

# TINNED FRUITS!

Just Arrived:  
**750 Cases**  
**California Tinned Fruits**

viz.:  
**Pears, Peaches,**  
**Apricots, Plums,**  
**Sliced Pineapples.**  
First-Class Stock,  
Attractively Labeled.

**Prices Right.**

## GEO. NEAL

Limited.  
Beck's Cove Phone 264 Water St. East Phone 17

### 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.

CALIF. AND SEE ME.  
**CYRIL J. GAHILL,**  
Manager for Newfoundland.  
CROWN LIFE INSURANCE COMPANY.  
(Head Office: Toronto, Canada).  
Offices: Law Chambers Duckworth Street.

## "Matchless" The Paint of Quality

Practical Painters choose "MATCH-LESS" 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.

# COAL!

**WELSH ANTHRACITE \$19.50**  
Steamer cargo due October 20th. Same quality as last year.

**AMERICAN ANTHRACITE**—Steamer cargo due October 25th.  
**SCREENED NORTH SYDNEY**—In Stock.  
**A. H. Murray & Co., Ltd.,**  
Coal Office Phone, 1867. Beck's Cove.

## \$15,000 for \$25.

Over 600 people in Newfoundland are carrying the above insurance with our Company, and if fatal injuries occurred to all of them, they have splendid indemnity payable by a Company that has already paid \$100,000,000 in 28 years, and has still \$38,000,000 left.

ARE YOU SO PROTECTED?

**U. S. FIDELITY & GUARANTY CO.**  
J. J. LACEY, Nfld. GENERAL AGENT.

## Lipton's Groceries — AT — The Royal Stores Ltd.

AT LOWEST PRICES. WHOLESALE & RETAIL

**LIPTON'S BISCUITS**  
in all the favourite kinds.  
**LIPTON'S JELLY TABLETS, in 1-Pt. Pkts**  
in all the leading flavours.  
**LIPTON'S ESSENCE OF COFFEE AND CHICORY**  
in 5-oz. and 10-oz. Bottles.  
**LIPTON'S COCOA, in 1/4-lb. & 1/2-lb. Tins**  
This Cocoa is the Pure Essence of the Cocoa Bean and commands very high testimonials for Quality.

**LIPTON'S SCOTCH ORANGE MARMALADE**  
in 1-lb. Glass Jars.  
**LIPTON'S LIME JUICE & LIME JUICE CORDIAL**  
in 1-Quart Bottles.  
**LIPTON'S GRAVY BROWNING.**

## Royal Stores, Ltd.

GROCERY DEPARTMENT.

### 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 FISH BRAND**  
**A. J. TOWER CO.**  
BOSTON, MASS.  
PETERS & SONS, ST. JOHN'S, Agents

# 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 Maundel**  
Suits & Overcoats  
St. John's, N.F.

## Hams and Bacon

Have advanced a good deal in price the past few weeks in sympathy with the strong PORK MARKET, and we would not be surprised to see still higher quotations ruling while the present "bullish" market continues.

Fortunately we "got in" on our supplies before the recent "jump" in prices, and in order to share the benefits of our lucky "buy" with our customers, we shall continue selling our popular "Berkshire" brand of HAMS and BACON for a limited time at our usual narrow margin of profit.

"BERKSHIRE" HAMS average 12 to 14 lbs. each.  
"BERKSHIRE" BACON average 6 to 8 lbs. each.

**F. McNamara**  
Phone 393. Queen St.

## Big Violin Sale!

SEE OUR WINDOW.  
VIOLINS—\$4.00, \$5.00, \$6.00, \$7.00, \$8.00, \$9.00, \$10.00  
VIOLIN OUTFITS—Consisting of Violin, Violin Case, Bow and Resin.  
\$10.00, \$16.00, \$25.00

**CHARLES HUTTON,**  
RELIABLE PIANO & ORGAN HOUSE.

## Iron and Steel

Bars Plates  
Tubes Girders  
Sheets Angles  
For Forward Delivery.  
Wholesale Only.

