

**Great Realization Sale,**  
AT 266 WATER STREET.

**Ladies' Winter Coats, \$7.50**

and numerous other bargains.

W. BARNES, Prop.  
**OPPOSITE BOWRING BROS.**  
m.w.13.12

**Fashions in Furniture.**

Furniture fashions vary almost every season, there is always some newly-designed chair or lounge coming into vogue.

The present trend is toward upholstered Furniture, a splendid selection of which we are now showing. Here — huge Cozy Chairs, Chesterfields and Lounges, overstuffed and beautifully upholstered in Silk, Tapestry, Damask, etc. — gladden the eye, and there is no lack of smaller upholstered articles.

**U. S. Picture & Portrait Co.,**  
**General Furnishers.**

**No Matter How the Fire is Caused**

If you're not insured you're a loser. Take time to see about your policies. We give you the best companies and reasonable rates.

**PERCIE JOHNSON,**  
Insurance Agent.

*Miss Jewel and her friends*  
A girl's appearance is her best friend

There is an intimate as well as an artistic touch to properly designed Jewellery. It becomes a part of one's personality. A girl regards her gems as her personal friends. We welcome your visit and inspection of our Watches and other Reliable Jewellery.

There is no time like the present and no present like the time.

**R. H. TRAPNELL, Ltd.**  
Jewellers and Opticians, 187 Water Street.

**ANTHRACITE COAL**

Small cargo arrived To-day.

We will have to advance price soon.

**A. H. MURRAY & CO., LTD.,**  
Beck's Cove.

WHEN REFILLING YOUR FLASHLIGHT

**MAKE UR OWN.**

You then have a battery that is absolutely fresh with full amperage.

ASK FOR

**Make Ur Own Batteries.**

WM. HEAP & CO., LTD., Distributors.

**Rainbow!**

TO-DAY.

New shipment "Rainbow" Tea in half chests and 20 lb. boxes.

If you see "Rainbow" Tea there is no necessity to tell you of its superior qualities; but if you do not, all we ask is that you give it a trial.

Your Tea business will increase, because everybody likes "Rainbow" Tea.

If you want a cheaper Tea, then order a half chest "Primrose".

We are distributors of "Rainbow" and "Primrose" Teas for Newfoundland.

**GEORGE NEAL, Ltd.**  
Phone 264

**JUST ARRIVED:**

A full assortment of

**MOIR'S**  
**Chocolates, Cake and Candy.**

We have always a full supply of

**LEMONS, ORANGES, GRAPE FRUIT, PEARS, TOMATOES, BANANAS, APPLES and GRAPES**

on hand and can fill your wants at any time.

**Green Tomatoes,**  
PRESERVING PLUMS and GREENGAGES, STRAWBERRY and PLUM PULP in 10 lb. tins

Nestle's Thick Cream  
Jacobs' Biscuits.  
Cheddar Cheese.  
Ingersoll Cheese.  
Parmesan Cheese.

**BLUE NOSE BUTTER** in tins and 2lb. slabs.  
**BEECHNUT HAMS** and **BACON.**

**BOWRING BROTHERS, Ltd.,**  
**GROCERY.**

**Automobile Storage!**

Our Storage Warehouse is filling up rapidly but we still have space for about 20 cars. If you wish us to store your car, telephone 1258 and we will attend to it promptly.

Storage only \$5.00 per month.

**T. A. Macnab & Co.**  
Office Phone 444. Service Station Phone 1258.  
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**GRAVENSTEIN APPLES and CALIFORNIA ORANGES.**

Now in Stock,

100 Brls. Gravenstein Apples--1,2,3, Domestic, 300 Cases Choice Oranges--Count 252, 216, 200, 176,150.

Get our prices before placing your order.

**BURT and LAWRENCE.**

**Nfld. Shipping Company, Ltd.**

We will have a steamer sailing about end of October for Alicante and Naples, and other ports if sufficient freight offers.

