

The New Humphrey
Intensified Incandescent Gas Lamp.
 Using Ordinary Gas Pressure.

The excellent results obtained with the above lamp are worthy the consideration of all business men who desire to obtain the most light at the least cost.

A good example of this system of lighting may now be seen at the West End premises of the Hon. George Knowing, where the new lamps have recently been installed.

We invite comparison, and will be glad of the opportunity to prove the merits of the "Humphrey" Lamp, which we will instal free of charge on trial.

ST. JOHN'S GAS LIGHT COMPANY.

MORE SPECIALS

The Old Stand Re-Opens,
 37 Prescott St.

Showing a line of Furniture which to be appreciated needs only to be seen. **Antique and English Manufacture.**

SELLING AT THE NEW STORE, 7 New Gower Street:
 1 Four Dial New Cash Register. Cost \$200. Now . . . \$130.00
 1 Upright Cabinet Grand Piano. Cost \$350. Now . . . \$180.00
 1 Singer Drophead Sewing Machine. Cost \$65. Now . . . \$30.00
 1 Mantel Mirror, heavy plate. Cost \$40. Now . . . \$18.00
 Many other Snaps in Bedsteads, Walnut and Quartered Oak Furniture.

N. W. Chown

We Pay Highest Prices for
Codfish,
Cod Oil,
Herring,
Canned
Salmon, etc.

A. H. MURRAY, St. John's.

Hay, Straw, Black Oats, Etc.

Landing To-Day, ex Cacouna.
 Prime Timothy HAY, No. 1 Oat STRAW,
 Heavy Black OATS, TURNIPS,
 POTATOES, PARSNIPS, CARROTS.

F. McNAMARA, Queen St.

CRISCO!



Everyone should give the article a trial.
 It is used in cooking wherever lard or butter is used.

Crisco is a purely vegetable compound and contains no animal fats whatever.

Dip out a spoonful and look at it. You will like its very appearance, for it is a pure cream white, with a fresh pleasant aroma.

Put up in attractive airtight 1½ lb. tins, with a book of recipes on top of each tin.

Buy a tin to-day.

Everybody's Talking
 About Him.

J. W. MYERS,
 The world-famous
 Baritone, at the

**The Nickel
 Theatre.**

Hear him sing (a) The Port
 of Missing Ships. (b) The
 Bowers Grenadiers.

3 Reels of the Best
 Motion Pictures—3.

Commencing next Monday,
 OUR OWN BIG LOCAL
 FEATURE,

**The Seal
 Fishery.**

You've all heard about it.
 Now come and see it.
 A Great Film.

SATURDAY MATINEE.
 Extra pictures for the
 Children.

Poultry Show!
 Arcade Hall, Nov. 20, 21, 22.



The date for receiving entries has been advanced to Wednesday, the 13th inst., instead of the 9th. Exhibitors are requested to make application as soon as convenient as space is limited, and will have to be allotted as fairly as possible. None but thoroughbred birds will be admitted. Entry forms may be had from me.

JOHN F. CALVER,
 Hon. Sec. Exhibition Com.
 Address: 162 Duckworth St. nov6,12

H. P.'s
 Huntley & Palmer's
Biscuits.

Fresh Supply received
 To-Day.

JAMES C. BAIRD,
 Water Street.

Landing This Day,
 15th October.
 Choice Cargo Screened

**NORTH
 SYDNEY
 COAL.**

A good time to lay in your
 Winter's Coal.

Morey's Coal is Good Coal.
M. MOREY & Co.

Gents' FURNISHINGS.
 Fall 1912.

Distinctive styles for Men of Culture and
 Good Taste.

GENTS' FANCY VESTS. . . \$3.00 to \$5.00 each
 GENTS' FLANNEL SHIRTS. . . . \$2.00 each
 GENTS' NEGLIGEE SHIRTS, \$1.50 & \$1.75 ea.
 GENTS' GLOVES \$1.10 & \$2.50 pair
 GENTS' NECKWEAR in Newest Designs.

G. F. Kearney *The K&A Store* J. M. Atkinson
 The Young Man's Store.

MARTIN HARDWARE COMPANY.



To buy Tools from Martin's, means you get something good. The best is the cheapest. Stanley Planes, Disston's and Simonds' Hand Saws, Axes, Hammers, Hatchets, Chisels, Braces & Bits, Augers, Squares, Wrenches, Rules, etc. Also Builders' Hardware of all kinds.

MARTIN HARDWARE COMPANY.

APPLES, ORANGES, CABBAGE!

