

Lipton's Groceries

— AT —
The Royal Stores Ltd.

AT LOWEST PRICES. WHOLESALE & RETAIL

LIPTON'S BISCUITS
in all the favourite kinds.

LIPTON'S JELLY TABLETS, in 1-Pt. Pkts
in all the leading flavours.

LIPTON'S ESSENCE OF COFFEE AND CHICORY
in 5-oz. and 10-oz. Bottles.

LIPTON'S COCOA, in 1/4-lb. & 1/2-lb. Tins
This Cocoa is the Pure Essence of the Cocoa Blend and commands very high testimonials for Quality.

LIPTON'S SCOTCH ORANGE MARMALADE
in 1-lb. Glass Jars.

LIPTON'S LIME JUICE & LIME JUICE CORDIAL
in 1-Quart Bottles.

LIPTON'S GRAVY BROWNING.

Royal Stores, Ltd.

GROCERY DEPARTMENT.



YOUNG MAN!

You who represent that great throng of good dressers. We are anxious to have your verdict. We are ready with our Fall and Winter Suitings and Overcoats, and a special line of Overcoats that we are showing at from

\$40.00 to \$55.00 each.

We want you to see them, because **THEY ARE DIFFERENT.**

W. P. SHORTALL,

THE AMERICAN TAILOR,

300 Water Street Phone: 477. P.O.B. 445. ST. JOHN'S, Nfld.

"Matchless"

The Paint of Quality

Practical Painters choose "MATCH-LESS" because it works easily, covers well, and saves time.

Property Owners ask for it because it is durable and lasts so long that it saves money.

— SAVE FROM DECAY —
IN THE "MATCHLESS" WAY.

The Standard Manufacturing Co., Ltd.

sept19,11

Our Stock for the Coming Winter:

consists of the
BEST NORTH SYDNEY SCREENED COAL.
BEST LEHIGH VALLEY AMERICAN ANTHRACITE
BEST WELSH ANTHRACITE (Specially Selected).
Secure your requirements now.
PRICES RIGHT.

M. Morey & Co., Ltd.

Phones: Office 376. Yard 1426. P.O. Box 1052. St. John's.

HAVE YOU TRIED "LUXURA" ORANGE PEKOE TEA!

"Luxura" Orange Pekoe Tea is the Tea Supreme for all genuine tea lovers. Generations of tea experts have laboured to produce the perfect blend that gives its unequalled flavor, and only the bud leaves from the tea plants of the finest gardens of Ceylon and India are used in its blending.

The words "Orange Pekoe" are always indicative of high quality tea, but "Luxura" Orange Pekoe Tea is superlative in both quality and flavor, and economical in use.

F. M. O'LEARY,

Muir Bldg. St. John's.

oct6,31,m,w,t

Our Buyer's return with sensational purchases made in the world markets have once more shown our ability to Lead the way for **LOW PRICES.**

Blankets! Blankets!

FAR BELOW TO-DAY'S MANUFACTURERS' COST.
We bought last season in anticipation of the advance in wool. This is the service we are out to give the public.

Extra super quality Yorkshire Blankets, large size, raised top, \$8.50, \$10.50 pair.

COTTON BLANKETS. 45 x 72, soft and fleecy, \$2.25 pair. 54 x 72, heavier, \$2.75 pair.
WOOL-NAP BLANKETS. 72 x 84, largest size... \$5.90. Other prices... \$2.95, \$3.70, \$4.70.

A Special in Job Brown Woolen Blankets, suitable for the woods, \$1.00, \$1.50, \$2.00 each.

BIG PURCHASE.

Extra heavy Striped 27" Flannelette, suitable for every day use. Special, 23c. yard.

27" White, Cream, Blue and Pink "Yodlo" Flannel; recommended for underwear, 27c. yard.
36" Striped Flotte in blue and soft fleecy heavy quality, 55c. yard.

BonMarche

WATER STREET ST. JOHN'S

oct11,1911

Paint This Fall

AND SAVE REPAIRS NEXT SPRING.

Now's the time. Obey the Fall Painting Impulse! WE STOCK EVERYTHING IN THE PAINT LINE. **RAINBOW PAINT—IN ALL SHADES** For Inside and Outside Work—Also, **GOOD ENGLISH & AMERICAN BRANDS**

We carry one of the BEST Lines of BRUSHES made. Prices ranging from 10c. up. All set in rubber.

We offer a Special 10 p.c. Discount for Cash during the first two weeks of October.

All cash orders received before October 15th, will be subject to this discount.

W. & G. Rendell,
Water St., East.

oct1,1911



BUY—WEAR—USE A FISH BRAND REFLEX SLICKER

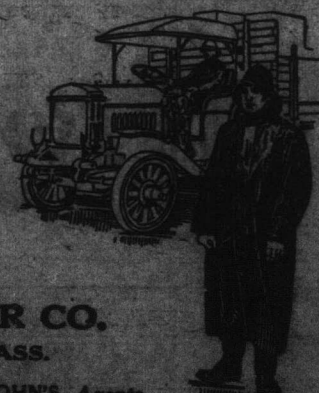
Call upon it any rainy day to keep you dry and warm. You will never be disappointed in its worth and service. Backed by a record of 87 years' manufacture. What more can be said?

Satisfaction guaranteed



A. J. TOWER CO.
BOSTON, MASS.

PETERS & SONS, ST. JOHN'S, Agents



SCHRAFT'S Chocolate Bars

Rich Cream and Nut Centres.

