

The IDEAL HOME

IS FIRST OF ALL A COMFORT-
ABLE HOME, WITH AN INVITING AIR OF
RESTFULNESS ABOUT IT—COSY AND
CHEERFUL. It is, of course, an Artistically
Furnished Home, showing taste and judgment—
each article pleasing in itself and in harmony with its
surroundings. But it requires a knowledge of
stores as well as of furniture in order to secure all
these elements in the furnishing of one's home with
out its calling for an extensive outlay of cash. It is
for this reason that the

Popular Furniture Store

appeals particularly to that large portion of St.
John's home-loving people who have excellent taste
but are economical.

Let us make a cosy, comfortable and artistic
Home for you—or make the Home you
already have a little more cosy, a little more
comfortable or a little more artistic.

Our Individual Credit Service is the most
refined, genteel and helpful credit plan in St. John's
to-day—none excepted. Let us talk with you in
person about these matters. May we?

The Popular Furniture Store,
C. L. MARCH CO., Limited,
VAIL BUILDING,
Water, Springdale, George and Thomas Streets.

WHAT DO YOU DRINK?

Does It Injure Your Health or Does It Benefit You?
IF YOU DRINK

Land of Evangeline Cider

It DOES benefit you—it sustains—nothing but the pure
Juice of the Apple. Just try a half dozen bottles.

YOUR GROCER HAS IT.

LAND OF EVANGELINE CIDER.

IN STOCK.

ROLLED OATS—in brls,
Ogilvie's Rolled Oats, in hlf-brls,
Ogilvie's Oatmeal, in brls,
Ogilvie's Oatmeal, in hlf-brls,
"Canadian Beauty" Round Peas,
"Sugar Marrow" Round Peas,
Selected Round Peas,
Split Peas, Yellow Corn,
Yellow Corn-Meal,
White Hominy Feed,
Hercules Feed,—Crushed Corn,
Oats, Barley. Bran.

HARVEY & Co.,
WHOLESALE.

HAVE YOU SEEN

THE SPLENDID NEW LINE OF ART
CARPET SQUARES WE ARE NOW SHOW-
ING? Handsome colourings and more artistic
designs than have ever been shown in this city.

JUST OPENED:

A large shipment of

FLOOR CLOTHS

AND

LINOLEUMS.

Come and make your selection while the assortment
is at its best.

U.S. PICTURE and PORTRAIT Co.
COMPLETE HOUSE FURNISHERS.

JUST A WORD!

We've a Word for the Public Ear.

OUR NEW FALL FOOTWEAR is on dress parade, and we want
everybody to see it. It's a great SHOE FEAST. The man look-
ing for COMFORT and the young fellow looking for STYLE can
find their shoes here—all they can ask or more than they expect in
Shoes.

The woman looking for DURABLE FOOTWEAR and the woman
with an eye to style and beauty can fill their mind's eye exactly.
A Right Shoe for every Foot.

SAGE & WALLACE,

THE PEOPLE'S SHOE STORE, 312 WATER STREET. s12,tu,th,s

J. J. ST. JOHN, Duckworth St.

CHEAPER THAN FISH.

25 brls SPARE RIBS,
PERFECTLY SOUND and ROSY, at

\$12.50 BARREL

Flour, Pork and Molasses,
CHEAPEST IN THE MARKET

J. J. ST. JOHN, Duckworth St.

WE ARE NOW SHOWING A SPLENDID ASSORTMENT OF

Ladies' Corsets,

In White, Ecrue and Grey, from

40c. up to \$2.00

per pair.

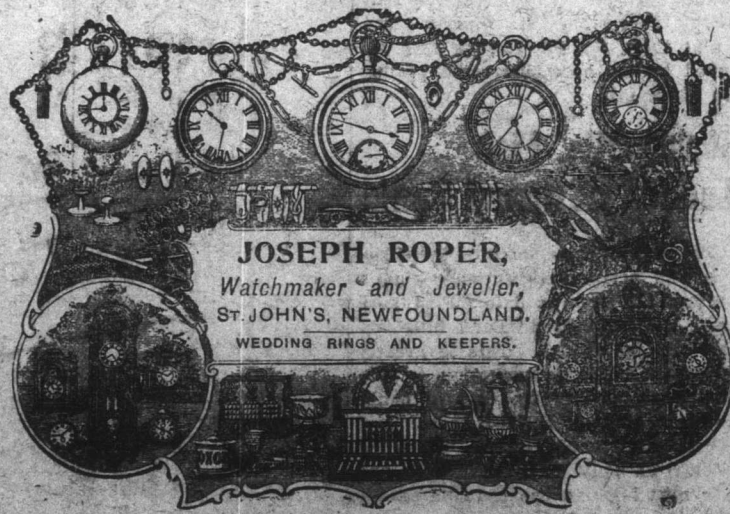
For Durability and Comfort none better than those made by the
DOMINION CORSET CO., and known everywhere as the D. & A.
CORSET. Secure a pair now—all sizes in stock.

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333 Water Street.

333 Water Street.

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St. JOHN'S, NEWFOUNDLAND.
WEDDING RINGS AND KEYPERS.

Repairs of every description Carefully and Skillfully Executed.
INSPECTION INVITED.

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EXCEPTIONAL Values, NEWEST Shades.

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Blouse Flannelettes.

Take advantage of the
BARGAINS at once.

A. & S. RODGER.

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—ALSO—

North Sydney COAL

—AND—

Anthracite COAL.

Our Coal gives Satisfaction.
It is good Coal.

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To-Day, per Florizel:

50 Large Bunches Bananas,
100 Barrels Nova Scotia Apples,
20 Boxes California Oranges,
20 Boxes West India Oranges.

EDWIN MURRAY

The Grocers Headquarters!

Latest Shipments September 13th.

100 barrels Choice Apples, 50 boxes Cheese,
15 boxes Dates—1-lb. packages; 100 cases Silverpeel Onions,
10 barrels Bologna Sausages, 100 bags Small Beans,
50 caddies "Brown Slab" Tobacco, 50 boxes Paraffine,
50 cases Assorted Jams, 25 cases Sea Dog Matches. Also,
50 boxes Purity Powder—all sizes.
We always carry large stocks of Provisions and Groceries, and can at
all times suit you on quality and price.

GEORGE NEAL.

sept13

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If you have any kind of TOOTH TROUBLE skilful dentistry will
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DISEASED TEETH TREATED,
FAULTY TEETH REPAIRED,
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At The Maritime Dental Parlors.

Good Dental Service will improve the PUBLIC HEALTH.
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If you have never been to a dentist about your teeth call at THE
MARITIME DENTAL PARLORS, and talk it over. Consultation
is FREE and first-class dentistry, with best materials, at these prices:

Teeth extracted without pain.....	25c.
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176 Water St., St. John's. Dentist.

(Opposite Mark Chaplin's Tailor Shop.)

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100 25-lb. boxes 3-Crown Raisins.

35 cases VALENCIA ONIONS, 20 kegs GRAPES.

50 boxes Ivy Soap, 75 cases Hartley's Jams—Rasp-
berry, Strawberry, etc.
25 boxes Polar Bear Soap, 30 cases Hartley's Marmalade—
50 bxs Gossage's H. Wife Soap, 1 and 2 lb. crocks.
20 boxes Lifebuoy Soap.

POTATO FLOUR, 1-lb. packages, 10 cents.
Now due: 40 cases Peaches, 3's; 60 cases Pears, 3's.

LOWEST PRICES.

STEER BROTHERS.