

New Uniform for British Tars!

For the first time in his life the British tar will find himself in Khaki when the Royal Naval Division takes the field. "The uniform of the two naval brigades will be naval uniform executed in Khaki," says the official announcement.

Here we have Khaki again. Surely, by this time, most people know that we dye garments this color with perfect satisfaction.

UNGAR'S LAUNDRY & DYE WORKS, Halifax.

NICHOLLE, INKPEN & CHAFF, LTD., Agents.
nov27.11

CLEAR — SHARP — FLICKERLESS MOTION PICTURES — SHOWING NOTHING BUT THE BEST.
Another Interesting and Diversified Programme for the Week-End.

"THE SECRET FORMULA,"

Featuring Carlyle Blackwell in a two-part social drama, embracing a strong plot. Accused by Decatur, his rival, of having stolen the secret formula, Fred turns detective in his effort to solve the mystery. A gripping photo-play exceptionally well acted.

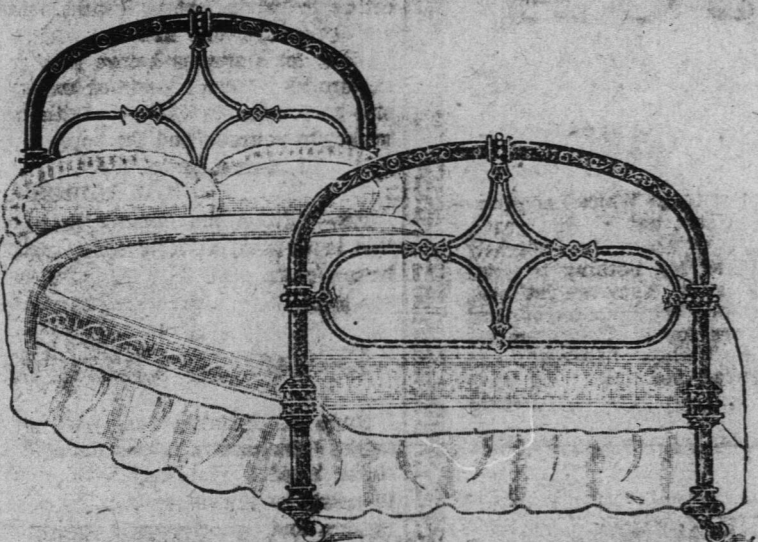
3—OTHER ALL FEATURE REELS—S.
ARTHUR C. HUSKINS sings "YOU'LL REMEMBER ME."

SEND THE CHILDREN TO THE BIG BUMPER MATINEE SATURDAY. SPECIAL PICTURES. EXTRA—THE HORSE THIEF, BY THE KEYSTONE CHILDREN STOCK CO.

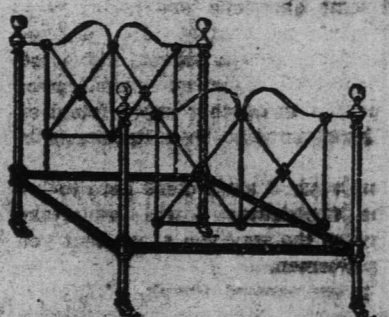
DON'T MISS TO-DAY'S SHOW—IT'S A WINNER. OPEN EVERY NIGHT TILL 10.45.

AT THE NICKEL.

Selling at Special Low Prices.



This Bed, new stock, with laths, Size 3 feet 6 inches wide by 6 feet 3 in. long
Price—\$5.75.



This Bed, Fire Stock, but guaranteed perfect, with Laths, Size 4 feet wide by 6 feet 3 inches long.
Price—\$4.25.

MARTIN HARDWARE Co., Ltd.

Front and Rear, next West of Old Store.
P. S.—All Mail Order Goods will be supplied in new stock unless otherwise ordered.

Remember Our Boys

who have volunteered to fight for King and Country by sending them a box of

Soldiers and Sailors Comforts

which will make a delightful CHRISTMAS GIFT, costing you only **\$1.00**

A sample box of which can be seen at our store. These boxes are packed in London by the well-known firm of MESSRS. J. A. SHARWOOD & CO.

