

GOING UP!

Not our prices, but our building.

A NEW STOREY

is now in course of erection, made necessary by the big demand for

VICTORY BRAND CLOTHES

We put workmanship into our suits that makes them "stand up" in wear, and style that makes them "stand out" in a crowd.

WHOLESALE ONLY.

THE WHITE CLOTHING MFG. CO., LTD.

June 6, eod

White Flour.

1000 brls. "Victor" Flour.

150 boxes Canadian Cheese.

50 cases Pineapple, 2's.

HEADQUARTERS.

George Neal.

The assortment of **High Class Cooking STOVES and RANGES**

we now have on display in our store, surpasses anything of its kind ever shown here. Over 20 varieties to choose from. Prices right. Illustrated booklet sent on request to any address.

JOHN CLOUSTON,

140-2 Duckworth Street, St. John's.

Phone 406. P. O. Box 1243.

The Winsor Rigging Works,

Work shop: Adelaide Street. Office: 26 Water St. West.

We invite you to get our prices on any Rigging work you may have. We have competent men to do our work.

ORDERS PROMPTLY ATTENDED TO.

may 17, eod, tf

No Matter How the Fire is Caused

if you're not insured, you're a loser. Take time to see about your policies. We give you the best companies and reasonable rates.

PERCIE JOHNSON,
Insurance Agent.

Advertise in The "Telegram."

JUST ARRIVED:

20 cases Choice Sliced Hawaiian Pineapples—Assorted sizes.
30 crates Onions.
20 cases Oranges.
50 cases Sunmaid Raisins.
50 cases Borax Soap.
Wholesale and Retail. Prices Right.

M. A. BASTOW,
Beck's Cove.
sep 16, 21



This is the great Fishkiller with which the Norwegians catch such large quantities of fish. Place a sinker with a swivel on each end about one fathom above the hook, which spins like a minnow, and the fish bite ravenously.

JUST TRY IT.

July 29, eod

SCHOOL BOOKS and SUPPLIES.

Make out your order from this list and send it to us. It will receive prompt and careful attention.

Exercise Books, smooth paper, 75c, 85c, 90c. doz.
Scribblers, ruled and plain, 70c. dozen.
School Slates, \$1.10, \$1.80 doz.
Slate Pencils, 30c. box.
Lead Pencils, 20c., 30c., 40c., 50c. dozen.
Blackboard Chalk, 40c. box.
Blue Black Ink, 58c. and \$1.10 dozen bottles.
Rubber Erasers, 20c., 25c., 30c. dozen.
Slated Cloth, 75c., \$1.10 yard.
School Dictionaries, 14c. each.
School Bags, extra strong, \$1.15 and \$1.50 each.
Pen Nibs, 70c. gross.
Pencil Boxes, 35c. and 55c. each.
Pencil Sharpeners, 10c. each.
Fountain Pens from \$1.75.
Table Books, 17c. doz.
Butler's Catechisms, 60c. doz.
Atlases, 30c. each.
Vere Foster's Drawing Books.
Christian Brothers' and Vere Foster's Copy Books.
Christian Brothers' Royal and Royal Crown Readers and Primers. All numbers.
Expositors, Grammars, Geographies.

Also the following Literature Readers are used in the different grades.
David Copperfield's Boyhood.
Ballads of British History.
Ivanhoe.
Nelson's Literature Reader, Book I.

GARRETT BYRNE,

Latest & Best Fiction!

Rainbow Valley, by L. M. Montgomery. A wholesome novel, full of humor and romance; author of Annis House of Dreams, etc., \$1.75.

The Desert, by Ethel M. Dell; author of The Way of an Eagle, \$1.25 (paper).

Lucile Dare, by Marie C. Leighton; author of Convict 99, etc., \$1.25 (paper).

Crazy Quilt, by Fergus Hume; author of The Spider, \$1.25 (paper).

The Hotel X, by Wm. LeQueux; author of The Little Blue Goddess, etc., \$1.25 (paper).

Blue China, by B. M. Crocker; author of Her Own People, \$1.50 (cloth), \$1.25 (paper).

By mail, please add 4c. extra for postage.

S. E. GARLAND,
Leading Bookseller,
177-9 WATER STREET.

From a recent Magazine we have copied the following. We only need to add. Papers to suit all requirements can be had at our Store.

1. Thou shalt heed the call of Plain quiet wall papers and white woodwork wherever such is possible.
2. Thou shalt lighten dark rooms by the use of light-hued, yellow-tinted wall paper, that suggests the blessed sunshine.
3. Thou shalt see that thy walls and thine own personality are not too forward, but modestly retiring.
4. Thou shalt use no large-patterned wall papers against which to hang thy pictures. The one will kill the other.
5. Thou shalt have no centerpiece or cornerpieces upon thy ceiling, but only a very nearly plain expanse of light color.
6. Thou shalt have thy fill of bright tints, and delicate designs for bedrooms and boudoirs, but for drawings-rooms, dining-rooms, libraries and halls, thou shalt be compelled to use less frivolous papers.
7. Thou shalt, when the ceiling is not too high, run the paper of the side wall up to the ceiling, putting the border just below the angle.
8. Thou shalt not panel the walls of a small room, except it be above a mantelpiece, a sideboard or a bookcase, where a bit of tapestry, a mirror or a picture may be held in place by strips of moulding.
9. Thou shalt use attention-compelling cut out borders, or conventionally designed strips for divisions between walls and ceiling.
10. Thou shalt remember at all times that thy wall paper is but a background against which to show thy pictures, thy furniture, and thy friends.



John Cotton's Smoking Mixture Tobacco.

We have just received from the land of the Heather a shipment of this famous brand. It is a Smoking Mixture of Highest Class and Exceptional Quality.

