

PAPER PROFITS

Look well when in evidence, but we advise taking your profits when you have them. Don't wait for one long pull of twenty or thirty points and miss half a dozen small profits of three to five points each.

The market is chock-a-block RIGHT NOW with good "buys" that in a couple of weeks from now may be good "sells."

Trade often and get all your profits.

J. J. LACEY & COMPANY, LIMITED,
STOCKS AND BONDS. TELEPHONE 1154.

Skuffer School Boots

At 1914 Prices at

SMALLWOOD'S.

SCHOOL SHOES



One pair of Skuffer Boots will outwear at least 2 pairs of any other brand of School Boots made. Double wear in each pair. Send the boys and girls to Smallwood's for Skuffer Boots, they wear like iron.

NEW SKUFFER BOOTS AT 1914 PRICES.
SPECIAL!—We offer about 780 pairs Tan Skuffer Low Shoes. Regular price \$3.60. Now only \$1.80 per pair.

Mail Orders Receive Prompt Attention.

F. SMALLWOOD,

The Home of Good Shoes,
218 and 220 Water Street.

"K" Agency for Newfoundland.

CLEARANCE SALE

Of Men's Overalls, Pants, Suits of Clothes for Men and Boys.

PANTS	\$2.50 to \$5.00
MEN'S SUITS OF CLOTHES	\$8.00 to \$12.00
YOUTH'S SUITS OF CLOTHES	\$7.00 to \$9.00
BOYS' SUITS OF CLOTHES	\$4.00 to \$5.00
OVERALLS	\$1.25 to \$1.75
BOYS' SINGLE COATS	\$2.50 to \$3.00
BOYS' VESTS	45c. to 90c.
MEN'S DRESS SHIRTS	\$1.20 to \$1.50
LADIES' TOP SKIRTS	\$2.50 to \$4.50
LADIES' BAGLANS	\$4.00 to \$6.00
LADIES' BLOUSES	\$1.50 to \$1.95

Bargains in POUND PIECES, SHIRTINGS, LAWNS, MUSLINS, VOILES, SATEENS, CHINTZ, TOWELS, FLANNELLETTES.

ANTONI MICHAEL,

194 New Gower Street (East of Springdale Street).

STOVES

of all kinds at

BEST PRICES.

See Our Assortment and be convinced of the values we are now offering.

JOHN CLOUSTON,

140-2 Duckworth Street,

P. O. Box 1243.

Phone 406

Feb 10, 1915

Advertise in the "TELEGRAM."

Job Line Reliable Batteries

ONLY 10c. EACH.

NEW STOCK COLUMBIA BATTERIES.
HIGH GRADE GASOLINE and KEROSENE.
Galvanized Pipe, 1/4 in. to 2 in.
Black Steel Pipe, 1/4 in. to 3 in.
High Grade Leather Belting, 1 in. to 8 in.
No. 1 quality Rubber Belting, 1 1/2 in. to 12 in.
Gould's House Pumps—Single and double acting.
Bolts, Nuts and Washers, all sizes.
Carbide in 2 lb. and 100 lb. tins.
Cotton Waste, Parallel Vises and Mandrills, sizes 1 5/16 x 1 1/4, 1 7/16 x 1 5/16, 1 7/16 x 1 3/4, 1 9/16 x 1 1/4, 1 11/16 x 1 1/4 in.
CIRCULAR RIP SAWS, CIRCULAR CROSS CUT SAWS.

Reid-Newfoundland Co., Limited
WATER STREET STORES DEPARTMENT.

P. O. Box 944.
Sept 13, 26, 37, 38

Phone 453.



We Pay Highest Cash Price

—FOR—

Newfoundland Lobsters.

Templeton's.

10 O'Clock October 2

will see the close of the

Daylight Saving Scheme for 1921.

MR. HOUSEHOLDER—Will you be found ready with the next best lighting system in your home—
ELECTRIC LIGHT?

Or will it find you still clinging to the old-fashioned, inconvenient, expensive method?
If the latter, we suggest this month as the most convenient to make the change, and once made it will surprise you by its convenience and cleanliness, also by the reasonable cost of installing and monthly charges.

Write, phone or call for full particulars.

St. John's Light and Power Co.,
Angel Building.

sep 6, 14, 21, 28

Great Realization Sale,

AT 266 WATER STREET.

STRIPED FLANNELLETTES, 22c yd,

and numerous other bargains.

W. BARNES Prop.

OPPOSITE BOWRING BROS.

may 13, 14



Who Says It's
Hot?

The Westinghouse
ELECTRIC FAN
Does the Trick.

Wm. Heap & Co., Ltd
Distributors.

Travel via the National Way.
THE ONLY ALL CANADIAN ROUTE BETWEEN EASTERN AND WESTERN CANADA.

Train No. 6 leaving North Sydney at 7.10 a.m. connects at Truro with Maritime Express for Quebec and Montreal, making quickest and best connections at Quebec with Transcontinental train for Winnipeg, and Montreal with fast through G. T. R. night Train for Toronto, and with "Continental Limited" for the West.
Train No. 6 leaving North Sydney at 9.07 p.m. daily, except Saturday, connects at Truro with Ocean Limited for Montreal, connecting with G. T. R. International Limited for Toronto and Chicago and with through trains from Toronto to the Pacific Coast. For further particulars apply to

J. W. N. Johnstone,

General Agent, Board of Trade Building.

Oct 12

Fashions in Furniture.

Furniture fashions vary almost every season, there is always some newly-designed chair or lounge coming into vogue.

