



Sale Prices

Now on all Our Stock of

LADIES' and MISSES'

Winter COATS.

These Coats are all this season's styles and all British made. This means that they are made of woollen materials, which signifies more warmth, and that they will hold their colour better than American made Coats, which as a rule are made of at least 75 per cent. cotton, but which are now being introduced on this market owing to the difficulty of getting British made goods.

However, we have been fortunate in getting a big stock of British Coats, but owing to their late arrival and our being very much pressed for room, we have decided to offer them

At Reduced Prices, Thus giving our Customers some

Bargains.

This lot of Coats is absolutely and by far

The Best Value

of any Coats now offering the Newfoundland public. Do not delay making your purchase as bargains are few and far between these days, and as our Retail Prices are now less than the Wholesale Prices of those of the Wholesale Coat Men, this lot may not last long.

Henry Blair

J. J. ST. JOHN.

SLOAN'S LINIMENT,
Known the world over for its immediate cure. Retailing at 25c. per bottle.

J. J. ST. JOHN,

AGENT,
Duckworth Street and LeMarchant Road.



TORIC LENSES

ARE MORE BECOMING THAN FLAT LENSES.

The edges of Toric Lenses do not show as prominently as those of flat lenses. They fit in close to your eyes. You will find Torics much more becoming and useful. They give you a wider, clearer field vision. You should know about Toric Lenses. Let us explain them.

R. H. TRAPNELL,
Eyeglass Specialist.
St. John's.

Let us Execute your Order from Fresh Supplies.

ELLIS & CO.,
Limited.

203 Water Street.

Fresh New York Turkeys,
Fresh New York Chicken,
Fresh New York Ducks,
Fresh N. Y. Corned Beef.

Fresh Blue Point Oysters.

California Celery,
Fresh Cucumbers,
New Cauliflower,
Brussels Sprouts,
Green Peppers,
Pickling Cabbage.

White Pickling Onions.

Ripe Bananas,
Bartlett Pears,
California Grapes,
Red and Blue Plums,
Dessert Apples,
Cooking Apples,
Grape Fruit,
Patented Lemons,
Navel Oranges.

American Beauty Butter,
1 LB. BLOCKS.

Have you tried our own make

Susages?
Nothing finer.
PORK, BEEF or TOMATO.

Remember Our Telephone 482 & 786

Just Arrived!

50 brs. GRAVENSTEIN APPLES,
10 brs. NEW YORK BALDWIN'S
Very choice.

Hourly Expected:

100 brs. APPLES—Choice Brands—
Hulbers, Jennifings, Graven-
steins, No. 1; Blenheim, Baxters,
Wall River, Alexandras, Quario,
and

250 galls. CHOICE MARSHBERRIES,
5c. retail.

M. A. BASTOW,
Auctioneer.

MINIARD'S LINIMENT CURE
DIPHTHERIA.

DRAFT HORSES.

AUCTION.

On WEDNESDAY Next, at 12 o'clock,
on the wharf of

GEO. NEAL
4 Heavy Draft Horses.

WIN WITH WINNERS!

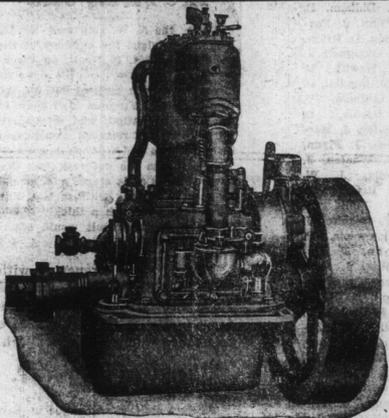
UNLESS YOU have WINNING IDEAS you never get into the winning class. There are thousands of people who make from \$100 to \$200 a month and think they are getting "big money". But that is only because they have tuned themselves to little ideas—and do things accordingly.

If ONE man can make millions, that is all the proof you need that OTHERS can do the same thing. You will find the BIG hotels filled the world over—the HIGHEST class of pleasure eagerly sought—the BIG PRICED theatres crowded—the MOST EXCLUSIVE store always busy, while little hotel-keepers are almost bankrupt—little stores doing practically nothing—little theatres with their doors closed.

You will find investment companies begging for funds, taking years to get them, and then not doing anything for years more. Why should YOU link up with "starvation opportunities"? Why should YOU rent your dollars where they do not bring back a dime—in some cases NOTHING? Study OUR OFFERINGS and you will find them to be WINNERS AMONG WINNERS. ASK US TO TELL YOU ALL ABOUT THEM.

J. J. LACEY & Co., Ltd.,
INVESTMENT SPECIALISTS, CITY CHAMBERS,
(Over Royal Bank of Canada.)

The "PALMER."



"PALMER" MOTOR ENGINES, 3, 4, 6 and 7½ H.P. Cheapest, best and most reliable. Operated on Gasoline or Kerosene. The most Power for the weight. The most weight for the Price. Catalogues Free.

FRANKLIN'S AGENCIES, LTD.,
199 Water St., St. John's.

High-Grade Pianos.

First-Class Organs.

The price, like the ad, is small, but the quality is large. Come and see for yourselves.

CHARLES HUTTON,
Reliable Piano & Organ Store.



