

AUTUMN SALE

Announcement!

WE WANT YOU TO GET ACQUAINTED

with our Store, our Method, our Merchandise and our Prices. We also want you to realize that we are always doing our level best to please you. Our Annual Autumn Sale is now in full swing. Below are just a few of the many bargains.

MEN'S FIRST QUALITY FLEECED UNDERWEAR.
Reg. 65c. Now 51c. a garment

MEN'S PLAIN FLEECED UNDERWEAR. small sizes only.
Reg. 50c. Now 36c. a garment

MEN'S PLAIN FLEECED UNDERWEAR. 42c. & 50c. a garment

CHILD'S HEAVY WHITE JERSEY UNDERWEAR.
Reg. 32 to 35c. Now 25c. a garment

CHILD'S ALL-WOOL CASHMERE VESTS, less than half.
Price 39c. each

MEN'S FLEECED NAVY JERSEY TOP SHIRTS.
Reg. \$1.20. Now 90c.

MEN'S LIGHT RANBY UNION FLANNEL SHIRTS.
Reg. \$1.10. Now 90c.

MEN'S TAILOR MADE PANTS. Reg. \$3.00. Now \$2.45

All our FLEECE BLANKETS at Sale Prices. Reg. \$1.00 for 91c. per pr.

GOODWIN'S TOILET SOAP, 2 for 9c.

ALLOA YARNS, in Black, Grey, Heather and Shetland.
Reg. 95c. Now 87c. per pound

PATCHED SATIN QUILTS (Job) 70c. each

POUNDS OF LONDON SMOKES. Reg. 50c. Now 45c. a pound

MADRAS MUSLIN for Draperies, only 12c. per yard

LADIES' NEW HATS and COATS all marked down for this Sale.

CLARK'S SEWING COTTON 47c. per doz.

Outport customers will please note that we cannot allow our usual Fall freight at Sale Prices.

HENDERSON'S,

Theatre Hill.

THE UP-TO-DATE BARGAIN HOUSE.

Oct 21, 1913.

\$4.00

THERE'S NO NEED TO PAY MORE.
IT'S NOT WISE TO PAY LESS.

\$4.00 represents the proper standard of value in High Grade Silver Plated Teaspoons. Selling at this price 1835 R. WALLACE SILVER PLATE TEASPOONS wear, combine more individuality in design, with honest workmanship than any other make that we know of, regardless of price.

You can pay more for other makes, but you cannot buy more. Wallace ware is the silver that has the greatest sale among a great many other makes in the United States, and is the most sought after by women of discriminating taste.

We can show you a full line of this choice ware in three handsome patterns, or if you cannot call, phone or write and we will send you sheets illustrating the different designs, with prices of the various pieces.

EVERY PIECE IS FULLY GUARANTEED.

T. J. DULEY & CO.,

The Reliable Jewellers.

Alliance Assurance Co., Ltd.

The Right Hon. Lord Rothschild, G.C.V.O., Chairman.
Robert Lewis, General Manager.

TOTAL ASSETS EXCEED \$120,000,000.

Fire Insurance of Every Description Effectuated.
LEONARD ASH, CARBONAR, Sub-Agent for Carb near District.

BAINE JOHNSTON & Co.,

Agents for Newfoundland.

BUY Windsor Patent FLOUR

Made by the Ogilvie Flour Mills Co., by special appointment Millers to His Majesty the King.

HARVEY & CO.,

Wholesale Agents.



LADIES' BRACELETS!

For a wedding gift, a birthday gift, or a gift for any event for a lady, just get one of those beautiful adjustable BRACELETS. We are showing them in many different designs. Plain, Chained, Locket Top, Signet Top, and others set with stones. All ladies like bracelets.

R. H. TRAPNELL.

CHILDREN'S and MISSES'

Am. Serge Dresses,

Just the thing that is needed, to fit children from six to fifteen. Prices:

\$3.10 to \$3.50.

These are a Special Manufacturer's Clearing Line, and are extra good value.

To See Them is to Buy Them.

ROBERT TEMPLETON.

RYAN'S Custom Tailoring.

It costs a small portion of your time to see our Overcoatings and Suitings, and you have the satisfaction of convincing yourself before placing your order.

We have a full line of

OVERCOATINGS and SUITINGS

in up-to-date Patterns.

The season is advancing, so a word to the wise is sufficient.

J. J. RYAN, Custom Tailor,

P. O. Box 487.

307 Water St.

Job Printing Executed.

Daily Investment News

St. John's, Oct. 25th, 1913.

Select Securities for the Woman Investor

Women who save will find in our monthly lists of investment offerings and special descriptive circulars many helpful suggestions for the safe and profitable employment of their surplus funds.

It will be a pleasure to place on our mailing list the names of all women who signify a desire to receive these publications regularly as issued.

