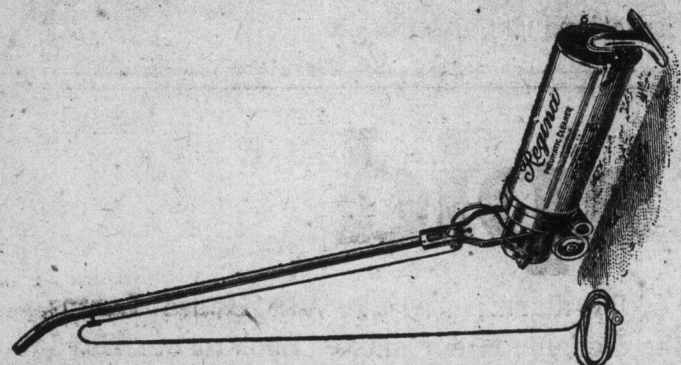
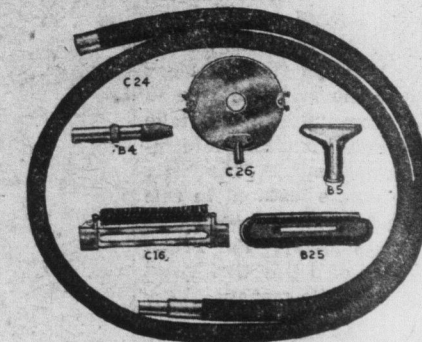


REID-NEWFOUNDLAND COMPANY.

A Vacuum Cleaner on Free Trial.



'Phone 240 and we will give a demonstration in your home of the efficiency and cleanliness of Electrical Cleaners over all other methods.



Price \$40.00. With Attachments \$50.00.

We Know Just How You Feel!

You need an engine for your boat and you are worried almost to death trying to decide which is the best one to buy. One fellow tells you to buy his machine because it is cheaper than others. Another firm advises you that they have been in the engine business longer than anyone else and therefore their machines are the best. Then along comes another chap with an engine which he claims is entirely new and better than anything else on the market.

NOW LISTEN.

DON'T buy an engine or any other piece of machinery because it is cheap; probably it has been made cheap.

DON'T experiment with new designs, let the other fellow do that.

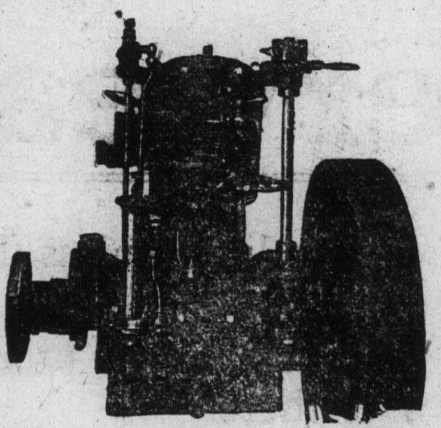
DON'T depend too much on what any manufacturer says about his own product. Ask someone who has used it.

We would like to give you names of parties using FERRO Engines.

Write for catalogue with prices and terms, also ask for list of prominent men throughout Newfoundland who are using FERRO Engines. Ask them what they think about the FERRO.

L. M. TRASK & CO.,

140 Water Street. P. O. Box 1217. St. John's. FERRO DISTRIBUTORS FOR NEWFOUNDLAND. nov15, eod, tf



THE FIREMEN

may save your home and belongings from utter destruction by the flames, but the smoke and water will create a great deal of havoc.

FIRE INSURANCE

will make good your damaged property and supply you with sufficient ready funds to replace destroyed articles. Have me write you an insurance policy to-day.

PERCIE JOHNSON,

Insurance Agent.

DE RESZKE Cigarettes!

We have just received a fresh consignment of these celebrated Cigarettes in boxes of twenty-five, fifty and one hundred. For sale by—

T. McMurdo & Co. (Rawlin's Cross).
Geo. F. Kearney.
J. L. Courtney.
W. E. Bearn's (Duckworth St.)
McGarry's Restaurant.
Peter O'Mara.
Oyster Bay Restaurant.
Grand Falls Drug Store.

