

Ladies' Fall & Winter Hats AND Coats

We have just received shipments of the above goods and invite your early inspection whilst the assortment is at its best.

OUR COAT VALUES ARE WELL KNOWN TO BE THE BEST PROCURABLE, and despite all the circumstances against us this season, you will find our Coat Values keeping up our reputation in this department.

We are also opening a lot of good values in—**LADIES' SHOWERPROOF COVERT COATS, LADIES' BLACK RUBBER and OIL COATS, MISSES' BLACK RUBBER COATS, MEN'S and BOYS' BLACK OIL COATS, LADIES' FLANNELETTE UNDERWEAR and NIGHTDRESSES.**

In Flannelette Wear it will be impossible to offer later the values we now offer, and we advise early shopping for your own good.

HENRY BLAIR.

Ladies' New Fall HATS.

We have just opened our New Fall Stock of Ladies' Ready-to-wear and Untrimmed Felt and Velvet Hats.

Newest Shapes and Colors.

Also a New Stock of RIBBONS, WINGS, FRUIT, MOUNTS, etc. See them to-day.

William Frew.

LOCAL POTATOES

To Day at Lowest Prices

200 Sacks Conception Bay POTATOES
180 lbs. each

200 1-2- Sacks Conception Bay POTATOES
90 lbs. each

F. McNAMARA,
Queen Street.

THE VERY LATEST AT GARLAND'S:

The Baked Bread.

By the author of "Boy of My Heart."

PAPER, 65 cts.; CLOTH, 90 cts.

There are few friendships more beautiful than that between mother and son, and rarely has it been more

intimately and faithfully described than in this haunting book. The story of a clever, handsome, active, self-willed boy's twenty years of life told only as a proud, just and loving mother could tell it.

A true and human and very beautiful story is "Boy of My Heart," 85c.

S. E. GARLAND,
LEADING BOOKSELLER,
177-9 Water St.

TORIC LENSES

ARE MORE BECOMING THAN FLAT LENSES.

The edges of Toric Lenses do not show as prominently as those of flat lenses. They fit in close to your eyes. You will find Torics much more becoming and useful. They give you a wider, clearer field vision. You should know about Toric Lenses. Let us explain them.

R. H. TRAPNELL,
Eyesight Specialist,
St. John's.

Good Books by The Best Authors!


Price: 27c. each.
Postage: 2c. a book.

The Lost Tribes—G. A. Birmingham.
Young April—Egerton Castle.
Widgecombe Fair—Eden Phillpotts.
Sincerity—Warwick Deeping.
The Splendid Spur—"Q".
Blinds Down—H. A. Vachell.
Hucklebury Finn—Mark Twain.
The Money Market—E. F. Benson.
Tales of Two People—Anthony Hope.
The Invaluable Sanctuary—Geo. A. Birmingham.
Mr. Jervis—B. M. Crocker.
The White Company—A. Conan Doyle.
Memoirs of Sherlock Holmes—A. Conan Doyle.
The Luck of the Vails—E. F. Benson.
The Ship of Stars—A. T. Quiller-Couch.
The War in the Air—H. G. Wells.
Buried Alive—Arnold Bennett.
The Watchers of the Plains—R. Cummins.
Friskram of Bient—Anthony Hope.

Garrett Byrne,
Bookseller & Stationer.

NOTICE.

THE STEAMER



Prospero

will leave the wharf of **Bowring Bros., Ltd.**

on **Friday, October 19th,** at 10 a.m.

calling at the following places:
Bay de Verde, Trinity, Catalina, Bonavista, King's Cove, Greenspond, Westleyville, Seidom Come By, Fogo, Change Islands, Herring Neck, Twillingate, Morston's Harbor, Exploits, Fortune Harbor, Leading Tickle, Pilley's Island, Little Bay Island, Little Bay, Nipper's Harbor, Tilt Cove, La Sola, Paquet, Conchman's Cove, Seal Cove, Bear Cove, Western Cove, Jackson's Arm, Harbor Deep, English Lanchie, St. Anthony, Grignon, Quirpon.

Freight now being received.

For freight or passage apply to the Coastal Office of **Bowring Bros., Ltd.**
Telephone 306.

POSITIVE SALE!

Extensive Timber Limit, together with Freeholds, on the waterside of South and West Rivers, Hall's Bay; apply early to **JAMES R. KNIGHT**

(Under the distinguished patronage of His Excellency the Governor and Lady Davidson, and His Grace the Archbishop, Patron of the Corps.)

Grand Illustrated Lecture
— BY —
CAPTAIN (REV.) NANGLE, C.F.
(In aid of the C. C. C. Band and New Hall.)

Casino Theatre, THURSDAY, October 18th,
(Kindly loaned by Mr. Kieley for the occasion.)

The C. C. C. Band and some of our best local talent will assist. Numbered Reserved Seats 75c, and 50c, on sale at the Atlantic Bookstore on Tuesday. Gallery 30c, Pit 20c. Doors open at 7.30. Lecture at 8.30. oct15,18

Paper BAGS,
All Sizes.
BURT & LAWRENCE,
14 NEW GOWER STREET.

BIG SALE!



