

**PRIME FAT CATTLE**



**AUCTION!**  
To-Morrow, THURSDAY, at 12 O'Clock,  
On the Wharf of  
**GEO. NEAL**  
SIX FAT  
COWS and HEIFERS.

**Wet Weather Wisdom!**  
Wear Rubberized  
**Rain Coats.**  
Only \$10.50 each.  
— at —  
**SMYTH'S.**  
PHONE 726.  
G. F. KEARNEY, Manager.

**Recruits Required for  
Newfoundland  
Royal Naval Reserve!**

500 recruits are required immediately for Active Service in Europe.

Candidates must be between the ages of 18 and 35 and must be either Fishermen or Seamen.

Period of service for this special force will be for one year from date of enrolling.

Free passes to St. John's can be obtained from Magistrates, Justices of the Peace, Customs Officials, or by application to H. M. S. Calypso.

A. MacDERMOTT,  
Lieutenant-Commander.  
oct26,61

**Waterproof Coats at  
Rainy Day Prices.**

"THE rain it raineth every day" or nearly every day when dreary November comes along. Don't wait until you've had one good drenching and laid the ground-work of a heavy cold, but come at once to our outfitting department and choose a good, serviceable, weather-proof Water-proof Coat, as a protection against both wind and rain.

We have a very comprehensive stock of Water-proof Coats for Men and Women, in all sizes, and in many different colors and weights; all these Coats are really good values, and each has been reduced considerably to clear.

Also selling at far below usual prices a special line of Men's Raglan Coats, in different textures, well cut and perfectly tailored. If you want to keep dry, come to the

**U. S. Picture & Portrait Co.**

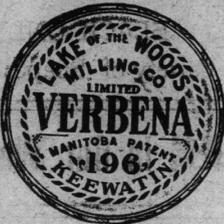
**Listen!  
Confidential.**

It's about a Fall Suit and Overcoat for you. We are showing a splendid assortment of materials, of the latest designs and weaves, all thoroughly reliable, and made to measure by us they will make exquisite Suits and Overcoats.

Let us take your order now. We will give you clothing first-class in every particular, and at as low a price as it is possible to get high-class clothing.

**W. H. Jackman**  
(The West End Tailor),  
39 Water St., West,  
St. John's, Nfld.  
Phone 795.

**Fall Into Line!**  
Eyes Right!  
Get Into Touch  
with  
**Verbena Flour.**



oct24, s.m., w.t.f.

**An Appeal to the  
Former Members of  
The Newfoundland  
Royal Naval  
Reserve!**

Five hundred men are required for Active Service in European Waters. Former members of the Newfoundland Royal Naval Reserve are eligible provided they are under the age of 35 and medically fit. They will be entered for a period of one year only, which will count from the time of joining "Calypso."

Former Reservists wishing to join under these conditions (namely, one year) are requested to communicate with the Commanding Officer of H. M. S. "Calypso."

(Sgd.) A. MacDERMOTT,  
Lieutenant-Commander.  
oct26,61

**PATRIOTISM**

demand that all things being equal, the products of the local industries should receive preference from the merchants and buying public.

Every local made  
**Suit or  
Overcoat**

bought during this war season means a helping hand to the employees of the clothing factories. Ask for the goods made by



**The Nfld. Clothing Company, Ltd.**

**Are You Satisfied?**

Are you satisfied that the new Watch you are about to purchase represents the highest value at that particular price?

Have you had the benefit of expert opinion to aid you in its selection?

Are you satisfied that the maker of the Watch has guaranteed it perfect, and that the firm from whom you buy it is ready to stand behind the maker's word?

Then who is better fitted and better equipped to carry out this guarantee than the practical watchmaker?

It is of great importance for you to satisfy yourself on these points when making your purchase. No mistake is made if you call on the Reliable Jewellers. Whether you wish a Watch at \$1.50 or \$50.00 you get full satisfaction and a liberal guarantee.

