

When you are buying a Horse you want one that will PULL all the time, not one that will pull only now and then.

So! when you are buying Flour, you will want one that will sell steadily, and pull trade to your store.

KING GEORGE
THE FLOUR WHICH IS ALWAYS
GOOD WILL PULL TRADE YOUR WAY.

EXPORTERS:
Finlay & Co.,
24-26 Stone St.,
59-61 Pearl St.,
New York,
U.S.A.



IMPORTERS:
All the Reputable
Merchants and
Grocers
in
Newfoundland

GREENE & CO., Distributors.

LAND OF EVANGELINE
Pure Apple Cyder
Superior to all others.
Recommended by the highest medical authorities for sufferers from Gout, Rheumatism, etc. Guaranteed pure and free from chemicals.
For sale by all Grocers.
Be sure of the name—
"Land of Evangeline."

Fiction Right Up-to-Date at GARLAND'S.

Max, by K. C. Thurston—50c; cloth, 75c.
Celt and Saxon, by Geo. Meredith—50c; cloth, 75c.
Lady Good-for-Nothing, by Q.—cloth, 50c.
Rewards and Fairies, Rudyard Kipling's new collection of short stories—paper, 50c; cloth, 75c.
Shadow of a Titan, A. F. Wedgwood—50c.
The missing Delora, E. P. Oppenheim—50c.
The Wisdom of Folly, E. T. Fowler—50c.
The Devil and the Deep Sea, R. Broughton.
The Creators, by May Sinclair—50c. and 75c.
Sahib-Lag, by John Trevena, 50c.
City of Beautiful Nonsense, E. T. Thurston.
Prince of this World, by Joseph Hocking.
Eternal Fires, by Victoria Cross.
Life's Shop Windows, by Victoria Cross.
Alisa Page, by R. W. Chambers—\$1.30.
The Green House, by R. W. Chambers—\$1.30.
Silent Barrier, by Louis Tracey—cloth, 75c.
Queen Sheba's Ring—a most fascinating novel, by H. Rider Haggard—50c. and 75c.
The Rose in the Ring, by Geo. Barr McCutcheon.
Author of Granstark—\$1.50 for \$1.30.
A Sealed Verdict, by L. L. Lynch—50c.
I Will Maintain, by M. Bowen—50c.
The Colonel's Past, by F. Warden—75c.
Rest Harrow, by M. Hewlett—50c.
Lady Anne, by L. T. Meade—50c.
The White Bride, by T. M. White—50c.
The 13th Man, by Mrs. G. Kernahan—50c.
The Golden Aphrodite, by W. Crisp—50c.

GARLAND'S BOOKSTORE, 177 and 353 Water Street.

To Outport Merchants & Shopkeepers

WE OFFER A SPLENDID BUSINESS OPPORTUNITY.

We are now open to receive applications from one Outport Merchant or Shopkeeper, in each town and settlement throughout Newfoundland for the

Exclusive Sale of SOLIGNUM in his District.

Exclusive agency granted to the right man in each district for the SALE of the **Greatest Wood Preservative in the World.** SOLIGNUM is the greatest Shingle, Boat, Schooner and House preservative known to-day, and is less than half the price of paint.

Applications for agency to be forwarded to **W. & G. BENDELL**, Water Street, or **F. C. MARS**, Board of Trade Building, St. John's, nov12,10

OVERCOATS!



CLOTHING FOR ALL THE BOYS IN TOWN

Boys' Navy Beaver, size 6 to 2, \$2.75 to \$4.80.
Boys' Tweed Overcoats, size 6 to 2, \$2.55 to \$5.10.
Little Boys' Fawn Beaver, size 1 to 4, \$2.05 to \$2.75.
All with Velvet Collars.

STEER BROTHERS.

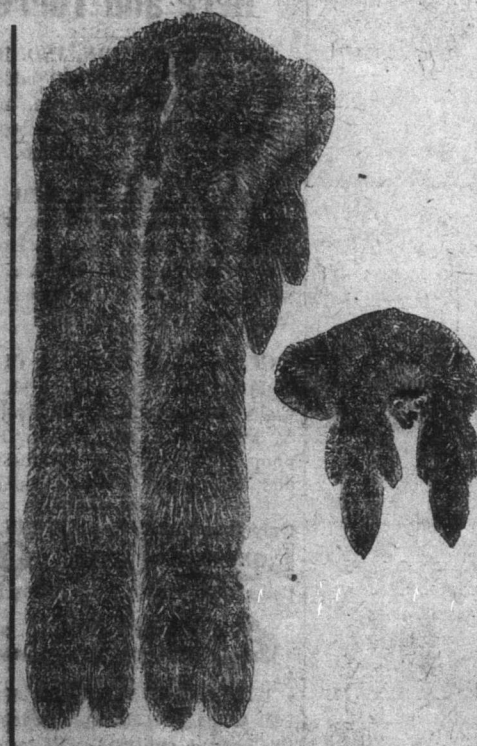
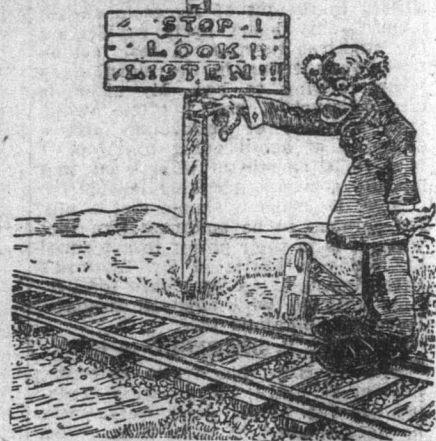
"Sterling" Brand Plate Beef.

