



**He Knows
It's Good**

because his mother
baked the bread
from

VICTOR FLOUR

which makes the best Home-made Bread in all
the land.

You can prove this for yourself by buying a
Barrel from your grocer to-day and trying it.

GEORGE NEAL, Ltd.

WHOLESALE ONLY.

**KARL S. TRAPNELL, Opt. D.,
EYESIGHT SPECIALIST,**

307 Water Street, Upstairs.

HOURS—10-1: 2.30-6; Evenings by
appointment.

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 OAKLAND Touring Model 83.
and others.

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.
oct18,11

EXPORTERS REQUIRING

Box Strapping

can obtain best quality

Japanned Embossed Steel

Strapping

AT

Robert Templeton's.

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).
sept17,11

NEW ARRIVALS!

PLANTERS SALTED PEANUTS.
FILSHILL'S CONFECTIONERY.
INGERSOLL CREAM CHEESE
and CORONA MIXTURES.
CRYSTALIZED BON BONS.
OUTPORT ORDERS PROMPTLY FILLED.

P. F. FEARN & CO., Ltd.,

Box 667. 200 Water St. Phone 734.

Forty-Three Years in the Public
Service—The Evening Telegram

**Resumption of Anglo-American Cable
Letter and Week-End Letter Services.**

The Anglo-American Telegraph Co. announces the
resumption on November 1st of the Cable Letter and
Week-End Letter Services to Great Britain and Ireland.
Cable Letters may be filed at any time and are de-
livered the following day. Week-End Letters may be
filed at any time prior to midnight on Saturday and
are delivered on Monday morning.

The rate for a Cable Letter to London and Liver-
pool is one-third the regular cable rate, and the rate
for a Week-End letter one-quarter of the regular cable
rate, in each case with a minimum of twenty words in-
cluding the necessary prefix placed before the address
to indicate the class of service. To places in the
United Kingdom other than London and Liverpool
there is an added charge of two cents per word in both
classes of service to cover the landline transmission on
the other side.

Both forms of service are designed for plain lan-
guage business and social communications which do
not require instantaneous transmission but are still
of sufficient urgency that they should not be subjected
to the delay incident to the carriage by trans-ocean
mail. Each has its own peculiar field of usefulness, the
Cable Letter serving for such correspondence as is not
of immediate urgency but should still be disposed of
within a day or two and the Week-End Letter for com-
munications of perhaps still less urgency but never-
theless sufficiently important to require their trans-
mission in quicker time than can be done by the over-
seas mail. Thus each in its own way supplies a dis-
tinct convenience of which the cable using public will
no doubt be quick to take advantage.

**H. A. SAUNDERS,
Superintendent.**

nov13,11,100

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 668. P. O. BOX 782.

**GEO. H. HALLEY, Agent,
ADRAIN BUILDING, 165 WATER STREET.
feb9,11**

Boxing Gloves!

No. 081, per set (4)—\$10.00. Sold only by the set.
No. 080, per set (4)—\$ 9.75. Sold only by the set.
No. 079, per set (4)—\$ 8.50. Per pair . . . \$4.50
No. 5601, per set (4)—\$ 7.00. Per pair . . . \$3.50
No. 075, per set (4)—\$ 6.25. Per pair . . . \$3.25

Also a small supply of the S. & D. Ankle Support-
er \$1.25 and \$1.50.

By mail please add 25c. extra.

**S. E. GARLAND,
LEADING BOOKSELLER, 177-9 WATER ST.
sept26,11,11,11**

**An ounce of
PREVENTION!**

For Buildings,

**LINEN FIRE HOSE,
FIRE HOSE RACKS**

ALSO,

Underwriters Fire Hose
For Fire Stations.

**BOSTON WOVEN HOSE &
RUBBER CO.**

WM. HEAP & CO., LTD., Agents.

sept29,11,11,11

APPLES—KINGS, GRAVENSTEINS
NOW IN STOCK.
(Only a few Barrels of Gravensteins left).

ALSO,
ONIONS—Silver Peel—in Cases.
GRAPES—Choice Green. PRICES RIGHT.
BURT & LAWRENCE.
14 NEW GOWER STREET.
oct11

Another Shipment

**Stanfield's
Underwear**

to fill in depleted stocks.

If you have had trouble
in obtaining your size or
style, give us a call. If we
have not got it we will
wire for it.

WE AIM TO PLEASE!

HENRY BLAIR

st,11

SPECIAL FOR THIS WEEK

**BIG REDUCTION IN
LADIES' FALL COATS, COSTUMES,
LEATHERETTE COATS & HATS.**

These goods are newly arrived.

I. LEVITZ, 252 Water St.,

Opp. Dicks & Co.

COD OIL.

If you have not sold your OIL to us before,
it's your own fault.

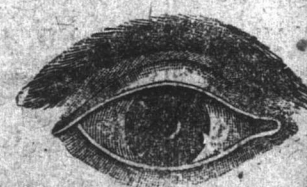
We are open to buy COD OIL always, Sun-
days and Holidays excepted.

Franklin's Agencies, Ltd.

oct21,11

A PROMINENT AMERICAN MILLIONAIRE SAYS:
"Early in my business career I made it a rigid rule to
invest a third of my net yearly income in Life Insurance.
Now, at age 55, and with an estate of a few million dol-
lars, I can truthfully say that the third I invested each
year in Life Insurance to-day constitutes the greater and
best part of my estate."
YOU need more Life Insurance NOW. Let us "fit" you
with the proper kind of Policy.

Crown Life Insurance Co. of Canada
CYRIL J. CAHILL,
Law Chambers, St. John's.
Manager for Nfld.



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.
oct11

Reid-Newfoundland Co., Limited

To all Concerned.

This Company will endeavor as far as possible
forward all freight via North Sydney and Port
Basques, but reserves the right, whenever cir-
cumstances 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 Louisbourg, collecting extra charges over
connecting lines, between North Sydney and Louis-
bourg and also the right to forward same by any steam-
er owned or chartered by the Company from North Sy-
dney or Louisbourg or Halifax, direct to St. John's,
Newfoundland ports other than Port aux Basques.

SHIPPERS OR CONSIGNEES, WHEN EFFECT-
ING MARINE INSURANCE, SHOULD BEAR THIS
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 November Month

From St. John's, Nfld. From New York
Saturdays at 12 o'clock (Noon) Saturdays at 11 a.m.

S.S. ROSALIND November 11th S.S. SYDNEY
S.S. SILVIA November 18th S.S. ROSALIND
S.S. ROSALIND November 25th S.S. SYDNEY
S.S. SILVIA December 2nd 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.,
General Agents.

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 the
mouth.

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 ports.
FARQUHAR TRADING CO., HARVEY & CO., Ltd.,
Agents, North Sydney. Agents, St. John's,
aug3,11,11,11



**OUR SHOWING OF
FALL and WINTER SUITINGS
& OVERCOATINGS**

is an exhibit that is complete in every sense of the
word. Not only is the variety here to attract you,
but the character of the clothes we make and our reasonable
prices will prove strong inducements for your purchase.

W. P. SHORTALL,
THE AMERICAN TAILOR, 300 WATER ST.
PHONE—477. P.O. BOX—