For Freight space apply to

**F. W. BRADSHAW,**  
Sec. Newfoundland Shipping Co., Ltd.  
sept 21. eod. 3m

**Margin Opinion!**

Studebaker around \$70 is a good "buy" for a ten-point profit. Boston Montana is now pegged around \$1.25. This should soon move several points. General Motors does not impress us favorably considering they have not earned their dividends, although paying them for the last quarter. Middle States up \$1.00 to-day and good for some more. Nipissing up 60c.; Hollinger up 25c.; Allied back to 5c. The Board is full of bargain "buys" and we suggest immediate consideration. Take advantage of our margin facilities.

**J. J. LACEY & COMPANY, LIMITED,**  
STOCKS AND BONDS. TELEPHONE 1184.

**WOMEN'S High Laced Boots,**  
At 1914 Prices.



**LADIES' BLACK KID 9 inch BOOTS**—Price only \$6.50 per pair.

This boot makes an ideal walking boot and has a good sensible walking heel. We sold this boot for \$9.75 last year.

**LADIES' 9 inch TAN CALF BOOT,** with Tan Cloth Top. Price only \$6.00 per pair.

Only 200 pairs of these boots at \$6.00. Secure a pair to-day.

**300 pairs LADIES' GUN METAL CALF BLUCHER BOOTS,** only \$3.99 per pair.

Special price on case lots for cash.

Mail orders receive prompt attention.

**F. SMALLWOOD,**  
The Home of Good Shoes,  
218 & 20 Water Street.

SNAP IN

**Men's Overcoats**

20 Overcoats at \$15.00 each

Colors--Navy Blue and Black with storm collar; latest American cut.

Sizes, Chest--35, 36, 37, 38, 39, 40 and 42.

STRICTLY CASH.

**W. H. JACKMAN,**  
39 Water Street, West.  
sept 20. eod

**To Householders--Eggs!**

Ask your Grocer for "Bull" Brand Eggs, specially selected, therefore the most reliable on the market. Every egg in the case guaranteed. Insist on seeing the registered brand, a bull's head stenciled on either end of the case. A fresh shipment due on every steamer from Charleottetown.

sep 3.2m. eod

**Reid-Newfoundland Co., Limited**

**S.S. "Glencoe."**

**SOUTH WEST COAST SERVICE.**

Passengers leaving St. John's on 8.45 a.m. train Tuesday, October 11th, will connect with S. S. "Glencoe" at Placentia for usual ports of call between Placentia and Port aux Basques.

**Reid-Newfoundland Co., Limited**

**Intercontinental Transports Limited**

MONTREAL-ST. JOHN'S SERVICE

MONTREAL TO ST. JOHN'S.	ST. JOHN'S TO MONTREAL.
S.S. "Manoa" . . Oct. 13	S.S. "Manoa" . . Oct. 21
*S.S. "Mapledawn", Oct. 23, direct.	*S.S. "Mapledawn" . . Oct. 30
S.S. "Manoa" . . Oct. 29	S.S. "Manoa" . . Nov. 6
*S.S. "Mapledawn", Nov. 10, direct.	*S.S. "Mapledawn", Nov. 17

S. S. "Manoa" has excellent accommodation for passengers.

\*Between Montreal and St. John's direct, carrying freight only.

**HARVEY & CO., Limited,**  
Representing CANADA STEAMSHIP LINES, LTD.

**RED CROSS LINE.**



**NEW YORK-HALIFAX-ST. JOHN'S.**

The S. S. ROSALIND will sail for New York on Saturday, October 8th.

This steamer has excellent accommodation and carries both First and Second Class Passengers.

Passengers for New York must see the Doctor in the Ship's Saloon one hour previous to sailing.

Through tickets issued to Boston via The Dominion Atlantic Railway.

Through rates quoted to any port.

For further information re passage, fares, freight rates, etc. apply to

**HARVEY & COMPANY, LIMITED,**  
St. John's, Nfld., Agents.

**BREAKFAST FOODS**

For the Different Seasons.

**QUAKER CORN FLAKES.**

**QUAKER ROLLED OATS.**  
(In sealed cartons, two sizes.)

**QUAKER PUFFED RICE.**

**QUAKER PUFFED WHEAT.**

These Puffed Cereals are excellent for children.

**E. J. GODDEN,**  
Distributor for Newfoundland.  
Water Street, St. John's. Phone 920.  
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