

RIVERSIDE BLANKETS
 ARE WARMEST,
 ARE LIGHTEST,
 ARE BEST.

Riverside Wools
 Have no Equal.

They have been supplied for Socks to 1st
Newfoundland Regiment.

Screened COAL.

229 Tons
SCREENED COAL,

Due about end of week ex schr. "James Burton Cook." Book your order at our office, Beck's Cove, or wharf premises.

GEO. NEAL

BUSTER BROWN!
 Lucky Coupon 63.



Will the holder of Coupon No. 63 call at our Ladies' Department and receive a real Live Buster Brown Watch and Fob!

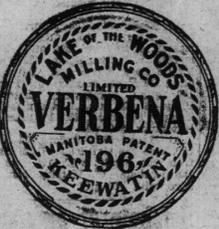
Ladies' Fall & Winter HATS!

Our New HATS are catching on, they are just what is wanted. See them and you will want one also.

Prices: \$1.30 to \$3.00.
 Marked low to effect a quick sale.

Robert Templeton.

A JUST WAR



Has been waged and won against Mills that lower the Standard of their Flour.

The Victory has been decided overwhelmingly in favor of

Verbena Flour.

FIRE STOCK of GUNS
 Selling Cheap to Clear.

Slightly disfigured by water, but guaranteed in perfect working order.

English Single Barrel Muzzle Loading Guns from \$4.00 to \$10.00
 Hollis Double Barrel Muzzle Loading Guns, 3/4 bore, 36 in. brls., from \$17.50 to \$12.50.
 Double Barrel Breech Loading Guns, 12 G., \$10.50 to \$25.00.
 22 Calibre Rifles.
 Winchester Rifles, all Models and Calibres.
 Also New Stock of Gun Powder in 6 1/4, 12 1/2 and 25 lb. kegs.

Martin Hardware Co., LIMITED.
 Front & Rear, next West of Old Store

P.S.—All Mail Order goods will be supplied in new stock unless otherwise ordered.

Remember the Buster Brown and Skutter School Shoes for Boys and Girls wear like iron. Double wear in each pair. When purchasing these shoes see that you get your coupon. Another Watch next Monday.

N. B.—We keep the best Canadian Rubber Footwear in town.

F. SMALLWOOD,
 Buster Brown and Blue Ribbon Shoe Agency.



It is good to be sure.
 Better to be insured.

Best to be insured in the
HARTFORD FIRE INSURANCE CO.

Moderate rates, liberal settlement of claims. Losses paid

\$168,000,000.00.



NEVER AGAIN

WILL WE OFFER, AS WE DO NOW, SUCH BARGAINS IN

DRESS MATERIALS,

ALL ENTENTE-CORDIALE MAKES.

Being manufactures of England or France, and this is an offer of entente-cordiale. We are reducing stocks in certain departments, hence this offer. We could not put those English and French Wool Fabrics into stock to-day at anything like the figures we quote. If you don't wish a Dress or Costume now, it will pay you to buy and lay aside a length for later. We quote:

COLOURED HABIT CLOTHS, 54 inches wide.
 Regular \$1.20 to \$2.30. Now90c. to \$1.50 yd.

CHEVIOT (HEAVY) SERGES, 50 inches wide.
 Regular 90c. yard for85c. yd.

LOT DRESS TWEEDS at various prices, which are greatly reduced ones.

ALL WOOL TARTANS, three ends only: Clans-Gordon, MacKenzie and MacLaren. Regular 90c. yard. Now only 60c. yd.

LOT OF BLACK DRESS MATERIALS, principally Creppiles, Crepe de Chines, Voiles, Crepe Cloths, Nibelines and Checked, Striped and Spotted Materials at Cost Price and under.

We may say that it is very difficult to get Black Materials at present in England and on the Continent at any price.

In conjunction with the Clearing Prices we have made on the above-mentioned fabrics we are also making lesser though generous reductions on our staple lines of Crepe Habit Cloths, Serges, Cashmeres, etc., despite the fact that our first costs on these goods are advancing.

ALL DRESS LININGS, TRIMMINGS, BUTTONS, and other findings we shall give during this sale at large reductions to all buyers of Dress Materials.

Henry Blair

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My Lady's Wardrobe!

