

Happy 'Cause We're Doing Good.

We are making BIG profits for our 328 clients and for ourselves and the MORE we make for them, the more we make ourselves, while the GREATER our profits are, necessarily, the GREATER must be our clients' profits. Ponder that statement! This Company cannot make money unless our clients make BIG MONEY.

328 active clients are not enough for an organization able to cater to 1,000. Consequently we want 500 by Christmas and 1,000 by Spring.

YOU will be our client if you have the human desire to MAKE BIG PROFITS. We can "deliver the goods" and while doing so are well able to GUARANTEE THE SAFETY OF YOUR MONEY.

PUT YOUR NAME ON OUR MAILING LIST FOR FULL PARTICULARS.

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

**FLOUR
FLOUR**

We offer the following leading brands of Flour at Lowest Prices:

- "Verbena,"
- "Victory,"
- "Five Stars,"
- "Robin Hood."

F. McNAMARA,
Queen Street.

BIG SALE!



- 400 pairs Men's Long Rubbers at \$4.00
 - 1600 pairs Ladies' Black Cloth Top Boots at \$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.

**Apples!
Apples!**

Arrived to-day, October 9th,
500 barrels
Choice GRAVENSTEN APPLES,
1's, 2's and large 3's.

GEO. NEAL

Advertise in the Telegram

WATERPROOF BOOTS



For Men, \$5.50 pair.

Every man should now have right handy a pair of our Good Waterproof Boots.

The more thoroughly men become acquainted with our Waterproof Boots the less use they have for Rubbers. Drop in and see our line of

\$5.50 WATERPROOF BOOTS

in Black, Norwegian Calf Blucher, Russia Calf Blucher, Mahogany Crome Calf Blucher. Full bellows tongue, two full viscolized soles, wide and roomy lasts, only \$5.50 a pair.

PARKER & MONROE, Limited,
THE SHOE MEN.

**SKINNER'S
Monumental Works,
ST. JOHN'S, N.F.**



(Established 1874)

829 and 833 Duckworth Street.

On hand a nice selection of Headstones and Monuments. All sizes—all prices. Our beautiful new photographic catalogue of our original designs sent free to any address on receipt of postcard. Also our Mail Ordering Form, which makes ordering by mail safe and easy.

Special designs for soldiers, and also some beautiful designs in Church and Lodge Memorial Tablets.

N.B.—Superior carvings and durable lettering, combined with long experience, gives us the superiority. Genuine stone frost-proof sockets are supplied free with each order.

REASONABLE PRICES AND A SQUARE DEAL.
apr12.6m.tu.th.s.

**Clark's
Pork &
Beans.**

Orders for 1's, 2's and 3's with Tomato Sauce, and 2's Plain, can be filled from fresh stock now here at lowest prices. Stock up with these excellent sellers.

Phone, call or write for prices.

P. E. Outerbridge

(Sole Agent for Newfoundland)
COMMERCIAL CHAMBERS,
Telephone 60.
tu.th.s.t.f.

**Expert
Dental Service.**



Dr. A. B. LEHR,
The Senior Dentist,
203 Water St

Teeth Extracted without pain 25c.
Artificial teeth repaired and made as strong as ever.
Full Upper or Lower Sets, best quality \$12.00
All branches receive careful and personal attention.
Address:

A. B. LEHR,
The Senior Dentist,
203 WATER STREET.
MAR12.6M.TU.

**OLD FASHIONED
LOVE STORIES!**

A THOUSAND OF THEM JUST IN.
40 Titles by Mrs. Georgie Sheldon.
50 Titles by Bertha M. Clay.
25 Titles by Charles Garvice.
50 Titles by Laura Jean Libbey.
15 Titles by Mrs. Adelaide Rowlands.
15 Titles by Mrs. Alex. McVeigh Miller.

In this lot you will also find—
E. Phillips Oppenheim,
Evelyn Malcolm,
Mary B. Bryan,
Charlotte May Kingsley,
Richard Marsh,
Idis Allen, and lots of other authors who have won fame, all at 15c. each, 2c. more if mailed.

The books in this line comprise an unrivalled collection of copyrighted Novels by authors who have won fame wherever the English language is spoken. Every book in the series is of generous length.

DICKS & CO., Limited.
Biggest, Brightest, Busiest and Best Book, Stationery and Fancy Goods Store in Newfoundland.

**REID-NEWFOUNDLAND
COMPANY.**

**SOUTH COAST SERVICE.
S.S. "GLENCOE."**

S. S. GLENCOE will leave Dry Dock Wharf Monday, October 15th, 1917, at 12.00 noon, calling at following ports:

- | | |
|--|--|
| Cape Broyle, Ferryland, Fernuse, Trepassay, St. Mary's, Salmonier, Placentia, Marytown, Burin, St. Lawrence, Fortune, Grand Bank, Belleoram, St. Jacques, English Hr. West (Alt. with Hermitage) | Hermitage (Alt. with English Hr. West) Gaultois, Pushthrough, Rencontre (Alt. with Grand Bruit) Francois, Cape La Hune, Rames, Burgeo, Grand Bruit (Alt. with Rencontre) La Folle, Rose Blanche, Burnt Island, Channel, Port aux Basques, North Sydney |
|--|--|

Freight accepted up to 6.00 p.m. Saturday, October 13th. For passenger and freight rates apply PASSENGER and FREIGHT DEPARTMENT.

