

Here's a Snap!

30 Boxes
Blood Red Apples
 — AT —
\$3.90 per Box,
150 Count.

GEORGE NEAL,
 Limited.

The Railway Passengers Assurance Co.
 of LONDON, ENGLAND

Is the OLDEST and PIONEER COMPANY of its kind in the world. Founded in 1849, its experience inspired 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 TEAMS' 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.
 Board of Trade Building P.O. Box 1250.
 Phone 1168 aug11.2m

I use
'Matchless'

The Paint of Quality

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

BON MARCHE, SPECIALS

We have just received the following goods, and are clearing at Knockout Prices:

TABLE OIL CLOTH, 45c. yard. SHELF OIL CLOTH, 15c. yard.
 STAIR OIL CLOTH, 15c. yard. SHELF OIL CLOTH, 10c. yard.
 ROLLER BLINDS—Complete, in Green and Ecor, 55c. each.

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

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.

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 Bold Electric Store)
 by 17.1f

Mortgage Investments.

We offer investors high-class security in Real Estate. Conservative valuation. Interest payable semi-annually. Amounts of \$100.00 and up can be invested. The best and safest way to loan money known. Your interests expertly looked after. Titles properly searched, and property insured in a first-class Company. Mortgage retired annually if desired. Absolutely free advice.

FRED J. ROIL & CO.
 REAL ESTATE & INVESTMENT BROKERS,
 Smallwood Building, Duckworth Street.

\$25 per Week!

Will be paid to you for any illness or any injury, for as long as you are disabled, whether it be a week or a lifetime, and in addition we give you \$5,000 for accidental death or loss of legs or arms, and \$2,500 for one leg or arm—all for \$25 for six months.

"It's better to have it ALWAYS and NOT want it than want it ONCE and NOT have it!"

U.S. FIDELITY & GUARANTY CO'Y.
 J. J. LACEY, Nfld. GENERAL AGENT.

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.

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.

\$40 English Worsted \$40 Suit to Order.

We have been fortunate in securing a few pieces of Goods in beautiful Greys, and for strict Cash orders we will make in our well-known good style, with best trimming and workmanship a

SUIT TO ORDER FOR \$40.00
 COME IN AND SEE THE PATTERNS AND BE CONVINCED OF THE VALUE.

SPURRELL The Tailor
 WATER ST. WEST. and at DUCKWORTH ST. GRAND FALLS.
 m.th.s.f

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

NEW ARRIVALS OF
Fall and Winter Suitings and Overcoatings

You will find these Goods a specially well selected assortment. If your order has not been placed, see ours before buying.

GET ONE OF MAUNDER'S OVERCOATS and keep up the standard of good tailored clothes. Write for samples and style booklets, with measuring instructions.

John Maunder
 TAILOR & CLOTHIER
 St. JOHN'S, N.F.

"Leads in every District"

VICTOR FLOUR

Jan. 14, 1911

Featured by Orchestras and Bands everywhere:

"Oh Harold," Fox Trot,
 and
"Yes We Have No Bananas,"
 FOX TROT

On one Banner Record.
Price 65c.

CHARLES HUTTON,
 Home of Music.

MOREY'S COAL is GOOD COAL.

The Only
AMERICAN ANTHRACITE COAL
 in the market. All Sizes.
 ALSO IN STOCK
WELSH ANTHRACITE COAL
 All Sizes.

M. MOREY & CO., Ltd.
 by 18.eod.1f

Nfld. Government Railway.

S.S. ARGYLE,

PLACENTIA BAY STEAMSHIP SERVICE.

Passengers leaving St. John's on 8.45 a.m. train, Tuesday, November 6th, will connect with S.S. ARGYLE at Argentia, for usual ports of call in Placentia Bay, on the Red Island route.

S.S. GLENCOE,

SOUTH COAST STEAMSHIP SERVICE.

Freight for the above route, per S.S. GLENCOE, will be accepted at the Freight Station Monday, November 5th, from 9 a.m. to 5 p.m.

Nfld. Government Railway.

Canadian National Railway

Passengers and Shippers remember: One of the shortest and best ways to travel and ship freight to Boston is via Halifax on North Sydney and Canadian National Railways.

For further information, apply to—
J. W. N. JOHNSTONE,
 General Agent,
 Board of Trade Bldg. St. John's, Nfld.

FARQUHAR STEAMSHIP COMPANIES
 REGULAR PASSENGER & FREIGHT SERVICE:

ST. JOHN'S, NFLD., and HALIFAX, N.S.

The SABLE I. will leave Halifax at 10 a.m. on Friday, Nov. 2nd, for this port via North Sydney and St. Pierre, and will leave St. John's for Halifax direct on Nov. 7th.

HEAD OFFICE: Farquhar & Co., Ltd., Halifax, N.S.
AGENTS: Harvey & Co., Ltd., St. John's, NFLD.
 aug 3. 5mos. w. 1.3m

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. m.th.s

THE FLASHLIGHT EVEREADY

BE SURE IT'S AN EVEREADY

"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.
 may 15. eod. 1f

TEN PAGE
 WEATHER FO
 TORONTO (Noon)
 is cloudy and fo
 al showers to-day
 DAY.
 ROOPER & THOMPE
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 VOLUME XL

Auction
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