

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.

TWO BRANDS THAT NEVER DISAPPOINT—

SAILOR'S PRIDE
Plug Smoking.

U. S. MARINE
For Pipe or Cigarette.

QUALITY GOODS THAT PLEASE THE SMOKER.

At All Stores.
TRY A TIN OR PLUG.

JOHN ROSSITER
Sole Distributor for Newfoundland.

"Matchless"
The Paint of Quality

Practical Painters choose "MATCHLESS" 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.

Nfld. Government Railway.

HUMBERMOUTH-BATTLE HARBOR SERVICE.
Passengers leaving St. John's on express 1 p.m. Sunday, October 5th, will connect with S.S. SAGONA, at Humbersmouth, for usual ports en route to Battle Harbour.

BONAVISTA BAY STEAMSHIP SERVICE.
Passengers leaving St. John's on express train, 1 p.m. Sundays and Thursdays, make connection with S.S. MALAKOFF, at Port Blandford, for usual ports in Bonavista Bay.

PLACENTIA BAY STEAMSHIP SERVICE.
Passengers leaving St. John's on 8.45 a.m. train, Saturday, October 4th, will connect with S.S. ARGYLE at Argentia, for usual ports in Placentia Bay, en route to Lamaline (Western trip).

Freight for the Merasheen route (Bay run) will be accepted again on Saturday, October 4th, from 9 a.m. to 5 p.m.

Nfld. Government Railway.

New Shipment
— OF —
Lipton's Groceries
— AT —
Steers 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.

Steers, Ltd.

Skipper Brand Cutlery

Manufactured by S. HIBBERT & SON, LTD., still standing the Test of Time after over a hundred years of competition, clearly indicates its unimpeachable Quality and Worth.

Always Ask for Skipper Brand when Buying
Stainless Cutlery, etc.

NEW SUITINGS
in light colours and weights for Autumn wear.

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

John Maunder
TAILOR & CLOTHIER
St. John's, N.F.

NOTICE!

EAST BOSTON, MASS.—HALIFAX, N.S.—ST. JOHN'S, N.F.L.—NORTH SYDNEY, N.S.
Steel Steamship "SABLE I." will

Leave—
East Boston 2 p.m. Sept. 23rd; Oct. 7th for Halifax
Halifax 2 p.m. Sept. 26th; Oct. 10th for St. John's
St. John's 2 p.m. Sept. 30th; Oct. 14th for N. Sydney
North Sydney 2 p.m. Oct. 2nd; Oct. 16th for Halifax
Halifax 2 p.m. Oct. 4th; Oct. 18th for Boston

Fares on application; reservations now accepted.
Passengers by steamer from St. John's make connection with Thursday morning's train at North Sydney.
Apply HARVEY & CO., LTD., St. John's, Nfld.
sept14,1911

Montreal-St. John's.

S.S. PALIKI sails from Montreal October 1st.
S.S. NICO sails from Montreal October 15th.

MURRAY TRANSPORT CO., Limited.

BUY YOUR
SCHOOL BOOKS
and
SCHOOL SUPPLIES
from
S. E. GARLAND
Leading Bookseller & Stationer, 177-9 Water Street.

RED CROSS LINE!

NEW YORK. HALIFAX. ST. JOHN'S

SCHEDULE OF SAILINGS FOR OCTOBER

From New York at 11 a.m.	From St. John's at 12 o'clock, noon
October 4th ROSALIND	October 11th SILVIA
October 11th SILVIA	October 18th ROSALIND
October 18th ROSALIND	October 25th SILVIA
October 25th SILVIA	November 1st

THROUGH RATES QUOTED TO ALL PORTS.
WINTER RATES NOW EFFECTIVE.
Round trip tickets issued at special rates with six months' stop-over privileges.
BOYRING & COMPANY, 17 Battery Place, New York, General Agents.
G. S. CAMPBELL & CO., HALIFAX, N.S. Agents.
HARVEY & CO., LTD., ST. JOHN'S, N.F.L. Agents.
jan5,1911

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.

We Build CLOTHES to fit your Figure
from your own selection of Style and Fabric, giving you
MAXIMUM VALUE at MINIMUM PRICE
proving to your entire satisfaction the value of a hand-colored Suit

W. P. SHORTALL,
THE AMERICAN TAILOR,
809 Water Street. Phone: 477. P.O.B. 445. St. John's, Nfld.

CANADIAN NATIONAL RAILWAYS

TORONTO TO—DETROIT CHICAGO.

TRAVEL BY NATIONAL LINES
"INTERNATIONAL LIMITED."
Leaves Bonaventure Station, Montreal, at 10.00 a.m. Daily.
Direct connection from Halifax or North Sydney by "OCEAN LIMITED."
For Fares, Reservations, etc., apply to
R. H. WEBSTER, General Agent.

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.

BUY—WEAR—USE
A FISH BRAND REFLEX SLICKER

Call upon it any rainy day to keep you dry and warm. You will never be disappointed in its worth and service. Backed by a record of 87 years' manufacture. What more can be said?

Satisfaction guaranteed

TOWERS
A. J. TOWER CO.
BOSTON, MASS.
PETERS & SONS, ST. JOHN'S, Agents

GENTLEMEN:—
THIS IS OUR BARGAIN WEEK TO YOU FOR

Shirts and Caps

and we are showing most exclusive lines with attractive prices. For a short time we are giving a 15 per cent. reduction on above lines, and consequently you can buy a good Shirt or Cap from us from \$1.25 up. See our Striped and Plain Blue English Broad Cloth Shirts, at \$3.50.

E. D. SPURRELL 365 Water Street St. John's.
WM. SPURRELL 210 Duckworth St. Branch: Grand Falls.

To The Trade!

We carry a complete line of
MILL ENDS, REMNANTS, SECONDS,
CORSETS, CAPS, BRACES,
HOSIERY, UNDERWEAR,
DRESS MELTONS, SERGES, Etc.
LOWEST PRICES QUOTED.
SEE OUR LINE BEFORE BUYING.

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