



**He Knows  
It's Good**  
because his mother  
baked the bread  
from

**VICTOR FLOUR**  
which makes the best Home-made Bread in all  
the land.  
You can prove this for yourself by buying a  
Barrel from your grocer to-day and trying it.

**GEORGE NEAL, Ltd.**  
WHOLESALE ONLY.

**Like  
Strawberries  
in June!**



Why wait until August to eat straw-  
berries? Until January to enjoy apples?  
All things have their season—enjoy them  
at their best.

The new crop of tea has just been gathered  
in the gardens of India and Ceylon  
and it's the most delicious in decades.

This new tea comes to you first in Blue  
Bird because Blue Bird being by far the  
fastest selling tea, was first to dispose of  
the last season crop.

Every package of Blue Bird Tea going  
out is packed with fresh gathered tea tips  
and baby blossoms, from the choicest gar-  
dens in the Orient. The freshest tea, the  
finest tea, the most fragrant tea—

**BLUE BIRD TEA  
BRINGS HAPPINESS**



**I'm coming around  
to see you!**

I'm the Fuller Man.  
I represent the largest manufacturer of  
high-grade brushes for personal and household  
use, in the-world.

I am located in your city. Hope to call on  
every woman who reads this ad.

To every one I visit, I give a Fuller Handy Brush—  
without cost or obligation—to prove the quality and  
usefulness of my line. By this token, you'll know why  
Fuller Brushes are to-day used in over 5,000,000 homes!

Identify me by the Fuller trade-mark—on I wear on  
my lapel. Identify Fuller Brushes by the Fuller Red  
Tip Tag and the Fuller trade mark on their handles.

*'Til we meet!*

W. H. JOHNSTON, The Fuller Man.  
G.W.V.A. Building.

**Reid-Newfoundland Co., Limited**

**South Coast Steamship  
Service.**

Freight for the above route will be ac-  
cepted at the Freight Shed to-day Thurs-  
day, from 9 a.m.

**HUMBERMOUTH-BATTLE HR. STEAM  
SHIP SERVICE.**

Freight for the above route will not be  
accepted to-day and not until further  
notice.

**Reid-Newfoundland Co., Limited**

EXPORTERS REQUIRING

**Box Strapping**  
can obtain best quality

**Japanned Embossed Steel  
Strapping**

AT

**Robert Templeton's.**

An ounce of  
**PREVENTION!**

For Buildings,  
**LINEN FIRE HOSE,  
FIRE HOSE RACKS**

ALSO,  
**Underwriters Fire Hose**  
For Fire Stations.


**N. S. COAL!**

Ex Store:—  
**CHOICE NORTH SYDNEY COAL.**

Due to arrive:  
**Prices and Quality Right.  
PROMPT DELIVERY.**

Also a large quantity BIRCH JUNKS.

**NFLD. COAL and TRADING CO., LTD.**  
At the premises lately occupied by Alan Goodridge & Sons.  
st.uth.1f



**DON'T BE SHOCKED BUT  
WE ARE THE  
LIVE WIRES  
IN THIS  
LINE**

Come to us for your Electric Supplies. You  
know that you are getting up-to-the-minute  
stuff. Be it a Battery or anything else that you  
want to come to us for it.

Also come to us for any sort of Electric  
Goods you want. We will sell it to you for a fair  
and square price.

Vacuum Cleaners.	Curling Irons.
Tea Pots, Coffee Pots.	Disc Stoves, Sad Irons.
Kettles, Chafing Dish.	Reading Lamps.
Toasters, Grills.	Bulbs, Shades, Wire.
Heaters, Heating Pads.	Brackets, Bells, etc.

