

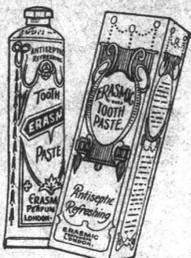


THE LEADING OPTICAL HOUSE

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.
cod.11

ERASMIC Tooth Paste!



The disfigurements and the consequent aches and pains of the teeth, with all the ill-health they may threaten, are avoided by a constant cleansing and purification with ERASMIC TOOTH PASTE. It has flavour, fragrance and bars the way of the insidious dental germs.

Agent:
T. B. CLIFT, Water St., St. John's.

LIGHT UP!

Don't make any mistake about
ELECTRIC LIGHT BULBS

Buy from us.
We handle only the finest.
William Nosworthy
LIMITED.
"If it's mechanical we have it."

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

A \$50 SUGGESTION!

We recommend for immediate purchase on margin of \$50.00, any one of the following five items:

- 10 Shares Middle States Oil \$150.00
- 10 Shares General Motors \$145.00
- 20 Shares Radio Corporation \$135.00
- 400 Shares West Dome Lake \$152.00
- 10 Shares Hollinger Gold \$152.50

These quotations are approximate and subject to market fluctuations. The first and last stocks are dividend payers; the second stock should shortly enter the dividend class, while the third and fourth stocks are speculative with splendid possibilities.

All five seem good purchases just now.

J. J. LACEY & COMPANY, LIMITED,
CITY CHAMBERS.
cod.11

APPLES, GRAPES, ONIONS!

IN STOCK
"KING" APPLES,
GREEN GRAPES,
VALENCIA ONIONS,
CAL. ORANGES,
P.E.I. Parsnips, Carrots,
Beet, Turnips.

GEORGE NEAL, Ltd.
WHOLESALE ONLY.

Sacrificed Car Sale.

Now is your opportunity to buy at an exceptionally low figure

FIRST CLASS SECOND-HAND PAIGE CARS

- One 7 Passenger PAIGE Touring Model 55.
- Several 5 Passenger PAIGE Touring Model 39.
- One 5 Passenger OAKLAND Touring Model 34C.
- One 5 Passenger OVERLAND Touring Model 83.

These Cars have been thoroughly overhauled and made as good as new. Demonstration gladly given. Going at sacrifice prices.

J. COCKER,
Anglo-American Garage.
Phone 797.
oct.13.11

Exporters Requiring Box Strapping

can obtain Best Quality
Japanned Embossed Steel Strapping
— AT —
Robert Templeton's.

NEW ARRIVALS!

- LANTERS SALTED PEANUTS.
- FILSHILL'S CONFECTIONERY.
- INGERSOLL CREAM CHEESE
- and CORONA MIXTURES.
- CRYSTALIZED BON BONS.

EXPORT ORDERS PROMPTLY FILLED.

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

CAUTION!

The Heart is the seat of life. It has more responsible work to do than any other organ in the body of human life.

Why do you neglect it? Don't you read in the papers of the many deaths that are caused by the failure of the heart? Keep it in good order. Help it to be strong and prolong life. Dr. F. G. Kingsman's Heart Tablets has been tested and recommended by thousands of people to be the only remedy that could keep your heart in good order. These Tablets are in town and are sold by every Drug Store at \$1.00 per box.

Buy a box and you will be convinced of their good.

J. A. BASHA,
Commission Merchant & Mfg. Agent, Distributor for Newfoundland.
PHONE 761. 305 WATER ST.
oct.6.11

Morey's Coal is Good Coal!

In Stock, Best Grades of
North Sydney Screened, Scotch Household and Anthracite
COAL.

M. MOREY & Co., Ltd.
cod.11

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

YOUR OWN TEACHER

With the help of any of the following Books:

- How to Argue and Win in Conversation, in Salesmanship, in Political Discussion, etc.—By Grenville Kleiser \$2.25
- Oral English Directions and Exercises for Planning and Delivering the common kinds of Talks—By John M. Brewer \$1.25
- The Art of Effective Public Speaking—By Ernest Periwé \$1.75
- Eloquence, Counsel on the Art of Public Speaking—By Garrett P. Serviss \$1.10
- How to Develop Power and Personality in Speaking—By Grenville Kleiser \$2.25
- Connectives of English Speech; giving the definition with the correct usage of all the different parts of speech—By James G. Ferriald \$2.25
- Composition and Literature—By Eugene R. Musgrove . . . \$1.50
- Humorous Hits and How to Hold an Audience—By Grenville Kleiser

Postage on each, extra.

S. E. GARLAND,
LEADING BOOKSELLER, 177-9 WATER ST.
sept.26.11



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.

J. J. STRANG,
LADIES' AND GENTS' TAILOR.
CORNER PRESCOTT AND WATER STS.
cod.11

FIRE INSURANCE!

QUEEN INSURANCE CO. of America
— AND —
THE GREAT AMERICAN INS. CO. OF NEW YORK.

Capital practically unlimited. The largest number of Policy holders in Newfoundland.

Absolutely no trouble when a loss occurs.

PHONE 658. P. O. BOX 782
GEO. H. HALLEY, Agent,
ADRAIN BUILDING, 165 WATER STREET
feb.11

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 by any steamship owned or chartered by the Company from North Sydney or Louisburg or Halifax, direct to St. John's, Newfoundland ports other than Port aux Basques.

SHIPPERS OR CONSIGNEES, WHEN EFFECTING MARINE INSURANCE, SHOULD BEAR IN MIND AND HAVE THEIR POLICIES COVERED 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. From New York Saturdays at 12 o'clock (Noon). Saturdays at 11 a.m.

S.S. ROSALIND October 28th 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, 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 New York.

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"

—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.6.11

MONTREAL-ST. JOHN'S

S.S. MANOA—From Montreal to St. John's:
September 30th, October 14th, October 28th,
November 11th, November 25th.

From St. John's to Montreal:
October 7th, October 21st, November 4th, November 18th.

HARVEY & CO., Limited
Representatives Canadian Steamship Lines, Ltd.

FOURTEEN
WEATHER FOR
TORONTO—(Noon)
and N.W. winds
and on Sunday
OPER & THOMP
51.

VOLUME X

Ba

uction

RELIA
BAR
AUCTION

AUC

ATURDAY
October 28th, at
5 Waldegre

adies' silk mu
on underwear,
er coats, blous
ers, muffs and
s underwear, w
rwear, men's t
y, braces, neck t
bands, handker
braces, pants
greater coats,
goods in serge
s, fannelletts,
s, assorted, cott
woolen blank
s, tooth brush
s, pocket kniv
s, leather brush
s, files, shooth
s, chisels, s
boxes goods, f
er hats, etc.

R. SURE I

J. A.

AUC

Chalmers
Monday, C
AT OUR AU
5 Waldegre
Chalmers Mot
order, with w
and Tire 1
spare parts
AT NOON
J. A.

Live -
Mar
NEAL'S

WE WIL
ON MOND
11 O'Cl
40
CA

PBELL

PUBLI
THE NEW
AUCTION
35 New G
ughting Sa
thing from
r: even a
nencing to
sterning u
until a
of.

NO RE
P. H

Advertise in The Evening Tele