

REID-NEWFOUNDLAND CO.

Notre Dame Bay Service!

S S. "CLYDE" will sail from Lewisport on MONDAY, November 15th, after arrival of Sunday's Express from St. John's, for the South Side of Bay.

Travel and Ship Your Freight by this route. **RATES ON APPLICATION.**

Groceries!

ALL FRESH STOCK.

30 cases DESICCATED COCOANUT—fine & medium.
CRYSTALLIZED & GLACE CHERRIES, in 10 lb. boxes.
5 boxes SHELLED ALMONDS.
10 boxes SHELLED WALNUTS.
20 cases FRENCH PEAS—1s & 2s.

25 cases
all size
Tins.



20 40-lb. boxes Brown & Polson's C. FLOUR,
¼ and ½ lbs.
100 gross C. J. & Co's. EGG POWDERS, ½ gro. boxes.
10 gross Bird's CUSTARD POWDER.
10 sax PEARL BARLEY.
10 sax TAPIOCA.
200 cases White's, S. S. and Rowat's PICKLES.
100 boxes MACARONI, in 1 lb. pkgs.
120 doz. FLAVORING ESSENCES—Lemon, Vanilla, etc.
25 cases LYLE'S GOLDEN SYRUP.

STEER Brothers.

LOWEST PRICES.

PHONE 647.

Furness Line Sailings!

The S. S. DURANGO will sail from this port for Liverpool on or about the 27th instant. For freight and other particulars apply to

FURNESS WITBY & CO., Limited,
WATER STREET EAST.

**OATS,
RIBS,
PORK, etc.**

DUE MONDAY EX STEPHANO:

One Carload (400 Sacks)
OATS.

500 Tierces
Fancy Spare Ribs,
FULL SHEETS.
100 brls.
Light H. B. Pork.
150 barrels
Winter Keeping Apples.

F. McNAMARA,

Queen Street.

We Know Just How You Feel!

You need an engine for your boat and you are worried almost to death trying to decide which is the best one to buy. One fellow tells you to buy his machine because it is cheaper than others.

Another firm advises you that they have been in the engine business longer than anyone else and therefore their machines are the best.

Then along comes another chap with an engine which he claims is entirely new and better than anything else on the market.

NOW LISTEN.

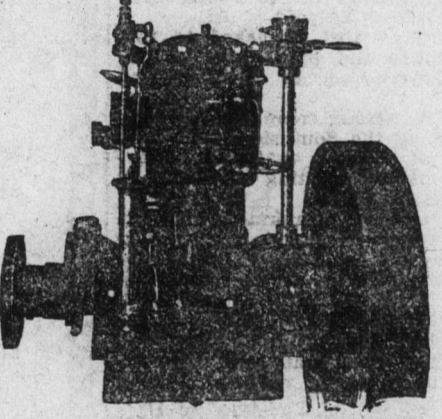
DON'T buy an engine or any other piece of machinery because it is cheap; probably it has been made cheap.

DON'T experiment with new designs, let the other fellow do that.

DON'T depend too much on what any manufacturer says about his own product. Ask someone who has used it.

We would like to give you names of parties using FERRO Engines.

Write for catalogue with prices and terms, also ask for list of prominent men throughout Newfoundland who are using FERRO Engines. Ask them what they think about the FERRO.



L. M. TRASK & CO.,

140 Water Street. P. O. Box 1217. St. John's.

FERRO DISTRIBUTORS FOR NEWFOUNDLAND.

nov13.16

Ladies' Department.

NEW STYLES JUST IN.



LADIES' STREET BOOTS for \$2.50, \$3.00, \$3.50, \$4.00, \$4.50, \$4.75, \$5.00, \$5.50, \$5.75, \$6.00, \$6.50, \$6.75, \$7.00 and \$7.25.

LADIES SILK RUBBER FOOTWEAR—Very light and will wear twice as long as the heavier Rubber. Try a pair.

F. SMALLWOOD,

Ladies' Department.

The Home of Good Shoes.

Wagner Apples, etc., etc.

To arrive to-morrow:

30 boxes CHOICE CALIFORNIA ORANGES.
100 brls. APPLES—Choice Wagners.
100 brls. APPLES—Choice Kings.
100 sacks SILVERPEEL ONIONS.

And in stock:

P. E. I. PARSNIPS, CARROTS and TURNIPS.
PRICES RIGHT.

BURT & LAWRENCE, 14 New Gower Street.

RECEIVED NOV'R 12th,

PER S.S. "SHEBA"

500 Sacks Yellow Corn Meal,
400 Sacks White Hominy Feed,
Homco Brand.

300 Brls. Ham Butt Pork,

200 Brls. extra Plate Beef,

100 Brls. Meota Graham Flour,
Whole Wheat.

100 Half-brls. Meota Graham
Flour, Whole Wheat.

HARVEY & Co., Ltd.

CALENDARS FOR The Women's Patriotic Association!

The noted Fine Art Calendar House, The Thos. D. Murphy Co., of Red Oak, Iowa, whom I represent in Newfoundland, have forwarded me Two hundred Calendars for 1916 which they have had especially prepared for The Women's Patriotic Association of Nfld.