Orders for friends on Active Service in England or "somewhere in France" are certain of safe delivery and if wanted for Christmas should be placed with me immediately. The price for these orders is \$1.50 per hundred, including Registered Postage from London.

P. E. OUTHBRIDGE,

180 WATER STREET. (Telephone 60.) nov16, tu, th, s, f

NOTICE!

The St. John's Gas Light Company is about to remove its Office from the Board of Trade Building to the Office recently occupied by P. N. R. Johnson, Esq., corner of Prescott and Duckworth Streets. The Showroom, Office and Basement at present occupied by the Company, in the Board of Trade Building, will be let immediately. For particulars apply to

W. H. RENNIE, Board of Trade Building. oct15, tf



HAYWARD & CO., Water Street, East

Nov. 20th, 1915.

Pickles!

IN STOCK:

250 cases STAPLE & STRONG CHOW—Mixed
And Assorted WHITE & CO. CHOW & MIXED

GEO. NEAL

'Phone 264.

U. S. ARMY SHOE!

As supplied to the French Army. Manufactured by the Brown Shoe Co., of St. Louis, U.S.A. These Shoes may be seen in our Show Windows. Price \$7.00 per pair.

WHY WE LIVE LONGER.

"Buy the Best"



GOODYEAR GLOVE
For Men. RUBBERS For Women.

The Rubber that fits your shoe snugly and has that necessary trim and dressy appearance. Of light weight but long wear. Absolutely the best quality Rubber made.



Look for This Mark in Shank of Each Pair.

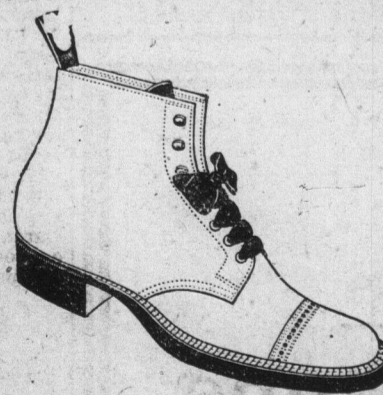
Why We Live Longer.

"When Goodyear discovered the vulcanizing process of treating rubber he added immeasurably to the world's health. About fifty million pairs of rubber boots and shoes are made, sold and worn in the United States every year. When you reflect that the most fruitful cause of colds—and all the dangerous and fatal diseases that colds lead to—is a pair of wet feet, it is easy to see that this enormous use of rubber footwear must have a very marked influence on the general standard of health. When Goodyear discovered how to make rubber human longevity took a great bound forward."—Popular Science.

F. Smallwood,

THE HOME OF GOOD SHOES (Nfld. Agency).

Men's Waterproof Boots!



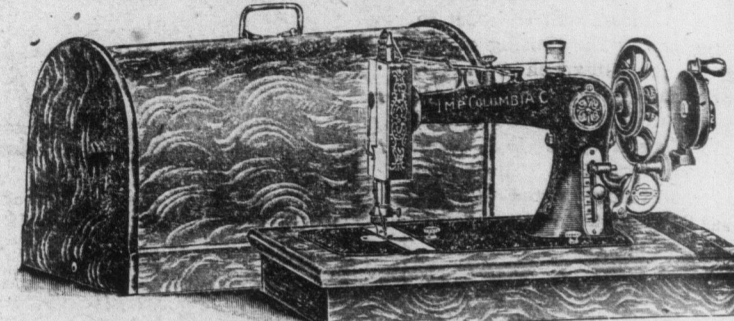
Every man should have a pair of our Waterproof Boots. We have a large assortment to choose from.