Heavy Chocolate Coating

5c. Everywhere

BUY THEM - - TRY THEM

J. J. Rossiter

m,w,t,f

Put in Your
Winter Supply of

"NUGGET"

Boot Polish

It Does Not Freeze

J. B. MITCHELL & SON

DISTRIBUTORS.

oct8,71,ead

NEW SUITINGS

in light colours
and weights for
Autumn wear.

A splendid variety to select from.
Samples submitted to you on receipt of postal.

John Maunday
TAILOR & GLOVER
ST. JOHN'S, N.F.

Welsh Anthracite Coal.

We have the very Best Quality.
Also SCOTCH HOUSE COAL—All Lump
and NORTH SYDNEY SCREENED.

W. H. HYNES.

aug23,17,ead

Nfld. Government Railway.

PLACENTIA BAY STEAMSHIP SERVICE.

Owing to S.S. ARGYLE being off schedule, freight for the Presque route (West run) will be accepted Monday, October 13th.

NOTRE DAME BAY STEAMSHIP SERVICE.

Freight for ports on above route, as advertised in Directory, including Botwood, Brown's Arm, Laurence-ton and Newstead, accepted at Freight Shed Tuesday, October 14th, 9 a.m. to 5 p.m.

SOUTH COAST & ST. MARY'S BAY STEAMSHIP

Freight for the S.S. PORTIA for St. Mary's, St. Joseph's, Marystown, Burin, St. Lawrence, and regular ports of call to Port aux Basques, received at Dock Shed to-day, Friday, October 10th, 9 a.m. to 5 p.m. and Saturday, October 11th, up to noon.

S.S. PORTIA will leave Dry Dock Wharf, St. John's, 10 a.m. Monday, October 13th.

S.S. GLENCOE—SOUTH COAST STEAMSHIP SERVICE.

Passengers leaving St. John's on 8.45 a.m. train, Saturday, October 11th, will connect with S.S. GLENCOE at Argentia, for usual ports en route to Port aux Basques and extra ports in Fortune Bay, formerly called at by S.S. SEBASTOPOL.

Nfld. Government Railway.

RED CROSS LINE!

NEW YORK. HALIFAX. ST. JOHN'S

SCHEDULE OF SAILINGS FOR OCTOBER

From New York at 11 a.m. SILVIA October 4th
From St. John's at 12 o'clock, noon ROSALIND October 11th

October 13th SILVIA October 18th
October 18th ROSALIND October 25th
October 25th SILVIA November 1st

THROUGH RATES QUOTED TO ALL PORTS.

WINTER RATES NOW EFFECTIVE.

Round trip tickets issued at special rates with six months' stop-over privileges.

BOWRING & COMPANY, 17 Battery Place, New York,
General Agents.

G. S. CAMPBELL & CO.,
HALIFAX, N.S.
Agents,

HARVEY & CO., LTD.,
ST. JOHN'S, Nfld.
Agents,
Jan 5, 1911

Jan 5, 1911

CANADIAN NATIONAL RAILWAYS TORONTO TO—DETROIT CHICAGO.

TRAVEL BY NATIONAL LINES

"INTERNATIONAL LIMITED."

Leaves Bonaventure Station, Montreal, at 10.00 a.m. Daily
Direct connection from Halifax or North Sydney by "OCEAN LIMITED."

For Fares, Reservations, etc., apply to
R. H. WEBSTER, General Agent.

Farquhar Steamship Co.'s.

REGULAR SAILINGS OF STEEL STEAMSHIP "SABLE I"

Leaves Halifax Oct. 18th for Boston
Leaves E. Boston Oct. 21st for Halifax
Leaves Halifax 1 a.m. Oct. 11th; Oct. 25th for St. John's
Leaves St. John's 4 p.m. Oct. 14th; Oct. 28th for Halifax

Passengers from Montreal, Boston, etc., arriving at Halifax by express train, Friday night, will connect with steamer leaving Halifax for St. John's.

Passengers from St. John's arriving at Halifax by "Sable I" Thursday, midnight, will connect with Friday morning's express train leaving Halifax for Montreal, Boston, etc.

REGULAR SAILINGS OF STEAMSHIP "STELLA MARIS"

— BETWEEN —

Halifax, North Sydney, Port-aux-Basques, Corner Brook, Carling, Bonne Bay, and other West Coast Ports.

For Lowest Rates, apply to:
HARVEY & COMPANY, LTD., St. John's, Newfoundland.
FARQUHAR STEAMSHIP COMPANIES (Head Office) Halifax,
N.S.

sept14,11,ead

IN STOCK.

GRAVENSTEIN APPLES

BURT & LAWRENCE

14 NEW GOWER STREET.

FOUR
VOL
US
AUG
Tuesd
Cor. King
1 Davene
port arm
Diamond I
Edison rec
eau and w
room tabl
electric fi
electric fi
chen chair
feather be
tric iron,
1 led area
mirrors st
knives ber
roger and
canvas 3
silver and
candle sti
electric tra
clock, chi
crochery w
(gals) for
table for
wood type
painted di
lot scatter
pendant
heaters, 1
wipe, kitc
condition)
minors we
T
Dow
oct1,21
FRI
AV
Wedne
All the
No. 4 Quee
"Nationa
estate of
Ryan, ex
Stone I've
House w
filled w
water th
ing. Pe
Grant en
gether an
culture, w
For fr
P. C.
sep20,oc2,4
Druggists
We will
Tuesda
clock mon
beer, c
water, coa
All e
consist
Frames an
1 Toke
apacts).
M. A.
acc5,41
General
we will
Kusod, Oc
noon, t
Gehu
M. A.
oct11,
VIC
A size
WAL
Bon Mar
410 m