

It's Easy.
 It's easy to make your Dollars do Double Duty when buying Blankets. Insist on getting

Riverside BLANKETS.

The best values on the market. THEY WILL LAST TWICE AS LONG AS THE ORDINARY KIND.

FOR SALE.

Schooner, 28 tons, 5 yrs. old,
 well found and in first-class order.

Motor Schr., about 15 tons,
 complete in every detail, with Mietz Engine. She is just the boat for fishermen. We would sell the above at very low prices.

A. H. MURRAY, St. John's.

TRAPNELL
 The Eyesight Specialist



Examines the eyes without DRUGS, DROPS or DANGER. He not only finds the trouble, but with his perfect optical machinery he can grind the correct lenses to suit the most complicated cases, and do it quickly.

There was a time when all compound lenses had to be sent out of the country for, involving a delay of three or four weeks, but that day has passed; an hour or two is sufficient to produce any lens that may be called for. Prescriptions filled or broken lenses replaced if you have the pieces.

TRAPNELL

IS YOUR MAN WHEN EYE TROUBLE APPEARS?

20% OFF Great War Sale. 20% OFF

For four weeks only, beginning Thursday, October 15th, we will give 20 per cent. discount (for cash) off all purchases of Crockeryware, Glassware, Silverware, Household necessities and Fancy Goods. Now is your time to save money.

Toilet Sets.	Crystal Glass Table Sets.
Plain & Fancy Cups & Saucers.	Fancy Glass Water Sets.
Plain and Fancy Jugs.	Fancy Glass Wine Sets.
Plates, Bowls.	Ruby Glassware.
Cake Plates and Hangers.	Vases of all descriptions.
Knives and Forks.	Hand Bags, Purses.
Teapots, Plain and Fancy.	Toilet Soaps and Requisites.
Shaving Mugs, Mirrors.	Boot Polish.
Framed Pictures.	Hair Brushes, Clothes Brushes.
	Writing Cases, Dressing Cases.

STORE OPEN EVERY NIGHT TILL 8.30.

GARLAND'S BOOKSTORES,
 177 and 353 WATER STREET. ST. JOHN'S

FIRE INSURANCE

Is a necessity, as you don't know what time you will be visited by fire.

For a small outlay you can protect yourself against loss.

Hartford Fire Insurance Co.,
 Established 1796.

ASSETS \$26,000,000.00
 Prompt Settlement of Claims.

GEORGE M. BARR, Agent.

Irish {J. J. St. John} Butter

Gentle and simple like

Good Butter.

The s.s. Carthaginian brought us another fresh shipment from the Lakes of Killarney. Nothing better ever entered the Narrows.

J. J. ST. JOHN,
 Duckworth Street and LeMarchant Road.

High Grade Beef

We offer to-day, at **LOWEST PRICES.**
 ex Sable I. from Boston.

150 barrels High Grade Boston PLATE BEEF.

F. McNAMARA, Queen Street.

MOIR'S

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
 When talking of

Chocolate.

HORSE FOR SALE

For sale one Superior Clydesdale Horse, about 1300 lbs.; perfectly sound. Will be sold reasonable owing to the conditions.

Apply at THIS OFFICE.

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 woollens we were enabled to buy in a splendid variety at a considerably reduced figure. Also a very fine range of Winter Suitings. Write for samples and self-measuring cards, as we guarantee results.

John Maunder
 TAILOR & CLOTHIER
 ST. JOHN'S, N.F.

From all round Our Island Home comes praise of our Apples. These are specially selected, graded and packed according to grade, by growers who have a reputation to sustain. Nearly a quarter century of selection has enabled us to eliminate the "Creak" peckers—and we have no trash to sell. Repeat orders come in for King's, Gravensteins, Wagners, Hurlbut, Spies, etc. etc. EDWIN MURRAY, Wholesale Warehouse.

Reliable Rubbers!

Get a pair of our Superior Quality Rubbers to-day. We have a full stock of

Low and High Cut Rubbers,
 For Men, Women, Boys and Girls.

All at our usually low prices. N.B.—We give special attention to Mail Orders.

WILLIAM FREW.

Advertise in The Evening Telegram

Fall Boots!



Our Fall Stock of Footwear for Men, Women and children is now complete.



Ladies' Fall Boots at \$2.00, \$2.20, \$2.50, \$2.75, \$3.00, \$3.20, \$3.50, \$3.75, \$4.00, \$4.50, \$5.00 and \$6.00.

WHITE HOUSE SHOE FOR MEN



Have you seen our Men's Boots at \$2.00, \$2.50, \$3.00, \$4.00, \$4.50, \$5.00, \$5.50, \$6.00 and \$7.00. Double wear in each pair.

GOOD RUBBERS FOR EVERY FOOT



RUBBERS.—We stock the very best Canadian rubbers.

BUSTER BROWN BOOTS for Boys and Girls. Save your Coupons. Another Watch next week to the holder of the lucky number.

F. SMALLWOOD,
 THE HOME OF GOOD SHOES.



HAYWARD & CO., Water Street, East

Keep the Flag Flying!



You can do this in a practical way by using

Verbena Flour.

oct 31, s. m. w. l. f.

Waterproof Coats at Rainy Day Prices.

"THE rain it raineth every day" or nearly every day when dreary November comes along. Don't wait until you've had one good drenching and laid the ground-work of a heavy cold, but come at once to our outfitting department and choose a good, serviceable, weather-proof Water-proof Coat, as a protection against both wind and rain.

¶ We have a very comprehensive stock of Water-proof Coats for Men and Women, in all sizes, and in many different colors and weights; all these Coats are really good values, and each has been reduced considerably to clear.

¶ Also selling at far below usual prices a special line of Men's Raglan Coats, in different textures, well cut and perfectly tailored. If you want to keep dry, come to the

U. S. Picture & Portrait Co.

Headquarters for Apples!

Ex S.S. Stephano and Sable I.,
 350 Barrels

APPLES,
 King's, Wagners, &c.

GEO. NEAL

IN STOCK:

- Apricots,
- Currants,
- Peaches,
- Prunes,
- 2-Crown Raisins,
- 4-Crown Raisins,
- Fancy Seeded Raisins.

HARVEY & Co.
 Limited.