We having made arrangements with them as to their safe delivery, all orders for same will have our careful attention.

BOWRING BROTHERS, Ltd.

Phone 332 GROCERY Phone 332

Telegram Ads. Bring Results

NOTICE.

THE STEAMER



Portia

will leave the wharf of

Bowring Bros., Ltd.

on **SATURDAY, Nov. 28th.**

at 10 a.m., calling at the following places.

Cape Broyle, Ferryland, Formose, Trepassy, St. Mary's, Salmonier, Placentia, Marystown, Burin, St. Lawrence, Lamaline, Fortune, Grand Bank, Belleoram, St. Jacques, Harbor Breton, Pass Island, Hermitage, Gaultois, Pushthrough, Richard's Harbor, Francois, Cape La Hune, Ramea, Burgeo, Rose Blanche, Channel, Bay of Islands, Bonne Bay.

Freight received until 6 p.m. on Tuesday.

Freight received until 4 p.m. on Friday.

BOWRING BROTHERS, LTD.

Telephone 332.

COAL, COAL

Just landed.

North Sydney COAL.

Also Best Quality

ANTHRACITE COAL,

Furnace, Egg,

Stove, Nut.

M. MOREY & CO.

Office: Queen Street.

SPECIAL SALE OF LADIES

FALL & WINTER COATS

Latest English and Continental models.

Prices:

\$2.85, 3.50, 4.00, 4.15,

4.25, 4.75, 5.15,

up to \$40.00.

Commencing Saturday, 19th, until further notice,

we will allow a special discount of 5 per cent for cash.

Mail Orders a Specialty.

Open Saturday Nights.

Mars & Co.

Smallwood Building.

(Entrance McMurdo's Lane.)

Phone 696.

sep18.14.m

CEMENT!

Just landed per

S.S. "Digby," 21st inst.,

1500 barrels

White's Portland

CEMENT,

British

Manufacture.

H. J. Stabb & Co.

Ease and Elegance

Lounges & Divans.

FOR the bare space along the wall in this room, or an awkward angle in that room, why not get a really comfortable and handsome Lounge? We have a selection here that for luxurious ease, beauty of design and material and excellence of workmanship is unsurpassed.

These Lounges and Divans are Oak framed, upholstered in Plush, Silk Tapestry and solid Leather in tufted and plain finish. Some of the very large upholstered Lounges are transformable at a minute's notice into full-sized beds, and all of them are thoroughly guaranteed for reliability and reasonable prices.

U. S. Picture & Portrait Co.,

COMPLETE HOUSE FURNISHERS.

Not a Blown Tin in 2000 Cases "Alderney" Condensed Milk.

Our record since securing this agency. Further proof of the care and attention exercised in preparing this popular brand is unnecessary.

We offer to-day, at lowest prices, another shipment of 200 cases "ALDERNEY" Brand, ex Mongolian from Liverpool.

F. McNAMARA, Queen Street.

TRAPNELL

The Eyesight Specialist.



IS YOUR MAN WHEN EYE TROUBLE APPEARS.

Examines the eyes without

DRUGS, DROPS or DANGER.

He not only finds the trouble, but with his perfect optical machinery he can grind the correct lenses to suit the most complicated cases, and do it quickly.

There was a time when all compound lenses had to be sent out of the country for grinding a delay of three or four weeks, but that day has passed; an hour or two is sufficient to produce an

lens that may be called for.

Prescriptions filled or broken lenses replaced if you have the glasses.

TRAPNELL

SCREENED COAL.

The Schooner "Bessie Crooks" is due to arrive in a few days with a cargo of

350 Tons Prime Screened Coal

We are booking orders.

COLIN CAMPBELL,
85 Water Street.

The Reliable Piano and Organ Store!

Remember a Musician to select the Instrument for you.

The National Anthems of the Allies, "IT'S A LONG, LONG WAY TO TIPPERARY"

CHARLES HUTTON.