The Calendar, by a noted French artist, is a beautiful study in colors of a young woman sewing comforts for the wounded soldiers at the front.

These Calendars are now on sale at the store of THE CITY ART CO., 189 Water Street, price 15 cents each, and the total proceeds from the sale of them will be handed over to the Treasurer of the Women's Patriotic Association.

Postage out of town, 7 cents extra.

GET ONE TO-DAY.

P. E. OUTERBRIDGE,
(Agent for The Thos. D. Murphy Company.)

nov9.15.th.s.t.f



Our New CHRISTMAS CARDS

Are Now Ready for You.

We have a very large stock, a wonderful variety, and all of such excellent value that you will be delighted. Now is the time to buy your Xmas Greetings for the Boys on the other side. By buying now you will make sure that the Cards will reach them for Christmas.

See the exquisite Single Cards we are showing, each with envelopes, prices ranging from 5c. to \$1.50; and see the Single Cards in boxes from 10c. to \$1.50. This includes the popular "Hands Across the Sea" Series.

See the beautiful Xmas Post Cards: Raphael Tuck's and others, at 2c., 3c., 5c. and 8c. each. Then we have a large assortment of Xmas Cards with Local Views.

Our Xmas Cards in packets and in boxes are even prettier and far better value than ever. Here is a list of them in

PACKAGES XMAS, AND NEW YEAR CARDS:

H.M.S. New Zealand Packet of 10 Cards 5c. per packet
H.M.S. Princess Royal Packet of 12 Cards 7c. per packet
H.M.S. Queen Mary Packet of 12 Cards 10c. per packet
H.M.S. Lord Nelson Packet of 12 Cards 15c. per packet
H.M.S. King George V. Packet of 12 Cards 20c. per packet
H.M.S. Iron Duke Packet of 12 Cards 25c. per packet
H.M.S. Warsprite Packet of 12 Cards 30c. per packet
H.M.S. Valiant Packet of 12 Cards 40c. per packet
H.M.S. Queen Elizabeth Packet of 12 Cards 50c. per packet
The French Packet of 12 Cards 60c. per packet
The Lansdowne Packet of 12 Cards 70c. per packet
The Kitchener Packet of 12 Cards 90c. per packet

BOXES XMAS, AND NEW YEAR CARDS—NO TWO ALIKE.

The Greeting Box of Xmas & New Year Cards, 10 Cards with envelopes 20c.
The Golden Days Box of Xmas & New Year Cards, 8 Cards with envelopes 20c.
The Xmas Greetings Box of Xmas, & N. Y. Cards, 8 Cards with envelopes 20c.
Joybells Box of Xmas & New Year Cards, 10 Cards with envelopes 25c.
The Good Luck Box of Xmas & New Year Cards, 10 Cards with envelopes 25c.
Happy Hours Box of Xmas & New Year Cards, 12 Cards with envelopes 30c.
The Greetings Box of Xmas & New Year Cards, 12 Cards with envelopes 30c.
The Golden Thoughts Box of Xmas & N. Y. Cards, 12 Cards with envelopes 35c.
The Season's Greetings Box of Xmas & N. Y. Cards, 12 Cards with envelopes 40c.
The Kind Greetings Box of Xmas & N. Y. Cards, 12 Cards with envelopes 30c.
Sylvia Cabinet Box of Xmas & New Year Cards, 12 Cards with envelopes 50c.
White Ensign Box of Xmas & New Year Cards, 25 Cards with envelopes 60c.
Eileen Cabinet Box of Xmas & New Year Cards, 12 Cards with envelopes 60c.
Happy Memories Cabinet Box Xmas & N. Y. Cards, 12 Cards with envelopes 75c.

We are showing a very choice assortment of Raphael Tuck's Xmas Auto-graph Stationery, put up in boxes containing six to twelve Sheets of Paper with Envelopes to match. Prices are from 20c. to 50c. per box. We would call your attention to this line especially, for it is a little different from anything we have hitherto shown. It is the new idea, the Private Card idea. In it you will find something for every taste. They range from the severely plain to the highly ornamental design. One that will be very popular is one that provides space to insert your own Visiting Card. These will be picked up quickly, so come early.

See our line of 5c. Calendars, dainty little things that appeal. We have also a full range of Raphael Tuck's Artistic Calendars at prices from 10c. to \$1.50 each.

ALL ARE NOW READY FOR YOUR INSPECTION—COME!

DICKS CO., Limited.

NEW FURS!

You will appreciate the exceptional values we are now offering in Ladies' Furs and Muffs. Note some of our prices:

BLACK & COLORED FUR SETS from \$2.20
BLACK & COLORED FUR STOLETS from 65c.
BLACK & COLORED FUR MUFFS from \$1.10

A large and carefully selected stock of the newest and most up-to-date styles to choose from.

WILLIAM FREW.

A. B. LEHR,
(The Senior Dentist)
s.t.u.th.t.f 203 WATER ST.



In stock & to arrive

500 Kegs
**Gun
Powder.**

The Direct Agencies
Limited.

sep16.oed.t.f

MINARD'S LINIMENT CURES GALS
GET IN COWS.