

PORK and BEEF!

NEW ARRIVALS OCT. 16th.
CHOICE HAM BUTT PORK.
FAT BACK PORK.
HEAVY MESS PORK.
SPECIAL PLATE BEEF.
SPARE RIBS.
BONELESS BEEF.
BEEF CUTTINGS.
SPECIAL FAMILY BEEF.

Lowest Market Prices.

GEORGE NEAL, Ltd.

The Fishermen's Friend.



RED BALL VAC STORM KING.
 RED BALL VAC KNEE RUBBERS.
 SEA RUBBERS STORM KING.
 SEA RUBBERS—Knee Length.
 SEA RUBBERS—the Rubber with the White Sole.

\$5.50 the Pair.
 Double wear in each pair.
 Special prices for Case lots.
 Mail orders receive prompt attention.

F. Smallwood

THE HOME OF GOOD SHOES,
 218 & 220 Water Street.

**A REMARKABLE WATCH
 AT A
 REMARKABLE PRICE.**

Here is a watch that makes a distinct forward step in producing a practical timepiece at a popular price. Full 16 size Bridge Model, 7 Jewels, closely timed and adjusted, screw back and bezel, solid nickel case. A watch of absolutely new design. Oval pendant. A type of bow usually found only in high priced watches. Low crown with clean-cut knurls.

Neat, Strong, Durable—and the most remarkable value we have ever offered.

PRICE \$12.00.

T. J. DUFFY & Co., Ltd.
 The Reliable Jewellers
 and Opticians.

Gravenstein Apples

BURT & LAWRENCE.
 14 NEW GOWER STREET.

**TOOLS AND TOOLS AND TOOLS
 SHOP AND HOME HARDWARE**



You cannot come into our Hardware Store and look around without seeing some work-saving thing that you really ought to have.

So come in, then, and look around. This will cost you nothing. When you buy, the price will be fair and square.

When we sell you Hardware once you will buy from us always.

OUR HARDWARE WEARS.

BOWRING BROTHERS, Ltd.
 HARDWARE DEPT.

TAILORING SERVICE!

From the booking of your measure, to the last of the garment, we are at your service. Each individual has his own selection, cutting and making. Any defect is remedied before leaving store. You are always at liberty to have your clothes kept in order and good repair. Added to this, you have a choice of a splendid and varied range in Suitings and Overcoatings. New goods always arriving. Our Fall and Winter style books to hand. Prices no higher than hand-me-downs.



John Maunder,
 Tailor and Clothier, 281-283 Duckworth Street

KARL S. TRAPNELL, Opt. D.,
 EYESIGHT SPECIALIST,
 307 Water Street, Upstairs.

HOURS—10-1: 2.30-6: Evenings by appointment.

Wanted!

For ready cash purchasers, several small houses; prices ranging from eight hundred to two thousand dollars. Apply to

J. R. JOHNSTON,
 Real Estate Agent, 30 1/2 Prescott Street.

Freehold Property!

We offer for sale a small six-room Bungalow measuring 30 feet by 24 feet with two chimneys, on land plot 100 feet frontage by 320 ft. rearage, situate on north side of Mundy Pond Road with good well (housed), coal house and outhouse suitable for stable or small car.

Ideal summer home for average family, or can be let to two families as there are entrances front and rear, or all-year-round home for small family.

Owner's requirements permit give-away figure.

J. J. LACEY & CO., CITY CHAMBERS.

NEW ARRIVALS!

PLANTERS SALTED PEANUTS.
 FILSHILL'S CONFECTIONERY.
 INGERSOLL CREAM CHEESE
 and CORONA MIXTURES.
 CRYSTALIZED BON BONS.
 OUTPORT ORDERS PROMPTLY FILLED.

P. F. FEARN & CO., Ltd.
 Box 667. 200 Water St. Phone 734.



**OUR SHOWING OF
 FALL and WINTER SUITINGS and
 OVERCOATINGS**

is an exhibit that is complete in every sense of the word. Not only is the variety here to attract you, but the character of the clothes we make and our reasonable prices will prove strong inducements for your patronage.

W. P. SHORTALL,

THE AMERICAN TAILOR, 300 WATER ST.
 PHONE—477. P.O. BOX—445.

