



Listen for the School Bell! You'll soon hear it! Dust off the Books, sharpen the Pencils and take a look at the School Shoes!

There's something the matter with the Boy or Girl that doesn't need School Shoes!

**WE'VE THE BEST SCHOOL SHOES MADE!**

**\$2.00, \$2.50, \$3.00 up to \$4.00.**

The leathers are Sturdy Box Calf, Gun Metal Calf, Vici and Patent Colt. Sensible Low Heels. Lace or Button styles. Every detail of workmanship has been put in that could better the Shoes in any way.

Better to buy our Good School Shoes than to wish you had!

**PARKER & MONROE, Limited,**  
The Shoe Men.

**Get Your School Order in Early.**

We are well prepared for the re-opening of the schools with a large stock of School Supplies. Our stock of Exercise Books, Composition Books, Note Books and Scribblers is complete, but owing to the difficulties in getting goods of all kinds there are certain lines which we may not be able to replace when sold out. Our advice is to place your order now and avoid disappointment.

**MAIL ORDERS WILL HAVE MOST CAREFUL ATTENTION.**

Slate Pencil, 20c. per box.  
Ruled and Plain Scribblers, 60c., 75c., 85c., \$1.10 doz.  
Pencil and Ink Erasers, 16c., 20c., 25c., 30c., 40c. doz.  
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Christian Brothers' Royal and Royal Crown Readers and Primers at lowest prices.  
Table Books, 12c. and 23c. doz.  
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**AND EVERYTHING FOR USE IN SCHOOLS.**

**Garrett Byrne,**  
Bookseller & Stationer.

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**Best Screened North Sydney COAL.**  
Lowest Prices.

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of the finest quality, our own make. Every one guaranteed to be of Solid Gold. All sizes, and prices ranging from

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Be sure and buy your Wedding Ring from the **RELIABLE JEWELLERS,**

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Ring Measuring Cards Sent on Application

**REID-NEWFOUNDLAND COMPANY.**

**Garden Party,**  
Tor's Cove,  
Sunday, Sept. 23rd, 1917.

Regular Excursion Train to leave St. John's at 2 p.m. Returning will leave Tor's Cove at 12 mid-night.

ONE WAY AND ONE-THIRD FIRST-CLASS FARE.

**Reid-Newfoundland Co.**

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**10c. Sale**

September 15th to 25th.

RICH IN BUTTER FAT

**PURITY MILK**

is made from Pure, Full Cream Milk, and nothing is added but finest granulated sugar. PURITY is away above the Government Standard for butter fat. INSIST on getting "Purity" the Full Cream Milk.

**T. A. Macnab & Co.,**  
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Wholesale Distributors.

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**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.

**ONE PRICE TO ALL.**

We do not charge any more for Coal delivered from the store than from ship's side. If you cannot make it convenient to buy when steamer arrives,

**You Get the Same Advantage**  
as those who can.

**YOU CANNOT AFFORD TO PAY MORE.**

**A. H. MURRAY, Beck's Cove.**

**Expert Dental Service**



**Dr. A. B. LEHR**  
The Senior Dentist  
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Teeth Extracted without pain 25c  
Artificial teeth repaired and made as strong as ever.  
Full Upper or Lower Sets, best quality \$12.00  
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Address:

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**MIXED OATS, WHITE OATS,**

AT **Lowest Prices.**

**Mixed Oats,**  
4 bushel sacks.

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**White Oats,**  
96-lb. sacks.  
**SUPERIOR QUALITY.**

BLACK OATS—Unobtainable.

**F. McNAMARA,**  
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Rests upon the dependability of your service of supply.  
Three big facts—big buying power, tremendous production, expert workmanship—stand behind our claims of superior service.  
It will pay all merchants to see our spring ranges in

**Men's and Boys' Suits, Overalls, Shirts, etc.**  
DO IT NOW.



**Newfoundland Clothing Co., Ltd.**

**Apples!**

100 Barrels Nova Scotia Apples, first for the season. Now in stock:  
80 cases California Oranges—all counts.  
70 crates Silverpeel Onions. All fresh stock by steamer.