Do Your Duty!

IT IS THE DUTY of every man to get the BEST VALUE for his MONEY. If you recognize this, VISIT MY STORE and procure value in

GENTLEMEN'S WEAR.

OVERCOATS, \$6.00 up. See my \$14.00 Special. It is \$20.00 value.

READYMADES to \$18.00. See the new styles, shoulder effects, etc., etc.

Boots, Half Hose, Shirts, Fancy and Working Kid and Wool Gloves, Winter Caps, Collars and Ties, Rubbers.

These combine a range to assure me your patronage and appreciation of my efforts for you.

GEORGE KNIGHT, 164 Water Street.

The Indication of Value

Plumbing is the Workmanship.

A good plumber can do wonders with a difficult job. The number of orders received from friends of customers leads us to believe that we are good. We have on hand a large stock of

STEAM & HOT WATER RADIATORS, all sizes, and can fill any order sent us cheaper than you can import at the present time.

PITTMAN & SHAW,

Plumbers, Steam and Hot Water Fitters,
66 PRESCOTT STREET,
Phone 461.

20% OFF Great War Sale. 20% OFF

For four weeks only, beginning Thursday, October 15th, we will give 20 per cent. discount (for cash) off all purchases of Crockeryware, Glassware, Silverware, Household necessities and Fancy Goods. Now is your time to save money.

Toilet Sets, Plain & Fancy Cups & Saucers, Plain and Fancy Jugs, Plates, Bowls, Cake Plates and Hangers, Knives and Forks, Teapots, Plain and Fancy, Shaving Mugs, Mirrors, Framed Pictures.

Crystal Glass Table Sets, Fancy Glass Water Sets, Fancy Glass Wine Sets, Ruby Glassware, Vases of all descriptions, Hand Bags, Purses, Toilet Soaps and Requisites, Boot Polish, Hair Brushes, Clothes Brushes, Writing Cases, Dressing Cases.

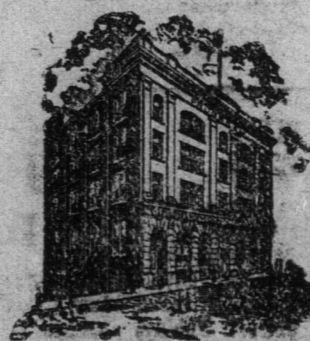
STORE OPEN EVERY NIGHT TILL 8.30.

GARLAND'S BOOKSTORES,

177 and 323 WATER STREET, ST. JOHN'S

PATRIOTISM

demand that all things being equal, the products of the local industries should receive preference from the merchants and buying public.



Every local made

Suit or Overcoat

bought during this war season means a helping hand to the employees of the clothing factories. Ask for the goods made by

The Mfld. Clothing Company, Ltd.

P. E. I. POTATOES, APPLES, etc., etc.

Now in stock. Also PARSNIPS, CARROTS and BEET.

We are now quoting above to deliver from ship's side at very lowest prices.

Now in ex Furness and Allan Boats.

200 brls. CHOICE WINTER KEEPING APPLES.

50 cases SILVERPEEL ONIONS.

30 kegs GRAPES.

30 cases CALIFORNIA ORANGES.

PRICES RIGHT.

BURT & LAWRENCE, 14 New Gower St.

Box 24. Tel. 730.

THE BIG Furniture Store.

If you want Furniture, get acquainted with our well selected stock. Every department complete. A variety to please all tastes.

TABLES, BUFFETS, CHAIRS, CHINA CABINETS, ROCKERS, BUREAUS, LOUNGES, COUCHES, WARDROBES, JARDINIERES, KITCHEN CABINETS, LINOLEUM, OIL CLOTH, CANVAS, CURTAINS, BLANKETS, QUILTS, SHEETS, BED SPREADS, TABLE COVERS, CUSHION COVERS.

See our display before buying.

CALLAHAN, GLASS & CO

Dackworth & Gower Streets.

TEN P

TORONTO, west winds, fair and cold day.

ROPER'S, ther. 30.

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