

**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.

sept 22, 11

THE LEADING OPTICAL HOUSE

Where eyes are tested carefully and accurately. Where Glasses are supplied at shortest notice. Where only the best Optical material is kept in stock. Where broken Lenses are duplicated. Where special Lenses are ground from any prescription. Where all kinds of Optical repairs are attended to.

R. H. TRAPNELL, Ltd.,
Jewellers and Opticians, 197 Water Street.
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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.
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**LET US MAKE THIS
ULSTER FOR YOU**
and you will have an Overcoat different in every possible way from the typical, conventional kind. Different in fabric, in fit, in tailoring, in service. It pays to pay us a little more—you notice it in the wearing.

CORNER PRESCOTT
AND WATER STS.,
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J. J. STRANG,
LADIES' AND GENTS'
TAILOR.

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

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**FRESH
GROCERIES**

and
**FAIR
PRICES**
bring
customers
to
**OUR
STORE**



FRUITS and
VEGETABLES.

We would not sell a single thing to our customers we would not place on our own tables in our own homes. We put only pure, healthful foods in our store; so this is the only kind you can buy from us.

Here is something SPECIAL:

ENOS FRUIT SALTS90c. Bottle.
ROYAL ANNE CHERRIES60c. Tin.
LIBBY'S SALAD DRESSING25c. Bottle.

BOWRING BROTHERS, LTD.
GROCERY DEPT.

tu, th, s

Gramophone Records.

Come in and Hear Them.

Georgette (fox-trot).
Three O'Clock in the Morning (waltz).
Little Town in the Old County Down (vocal).
Moon River (waltz).
Some Sunny Day (vocal).
Pick me up and lay me Down in Dixie-land (fox-trot).
Love Sends a Little Gift of Roses (vocal).
Dance of the Hours (Italian band).
My Sunny Tennessee (fox-trot).
Lullaby (from Ernanie) (vocal).
Gin, Gin, Ginny Shore.

A Bunch of Roses (instrumental).
Hungarian Dance No. 2 (piano).
My Wild Irish Rose (violin).
Dreamy Moments (inst.).
Ronde de Latins (violin).
Meditation Thais (violin).
Stumbling (fox-trot).
Madrigal (Mikado) (vocal).
On the Campus (march).
National Emblem (march).
My Home Town (vocal).
Angels Serenade (vocal).
Roses in June (vocal).
Tarantelle (operatic), etc.

CHARLES HUTTON,
THE HOME OF MUSIC.



Now, doubt you how the smile can grow From baby's eyes to baby's toe? Go get a magic Cozy Glow. And smile yourself a year or so.

SPECIAL!
LIBERTY HOT PLATE
Only \$1.00.
(We only have a small shipment of these Hot Plates, so get yours early!)

William Nosworthy
LIMITED.

Gravenstein Apples
BURT & LAWRENCE.
14 NEW GOWER STREET.

KARL S. TRAPNELL, Opt. D.,
EYESIGHT SPECIALIST,
307 Water Street, Upstairs.
HOURS--10-1: 2.30-6: Evenings by appointment.

Reid-Newfoundland Co., Limited

To All Concerned.

The Company will endeavor 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 on 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

Farquhar Steamship Line

PASSENGER AND FREIGHT SERVICE.
ST. JOHN'S TO NORTH SYDNEY.
STEEL STEAMSHIP "SABLE L."
—SAILS—

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, Nfld.
aug 26 mos. w. l. m.

RED CROSS LINE!

NEW YORK HALIFAX ST. JOHN'S

Schedule of Sailings for October Month

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

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., Agents.
BOWRING & COMPANY, G. S. CAMPBELL & CO.,
17 Battery Place, New York, Agents.
General Agents. Halifax, N.S.

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

Furness Line Sailing

From St. John's Halifax Boston Halifax St. John's
Liverpool to Halifax 30th Sept. 30th Sept. 30th Sept.

SACHEM Oct. 11 Oct. 20 Oct. 24 Oct. 28 2nd Nov.

These steamers are excellently fitted for Cabin Passengers. Passengers for Liverpool must be in possession of Passports. For rates of freight and other particulars, apply to:—

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1500 Sides AMERICAN SOLE LEATHER.
NEW MANILLA & STEAM TARRED ROPE.
Also, 2000 AMERICAN GOVERNMENT AXES
3 1/2 lbs. to 4 lbs. each.
Will be sold at Rock Bottom Prices.
North Am. Fur, Hide and Metal Co'y.,
Water Street West (Next Door Reid Electric Store).
sept 17, 11

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PLANTERS SALTED PEANUTS.
FILSHILL'S CONFECTIONERY.
INGERSOLL CREAM CHEESE
and CORONA MIXTURES.
CRYSTALLIZED BON BONS.
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