**Wm. Heap & Co., Ltd.**  
Phone 1830-1831.

### Montreal-St. John's.

The S.S. NICO leaves Montreal about October 20th.  
The S.S. PALIKI leaves Montreal about November 6th.  
**MURRAY TRANSPORT CO., Limited,**  
St. John's.

## Nfld. Government Railway.

**SOUTH COAST AND FORTUNE BAY STEAMSHIP SERVICE.**

Freight for the unmentioned ports of call, on above route, accepted at Freight Shed, Wednesday, October 22nd, from 9 a.m. to 5 p.m.  
Marystown, Burin, St. Lawrence, Lamaline, Fortune, Grand Bank, Garnish, Bay L'Argent, Little Bay East, Harbor Mille, Terrenceville, English Hr. East, Anderson's Cove, Stone's Cove, Rencontre (Fortune Bay), Lally Cove, Pool's Cove, Belleoram, St. Jacques, English Hr., Coomb's Cove, Miller's Passage, Little Bay West, Hr. Breton, Great Harbor, Seal Cove, Pass Island, Grole, Hermitage, Gaultois, Conne River, St. Alban's, Pushthrough, St. Bernard's, Bay du Nord, McCallum, Rencontre West (Hermitage Bay), Francois, Ramea, Burgeo, Grand Bruit, LaPoile, Rose Blanche, Burnt Island, Port aux Basques.

### EMBARGO NOTICE.

Effective November 1st, and until further notice, an embargo is placed against horses and cattle from North Sydney to points on this system, and vice versa.

## Nfld. Government Railway.



**YOUNG MAN!**  
You who represent that great throng of good dressers. We are anxious to have your verdict. We are ready with our Fall and Winter Suitings and Overcoats, and a special line of Overcoats that we are showing at from  
**\$40.00 to \$55.00 each.**

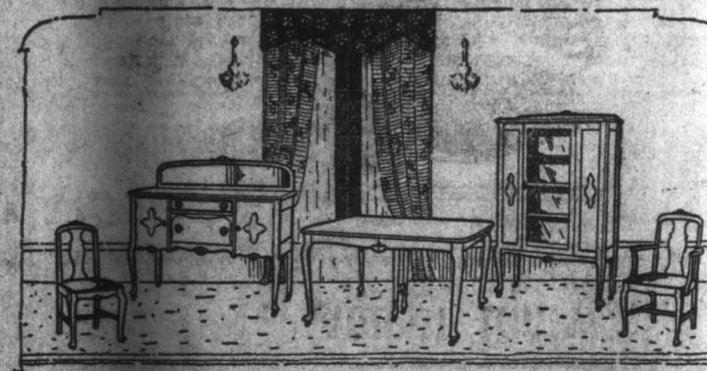
We want you to see them, because **THEY ARE DIFFERENT.**  
**W. P. SHORTALL,**  
THE AMERICAN TAILOR,  
800 Water Street Phone: 477. P.O.B. 445. St. John's, Nfld.

### 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.

## Don't Waste Time

Covering the road of poor judgment.  
Let your common sense direct you over the successful route.  
**DEPEND UPON US**  
to give you the best at remarkably low prices. Our wide experience is at your disposal.



House and Ship Upholstering Promptly Attended to.  
Mail Orders Promptly Attended to.  
**Pope's Furniture & Mattress Factory,**  
ESTABLISHED 1860.  
Phone 659

## A Speedy Settlement.

Means everything to the man who wants to rebuild after a fire. Delay at such a time only adds to the loss. We have made it our Specialty to adjust Losses promptly and fully and this custom has made us many friends and patrons.  
**The Largest Number of Policy-holders in Nfld.**  
**QUEEN INSURANCE COMPANY**  
OF AMERICA, and  
**GREAT AMERICAN INSURANCE CO'Y.,**  
OF NEW YORK.  
**GEO. H. HALLEY, LIMITED, Agents.**