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

LATHROP OIL ENGINE

Better Because They Last Longer.

A. H. MURRAY, Agent.

5c. **The Crescent Picture Palace.** 5c

AFTERNOON, 2.15; NIGHT, 7.30 AND 9.15.

Presenting Elizabeth Burbridge in
"The Double Cross."

An Essanay super-feature produced in 2 reels.
Marin Sals and True Boardman in "THE FIGHT FOR PARADISE VALLEY"—An adventure of the "Girl from Frisco" series.
"A WOMAN FOR A DAY"—A Mina feature comedy.
"SHORTY"—A funny Essanay comedy.

THE USUAL CLASSY MUSICAL PROGRAMME—DRUMS AND EFFECTS.

CLEANLINESS, QUALITY, SERVICE,

AT **Johnson's**
Fancy Bakery,
174 Duckworth St.

The Evening Telegram is the People's Paper.

REID-NEWFOUNDLAND COMPANY.

PASSENGERS
for
Great Britain
Now being booked via
Leading Transatlantic Liners.

For further particulars apply to
Reid-Newfoundland Co.

What Happened in Topsail?

About September last year a city Commission Merchant had a chat with our President in Topsail, and it terminated with a small "try-out" investment of \$115. That little amount grew to the present value of \$300, and pays him \$3.00 every month.

A young railroad man—a friend of ours—invested \$555.00 three years ago. He has since sold \$900 worth, and what he holds is worth \$1,000, while the monthly earnings are \$20.

That's peculiar arithmetic, we know, but ask us to SHOW YOU and PROVE IT TO YOU.

FACTS silence the world, and we have the FACTS.

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

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.

ROOM PAPER!

We have 60,000 pieces

Room Paper,

a whole store full. We must have this room for other goods soon, and consequently we are offering special inducements to wholesale buyers.

Call and see them, or send for patterns.
Wholesale and Buyers.

Robert Templeton

PREPAREDNESS!

LET THIS BE YOUR SLOGAN.

Prepare Now for the Cold Weather.

We have just opened an advance shipment of **LADIES' AMERICAN WINTER COATS** which we are offering at remarkably low prices. Come in and see them.

LADIES' SERGE DRESSES for Fall and Winter wear. These are all pleated and are trimmed with White Collars & Cuffs; some with Fancy Embroidered Belts. Special this week. **\$10.00**

LADIES' ALL WOOL SWEATERS and SPORTS COATS—All shades and weights. These have that large fashionable collar and are belted.

Prices \$6.00 to \$10.00.

The OUTLET SUPPLY HOUSE,
192 DUCKWORTH STREET.
(opp. T. & M. Winter's.)

TEN PAGES TO-DAY
WEATHER FORECAST.

TORONTO, Noon.—Fresh. W. and S.W. winds, fair; Saturday strong S.W. winds, showery or wet coast.
Drink WELCH'S GRAPE JUICE

VOLUME XXXIX.

Auction Sale!

THE PEOPLE'S AUCTIONEER

Freehold Property

Auction, on the Premises Tuesday, 23rd inst., at 11 o'clock noon, that Double Dwelling House No. 39 Hamilton St. Large Cooperage in rear. Will be sold separately if necessary. Mr. Kenny will show property to prospective buyers.

P. C. O'DRISCOLL
Auctioneer
oct15,17

(On account of whom it may concern)

AUCTION.

To-Morrow, Saturday, 20th inst., at 11 o'clock, at the Premises of Messrs. Bishop, Sons & Co. Ltd. (North Side) 800 sacks of Sugar About 1000 pieces of Bacon (All in perfect condition.)

Salved from the s.s. Eduroon sold by Public Auction for the benefit of whom it may concern.

A. S. RENDEL
Notary Public
oct19,17

NOTICE TO FARMERS and OTHERS

FOR SALE BY PUBLIC AUCTION.

At the Central Auction Mart To-Morrow, Saturday, at 11 o'clock.
50 barrels FLOUR—Slightly damaged
At 12 o'clock:
1 PONY, 1 FOXY and HARNESS
1 HORSE.

M. A. BASTON
Auctioneer
oct19,17

Fox Ranch and 21 Foxes.

We have been favoured with instructions from Mr. W. J. Liddell, Liquidator of The Exploits Black Fox Co. Ltd., to sell by Public Auction at our office, Duckworth Street, on Saturday, the 20th day of October, at 12 o'clock noon (remember date), the Ranch of 28 acres situated on the Grand Falls and Wood Railway, 7 1/2 miles from Grand Falls, consisting of Caretaker's roomed Cottage, Shack, Wire and Pens for 24 pairs of Foxes, 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
oct16,17

FOR SALE

Auxiliary School

'Romaine'

65 Tons Registered

For further particulars apply to **Tasker Co.**
oct16,17

FOR SALE.

At Bay Roberts, a Large Three Story Dwelling House built on concrete foundation. This house will go cheaply to early applicant. Apply to **E. DOY**
St. John's
oct17,17

JOSEPH HOCKING'S ILLUSTRATED WAR NOVEL.

The Path of Glory

A story of the Turks in the Balkans. Paper 65c, cloth 90c. Postage extra.

Garland's Book Store
177-9 Water Street