department complete. A variety to please all tastes.
TABLES, BUFFETS, CHAIRS, CHINA CABINETS, ROCKERS, BUREAUS, LIVING ROOMS, COUCHES, WARDROBES, JARDINIERES, KITCHEN CABINETS, LINOLEUM, OIL CLOTHS, CANVAS, CURTAINS, BLANKETS, QUILTS, SHEETS, BED SPREADS, TABLE COVERS, CUSHION COVERS.
See our display before buying.
CALLAHAN, GLASS & CO.
Duckworth & Gower Streets.

THEY GOT TO GO!
We want to clear the balance of our stock of **Ladies' Fall & Winter COATS** and have marked them down to real clear out prices. All newest and most select styles and colors.
WILLIAM FREW.

Notice!
We have made special arrangements with our Wholesale Houses in England whereby **CHRISTMAS AND OTHER PRESENTS** can be delivered free of duty by calling at our store, Water Street, and selecting those presents from our descriptive special catalogues and leaving with us the address of the person to whom the articles are to be delivered.
People having relatives and friends in the 1st Newfoundland Regiment, now in England, will find this arrangement convenient and satisfactory, as we guarantee prompt delivery of goods free of duty and charges. All engraving on articles free.
We are now booking orders for the next outgoing English boat.
Joseph Roper.

The Indication of Value
in **Plumbing is the Workmanship.**
A good plumber can do wonders with a difficult job. The number of orders received from friends of customers leads us to believe that we are good. We have on hand a large stock of **STEAM & HOT WATER RADIATORS**, all sizes, and can fill any order sent us cheaper than you can import at the present time.
PITTMAN & SHAW,
Plumbers, Steam and Hot Water Fitters,
Phone 461. 66 PRESCOTT STREET.

Furness Line Sailings!
From St. John's to Halifax to St. John's
Liverpool to Halifax St. John's to Liverpool
S. S. TABASCO Oct. 25th Nov. 2nd
S. S. DURANGO Oct. 25th Nov. 14th
S. S. DICKEY sails from London for St. John's direct, November 28th.
For rates and other information apply to
FURNESS WITHEY & Co., Ltd.,
City Chambers, Water Street.

High Grade Beef
We offer to-Day, at **LOWEST PRICES**, ex Sable L. from Boston.
150 barrels High Grade Boston PLATE BEEF.
F. McNAMARA, Queen Street.

Quality COUNTS!

We have just opened a splendid assortment of **WINTER SUITINGS and OVERCOATINGS**, the quality and utility of which are second to none in the city. Let us make your Suit or Overcoat and convince you that we are **THE STORE THAT PLEASES.**
CHAPLIN, The King of Tailors

FOR SALE.
Schooner, 28 tons, 5 yrs. old, well found and in first-class order.
Motor Schr., about 15 tons, complete in every detail, with Mietz Engine. She is just the boat for fishermen. We would sell the above at very low prices.
A. H. MURRAY, St. John's.

20% OFF Great War Sale. 20% OFF
For four weeks only, beginning Thursday, October 15th, we will give 20 per cent. discount (for cash) off all purchases of Crockeryware, Glassware, Silverware, Household necessities and Fancy Goods. Now is your time to save money.
Toilet Sets. Plain & Fancy Cups & Saucers. Plain and Fancy Jugs. Plates, Bowls. Cake Plates and Hangers. Knives and Forks. Teapots, Plain and Fancy. Shaving Mugs, Mirrors. Framed Pictures.
Crystal Glass Table Sets. Fancy Glass Water Sets. Fancy Glass Wine Sets. Ruby Glassware. Vases of all descriptions. Hand Bags, Purses. Toilet Soaps and Requisites. Boot Polish. Hair Brushes, Clothes Brushes. Writing Cases, Dressing Cases.
STORE OPEN EVERY NIGHT TILL 8.30.
GARLAND'S BOOKSTORES,
177 and 353 WATER STREET. ST. JOHN'S

TRAPNELL
The Eyesight Specialist
Examines the eyes without **DRUGS, DROPS or DANGER.** He not only finds the trouble, but with his perfect optical machinery he can grind the correct lenses to suit the most complicated cases, and do it quickly.
There was a time when all compound lenses had to be sent out of the country for, involving a delay of three or four weeks, but that day has passed; an hour or two is sufficient to produce any lens that may be called for. Prescriptions filled or broken lenses replaced if you have the pieces.
TRAPNELL
IS YOUR MAN WHEN EYE TROUBLE APPEARS.

TEN TORONTO winds and west to to-day. ROPER's ther. 39. VOLU P TO Dwell Cochran Hot and water he JAS. B nov14,00 Re War 10 We for the and sp ranging Must be and lo Fred SM