**BURT & LAWRENCE,**  
14 NEW COWER STREET.

**JUST ARRIVED:**

An advance shipment of

**Fall and Winter Coats,**

in the latest styles and patterns. Made in beautiful Plaids and Velours, some trimmed with fur collars and cuffs. Also a fine range of

**Sealette and Fur Coats.**

As these were bought before the recent advance, we are offering them at our usual low prices. See us before buying elsewhere.

**The OUTLET SUPPLY HOUSE,**

192 Duckworth St. (opp. T. & M. Winter's.)

**Ladies' Fall & Winter**

**Hats AND Coats**

We have just received shipments of the above goods and invite your early inspection whilst the assortment is at its best.

OUR COAT VALUES ARE WELL KNOWN TO BE THE BEST PROCURABLE.

and despite all the circumstances against us this season, you will find our Coat Values keeping up our reputation in this department.

We are also opening a lot of good values in—  
LADIES' SHOWERPROOF COVERT COATS.  
LADIES' BLACK RUBBER and OIL COATS.  
MISSES' BLACK RUBBER COATS.  
MEN'S and BOYS' BLACK OIL COATS.  
LADIES' FLANNELETTE UNDERWEAR and NIGHTDRESSES.

In Flannelette Wear it will be impossible to offer later the values we now offer, and we advise early shopping for your own good.

**HENRY BLAIR.**

*The Evening Telegram* is the People's Paper.

TEN PAGES TO-

TORONTO (Midnight)  
Fresh winds, mostly E. and partly cloudy and cold with some local showers.

Drink WELCH'S GRAPE JUICE

VOLUME XXXIX

**Auction Sale**



FOR SALE BY PUBLIC AUCTION.

Assets of the Harbour Breton at my Office on

**MONDAY, September 24th**

at 12 o'clock noon, consisting

Iron Hoops, Rivets, Staves, 300 bags Liverpool Salt, 400 bags Fishery Salt, Pork Barrels, Herring Barrel, Scotch Barrels, Hardwood Barrels & Ash-Barrels, Shooks, Rope, Herring Nets, Cod Nets, 2 Schooners, 2 Motor Boats, 3 Cod Traps, 2 Seines, 2 Seine Boats, Puncheons, Stoves, Water Pump and Engine, Wheelbarrows, 3 set Scales, Fire Engine, Dories, Lanterns, Baskets, Wax Paper and other articles.

Above will be sold in one lot, further information may be had of E. R. WATSON, ESQ., Liquidator.

**P. C. O'DRISCOLL**

sep17.61 Auctioneer

**PUBLIC AUCTION,**

**TO-MORROW, Saturday**

at 11 o'clock,

At the Central Auction Mart (Beck's Cove),

weather permitting, if not will be held on Monday, same hour.

11 part brls. Flour—Slightly damaged

3 1/2 part brls. Balled Oats, 4 brls. Sweepings, 10 sacks White Oats, 6 boxes Fowl, 20 boxes Black Knight Store, 3 Horse Collars, 1 Breeding and Pad, 1 only Breeding, 2 pairs Cart Hames, At 12 o'clock: 1 HORSE

**M. A. BASTON,**

sep21.11 Auctioneer

**St Mary's School**

RE-OPENS ON

**Monday, Sept. 24th**

AT 9.15.

sep21.11

**East End School**

will Re-Open on

**Monday, Sept. 24th**

AT

**9.30 a. m.**

sep20.21

**WANTED**

**SCHOONERS to Freight**

**SALT**

to North and West Coast

Apply to

**Bowring Brothers, Ltd.**

sep14.11

**Rhodes Scholarship**

1918.

POSTPONEMENT OF ELECTIONS.

I have been directed by His Excellency the Governor, the Chairman of the Rhodes Committee in Newfoundland, to announce to intending candidates that, on account of war conditions, the Rhodes Trust has postponed all elections to Scholarships for the year.

A. WILLIAMS, Sec. Gen.

sep19.41

**WANTED—A Small Room**

or 2 or 3 Unfurnished Rooms, apply by letter to "N", this office.

sep20.21

**ASK FOR MINARD'S LINIMENT**

TAKE NO OTHERS.