

OUR MATERIALS For Fall and Winter

are now ready for your inspection. They consist of Worsteds and Woollens of the finest sort. Especially interesting values for early orders.

We are offering a Genuine ENGLISH SUITING in Grey color, made to your measure, for \$37.00 a SUIT.

Also a Genuine ENGLISH COATING in Grey color, made to your measure, for \$40.00 a COAT.

FIT AND FINISH GUARANTEED.

W. P. SHORTALL

THE AMERICAN TAILOR 300 Water Street. P.O. Box: 445 Phone: 477.

The Globe Indemnity Co. of Canada

Accident Insurance, etc., BOWRING BROTHERS Ltd.

AGENTS FOR NFDL.

The Secret of Our Success:

ABSOLUTE PROTECTION.

YOU WILL EVENTUALLY INSURE WITH US. WHY NOT NOW?

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VICTOR!

IN STOCK:

- 1000 Brls. "VICTOR FLOUR." 200 Brls. HAM BUTT PORK. 100 Brls. BONELESS BEEF. 100 Brls. FAT BACK PORK. 50 Brls. SPECIAL PLATE BEEF. 50 Brls. SPECIAL FAMILY BEEF. 25 Brls. SMALL JOWLS. 50 Brls. LINCOLN PLATE BEEF.

GEORGE NEAL, Limited

Use 'Matchless'

The Paint of Quality

There are cheaper and more expensive Paints on the Market, but None as Good Value

Five Superior Houses for Sale.

- 1 Situate in vicinity of Government House \$10,000.00 1 Situate in vicinity of Water Street West 9,000.00 1 Situate in vicinity of Gower Street East 6,000.00 2 Situate in vicinity of Higher Levels (each) 6,500.00

FRED J. ROIL & CO.

REAL ESTATE & INSURANCE AGENTS. Smallwood Building, Duckworth Street.

12,000 SIDES AMERICAN SOLE LEATHER. 1,200 FEET BLACK UPPER LEATHER. Large Quantity of CHAINS & ANCHORS. NEW IRON & LUBRICATING OIL, at Rock Bottom Prices.

Also, AMERICAN PLYMOUTH STEAM TARED MANILLA ROPE—all sizes. And all kinds of Ships' Supplies.

North Am. Fur, Hide and Metal Co'y., Water Street West (Next Door Hold Electric Store.)

Bridge Prize Novelties!

Direct from one of New York's leading Art Studios we have just received a small parcel of Hand Decorated Novelties, specially suitable for Gift-giving and Party Prizes.

Although very inexpensive, the charm of these Novelties will surely appeal to the hostess who is seeking for "Something Different."

T. J. DULEY & CO., Ltd.

The Reliable Jewellers & Opticians.

TAXI PUBLIC NOTICE! TAXI

I wish to inform my Friends and the Public generally, that I have severed my connections with the Red Taxi and have started a Taxi Business of my own.

I take this opportunity to thank all my friends for their patronage while with the Red Taxi, and assure them that I am now prepared to give prompt and efficient service. My rates will be as reasonable as possible.

When you need a Car, Phone 15513.

EDDY THE TAXI MAN, 51 FRESHWATER ROAD.

THE FLASHLIGHT EVER EADY

"THE RIGHT LIGHT TO LIGHT RIGHT."

The newest thing in Flashlights is the ALUMINUM CASE FLASH, the price of which is surprisingly Low.

WM. HEAP & CO., Ltd., AGENTS.

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We strongly recommend to our customers

Bacon Pork

which is a special small cut for family trade. It is of excellent quality, nicely streaked with fat and lean, and is in popular favour wherever sold. It is at present slightly cheaper than Ham Butt.

HARVEY & CO., Limited

Butter, Eggs, Cheese!

To-day, ex. "Canadian Sapper" from Montreal and Charlottetown:

"Gilt Edge" Canadian Creamery Butter—(56-lb. BOXES.)

"Gilt Edge" Canadian Creamery Butter—(28-lb. BOXES.)

Fresh Eggs—(Cases, 30 Dozen each.)

Charlottetown September Make Cheese—(LARGE—70-lbs. average.)

Charlottetown September Make Cheese—(TWIN—35-lbs. average.)

LOWEST PRICES

F. McNamara,

PHONE 393 QUEEN STREET

LESS COAL MORE HEAT. NOW LANDING: 2000 Tons BEST LUMP COAL \$13.00. NO STONE. NO DUST.

Also ex. Store: BEST SCREENED NORTH SYDNEY \$14.00.

