

REID-NEWFOUNDLAND CO.

Heart's Content Branch!

Commencing Monday, November 1st, train will leave Heart's Content at 7 a.m. and will leave St. John's at 8.45 a.m. Daily except Sunday.

The Greatest War Picture Ever Issued "THE GREAT SACRIFICE."

"Greater love hath no man than this, that a man lay down his life for his friends."

REMARKABLE TRIBUTES.

Her Majesty Queen Alexandra has been graciously pleased to write as follows:—

"It is a lovely picture which must appeal to the feelings of the whole Nation."

His Eminence Cardinal Bourne.

"It is a picture full of meaning, and one that should bring consolation to many a sorrowing heart. I hope it will have a wide circulation. There could not be a more appropriate frontispiece than this to the wonderful Pastoral Letter by Cardinal Mercier, whose burning words were immediately brought back to my mind when my eyes fell on the picture of our crucified Lord with the stricken soldier at His feet."

The Bishop of Lichfield.

"I think the picture of 'The Great Sacrifice' very beautiful and touching. It cannot fail to do good to those who see it and consider its meaning."

We beg to announce that we have obtained the selling rights in Newfoundland for this celebrated picture and that samples of the various styles are now on exhibition in our window. Orders may be booked at the following prices:—

FACSIMILE OILS, framed in Gold, 27 x 19.....	\$10.00
FACSIMILE OILS, unframed, 23 x 16.....	7.50
PHOTOGRAPHURE, framed in Oak, 24 x 17.....	5.00
PHOTOGRAPHURE, unframed, 22 x 15.....	2.25
COLOUR PRINT, framed in Gold, 11 x 8.....	1.30
COLOUR PRINT, unframed, 10 x 7.....	.40

THE CITY ART CO., 180 Water Street.
s.t.u.h.t.f

JUST ARRIVED,

PER STEPHANO,

500 hlf-chts Thelma,
100 hlf-chts Lomax,
400 hlf-chts Hazlefield
100 hlf-chts Forest,

Lowest Wholesale Prices.

HARVEY & CO., LTD.

NOTICE.

THE STEAMER



Prospero

will leave the wharf of

Bowring Bros., Ltd.,

on

WEDNESDAY, Oct. 27th,

at 10 a.m.,

calling at the following places:

Bay de Verde, Old Perlican, Trinity, Catalina, Bonavista, King's Cove, Salvage, Greenspond, Wesleyville, Seldom Come By, Fogo, Change Islands, Herring Neck, Twillingate, Moreton's Harbor, Exploits, Fortune Harbor, Leading Tickle, Pilley's Island, Little Bay Island, Little Bay, Nipper's Harbor, Tilt Cove, LaSalle, Paquet, Bale Verte, Coachman's Cove, Seal Cove, Bear Cove, Western Cove, Jackson's Arm, Harbor Deep, Englee, Conche, St. Anthony, Griguet, Quirpon, Battle Harbor.

Freight received until 6 p.m. Tuesday.

For freight or passage apply to the Coastal Office of

BOWRING BROTHERS, LTD.

Telephone 801.

H. B. PORK

Arrived to-day:

100 barrels

LIGHT H. B. PORK.

Due per Stephano:

100 puncheons

Choice Barbados MOLASSES.

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New Fall SUITINGS!

Within the next few weeks you are going to buy a new Fall Suit—that's certain. Perhaps to-day, perhaps to-morrow, perhaps in a month—but you're going to buy it.

We think you ought to know why it's wise to "Do it now." The best reason is that our stocks are complete—you're bound to get more style satisfaction out of a broad choice than a narrow one—you get the broad choice now—you may not get it later.

This is why we invite your inspection of the stylish patterns now on hand.

Chaplin,

The Store That Pleases.

A Fair Showing,

garments of our tailoring make and we are always glad to show visitors examples of our high-class workmanship, as well as the newest fabrics and smartest designs.

You can't judge such unusual values by our prices, so call, let us take your measure and prove the merits of work in

Tailoring for Men.

J. J. Strang,

Ladies' and Gents' Tailoring,

153 Water Street, - - St. John's.

Health and Efficiency!

Every Man, Woman and Child Should be the Rulers of Their Own Physical and Mental Powers.

How to Get Strong by Blaikie, \$1.00.

Theory of Physical Education by T. Chesterton, 95c.

Muscle, Brain and Diet by Eustace Miles, 75c.

He Can Who Thinks He Can by O. S. Marden, \$1.10.

Physical Education and Hygiene by Welpton, \$1.35.

The Education of Self by Dr. J. Dubois, \$1.10.

Feeding and Hygiene of Infants by J. Budin, \$3.00.

How to Prolong Life by C. W. DeLacy Evans, \$1.00.

Correct Breathing for Health, 35c.

Curative Exercises for Indigestion, 35c.

Breathing by Eustace Miles, 85c.

The Conquest of Consumption by Latham & Garland, 35c.

How to Become Efficient by T. S. Knowlson, 30c.

An Iron Will by Dr. O. S. Marden, 30c.

The Hour of Opportunity by Dr. O. S. Marden, 30c.

The Secret of Efficiency by Grace Dawson, 30c.

Have You a Strong Will? by C. G. Leland, \$1.10.

Every Man a King by Dr. O. S. Marden, \$1.10.

Feeding and Rearing of Children by Thos. Dalton, 60c.

Delusions in Diet by Sir J. V. Browne, 30c.

Foods That Are Drugged by Landone, 25c.

The Bacillus of Long Life by Douglas, \$1.60.

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If so, you need one that is at once smart, serviceable and reasonable in price.

¶ We can show you Overcoats that will fill the bill perfectly, of fine Chinillas and Friezes in Navy, Grey, and Brown, and in several new models. These Overcoats, which can be had in all sizes, are sure to please the most particular dresser.

¶ For Youths and Boys we have also a very fine stock of Overcoats in the above colors and materials, in several different styles and in all sizes.

U. S. Picture and Portrait Co.