



For decades tea plants were imported into India from China. Later it was discovered that this was carrying coals to Newcastle, for tea was found growing wild in India superior to the imported.

This tea, improved by cultivation, and wedded to the cream of Ceylon tea, is the source of Blue Bird's goodness.

Blue Bird Tea
"Brings Happiness!"

Have You Seen the
JEWETT CAR?
THE JEWETT IS PAIGE BUILT.

The new Jewett is of Paige conception, designed and built by Paige engineers and mechanics in the Paige shops. From its Paige origin the Jewett inherits those unmistakable marks of Quality, characterizing the work of a group of men, who for ten years past, have been building the fine six-cylinder cars, bearing the Paige monogram.

Let us demonstrate to you its remarkable power and quality—5 passenger touring—\$2200; Sedan \$2850.

Anglo-American Garage,
JOS. COCKER,
Paige Distributor.

ALL GUNS AND RIFLES
AND AMMUNITION—
ITS A SURE SHOT
IN OUR STORE.



Do not borrow a gun to go hunting. Own one of your own. Then you can go for a hunt when you feel like it.

See and price our Firearms and you will buy from us.

Our ammunition is loaded better than you can do it yourself.

Come in to our Store before you go out hunting or camping and let us furnish you what you need.

OUR HARDWARE WEARS.
Special English Cartridges—Heavy Loaded.

BOWRING BROTHERS, Ltd.
HARDWARE DEPT.

Reid-Newfoundland Co., Limited

FREIGHT NOTICE!

SOUTH COAST STEAMSHIP SERVICE.
Freight for the above route will be accepted at the Freight Shed, on Saturday, September 30th, from 9 a.m.

HUMBERMOUTH—BATTLE HARBOR SERVICE.

Passengers leaving St. John's on Express train, 1.00 p.m., Tuesday, October 3rd, will connect with steamer at Humbermouth for usual ports of call between Humbermouth and Battle Harbor.

Reid-Newfoundland Co., Limited

NEW SHIPMENT!

We always carry fresh supplies of the following:—

Corona, Moirs', Fry's, Cadbury's, Rowntrees, Peters, Nestles, Savoy, Grey's, Laurel, Lorraine, Farley's Confectionery. Local and imported One Cent Goods.

F. FEARN & CO., Ltd.

200 Water St. Phone 734.

KARL S. TRAPNELL, Opt. D.,
EYESIGHT SPECIALIST,
307 Water Street, Upstairs.

HOURS—10-1: 2.30-6: Evenings by appointment.

Furness Line Sailing

From St. John's	Halifax	Boston	Halifax	St. John's
Liverpool	to Halifax	Boston	Halifax	St. John's
DIGBY				
SACHEM	Oct. 11	Oct. 20	Oct. 24	Oct. 28
				2nd Nov.
				5th Nov.

These steamers are excellently fitted for Cabin Passengers. Passengers for Liverpool must be in possession of Passports. For rates of freight and other particulars, apply to—

Furness Withy & Co., Limited

WATER STREET EAST.

STAR
FOR SALE!

Herring Barrels, etc.

400 LOCAL HERRING BARRELS—28" Long, 17" Head.
12 WOOD HOOPS.

Lowest Market Price.

Robert Templeton.



Works Marvels

Gossages
Magical Soap.

HARD WEARING.

Made by a Firm of World-wide Reputation for Excellence & Uniformity of Quality.

WILLIAM GOSSAGE & SONS LTD. WIDNES.

JOB'S STORES, Ltd.

Agents.

FIRE INSURANCE!

QUEEN INSURANCE CO. of America
— AND —
THE GREAT AMERICAN INS. CO.
OF NEW YORK.

Capital practically unlimited. The largest number of Policy holders in Newfoundland.

Absolutely no trouble when a loss occurs.

PHONE 655. P. O. BOX 782.
GEO. H. HALLEY, Agent,
ADRAIN BUILDING, 165 WATER STREET.
In 9.11

The Fishermen's Friend.



RED BALL VAC STORM KING.
RED BALL VAC KNEE RUBBERS.
SEA RUBBERS STORM KING.
SEA RUBBERS—Knee Length.
SEA RUBBERS—the Rubber with the White Sole.

\$5.50 the Pair.

Double wear in each pair.
Special prices for Case lots.

Mail orders receive prompt attention.

F. Smallwood

THE HOME OF GOOD SHOES,
218 & 220 Water Street.

FORD

Service as we understand it means giving you what you want, as you want it, when you want it.

TRY US

DODD'S GARAGE, LTD.

Ford Distributors for Newfoundland,
Tel. No. 318. Catherine St., St. John's.
Feb 4, 1917

HOUSES FOR SALE

in the following localities:

Freshwater Road	Franklin Avenue
Mundy Pond Road	Flower Hill
Cookstown Road	Prescott Street
Military Road	Sudbury Street
LeMarchant Road	William Street
Pennywell Road	Gower Street
Prince of Wales Street	Cabot Street

\$900.00 to \$7,000.00

SPECIAL—One business stand, Duckworth Street, near Custom's House, to be sold as a going concern with terms. Apply to

FRED. J. ROIL & CO.,

Real Estate and Insurance Agents,
Smallwood Bldg. Duckworth Street.

GRAVENSTEIN APPLES

Now in Stock—September 7.
1's and 2's.

Also,
70 HALF BARRELS CHOICE PEARS.
BURT & LAWRENCE.
14 NEW GOWER STREET.



Our Custom Made Clothes are individual in style, and at all times possess an appreciable advantage in fabric, tailoring, finish, fit and fashion.

W. P. SHORTALL,
THE AMERICAN TAILOR.

300 Water Street.

PHONE—477.

P.O. BOX—445.

Ladies' Fall & Winter Hats

Job

Ladies' Black and Coloured
Velvet Hats
Only \$1.50 each

Ladies' Felt Hats
Only Half Dollar Each

Get Yours Early

HENRY BLAIR

Now Landing

ex S.S. Kriton

A Choice Cargo

NORTH SYDNEY
Screened COAL

Nfld. Coal & Trading Company, Ltd.

At the premises lately occupied by Alan Goodridge & Sons.