NO MATTER HOW THE FIRE IS CAUSED

if you're not insured, you're a loser. Take time to see about your policies. We give you the best companies and reasonable rates.

PERCE JOHNSON
Insurance Agent.

REID-NEWFOUNDLAND COMPANY.

South Coast Service.

S.S. "GLENCOE"

Will sail from St. John's at 10 a.m. WEDNESDAY, Oct. 31st, for following ports:

Cape Broyle, Ferryland, Fermuse, Trepassey, St. Mary's, Salmonier, Placentia, Marystown, Burin, St. Lawrence, Fortune, Grand Bank, Belleoram, St. Jacques, English Hr. West (Alt. with Hermitage)	Hermitage (Alt. with English Hr. West) Gaulois, Pushtrough, Rencouire (Alt. with Grand Bruit) Francois, Cape La Hune, Ramea, Burgeo, Grand Bruit (Alt. with Rencouire) La Poile, Rose Blanche, Burnt Island, Channel, Port aux Basques
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Reid-Newfoundland Co.

Paper BAGS,

All Sizes.

BURT & LAWRENCE,

14 NEW GOWER STREET.

5c. The Crescent Picture Palace. 5c

AFTERNOON, 2.15; NIGHT, 7.30.

Presenting Marguerite Clayton, Lillian Drew and Edward Arnold in

"Wife in Sunshine."

A 2 reel episode of the great series "Is Marriage Sacred?"
Sunshine Mary Anderson in "THE FOOTLIGHT LURE" — A thrilling adventure of the "Dangers of Doris."
"THE SELIG TRIBUNE"—The world's greatest news film; all the latest world happenings in to-day's issue.
Ham and Bud in "GHOST HOUNDS"—A great Ham and Bud comedy.

THE USUAL CLASSY MUSICAL PROGRAMME—DRUMS AND EFFECTS.

On Wednesday, "THE THREE WISE MEN"—A 3 reel feature.

BIG SALE!



400 pairs Men's Long Rubbers at \$4.00
1600 pairs Ladies' Black Cloth Top Boots \$3.50
600 pairs Men's Fine Box Boots for \$3.50
300 pairs Men's Fine Boots for \$4.00
1200 pairs Men's Fine Boots at \$4.50
1600 pairs Men's Fine Boots at \$5.00
Also a big assortment of Misses' and Children's Boots.
Golden opportunity to Wholesale Buyers.

F. Smallwood,
THE HOME OF GOOD SHOES.

SLATTERY'S

Wholesale Dry Goods.

4,500 YARDS

AMERICAN

COTTON TWEED.

The Patterns you are looking for.
LOWEST POSSIBLE PRICE.

Estate W. A. SLATTERY.
Phone 522. Duckworth Street. P.O. Box 236.

TEN PAGES TO-DAY.
NO WEATHER REPORT.
Owing to the lines being interrupted, up to the hour of going to press we have not received the weather forecast.
Drink WELCH'S GRAPE JUICE

VOLUME XXXIX.



AUCTION.

At the British Hall on Friday next, Nov. 2nd, at 10.30 a.m., a large quantity of Superior Household Furniture and Effects, removed for convenience of sale. Parties desirous of sending articles will please do so on Thursday not before.

P. C. O'DRISCOLL,
Auctioneer.

oct30.31 Auction---FREEHOLD!

On the premises,
Saturday, November 3rd,
at 12 o'clock noon,

That Desirable Freehold Dwelling House,

with Shop, situate on the north side of Water Street West, by which it measures 24 ft. 2 in. The land extends back to Plank Road, on which it measures 25 ft. 6 in., with cooperative erected thereon. For particulars apply to CLIFT & PINESETT, Solicitors, or

P. C. O'DRISCOLL,
Auctioneer.

NOTICE.

THE STEAMER



Prospero

will leave the wharf of

Bowring Bros., Ltd.

on

FRIDAY, Nov. 2nd,
at 10 a.m.

calling at the following places:

Bay de Verde, Trinity, Catalina Bonavista, King's Cove, Greenpoint, Wesleyville, Seldom Come By, Foxe Change Islands, Herring Neck, Twillingate, Moreton's Harbor, Exploits, Fortune Harbor, Leaside, Tickle, Piley's Island, Little Bay, Island, Little Bay, Nipper's Harbor, Tilt Cove, La Seie, Paquet, Concoman's Cove, Seal Cove, Bear Cove, Western Cove, Jackson's Arm, Harbor Deep, Engles, Conche, St. Anthony, Grique, Quirpon.

Freight Now Being Received.
For freight or passage apply to the Coastal Office of

Bowring Bros., Ltd.
Telephone 306.



The Maritime Dental Parlor

THE HOME OF GOOD DENTISTRY.
We do all branches of Dentistry in the most skilful and modern way, and specialize in extraction by a painless and improved method used solely and exclusively by us. Our sets of dentures, Crown and Bridge work, Fillings at reasonable prices. Satisfaction free.
Painless Extraction 5c.
Full Upper or Lower Sets 1.00
PHONE 62.

M. S. POWER, D.D.S.

(Graduate of Philadelphia Dental College, Garretson Hospital of Surgery and Philadelphia General Hospital)
170 WATER STREET,
(opp. M. Chaplin.)

ASK FOR MINARD'S LINIMENT
TAKE NO OTHER.