The present trend is toward upholstered Furniture, a splendid selection of which we are now showing. Here—huge Cosy Chairs, Chesterfields and Lounges, over-stuffed and beautifully upholstered in Silk, Tapestry, Damask, etc.—gladden the eye, and there is no lack of smaller upholstered articles.

U. S. Picture & Portrait Co.,
General Furnishers.

Charles Hutton's

FOR

Pianos
Organs and
Gramophones.

40 YEARS' EXPERIENCE.

Buy the best, it has to last you a lifetime.

Prices and terms, like the quality, the very best.



There is an intimate as well as an artistic touch to properly designed Jewellery. It becomes a part of one's personality. A girl regards her gems as her personal friends. We welcome your visit and inspection of our Watches and other Reliable Jewellery.

There is no time like the present and no present like the time.

R. H. TRAPNELL, Ltd.

Jewellers and Opticians, 127 Water Street.

BREAKFAST FOODS

For the Different Seasons.

QUAKER CORN FLAKES.

QUAKER ROLLED OATS.

(In sealed cartons, two sizes.)

QUAKER PUFFED RICE.

QUAKER PUFFED WHEAT.

These Puffed Cereals are excellent for children.

E. J. GODDEN,

Distributor for Newfoundland.

Water Street, St. John's.

Phone 320.

119, 3mos. cad

GRAVENSTEIN APPLES and CALIFORNIA ORANGES.

Now in Stock.

100 Brls. Gravenstein Apples—1, 2, 3, Domestic, 300 Cases Choice Oranges—Count 252, 216, 200, 176, 150.

Get our prices before placing your order.

BURT and LAWRENCE.

MODERN PROVERB: If you don't patronize your own institutions, you cannot expect others to do so.

Reid-Newfoundland Co., Limited

FREIGHT NOTICE.

Placentia Bay Steamship Service.

Until further notice freight for the Presque route, West Run, will be received every Wednesday instead of Friday as at present, and for the Merasheen route, Bay Run, every Friday instead of Wednesday as at present.

MODERN PROVERB: Money spent at home stays there; if spent abroad it never comes back.

Intercontinental Transports Limited

MONTREAL-ST. JOHN'S SERVICE.

PASSAGE & FREIGHT.	PASSAGE & FREIGHT.
S. S. "Manoa" leaves Montreal Sept. 23rd.	S. S. "Manoa" leaves St. John's Oct. 1st.

MONTREAL TO EUROPE.

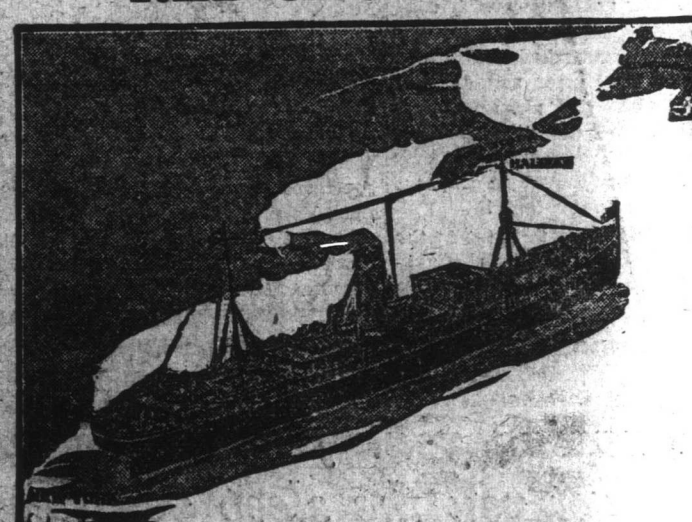
S. S. "Hastings County" to Liverpool, September 20.
S. S. "Brant County" to London, September 24.
Through rates given on request.

For passenger and freight rates apply

HARVEY & CO., Limited,

Representing THE CANADIAN STEAMSHIP LINES, LTD.

RED CROSS LINE.



NEW YORK—HALIFAX—ST. JOHN'S.

The S. S. ROSALIND will sail for New York on Saturday, September 24th, at 1 p.m.

This steamer has excellent accommodation for both First and Second Class passengers.

All passengers embarking for New York must see the Doctor in ship's saloon one hour before sailing.

Through tickets issued to Boston via Halifax and Dominion Atlantic Railway.

Through rates quoted to any port.

For further information re passage, fares, freight rates, etc., apply to

HARVEY & COMPANY, LIMITED.

St. John's, Nfld., Agents.

Furness Line Sailings

From St. John's, Halifax, Boston, Halifax to St. John's, Liverpool, to Halifax, to Boston, to Halifax, St. John's, to Liverpool.

S. S. DIGBY—Sept. 21st Sept. 30th Oct. 3rd Oct. 8th Oct. 12th Oct. 18th

S. S. SACHIN—Sept. 21st Sept. 30th Oct. 3rd Oct. 8th Oct. 12th Oct. 18th

These steamers are excellently fitted for cabin passengers.

Passengers for Liverpool must be in possession of Passports.

For rates of freight, passage and other particulars apply to

FURNESS WITHY & CO., LTD.,

HALIFAX, N.S.

FURNESS WITHY & CO., Limited

10 State St., Boston, Mass.

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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.



TORONTO, Noon, 58. St. John's, 58. Wind, S.W. and gales from S.W. with rain. Sun crossed the horizon at 4.55 p.m. and part of the day was clear. ROPER & THOMSON, Editors.