Men's Grain Leather Bellows Tongue Boots, pegged soles \$3.20
Men's Grain Leather Bellows Tongue Boots, hand pegged soles \$4.40
Men's Black Alaska Calf Bellows Tongue Boots, hand sewn soles \$5.00
Men's Tan Viscol Calf Bellows Tongue Boots, hand sewn soles \$5.75
Men's Black Porpoise Hide Bellows Tongue Boots, hand sewn soles \$7.00
Men's Black All Porpoise Hide Bellows Tongue Boots, hand sewn soles \$7.50
Also an assortment of Boys' Waterproof Boots in Black and Tan Leathers, high or low cut.

PARKER & MONROE, Limited.

IN STOCK!

A full line of the following:



HAMMERS, CIRCULAR, PIT and CROSS CUT SAWS, HAND and RIP SAWS, WOOD and IRON PLANES, BRACES and BITS, LEVELS, SQUARES, AXES, HATCHETS, CHISELS, COBBLERS' OUTFITS, LOCKS, HINGES, PAINTS, OILS, VARNISHES, BRUSHES, FELT, NAILS, GLASS, GRINDSTONES, TRAPS, all kinds; SINGLE & DOUBLE BARREL MUZZLE-LOADING GUNS. POWDER, SHOT and GUN CAPS; SINGLE BARREL BREECH-LOADING GUNS, 12 G. \$4.50. DOUBLE BARREL BREECH-LOADING GUNS, 10 & 12 G. \$15.00 up. BRASS and PAPER SHELLS, LOADED CARTRIDGES, WINCHESTER RIFLES and AMMUNITION.

Get our prices before purchasing elsewhere.

Martin Hardware Company, Limited.

WHOLESALE & RETAIL.

DEARBORN & CO.,

per
COLIN CAMPBELL, Distributor,

will be glad to quote prices for
CREAM OF TARTAR,
SPICES, JELLY POWDERS,
FLAVOURINGS,
CONDIMENTS
— and —
DEARBORN'S
Perfect
BAKING POWDER.

Wristlets!

We are now showing a rare assortment of Bracelets and Strap Watches, latest styles, small and very neat.

The following are a few of the best:
The New Waltham Convertible Bracelet Watch with the disappearing eye; can be worn on the wrist or with a chain.

Crown Convertible Bracelet Watch, 20 year Gold Filled with small dial.

Gold and Silver Strap Watches, very neat, suitable for ladies.

Military Strap Watches.

A Nurse's Watch with centre second.

Special!

The Canadian Military Strap Watch, silver case with protected dial. See our window for same.

T. J. DULEY & CO.,

The Reliable Jewellers,
ST. JOHN'S, NEWFOUNDLAND.

Gas and Hospitality.

The sound of motor wheels heralding the arrival of unexpected guests has no terrors for the housewife whose menage is run on up-to-date lines. While the visitors are removing the traces of travel, with the hot water which a gas water-heater keeps always "on tap," a match to the gas fire makes the drawing room a place of warmth and pleasantness for their reception; and the children love to "help mother" by toasting the crumpets before the clear and smokeless glow.

The gas cooker (or the modern gas trivet by the drawing room gas fire) boils a kettle of water in no time, and within a quarter of an hour after their arrival the guests are enjoying a cosy chat over the cup that cheers. Should they be persuaded to stay, the invaluable cooker makes it possible, even at such short notice, for the experienced housewife, after a raid upon her emergency store cupboard, to set before them a dainty dinner of which no hostess need be ashamed. Gas means ever-ready hospitality.

ST. JOHN'S GAS LIGHT COMPANY.

nov15, 61

RECEIVED NOV'R 12th,

PER S.S. "SHEBA"

500 Sacks Yellow Corn Meal,
400 Sacks White Hominy Feed,
Homco Brand.
300 Brls. Ham Butt Pork,
200 Brls. extra Plate Beef,
100 Brls. Meola Graham Flour,
Whole Wheat.
100 Half-brls. Meola Graham
Flour, Whole Wheat.

HARVEY & Co., Ltd.

Advertise in the Telegram