



CEMENT!

To arrive per
S.S. "Digby," 21st inst.
1500 barrels
**White's Portland
CEMENT,**
British
Manufacture.

H. J. Stabb & Co.



THERE'S NO CRITICISM
that will apply to the quality of our
Meats. We handle only the best. You
can find here

CHOICE CUTS
of high grade Meats in such a variety
that it is easy to plan something dif-
ferent for every day.
Why not try ordering of us this
week?
at the head office on the
M. CONNOLLY,
Phone 420, 176 Duckworth St.

**SPECIAL SALE
OF LADIES
FALL & WINTER
COATS**
Latest English and Conti-
nental models.
Prices:
**\$2.85, 3.50, 4.00, 4.15,
4.25, 4.75, 5.15,
up to \$40.00.**
Commencing Saturday,
19th, until further notice,
we will allow a special dis-
count of 5 per cent for cash.
Mail Orders a Specialty.
Open Saturday Nights.
Mars & Co.
Smallwood Building.
(Entrance McMurdo's Lane.)
Phone 696.
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save \$100 monthly corresponding for
newspapers. No canvassing. Send for
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This IS When There Really Are Coat Bargains.

Those ladies who have not yet bought a New
Winter Coat will really get a Coat Bargain now.
English Cloths and English labour. Styles the
newest and the smartest.

ALL OFFERED AT COST.

Owing to late delivery and general conditions,
also

All our Infants, Children's and Misses
COATS at Cost.

Our regular Coat values are always good, but
when we get to rock bottom like this there can be
**Absolutely no approach to equalling
OUR VALUES.**

You can make every comparison, but do it
quickly.

HENRY BLAIR

It is good to be sure.
Better to be insured.

Best to be insured in the
**HARTFORD FIRE INSUR-
ANCE CO.**

Moderate rates, liberal set-
tlement of claims. Losses
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\$168,000,000.00.

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Your New Fall Hat

should be

A Kingston Derby.

We have the right styles
at the Right Prices.

J. M. ATKINSON,
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P.O. Box 230 | **SLATTERY'S** | Phone 52

Wholesale Dry Goods,

TO THE CITY AND OUTPORT TRADE:

We carry in stock for Spring trade an attractive stock of
Regular Piece Goods and Found Remnants. Prices:

CHEAPEST IN THE CITY.

NOTE—See our Special Brand of Cotton, Tweed and Denim
Overalls and Jackets. Give us a call.

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Duckworth and George's Streets, St. John's.

Oats! Hay! Feed!

ON THE SPOT.

LARGE STOCK

Black Oats, Bran, Hay,
Corn, Cattle Feed
and Corn Meal.

GEO. NEAL

NEVER AGAIN

WILL WE OFFER, AS WE DO NOW, SUCH
BARGAINS IN

DRESS MATERIALS,

(ALL ENTENTE-CORDIALE MAKES).

Being manufacturers of England and France, and this is an offer
of entente-cordiale. We are reducing stocks in certain depart-
ments, hence this offer. We could not put those English and
French Wool Fabrics into stock to-day at anything like the
figures we quote. If you don't wish a Dress of Costume now,
it will pay you to buy and lay aside a length for later. We quote:

COLOURED HABIT CLOTHS, 54 inches wide.

Regular \$1.30 to \$2.30. Now 90c. to \$1.50 yd.

CHEVIOT (HEAVY) SERGES, 50 inches wide.

Regular 90c. yard for 65c. yd.

LOT DRESS TWEEDS at various prices, which are greatly re-
duced ones.

ALL WOOL TARTANS, three ends only. Clans:—Gordon, Mac-
Kenzie and MacLaren. Regular 90c. yard. Now only 60c. yd.

LOT OF BLACK DRESS MATERIALS, principally Crepilles,
Crepe de Chine, Voiles, Crepe Cloths, Zibelines and Check-
ed, Striped and Spotted Materials at Cost Price and under.

We may say that it is very difficult to get Black Materials at
present in England and on the Continent at any price.

In conjunction with the Clearing Prices we have made on the
above-mentioned fabrics we are also making lesser though gen-
erous reductions on our staple lines of Cheap Habit Cloths,
Serges, Cashmeres, etc., despite the fact that our first costs on
these goods are advancing.

All DRESS LININGS, TRIMMINGS, BUTTONS and other
findings we shall give during this sale at large reductions to all
buyers of Dress Materials.

Henry Blair

oct21, eod, 17

The state of war makes our winters none the less
severe. In making your old suit or overcoat do for the
winter may be false economy. Protect your body from
the warring elements by ordering one of our Heavy-
weight Overcoatings. Owing to general depression in
at a considerably reduced figure. Also a very fine range
of Winter Suitings. Write for samples and self-meas-
uring cards, as we guarantee results.



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Sounds Like More,
Tastes Like More,
More Centers,
More Coating,
More Popular,
More for the Money,
Many More More's,
But ONLY ONE

MOIR'S
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Chocolate.

Telegram Ads. Pay

IN STOCK:

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- Currants,
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- 2-Crown Raisins,
- 4-Crown Raisins,
- Fancy Seeded Raisins.

HARVEY & Co.
Limited.

F. Smallwood



WHATEVER YOU DO WEAR THE
Wear our MEN'S BOOTS at \$3.00, \$3.50, \$4.00, \$4.50,
\$5.00 and \$6.00. New lines just in.

N. B.—Our stock of Rubber Footwear is one of the
largest in the city. Red Ball Rubbers, Maltese Cross
Rubbers, etc.

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THE HOME OF GOOD SHOES.

PREMIUM MOTOR GASOLINE

(In Steel or Wood).

Royalite and Silver Star

KEROSENE

And all Lubricating Oils and Greases.

The Best Oil in the Best Packages.

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A. H. MURRAY, Distributor.

sept. 26, eod, 17

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Suit or Overcoat

bought during this war season
means a helping hand to the em-
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Ask for the goods made by

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