Reid-Newfoundland Co.

5c. The Crescent Picture Palace. 5c
AFTERNOON, 2.15; NIGHT, 7.30 AND 9.15.

Presenting Lillian West and Frank Mayo in
"BUTT'S CASEY," Crook.

A drama of the underworld, produced as a Knickerbocker star feature in 2 reels.

"LANDING THE MOSE REEL"—A 3 reel Selig Diamond special comedy, featuring, introducing the Chronicles of Bloom Center.

THE USUAL CLASSY MUSICAL PROGRAMME—DRUMS AND EFFECTS.

Steer Brothers.

- 100 Barrels Libby's Avalon Beef
- 50 Tierces Sinclair's Spare Ribs
- 200 Cases Clark's Pork and Beans
- 25 Cases Force
- 200 Boxes 3 Crown Raisins, 25 lbs. each
- 100 Boxes 36 1's Seeded Raisins
- 200 Cases Cleaned Currants
- 50 Cases Seadog Matches
- 50 Boxes Sunlight Soap
- 100 Boxes Prunes.

'Phone 647 for Prices.

Steer Brothers.

**Your Business
Success in 1917**

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.

Read The Telegram

TWELVE PAGES TO-DAY
WEATHER FORECAST.
TORONTO, Nov. 11.—Fresh to strong winds becoming variable unsettled with showers. Saturday—Fair at first then likely to become stormy.
Drink WELCH'S GRAPE JUICE

VOLUME XXXIX.

Auction Sales!



AUCTION.

At the Residence of
MR. JAMES STOTT,
Water St. East, on
Tuesday Next, 16th instant,
at 10.30 a.m.

A quantity of Superior Household Furniture. Particulars in Monday's papers.

P. C. O'DRISCOLL,
Auctioneer.

PUBLIC AUCTION.

To-Morrow, Saturday,
at 11 o'clock.

At the Central Auction Mart
Beck's Cove.

- 1 GENERAL HORSE, 6 yrs. old
- 2 BOX CARTS.
- 1 NUTTED AXLE.
- 1 MANURE SPREADER.

M. A. BASTOW,
Auctioneer.

AUCTION.

Tuesday, 16th inst.,
at 10.30 a.m., at

**Empire Wood Working
Factory,**
(Hill of Chips).

Stock consisting of

- Railings, Window Sashes,
Doors, Press Moulding,
Table Legs, Couch Legs, Brackets
600 ft. 2-in. Pine (extra wide)

Lot Patterns.

5M. Birch Newel Post Stock,
1 Lot Banister Stock,
100 ft. Sweet Cedar,
Hand Rails,
Pannelling Sash Stock,
Window Boxes,
5M. Picture Backing,
5M. 1 inch Spruce,
1 Smoke Stack (new),
1 Large Pulley,
1 Catamaran, 4 Trolleys.

R. K. HOLDEN,
Auctioneer.

AUCTION SALE.

Valuable Freehold Land

On the premises, Saturday, October 13th, at 12 o'clock noon, rain or shine. All that Piece or Parcel of Land situate on the north side of Pleasant Street, at junction of Pleasant Street, containing about 4 acres, with frontage on said road of 400 feet. Further particulars upon application to

FRED. J. ROIL & CO.,
Auctioneers.

AUCTION SALE.

**Fox Ranch and
21 Foxes.**

We have been favoured with instructions from Mr. W. J. Dover, Liquidator of The Exploits River Black Fox Co., Ltd., to sell by Auction at our office, Duckworth Street, on Saturday, the 20th day of October, at 12 o'clock noon (remember the date), the Ranch of 28 acres Freehold situate on the Grand Falls and Foxwood Railway, 7 1/2 miles from Grand Falls, consisting of Caretaker's 4 roomed Cottage, Shack, Wire Fence and Pens for 34 pairs of Foxes and 21 Live Foxes, viz:

- 3 pairs SILVERS.
- 1 only BLACK VIXEN.
- 7 pairs PATCHES.

Further particulars upon application to W. J. DOVER, Liquidator, Grand Falls, or

FRED. J. ROIL & CO.
Auctioneers.

POSITIVE SALE

Extensive Timber Limit together with Freeholds, on waterside of South and Rivers, Hall's Bay; apply to

JAMES R. KNIGHT

WINARD'S LINIMENT FOR EVERYWHERE

WINARD'S LINIMENT CURES DIPHTHERIA.