**Have You Seen the
 JEWETT CAR?
 THE JEWETT IS PAIGE BUILT.**

The new Jewett is of Paige conception, designed and built by Paige engineers and mechanics in the Paige shops. From its Paige origin the Jewett inherits those unmistakable marks of Quality, characterizing the work of a group of men, who for ten years past, have been building the fine six-cylinder cars, bearing the Paige monogram.

Let us demonstrate to you its remarkable power and quality—5 passenger touring—\$2200; Sedan \$2850.

**Anglo-American
 Garage,**

JOS. COCKER,

Paige Distributor.

**GOOD MATERIAL
 SPEAKS RIGHT OUT LOUD.**

When the first electric lamp was invented, in 1873, it consisted of a glass bulb, from which the air had been exhausted, with a coiled filament of bamboo inside. From this evolved the filament lamp, the gem, the tantalum, the tungsten, and finally the Mazda Lamp, which to-day practically represents perfection in lamp manufacture.

WHY USE POOR
 ELECTRIC LIGHT BULBS?
 WHEN WE HAVE THE BEST.

William Nosworthy
 LIMITED.

Reid-Newfoundland Co., Limited

To All Concerned.

TO ALL CONCERNED.

The Company will endeavour as far as possible to forward all freight via North Sydney and Port aux Basques, but reserves the right, whenever circumstances in the opinion of the Company require it, to forward freight, originally billed via North Sydney and Port aux Basques, and designated steamers:

Via Halifax, or via Louisburg, collecting extra charges over connecting lines, between North Sydney and Louisburg, and also the right to forward same by any steamer owned or chartered by the Company from North Sydney or Louisburg, or Halifax, direct to St. John's, or Newfoundland ports other than Port aux Basques.

Shippers or Consignees when effecting Marine Insurance, should bear this in mind and have their policies cover accordingly.

Reid-Newfoundland Co., Limited

RED CROSS LINE!

NEW YORK HALIFAX ST. JOHN'S
 Schedule of Sailings for October Month

From St. John's, Nfld. Saturdays at 12 o'clock (Noon).
 From New York Saturdays at 11 a.m.

S.S. ROSALIND October 14th S.S. SILVIA
 S.S. SILVIA October 21st S.S. ROSALIND
 S.S. ROSALIND October 28th S.S. SILVIA
 S.S. SILVIA November 4th S.S. ROSALIND

Winter rates now effective.
 Round trip tickets with six months' stop-over privilege issued at special rates.

Through rates quoted to any port.

For further information re passage, fares or freight rates, etc., apply to

HARVEY & CO., LTD., St. John's, Nfld., Agts.
BOWRING & COMPANY, G. S. CAMPBELL & CO.,
 17 Battery Place, New York, Agents, Halifax, N.S.,
 General Agents.

Canadian National Railway

Are you going to Boston or New England points, so, remember that one of the best routes from Halifax is via Halifax and South Western Railway and Yorkmouth.

For rates and other information, apply

J. W. N. Johnstone,
 GENERAL AGENT,
 Board of Trade Building.

Farquhar Steamship Line

PASSENGER AND FREIGHT SERVICE.
 ST. JOHN'S TO NORTH-SYDNEY.
 STEEL STEAMSHIP "SABLE I."

From St. John's every Tuesday, 10 a.m.
 From North Sydney every Saturday, 2.30 p.m.
 One way \$27.00—First Class only—including meals and berth.

Freight accepted and rates quoted to all points.
FARQUHAR TRADING CO., HARVEY & Co., Ltd.
 Agents, North Sydney. Agents, St. John's, N.S.

A PROMINENT AMERICAN MILLIONAIRE SAYS:
 "Early in my business career I made it a rigid rule to invest a third of my net yearly income in Life Insurance. Now, at age 55, and with an estate of a few million dollars, I can truthfully say that the third I invested each year in Life Insurance to-day constitutes the greater and best part of my estate."

YOU need more Life Insurance NOW. Let us "fit" you with the proper kind of Policy.

Crown Life Insurance Co. of Canada
 CYRIL J. CAHILL,
 Law Chambers, St. John's,
 Manager for Nfld.

Forty-Three Years in the Public Service—The Evening Telegram