**T. J. DULEY & CO.,**  
THE RELIABLE JEWELLERS.

**NEVER AGAIN  
WILL WE OFFER, AS WE DO NOW, SUCH  
BARGAINS IN  
DRESS  
MATERIALS,**  
(ALL ENTENTE-CORDIALE MAKES).

Being manufacturers of England and France, and this is an offer of entente-cordiale. We are reducing stocks in certain departments, hence this offer. We could not put those English and French Wool Fabrics into stock to-day at anything like the figures we quote. If you don't wish a Dress or Costume now, it will pay you to buy and lay aside a length for later. We quote:

**COLOURED HABIT CLOTHS,** 54 inches wide.  
Regular \$1.30 to \$2.30. Now . . . . . 90c. to \$1.50 yd.

**CHEVIOT (HEAVY) SERGES,** 50 inches wide.  
Regular 90c. yard for . . . . . 65c. yd.

**LOT DRESS TWEEDS** at various prices, which are greatly reduced ones.

**ALL WOOL TARTANS,** three ends only. Clans—Gordon, MacKenzie and MacLaren. Regular 90c. yard. Now only 60c. yd.

**LOT OF BLACK DRESS MATERIALS,** principally Crepilles, Crepe de Chines, Voiles, Crepe Cloths, Zibelines and Checked, Striped and Spotted Materials at Cost Price and under.

We may say that it is very difficult to get Black Materials at present in England and on the Continent at any price.

In conjunction with the Clearing Prices we have made on the above-mentioned fabrics we are also making lesser though generous reductions on our staple lines of Cheap Habit Cloths, Serges, Cashmeres, etc., despite the fact that our first costs on these goods are advancing.

All DRESS LININGS, TRIMMINGS, BUTTONS and other findings we shall give during this sale at large reductions to all buyers of Dress Materials.

**Henry Blair**  
oct21, eod, tf

**TRADE MARK REGISTERED**



**JAS. P. CASH,**  
Distributor.

**SPECIAL SALE  
OF LADIES  
FALL & WINTER  
COATS**

Latest English and Continental models.

Prices:  
\$2.85, 3.50, 4.00, 4.15,  
4.25, 4.75, 5.15,  
up to \$40.00.

Commencing Saturday, 19th, until further notice, we will allow a special discount of 5 per cent for cash.

Mail Orders a Specialty.  
Open Saturday Nights.

**Mars & Co.**  
Smallwood Building,  
(Entrance McMurdo's Lane.)  
Phone 695.  
sep18, f.m., w.

**THERE WAS  
A TIME**

when a man wore a heavy winter overcoat, or none at all.

But that idea has changed — men are beginning to realize that

**Lightweight  
Overcoats**

are the most serviceable and sensible Overcoats they can own.

Ours are correct in style, correct in price, in color and in value, too.

**Chaplin,**  
THE STORE THAT  
PLEASES.



**FIRE INSURANCE**

is a necessity, as you don't know what time you will be visited by fire.

For a small outlay you can protect yourself against loss.

**Hartford Fire Insurance Co.,**  
Established 1796.  
ASSETS \$24,000,000.00  
Prompt Settlement of Claims.

**GEORGE M. BARR, Agent.**



The state of war makes our winters none the less severe. In making your old suit or overcoat do for the the warring elements by ordering one of our Heavyweight Overcoatings. Owing to general depression in a considerably reduced figure. Also a very fine range of Winter Suitings. Write for samples and self-measuring cards, as we guarantee results.

**John Maundel**  
NATIONAL CLOTHING  
ST. JOHN'S, N.F.

**The Indication of Value  
in  
Plumbing is the Workmanship.**

A good plumber can do wonders with a difficult job. The number of orders received from friends of customers leads us to believe that we are good. We have on hand a large stock of

**STEAM & HOT WATER RADIATORS,**  
all sizes, and can fill any order sent us cheaper than you can import at the present time.

**PITTMAN & SHAW,**  
Plumbers, Steam and Hot Water Fitters,  
Phone 601,  
64 PRESCOTT STREET.

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