Autumn is here. Say what we may as to the Calendar, we can no longer shut our eyes to the fact that now or never we must decide upon the additions to our wardrobe which are to serve us throughout the cold weather.

The changes are many and fundamental, but thanks to the process of Dry Cleaning and Dyeing most of us can wear our last season's garments, with a few necessary alterations, throughout the winter months and conform to the prevailing styles.

Inquire into this method of dressing economically.
 Call or write Messrs. NICHOLLE, INKPEN & CHAFE, Ltd., Agts.

UNGAR'S LAUNDRY & DYE WORKS,
 oct19, \$1, eod Halifax.

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, f, m, w

GEO. M. BARR, Agent

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,
 Phone 401, 66 PRESCOTT STREET.

BUY AN OVERCOAT with the New "Bartell" Pockets.

FOR the man who is really a good dresser and particular about his appearance, we have a splendid asset in the "Bartell" Patent Pocket which we are exploiting in our Men's high-grade Overcoats this Fall. It has special features that must surely appeal to the man who insists on always looking well-groomed and is a boon to anyone who has pockets that must be "for use and not for ornament."

This season's Overcoats in Tweed, Chinchilla, etc., with the "Bartell" pocket are very desirable garments. We carry a full stock of them in all the fashionable colors and mixtures, and in all sizes.

The "Bartell" Pocket never sags or becomes untidy, while it is capable of holding far more than the ordinary pocket. Call and see our Overcoats, see the "Bartell" demonstrated, and get our prices. You'll be delighted at the result.

U. S. Picture & Portrait Co.

TRAPNELL The Eyesight Specialist

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, involving a delay of three or four weeks, but that day has passed; an hour or two is sufficient to produce any lenses that may be called for. Prescriptions filled or broken lenses replaced if you have the pieces.

TRAPNELL
 IS YOUR MAN WHEN EYE TROUBLE APPEARS.

OUR MEATS

taste as good as they look. You doubtless have eaten meats that no amount of careful cooking and seasoning could make tender and fine flavored.

CHOICE CUTS

of meats of the best quality are the only kinds we offer you. What shall we send you to-morrow?

M. CONNOLLY,
 176 Duckworth St.
 MINARD'S LINIMENT CURES GOUT IN COWS.

P.O. Box 236 | **SLATTERY'S** | Phone 52

Wholesale Dry Goods,

TO THE CITY AND OUTPORT TRADE:
 We carry in stock for Spring trade an attractive stock of Regular Piece Goods and Pound Remnants. Prices:

CHEAPEST IN THE CITY.

NOTE—See our Special Brand of Cotton, Tweed and Denim Overalls and Jackets. Give us a call.

SLATTERY BUILDING
 Duckworth and George's Streets, St. John's.

The Elite Tonsorial Parlour,
 Prescott Street, near Rawlin's Cross.

F. ROBERTS, Proprietor,

Has just installed the very latest appliances in Electric Massage Machine for face and hair. Also we carry a full line of Cigars, Cigarettes, Tobaccos, etc.

OPEN EVERY NIGHT TILL 11 P.M.

Irish (J. J. St. John) Butter

Gentle and simple like

Good Butter.

The s.s. Carthaginian brought us another fresh shipment from the Lakes of Killarney. Nothing better ever entered the Narrows.

J. J. ST. JOHN,
 Duckworth Street and LeMarchant Road.

Advertise in The Evening Telegram

TEN PAGE WEATHER FOR TORONTO. N. W. showery at night and on Friday. ROYER'S, Nov. 4th.

VOLUME

Auction
 (On account of who AUCTIONEER)
 On FRIDAY, at 12 o'clock, at Messrs. Campbell & Co. 150 brls Pla 50 brls Box A. S.

oct21, 21

SPEY 10 Ye

Pure Malt Scotch Whisky
J. C. B.
 Water

NOT
 Despatch First Newfoundland Letters and members of the C.F. Front should follow, so long still in English training:—
 No. — Private — Compare Newfoundland c/o Th

All letters addressed will be separate bag with the Government to the Colonial thus receive special H. J. Pos

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DENT
 THOROUGH and dentistry prices as is class work is sure of if you make satisfied kind that stay the natural features, and time. Our ment are the scientific and ARTIFICIAL Our price . . . Painless extr
A. B.
 (The) 203 WA oct17, s, tu