Our latest circular concerns an investment of \$5,000 which we proposed to one of our women clients. This is diversified among five excellent securities which possess ample security and return the attractive yield of almost a DOLLAR A DAY. Smaller sums could be invested with the same proportionate results.

A postal will bring this circular and particulars of an easy method of paying for the securities.

J.C. Mackintosh & Co. ESTD 1873

Members Montreal Stock Exchange

HEAD OFFICES—HALIFAX

Other Offices at St. John, Fredericton and Montreal.

R. C. Power, - Representative.

Merchants Chambers, St. John's.

THIS IS IT



10c.

Everywhere.

For sale by the following, who specialize in keeping what you want or what you "will want":

J. J. ST. JOHN
C. P. EAGAN
J. D. RYAN
W. E. BEARNS
JAS. BAIRD, Ltd.
BISHOP, SONS & CO.



RELIEF AT HAND

for the watch that you value so highly. You'll make no mistake in bringing it here, as our skill in

Watch Repairing

has been gained by years of experience. A good watch can easily be injured by slipshod work for "low prices." But we do perfect work for an honest price, and return every watch in as good condition as expert repairing can put it. Watch results.

D. A. McRAE, Watchmaker & Jeweller.

FOR SALE.

The American schooner "Quickstep," 75 tons, 101 feet over all, 25 feet wide, 9 x 6 hold; rebuilt six years ago, new timbers, ceiling timbers very strong, fourteen pairs iron knees, caulked, cemented and newly painted this spring. Has a good suit of sails, hawser and nine dories. A snap for quick sale. Apply to

D. & O. SPROULE, Digby, Nova Scotia.

OUR BIG SHIPMENT OF APPLES

is dwindling away, and a fresh lot by Durango to-day. We now offer 300 brs. CHOICE BLENNHEIM APPLES, 200 brs. CHOICE FALL APPLES, 100 brs. GRAVENSTEINS (cheap), 30 cases CALIFORNIA ORANGES, 20 brs. WEST INDIA ORANGES, GRAPES and ONIONS.

Get on the right track for buying Apples. We import in large lots and can give you bottom prices.

Oct. 21st,

EDWIN MURRAY.

LADIES' Winter UNDERWEAR

THIS WEEK

—AT—

HENRY BLAIR'S.

The Stanfield Brand is what we offer, made of Pure New Nova Scotia Wool, unshrinkable.

LADIES' VESTS, all sizes, in 6 qualities.

Note the prices 60c, 75c, 85c, 95c, \$1.50 and \$1.60

LADIES' DRAWERS, in 5 qualities.

Note the prices 60c, 85c, 95c, \$1.50 and \$1.60

LADIES' WOOL DRESSES or COMBINATIONS.

Prices \$2.75, \$2.90 and \$3.00

A very special lot of LADIES' STANFIELD VESTS & DRAWERS: all sizes, bought from them at a clearing price. Worth \$1.25. Selling for 95c. per garment

Also showing a full range of LADIES' WHITE CASHMERE VESTS.

Prices 80c, 90c, \$1.00, \$1.10, \$1.25 and \$1.50

LADIES' WHITE CASHMERE DRESSES or COMBINATIONS.

Special values at \$1.25 and \$1.50

Other prices \$1.50 to \$3.40 per garment

LADIES' PLECE LINED VESTS & DRAWERS. Best value in town.

Note the prices 25c, 35c, 40c, 45c, 60c, and 75c, each

FAMED FOR GOOD VALUE IN HOSIERY.

HENRY BLAIR.

Phone 679 Bishop Sons & Co., Ltd. Phone 697

JUST ARRIVED.

Another large shipment of the most famous

Abdulla Cigarettes

VIRGINIA, TURKISH and EGYPTIAN.

Also,

ABDULLA

Smoking Mixture, MILD and MEDIUM.

This Week's Specials.

Tomato Brwn
Cambridge Pickles
Salome Sausage
White Clover Honey
Pineapple Butter, Peanut Butter
Macedonies, Petit Pois
Chicken Breasts, Pears, in glass
The original Bath Oliver Biscuits
Rougette Cheese
Stilton Cheese
Port Salut Cheese
Gorgonzola Cheese
Dutch Cheese, Grape Fruit
Celery, Oranges, Apples
Plums, Bananas
New York Corned Beef
Scott's Haggis, Diploma Pickles
Brunswick Sausage
Heather Honey, Banana Butter
Orange Butter, Plagoclets
Harriet Verts' Royans
Peaches, in glass.

TURKEYS, DUCKS and CHICKEN. Always in stock.

Phone 679 Bishop Sons & Co., Ltd. Phone 697
CROGERY DEPT.

Tintara

(AUSTRALIAN BURGUNDY)

In Bottles and Half Bottles

Hayward & Co.

Job Printing Executed.

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For 5 lb. parcels 10

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