

Molasses!

We have a consignment of **MOLASSES**, in Puncheons and Tierces, which must be disposed of immediately. No reasonable offer refused. Phone No. 438.

BAIRD & CO., Water St., East.

sept21,17

WOMEN'S High Laced Boots, At 1914 Prices.



LADIES' BLACK KID 9 inch BOOTS—Price only \$6.50 per pair.

This boot makes an ideal walking boot and has a good sensible walking heel. We sold this boot for \$9.75 last year.

LADIES' 9 inch TAN CALF BOOT, with Tan Cloth Top. Price only \$6.00 per pair.

Only 200 pairs of these boots at \$6.00. Secure a pair to-day.

300 pairs LADIES' GUN METAL CALF BLUE-CHEER BOOTS, only \$3.99 per pair.

Special price on case lots for cash.

Mail orders receive prompt attention.

F. SMALLWOOD,

The Home of Good Shoes,
218 & 20 Water Street.

Fashions in Furniture.

Furniture fashions vary almost every season, there is always some newly-designed chair or lounge coming into vogue.

The present trend is toward upholstered Furniture, a splendid selection of which we are now showing. Here—huge Cosy Chairs, Chesterfields and Lounges, overstuffed and beautifully upholstered in Silk, Tapestry, Damask, etc.—gladden the eye, and there is no lack of smaller upholstered articles.

U. S. Picture & Portrait Co., General Furnishers.



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.

Miss Jewell and her friends
A girl's appearance is her best friend

There is an intimate as well as an artistic touch to properly designed Jewellery. It becomes a part of one's personality. A girl regards her gems as her personal friends. We welcome your visit and inspection of our Watches and other Reliable Jewellery.

R. H. TRAPNELL, Ltd.

Jewellers and Opticians, 197 Water Street.

Hardwood Flooring!

Birch, Beech and Maple.

We are now booking orders for a carload of Maple Flooring below pre-war prices.

C. A. HUBLEY,

Call 406 Water St. Phone 950. Write Box 909, St. John's.



Penman's Rebuilt Organs.

EVERY INSTRUMENT GUARANTEED.

Our Catalogue gives the opinions of some of our best musicians and will convince you we can save you money. It is yours for the asking.

Musicians' Supply Co.,
DUCKWORTH STREET.
(Royal Stores Furniture.)

FIRE INSURANCE. FIRE INSURANCE

SCOTTISH UNION & NATIONAL INSURANCE COMPANY OF EDINBURGH, SCOTLAND.
GENERAL ACCIDENT, FIRE & LIFE ASSURANCE CO., LTD. OF PERTH, SCOTLAND.

The above Insurance Companies carry on a successful and extensive business, and always have maintained the highest character for the honourable and liberal discharge of their obligations.

Our first aim in every policy we issue is to ensure the holder complete protection, our second to grant that protection at the lowest possible rate. Write or phone us.

Nfld. Labrador Export Company, Limited,
Agents, Board of Trade Building.

Headquarters for Boys' School Suits

20 p. c. Suit and Pants Sale!

FOR TEN DAYS ONLY

20 p. c. Off Our Boys' Suits and Single Pants

See our windows for styles and patterns. No Approval No Charge

W. H. JACKMAN,

39 Water Street West.
Phone 795 P. O. Box 186

20 per cent. 10 Days Suit Sale for Boys

10 Days Sale of Boys' Suits, 20 per cent. Reduction



We Pay Highest Cash Price

— FOR —

Newfoundland Lobsters.

Templeton's.

"CHAMPION" SOAP!



GEORGE NEAL, Ltd.

Mr. Merchant!

WILL YOU BE READY WHEN THEY COME TO BUY THEIR SUITS AND OVERCOATS!

Victory Brand Clothing

was never of higher quality than is evident in every stitch and thread of up-to-date Suits and Overcoats for the fall demand and just waiting your order. THE CARE WILL BE FOR SUITS, PANTS and OVERCOATS of quality. We are now quoting Lower Prices for master-built clothing. Order now and be prepared.

The White Clothing Manfg. Co., Ltd.,
DUCKWORTH STREET.



Have your office made comfortable for you these chilly mornings by using one of NOS-WORTHY'S COSY GLOW HEATERS.



WM. NOSEWORTHY, Ltd.,
Water Street West.

sep23,17

Reid-Newfoundland Co., Limited

Notice.

PLACENTIA BAY STEAMSHIP SERVICE.

Until further notice, freight for S. S. Argyle, Merasheen Route (Bay Run), will be received on Wednesdays instead of Fridays, and for the Presque Route (West Run) on Fridays instead of Wednesdays.

Reid-Newfoundland Co., Limited

Intercontinental Transports Limited

MONTREAL-ST. JOHN'S SERVICE.

FREIGHT ONLY.

S. S. "Mapledawn" leaves Montreal direct Oct. 6.
S. S. "Winona" Oct. 19th.

TO MONTREAL.

Freight & Passengers. S. S. "Manos" Oct. 1st

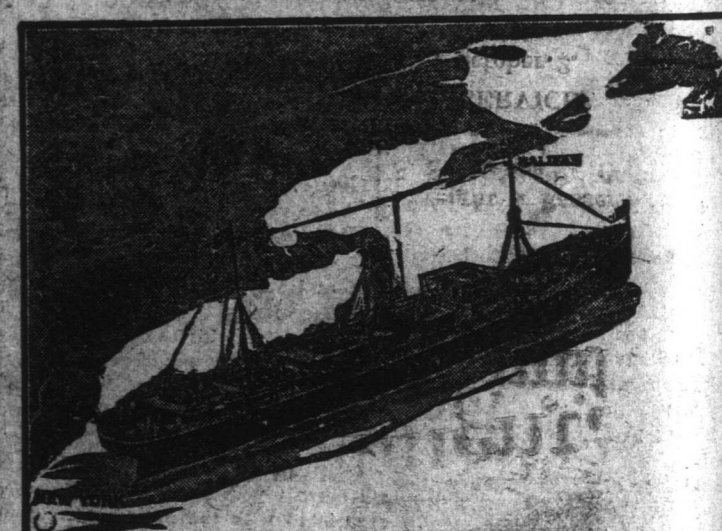
DIRECT LIVERPOOL SERVICE.

S. S. WELLAND COUNTY, October 2.
S. S. LORD DUFFERIN, October 20.
S. S. WELLAND COUNTY, November 17.

For passenger and freight rates apply

HARVEY & CO., Limited,
Representing CANADA STEAMSHIP LINES, LTD.

RED CROSS LINE.



NEW YORK—HALIFAX—ST. JOHN'S.

The S. S. ROSALIND will sail from New York on Saturday, October 1st.

This steamer has excellent accommodation for both First and Second Class passengers.

Through tickets issued to Boston via Halifax and Dominion Atlantic Railway.

Through rates quoted to any port.

For further information re passage, fares, freight rates, etc., apply to

HARVEY & COMPANY, LIMITED.
St. John's, Nfld., Agents.

Passengers and Freight.

ST. JOHN'S, NFLD.—NORTH SYDNEY, C.B. STEEL STEAMSHIP SABLE I

Sailings from St. John's, 10 a.m. every Tuesday.
Sailings from North Sydney, 2.30 p.m. every Saturday. First-class accommodation.

One Way Fare \$30.00 including Meals and Berth.

HARVEY & CO., Ltd. FARQUHAR & CO., Ltd.
St. John's, Nfld. Halifax, Nova Scotia.
FARQUHAR TRADING CO., LTD.,
North Sydney, C.B.

sep23,17

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