ANTHRACITE COAL—All Sizes.

A. H. MURRAY & CO., Limited, Coal Office Phone 1867. Beck's Cove.

PROTECTION!

No family man, salaried or otherwise, should sleep happy until he gets some measure of protection against sickness or accident or both.

Your earning power is a valuable asset to YOU, and if it's curtailed by illness or injury, you will be a severe loser.

For a couple of dollars a month, payable half yearly, this responsible company will pay you \$20, \$25 or \$30 weekly—and we are prepared to assume the risk RIGHT NOW.

Accident or illness don't generally serve advance notice.

U.S. FIDELITY & GUARANTY COY.

J. J. LACEY, FIELD GENERAL AGENT.

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Special Bargains.

- All Wool Serge in Navy. Only 58c. yard. Colored All Wool Serge. All Colors. 95c. yard. Heavy Costume Cloth in all Colors. \$1.10. London Smoke, 28c. yard. Ladies' Heavy Bleached Fleece Underwear. 58c. Garment. Men's Extra Heavy F. L. Underwear. All Sizes. Special 89c. Garment. Union Flannel. In Grey only. Special for Heavy Shirts. 35c. yard. Largest Size Blankets \$8.10 Pair.

BON MARCHE, "THE BIG CASH STORE," 266 WATER STREET. ST. JOHN'S, N.F.

The Railway Passengers Assurance Co. of LONDON, ENGLAND

Is the OLDEST and PIONEER COMPANY of its kind in the world. Founded in 1840, its experience is unrivalled and furnished data for all other such Companies in the Old World and in America.

CLAIMS PAID, OVER \$36,000,000 INSURANCE against ACCIDENT and ILLNESS, EMPLOYERS' LIABILITY, PUBLIC or THIRD PARTY LIABILITY, ELEVATOR and TRAINS' LIABILITY, AUTOMOBILE "ALL RISKS" PLATE GLASS, BURGLARY, FIDELITY GUARANTEE and BONDING OF ALL KINDS.

Are you fully protected? If not, let me write you a Policy. It is better to have insurance and not need it than to need it and be without it.

HENRY C. DONNELLY GENERAL AGENT FOR NEWFOUNDLAND.

Phone 1153 Board of Trade Building P.O. Box 1236. msv15, eod, 1f

Nfld. Government Railway

S.S. GLENCOE. SOUTH COAST STEAMSHIP SERVICE.

Passengers leaving St. John's on 8.45 train, Monday, October 29th, will connect with S.S. GLENCOE, at Argentia, for usual ports between Argentia and Port aux Basques.

S.S. SAGONA. HUMBERMOUTH-BATTLE HR. SERVICE.

Passengers leaving St. John's on express p.m. Tuesday, October 30th, will connect with S.S. SAGONA, at Humbermouth, for usual ports en route to Battle Harbor.

Nfld. Government Railway

ARE YOU PREPARED FOR THE LONG DARK NIGHTS AHEAD?

Sewing, Reading or Studying by artificial light causes eye strain.

If objects blur or run together, it is a sure sign of eye trouble, which properly fitted Glass will correct.

Years of experience, combined with our large stock of Optical material, enables us to give you

THE BEST OPTICAL SERVICE.

R. H. TRAPNELL, Ltd.

JEWELLERS & OPTICIANS 197 WATER ST.

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INSURANCE SERVICE

For LIFE INSURANCE or FIRE INSURANCE

Consult

CYRIL J. CAHILL

Offices: LAW CHAMBERS, Duckworth St., representing

THE CROWN LIFE INSURANCE COMPANY (Home Office: Toronto, Canada)

The Fidelity Underwriters Fire Insurance Co. (of New York. Total Assets: \$86,500,874.76).

N.B.—Inquiries solicited. Absolutely no obligation.

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THE PERFECT SODA BISCUITS

Such Flavour

Such crackly

Crispness and such

all round whole-

some goodness as

TIP TOPS lavishly

provide never

before have

been put into

SODA BISCUITS.

Wholesome

Delicious

and little folks

for L U N C

Easy to digest

sustaining

gives

HEALTH

VITALITY

Irresistible

Enticing

TIP TOP SUGGESTION: Before serving at table

the TIP TOPS in the oven for about five minutes

then allow to cool, then note the result.

A. HARVEY & CO., LIMITED, Manufacturers

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THE MEAL TIME SATISFACTION

Forty-Four Years in the Service of the Public—The Evening Telegram