1/4 lb. tins, Nos. 1 and 2.

CASH'S
TOBACCO STORE, WATER STREET.

Gent's Fall Footwear!

SOME SHOE

Here is a Boot that will give entire satisfaction. Built from the very best stock obtainable by the most skilled shoe operators.

GENT'S GUN METAL BLUCHER — Army last, sizes 7 to 11. Price \$13.50.

Drop in and inspect our Stock.

F. Smallwood,
THE HOME OF GOOD SHOES.
Mail Orders Receive Prompt Attention

Beautiful Motor Robes.

We have just received another shipment of **Chases' Plush Motor Robes,** in Greens, Greys, Browns and Blues.

Come in and see them.

T. A. MACNAB & CO.
Overland Distributors,
CITY CLUB BUILDING.
may 14, eod, tf

Beautiful Motor Robes.

We have just received another shipment of **Chases' Plush Motor Robes,** in Greens, Greys, Browns and Blues.

Come in and see them.

T. A. MACNAB & CO.
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CITY CLUB BUILDING.
may 14, eod, tf

Reid-Newfoundland Company

FREIGHT NOTICE.

South Coast Steamship Service

Freight for S.S. "Meigle," will be received at the dock Shed TO-DAY, Wednesday, Sept. 17th, from 9 a.m. until sufficient cargo received.

Reid-Newfoundland Company.

JUMBO TOBACCO

Peels: Citron, Lemon, Orange.

PURE GOLD

Quick Tapioca Pudding. Chocolate Pudding.
Assorted Icings. Assorted Jellies.
Flavouring Extracts.

FORT REVIVER

A LIQUEUR TONIC—NON-ALCOHOLIC.

Fort Reviver is composed of the concentrated Fruit Juices and will be found to be a most health giving tonic. It contains wonderful fortifying and reviving powers.

RAISINS | TINNED FRUITS

BOWRING Bros., Limited,
GROCERY DEPARTMENT.

FOR SALE by J. J. ST. JOHN

50 Casks **LUBRICATING OIL,**

For Motor Boats. Also,
1 COD TRAP, about 14 fathoms square, with gear, at a low figure.

J. J. ST. JOHN, Duckworth St.

500 BARRELS

Atlas Portland Cement.

Lowest Prices.

A. H. Murray & Co., Limited,
St. John's.

Job Lot Ladies' Costumes

Here's a grand opportunity to secure a Costume at about half the regular price. Values from \$20.00 to \$65.00. Our prices while they last.

\$14.00 to \$35.00.

As we have only a limited quantity, we advise an early call.

WILLIAM FREW, Water St.

TWELVE PAGES TO
WEATHER FORECAST

TORONTO, Noon.—Moderate winds, cloudy with local showers Friday.—Moderate W. winds, much change in temperature.
ROPER & THOMPSON.—DAILY. Ther. 62.

VOLUME XII.

CR

Auction Sale

AUCTION.

Part Household Furniture and Effects

On Friday, Sept. 14, at 12 o'clock noon, at the residence of

Lieutenant Woolley
Pithey's Farm, off Old Place Road.

1 Kitchen Table.
1 Oval Table.
2 Wicker Rockers.
2 Wooden Chairs.
1 High Chair.
2 Deck Chairs.
1/2 Ton Hard Coal.
1 Ladder—20 ft. long.
Lot of Wire Poetry Netting.
1 Kerosene Oil Tank and Pump.
1 Washstand—New.
1 Galvanized Iron Pan, 3 ft. x 3 ft.
1 Galvanized Iron Pan—Small.
1 Set Curtain Pole and Rings.
Lot of Carpets, Bottles, Crochets and sundry other articles.

M. A. BASTOW
sep 17, 21

FOR SALE.

One 7-Sided Mould and Matching Machine

Will match board up to 14" wide and will plane up to 14" square timber. This machine in first-class condition. Will be cheap. Will take smaller machines.

Western Stock Co.
W. D.
sep 13, tf Cabot Bldg., W.

FOR SALE.

Freehold Dwelling
Hamilton Street

Lately occupied as George Methodist Parsonage, with all conveniences. Apply to

Blackwood & Emery
sep 13, eod, tf McBride

SALE OF AN ESTATE

In the matter of the Estate of Gertrude Farrell, late of St. John's, deceased.

Freehold Property

We are instructed to offer that desirable and well built **HOLD PROPERTY** in first-class locality, situate Nos. 4 and 53 Harvey Road.

The property consist of:

1. Dwelling House, containing 8 steam heated, modern bathrooms and electric light.
2. Large Dwelling House and would make an ideal ice cream parlor.
3. Shop and Store.

This property will be sold whole or separately. It is desirable to dispose of this property at an early date for the purpose of winding up said estate. No reasonable offer will be refused. Apply to

FRED. J. ROIL & CO.
Real Estate & Investment Brokers
Smallwood Bldg., Duckworth Street.
sep 11, tf

FOR SALE.

1 16-in. Bore **DOUBLE BARRELL ENGLISH GUN**—This is in perfect condition and a beauty.

1 **WINCHESTER 303 RIFLE** with all the latest improvements.

1 **NEW ORGAN.**

R. K. HOLDE
sep 12, tf 2 Adelaide

HOUSE FOR SALE

Tenders are invited for the lease of all that Freehold House 2 Barnes' Road, with large Stable Coach House, garden in rear, and stable yard with street fronting, suitable for building lot, which may be sold with house or separately, season in November next. For particulars apply to R. S. BREWSTER, "Rosemont," Topsail Road, Box 22.
sep 12, tf

BLUE PUTTEE, Rav Cross—Ice Cream, Iced Drink, Drinks, Music. "Better than the (All belt line cars stop at the Jan. 17)