

REID-NEWFOUNDLAND CO.

BAY-DE-VERDE BRANCH!

ALL FREIGHT CHARGES ARE TO BE PREPAID TO STATIONS ON THIS BRANCH.

ARMED NEUTRALITY.

"It beats me," said the curious wife—
"It's been a puzzle all my life
To figure out how it can be
That men, who get small salary,
Have homes the finest in the land,
With furniture that's truly grand."
Her hubby, who was feeling blue,
Spoke up and said, "Why you could do
The same as they if you would buy
From CALLAHAN, GLASS. The reason why
Others have nicer homes than we
is just because you do not see
That with less money you could buy
Upholstered Goods that please the eye
If to the BIG Store you would go;
But, like some others, you're too slow."

HUGH REINFORCEMENTS FOR THE FALL CAMPAIGN.
CALLAHAN, GLASS & Co., Limited,
Duckworth and Gower Streets.

WALLACE 1835 Silver Plate!



Triple

Plate

We carry a complete line of Tableware in the FAMOUS 1835 R. WALLACE PLATE that resists wear. Wearing parts have an extra layer of silver; will outlast any other make. Teaspoons, Forks, etc., from \$4.00 a dozen up.

T. J. Duley & Co.,
The Reliable Jewellers,
ST. JOHN'S, N.F.

Flour, Flour.

Due to-morrow, ex s.s. "Pelica," direct from the MILLS, Western Canada.

1000 Brls. High Grade Flour.

(THE POPULAR BRANDS).
This shipment was BOUGHT AT LOW PRICES and will be SOLD AT LOW PRICES.

F. McNAMARA, Queen Street.

Why Burn Your Money?

Ordinary Lamps Burn Money.

"THE ALADDIN"

Lamp Saves Money—The Best Kerosene Oil Lamp in the World. Saves More Than Half Your Oil.

CHESLEY WOODS, 282 Duckworth St.
Sole Nfld. Agents.

Advertise in the Telegram

Would You Like to Read "The Trey O' Hearts?"

Then you can get it now, for we have just opened up a shipment of one hundred copies of this Great Sensational Story.

Cloth bound, with numerous illustrations, only 60c. a copy; 62c. if mailed.

Get your copy now, for there will be a rush for them.

DICKS & CO., Limited.
Biggest, Brightest, Busiest and Best Book, Stationery and Fancy Goods Store in Nfld.

To The Trade

Business Firms who are considering issuing a Trade Calendar for 1916 would do well to get their orders in as soon as possible in order to ensure having same for delivery in the New Year. In dull times any experienced advertising man will strongly recommend the keeping up of the advertising fires, and there is no more effective way of retaining old customers and obtaining new ones than by the presentation of a Fine Art Advertising Calendar at the beginning of each year.

The Thos. D. Murphy Co.
of Red Oak, Iowa, whom I represent in Newfoundland, issues a line of Advertising Calendars which for beauty of design or advertising propensities cannot be surpassed. Prices range from \$2.50 per hundred up.

The Company also issues a fine lot of Advertising Blotters. May I call on you with samples?
P. E. OUTERBRIDGE,
180 WATER STREET.
(Telephone 60.)
tu.th.s.t

Good Novels, 15c. each,

at
BYRNE'S BOOKSTORE.

The Dust of Conflict, Harold Bindloss.
The Brand of Silence, Fred M. White.
Souls Adrift, A. & C. Askew.
As a Man Lives, Oppenheim.
The Secret, Oppenheim.
A Waif of Destiny, L. G. Moberly.
Her Marriage Lines, M. C. Leighton.
One Wonderful Night, Louis Tracy.
Lady Ursula's Husband, Florence Warden.
The Missing Million, A. & C. Askew.
Wild Sheba, A. & C. Askew.
The Thirteenth Guest, Fergus Hume.
The Cottage in the Chine, Headon Hill.
Until Seventy Times Seven, L. G. Moberly.
Love the Jester, A. & C. Askew.
The Countess Londa, Boothby.
The Fire Knots, Fred M. White.
The Mystery of Mr. Bernard Brown, Oppenheim.
Long Live the King, Guy Boothby.
In Lover's Lane, A. & C. Askew.
A Mystery of the Thames, Florence Warden.
The Bride of Dutton Market, M. C. Leighton.
The River of Stars, Edgar Wallace.
Guilty Bonds, Le Queux.
The Sporting Chance, A. & C. Askew.
The Heart of Gold, L. G. Moberly.
The Soul of Gold, J. M. Farman.
A Crime on Canvas, F. M. White.
The Laugh That Wins, E. A. Rowlands.
The Message of Fate, Louis Tracy.

Garrett Byrne,
Bookseller & Stationer.

The Art of Selling for Cash
—This little brochure explains fully how we can sell your Real Estate or business for cash, no matter where located. We mean it. Write to-day describing what you have to sell, buy or exchange, and receive this booklet free. B. F. LOOS CO., 403 W. Walnut St., Des Moines, Iowa.
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NEW GOODS!

Late arrivals are:—

CHILDREN'S VELVET HATS.
LADIES' SHOWER COATS.
LADIES' BLACK WATERPROOF HATS and SOU'WESTERS, in various styles.

Children's

Black Waterproof Hats, at 25c. each.

VELVETS, VELVETEENS and RIBBONS.
LADIES' & OUTSIZE LADIES' BLOUSES.
LADIES' & OUTSIZE LADIES' COSTUME SKIRTS.

LADIES' IMITATION FUR SETS, which we can at present offer at old prices.

ETC. ETC. ETC.

Henry Blair

All The Time Coming--New Apples

Gravensteins, Wealthys, Sweets, Emperors, Strawberry, Wolf River, etc.

Red Apples, Yellow Apples, Green Apples. Best Prices at **EDWIN MURRAY'S.**

IN SPITE OF

bare markets we are in a position to supply the trade with our usual low and high grade goods.



In Spite of

the great war the demand for our goods is increasing. Particular men now realize that big money may be saved by buying

Suits Branded

Americus, Fitreform, Stilenfit, Truefit, Progress, etc.; also our Overcoats, Overalls and Shirts.

The Nfld. Clothing Company, Ltd.

Advertise in the TELEGRAM

See Our Window Display

of the following:—

Hammers, Hand and Rip Saws, Circular and Pit Saws, Wood and Iron Planes, Chisels, Oil Stones, Gauges, Levels, Braces and Bits, Shoe Lasts, Locks and Hinges, Paints, Oils, Varnishes, Brushes, Grindstones, Glass, Felt, Nails, Cross Cut Saws, Muskrat, Fox, Otter & Bear Traps, Single & Double Barrel Muzzle-Loading Guns, Powder, Shot and Gun Caps, Single and Double Barrel Breech-Loading Guns, Cartridges, Winchester Rifles and Ammunition.



SELLING AT THE VERY LOWEST PRICES.

MARTIN
Hardware Co., Ltd.,
Wholesale & Retail.

Have You Tried "Blossom" Tea?

If not, will you ask your Grocer for some? You will be charmed with its delightful flavor. If you are already using "BLOSSOM", will you please tell your friends how good it is?

British Grown and Packed.

1 pound tins. 5 pound tins. 10 pound tins.

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.