**BOWRING BROTHERS, Ltd.**  
ELECTRICAL DEPT.  
oct12, eod.1f

**Morey's Coal is Good Coal!**  
In Stock, Best Grades of  
North Sydney Screened, Scotch House-  
hold and Anthracite  
**COAL.**

**M. MOREY & Co., Ltd.**

**BOSTON WOVEN HOSE &  
RUBBER CO.**  
WM. HEAP & CO., LTD., Agents.  
sept29, m, w, 1f

**FIRE INSURANCE!**

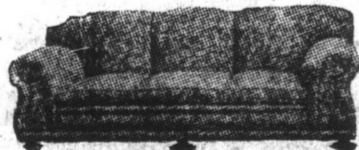
**QUEEN INSURANCE CO. of America**  
AND  
**THE GREAT AMERICAN INS. CO  
OF NEW YORK.**

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

**Absolutely no trouble when a loss occurs.**  
PHONE 658. P. O. BOX 782.

**GEO. H. HALLEY, Agent,**  
ADRAIN BUILDING, 165 WATER STREET.  
1nes.1f

**Chesterfields!**



**Guaranteed Upholstery**

Why pay 60 p.c. duty and a high freight when  
you can buy direct from the manufacturers  
here.

We use the best British materials through-  
out, including Springs, Curled Hair and Cover-  
ings, in our Suites, and invite comparison in  
quality and price with the best imported Suites  
you can find.

Every piece guaranteed—Samples of Cover-  
ings and Prices on application.

Get our estimate for loose covers and gen-  
eral repair work.

**A. M. PENMAN CO.,**  
Factory, Theatre Hill (over Red Garage).  
Entrance from rear.  
Tel. 1147. P. O. Box 1221, East End.  
th, m, 1f

**NEW ARRIVALS!**

PLANTERS SALTED PEANUTS.  
FILSHILL'S CONFECTIONERY.  
INGERSOLL CREAM CHEESE  
and CORONA MIXTURES.  
CRYSTALIZED BON BONS.  
OUTPORT ORDERS PROMPTLY FILLED.

**P. F. FEARN & CO., Ltd.,**  
Box 667. 200 Water St. Phone 734.

**Sacrificed Car Sale.**

Now is your opportunity to buy at an exceptionally  
low figure

**FIRST CLASS SECOND-HAND PAIGE CARS**  
One 7 Passenger PAIGE Touring Model 55.  
Several 5 Passenger PAIGE Touring Model 39.  
One 5 Passenger OAKLAND Touring Model 34C.  
One 5 Passenger OVERLAND Touring Model 83.  
and others.

These Cars have been thoroughly overhauled and  
made as good as new. Demonstration gladly given.  
Going at sacrifice prices.

**J. COCKER,**  
Anglo-American Garage.  
Phone 797.  
oct18.1f

**SPECIAL FOR THIS WEEK**

**BIG REDUCTION IN  
LADIES' FALL COATS, COSTUMES,  
LEATHERETTE COATS & HATS.**  
These goods are newly arrived.

**L. LEVITZ, 252 Water St.,**  
Opp. Dicks & Co.  
m, th, 1f



**OUR SHOWING OF  
FALL and WINTER SUITINGS and  
OVERCOATINGS**

is an exhibit that is complete in every sense of the word  
Not only is the variety here to attract you, but the  
character of the clothes we make and our reasonable  
prices will prove strong inducements for your patron-  
age.

**W. P. SHORTALL,**  
THE AMERICAN TAILOR, 300 WATER ST.  
PHONE—477. P. O. BOX—445.

**Fire Prevention!**

One of the surest ways to prevent fires is to  
have a fireproof roof on your building. We can  
supply you with Brantford Roofing (the only  
Roofing accepted by the City Council and Board  
of Fire Underwriters for use in the hazardous  
districts of the city).

**Fire Protection!**

We offer you the very best with the Phoenix  
Assurance Co., Ltd., of London, the first com-  
pany to do business in Newfoundland.

For particulars apply to

**W. & G. RENDELL,**  
General Agents  
oct18, 61

**KARL S. TRAPNELL, Opt. D.,  
EYESIGHT SPECIALIST,  
307 Water Street, Upstairs.**  
HOURS—10-1: 2.30-6: Evenings by  
appointment.

1500 Sides AMERICAN SOLE LEATHER.  
NEW MANILLA & STEAM TARRED ROPE  
Also, 2000 AMERICAN GOVERNMENT AXES  
3 1/2 lbs. to 4 lbs. each.

Will be sold at Rock Bottom Prices.

**North Am. Fur, Hide and Metal Co's.**  
Water Street West (Next Door Bell Electric Store).  
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