Ex s.s. Florizel:

300 barrels KINGS and BALDWINS.
 50 barrels GREEN CABBAGE.
 50 cases CALIFORNIA ORANGES.
 10 barrels BOLOGNE SAUSAGE.

nov7 **GEO. NEAL.**

**GREAT ANNUAL
 PIANO and ORGAN
 Reduction Sale.**

Business Alterations being effected, we have commenced our
 Great Sale from September to end of year.

**105 ORGANS
 31 PIANOS**

to be sold. Great Cash Reductions. Nothing like this before offered to
 the public. Save from

15 to 40 dollars
 by buying from the oldest established Piano and Organ House in New
 foundland. Every Instrument guaranteed.

CHESLEY WOODS & Comp'y.

BEEF!

\$16.00 per barrel.

Where?
 —AT—
Bishop, Sons & Co.,
 Limited.

The Very Thing to Send Away
Genuine Carbon Photographs
 —OR—
Typical Bits of Nfld. Scenery.
 Packed all ready for you to Mail.

The Holloway Studio, Ltd.
 Corner Bates Hill and Henry Street. Phone 708

OUR TWO FACTORIES
 are working overtime supplying the demand for
 our popular branded Suits and Overcoats.



**FITREFORM.
 AMERICUS.
 TRUEFIT.
 THE MODE.
 STILENFIT.
 PROGRESS.**

These brands represent our high-class make and
 style only. We make a large assortment of
 prices in each.

Wholesale only.
 Ask your dealer for these brands and get the
 best.

Newfoundland Clothing Co.'y, Ltd.

The BIG Furniture Store
FURNITURE BARCAINS!

For the next few weeks, you can expect something new and up-to-date in
 Furniture.

**ROCKERS
 CHAIRS
 ARM CHAIRS
 PEDESTALS
 TABLES
 DESKS**

**COUCHES
 SIDEBORDS
 HALL STANDS
 WARDROBES
 LOUNGES
 BOOK CASES**

**BRASS BEDSTEADS
 CHINA CABINETS
 PARLOR SUITES
 EASY CHAIRS
 DRESSING TABLES
 RECEPTION CHAIRS**

VERIBRITE 22c. FURNITURE POLISH.
 The Polish with the Magic Finish. At this price everybody should
 have a bottle in the home.

SEE OUR WINDOW.

CALLAHAN, GLASS & Co., Duckworth and Gower Sts.

**Children's
 Fleece-Lined
 VESTS and DRAWERS.**

This is a splendid line for the youngsters.
 Heavy fleeced and ribbed at a low price.

Size			
20	A
22	G
24	A
26	R
28	M
30	E
32	N
34	T
			26 cents
			27 cents
			28 cents
			29 cents
			30 cents
			32 cents
			34 cents
			36 cents

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Lumber and Builders' Supplies

Our stocks were never more complete than they
 are now. Everything from

SILL TO SADDLE
 IS OUR MOTTO.

Horwood Lumber Co'y, Ltd.

TO OUTPORT VISITORS!

The Best and Cheapest House in Town for
Pianos and Organs.

Stowroom Upstairs, opp. Knowing's Grocery Store.
CHARLES HUTTON,
 222 Water Street.

WEATHER FORECAST
 TORONTO. Noon.—Moderate
 fresh south to west—winds
 scattered showers but general
 day and on Sunday.
 ROPER'S, Noon.—Bar. 29.8
 62.

VOLUME XXXIV



FOR COLOR CAR

ROSSLEY



THEATRE.

TO-DAY'S MATINEE.
**Big Show for the
 Wee Folks.**

BEST EVER GIVEN.



8 Acts. 3 Grand Pictures

**MONDAY NIGHT,
 Special
 Attractions.**

LARACY'S

Men's Fleece Lined
 derwear, heavy fleeced, la
 sizes, 43c. a garment.

Boys' Jersey Suits, Rec
 Navy, with Cap to mat
 \$1.90 up a suit.

Girls' Rinking Caps,
 wool, Red, Navy and Wh
 at 20c. and 25c. each.

LARACY'S,
 345 & 347 Water St., opp. Post Off



**Our Watch
 Repairing is
 Second to None.**

Leave your Watch with us
 and we will give it a good
 overhauling. D. A. McRAE.

FOR SALE!

Schr. "Maggie Bell," about 2
 tons; 5 years old. Well fou
 in Sails, Running Gear, Anchor
 Chains, etc.

For particulars apply to
**H. H. ARCHIBALD,
 or NORMAN MUNN,**
 nov7,31 Harbor Grace

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Should enquire about
 my handy, labor saving
 filing devices, at the
 earliest opportunity.
 Details gladly supplied.
 An absolutely new line

PERCIE JOHNSON