Yesterday ex "Durango," we received another large shipment of this

High-Grade BARRELLED BEEF. Owing to a slight weakness in the market we are selling this lot at low prices.

There is absolutely no risk in handling "Sterling" Beef. Every time you buy a barrel you get a barrel of Satisfaction.

F. McNamara, Queen St.



A. & S. RODGER.

Ladies' Fur Ties and Muffs.

If you want a BARGAIN see them at once.

Just opened another shipment of our SPECIAL

40c.
Costume Cloth.
Best value on the market.

A. & S. RODGER.

Good Cakes
Good Pastry
Good Piecrust
Good Puddings
Light, well raised and digestible—are yours if you use
"Paisley Flour"
(Trade Mark)
The SURE raising powder.
No other raising ingredient is required.
"Paisley Flour" is a raising powder to be used one part to eight of ordinary flour and is of great assistance to beginners in home baking. For experienced housewives it is no less a boon. It is sold in 22, 14, and 5 cent tins, everywhere.

Canadian Red Apples!

Now landing ex Benedict,
200 barrels Canadian Red APPLES—large brls.
200 sacks CANADIAN ONIONS.
30 cases P. E. I. EGGS.
Parsnips, Carrots and Beet.
Try a sample lot of those Apples, large barrels, red stock, right size, best value in the market.

Edwin Murray.

WE'RE EASY!

Five Dollar Greenbacks are Burning Holes in Our Pockets

Do You Want One?

Save the Alphabet Cards in all Pound Packets of Union Blend Tea, bring to us and get the money.

H. W. 'de FOREST TEA CO'Y.

Advertise in the TELEGRAM

IN STOCK.

ROLLED OATS—in brls,
Ogilvie's Rolled Oats, in hlf-brls,
Ogilvie's Oatmeal, in brls,
Ogilvie's Oatmeal, in hlf-brls,
"Canadian Beauty" Round Peas,
"Sugar Marrow" Round Peas,
Selected Round Peas,
Split Peas, Yellow Corn,
Yellow Corn-Meal,
White Hominy Feed,
Hercules Feed,—Crushed Corn,
Oats, Barley. Bran.

HARVEY & Co.,
WHOLESALE.

JOB PRINTING Neatly EXECUTED

AT THE POPULAR BOOKSTORE.

Sunday at Home, Chatterbox, Young England, Boy's Own, Girls Own, Empire for Boys, Empire for Girls, Wonder Book, Children's Friend, Sunday, Our Little Dots, Child's Companion, Infant Magazine, The Royal, The Prize—all at the lowest price.
Picture and Toy Books from 2 cents to \$1.50 each.

For value in Christmas Cards we shall stand first.
The Kite Pkt. . . 12 cards—6c. pkt.
The Ranger Pkt. . . 12 cards—7c. pkt.
The Labrador Pkt. . . 12 cards—10c. pkt.
The Algerine Pkt. . . 12 cards—15c. pkt.
The S. Cross Pkt. . . 12 cards—20c. pkt.
The Neptune Pkt. . . 25 cards—20c. pkt.
The Viking Pkt. . . 50 cards—20c. pkt.
The Eagle Pkt. . . 12 cards—25c. pkt.
The Aurora Pkt. . . 25 cards—25c. pkt.
The Beothic Pkt. . . 12 cards—30c. pkt.
The B'venture Pt. . . 12 cards—60c. pkt.
The Advent're Pkt. . . 12 cards—40c. pkt.
The B'venture Pt. . . 12 cards—50c. pkt.
The Florizel Pkt. . . 12 cards—70c. pkt.
Immense variety of cards in boxes containing 10 to 25 cards, from 15c. to \$1.50 per box.
Single Cards in boxes, 8c. to \$1.50 each.
Fancy Calendars for 1911, from 4 cents.

DICKS & CO.,
POPULAR BOOKSTORE.



SUITS AND OVERCOATS

If there is one characteristic more than another which makes our "Ready for Service Clothing"

It is the Fine Tailoring that is put into every garment we handle. We are never satisfied—we are constantly striving for finer work, and every successive season is improving the make and finish of our clothes. Our success has never been so striking as with the **New Models** we are now showing.

Ask Your Dealer for The Mode, Stylefit, Progress, Truefit, Faultless, American, Fit Reform.

Nfld. Clothing Factory, Ltd.,
225 and 227 Dufferin Street.

LETH BRONZE COUVER
SOLID GOLD WATCH PUZZLE
GREAT OFFER BY A RESPONSIBLE FIRM.
IT COSTS YOU NOTHING TO TRY.
To any person who can solve the Mystery of these 100 Watch Puzzles, we will present a beautiful watch. The watch is a solid gold watch, and is a beautiful specimen of watchmaking art. The watch is a beautiful specimen of watchmaking art. The watch is a beautiful specimen of watchmaking art. The watch is a beautiful specimen of watchmaking art.

Mrs. J. Brophy, Holyrood, Conception Bay, Newfoundland; Mr. S. Edgecombe, O'Leary Pt. Cove, Conception Bay, Newfoundland.