

"VICTOR" FLOUR,
"ROBIN HOOD" FLOUR,
"PURITY" FLOUR,
 At Lowest Prices.

GEORGE NEAL, Ltd.
 'Phone 264

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, overstuffed 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.

He was tired of Tea.

The buyer of a leading wholesale grocery house in Nova Scotia had been snowed under with tea samples all his business life. All the glamor of tea had gone from him. Appeals from enthusiastic friends for him to try Blue Bird left him unmoved till a week ago. Then he tried Blue Bird Standard Label and said it was the finest tea known in Nova Scotia, at any price, and bought 5 lbs. for his home.

Blue Bird Tea
 Brings Happiness!
 BAIRD & CO., St. John's, Distributors for Newfoundland.

Reid-Newfoundland Co., Limited

S.S. "GLENCOE" SOUTH WEST COAST SERVICE.
 Passengers leaving St. John's on 8.45 a.m. train, Saturday, November 12th, will connect with S. S. GLENCOE at Placentia for usual ports between Placentia and Port aux Basques.

NOTRE DAME BAY STEAMSHIP SERVICE.
 Freight for the above route will be accepted at the Freight Shed on Friday, November 11th, from 9 a.m.

PLACENTIA BAY STEAMSHIP SERVICE.
 Freight for the Merasheen route (Bay Run) will be accepted at the Freight Shed on Friday, November 11th, from 9 a.m.

Reid-Newfoundland Co., Limited

We are Now Offering to the Trade

Flannelettes of all kinds.	Smallwares of every description.
Blankets.	Misprints.
Denims.	Nainsooks.
Shirting.	Toweling.
Cotton Tweed.	Fleece Lined Underwear.
Serges.	Serims.
Plaids.	Curtain Nets.
Pound Tweeds.	Hosiery.

Also a Job Line of
MEN'S and WOMEN'S WINTER COATS.

SLATTERY'S
 Wholesale Dry Goods Co., Limited,
 Duckworth and George Streets.

ELLIS MAKE CLOTHES
 ARE RIGHT IN FIT, STYLE AND FINISH.



FALL AND WINTER OVERCOATINGS
 in Tweed, Cheviot, Nap, Melton and All-Wool materials now on display. Our New Fall and Winter Suitings due to arrive by next steamer from England. Indigo Blue Serge always in stock.

CHAS. J. ELLIS, 302 Water St.

Island Brand
Boneless Codfish,
 1-lb. cartons.

Flaked Codfish,
 6 oz. cartons.

"Pure as a Sea Breeze."
Your Grocer Has It.

Passengers and Freight.

ST. JOHN'S, NFLD., NORTH SYDNEY, C.B. STEEL STEAMSHIP SABLE I.

Sailings from St. John's, 10 a.m. every Tuesday.
 Sailings from North Sydney, 2.30 p.m. every Saturday. First-class accommodation.

One Way Fare \$30.00 including Meals and Berth.

HARVEY & CO., Ltd. FARQUHAR & CO., Ltd.
 St. John's, Nfld. Halifax, Nova Scotia.
 FARQUHAR TRADING CO., LTD.,
 North Sydney, C.B.

Non-Skid Automobile Chains

We have a full line of
FOX NON-SKID CHAINS.

This is the improved chain, stronger, has a better grip and easier on tires.

Come in and see them. All sizes in stock. Prices right.

T. A. Macnab & Co.
 CITY CLUB BUILDING.

Phone 950. Office & Workshop, P. O. Box 909,
 160 Water St. West.

C. A. HUBLEY

Has moved from 406 Water St. to the above address, where business will be transacted in future. Service counts. In order to look after patrons it has been found necessary to lay in a stock of Pipe and Fittings, both for cold storage and heating work, also Machine Parts, etc. In fact

Your Attention is Urgently Requested!



Giving Gifts at Christmas commenced nearly 2,000 years ago, and each year at Christmas time the custom is strengthened. Gifts to be appreciated should have a touch of personality, and what could be more welcome than fine needle work.

Our selection of Stamped Dresses for Children of Poplin, Pique and Fine White Goods range in price from 80c. to \$2.40, and from 6 months to 9 year size.

— ALSO —

Nightdresses . . . \$3.00	Corset Covers . . . 70c.
Combinations . . . \$3.00	Dressing Scaques . \$2.00
Pillow Cases . . . \$1.50	Pin Cushions . . . 40c.
Luncheon Sets . . . \$3.00	Guest Towels, 80c. & 1.00

Centre Pieces—Tan55c., \$1.00 to \$1.80
 Centre Pieces—White \$1.00, \$1.80 to \$6.00
 Runner in great variety \$1.25 to \$2.00

All the above are stamped ready for working, and the following is what you will require to work them with: Peri Lusta, 60c. doz.; Artysl Rope Silk, 75c. doz.; Roman Floss, \$1.00 doz.

Nfld. Shipping Company, Ltd.

We will have a steamer sailing about end of October for Alicante and Naples, and other ports if sufficient freight offers.

For Freight space apply to
F. W. BRADSHAW,
 Sec. Newfoundland Shipping Co., Ltd.
 sept21.eod.3m

MOREY'S Coal is Good Coal!

The latest arrival from North Sydney, schtr. "Netherton", with
400 tons Best Screened N. S. Coal,
 sent home while discharging at \$16.50 per ton.

IN STOCK:
Best Screened North Sydney & American Anthracite.
 All sizes, at current rates.

M. Morey & Co., Ltd.
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Everything in Machinery and Hardware

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.

Advertise in The Evening Telegram

Templeton's

NATIONAL OIL PRODUCTS CO.,
 NEW YORK.

WE BUY
COD OIL, SEAL OIL, POT-HEAD OIL

Office: Smyth Building,
 Cor. Water St. and Beck's Cove, St. John's.
 Phone 1167.
A. EBSARY,
 Manager for Newfoundland.
 P. O. Box 402.
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The clever modelling, rich textures and the refined exclusive pattern of our made to measure Suits and Overcoats, appeal to men who demand the particular.

The American Tailor
 W. P. SHORTALL, 300 Water Street.
 Phone 477.
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Office Specialty,
Filing Cabinets,
Desks,
Chairs.

DICKS & CO., LTD.,
 'Phone 47.
 oct13.eod

PENMAN'S
PIANO CASE ORGANS!

In beautiful walnut and mahogany cases, with top rail and mirror; all six octaves, four to six sets of reeds. Every instrument guaranteed.

Musicians' Supply Co.
 (Royal Stores Furniture)
 DUCKWORTH STREET
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