

**The First Principle of Modern Business is SERVICE.**

That is where we shine.

Good Goods well made, moderately priced, and honest effort made to deliver on time. Expert accounting and satisfactory settlements of all claims.

The biggest clothing manufacturing organization in Newfoundland backs up its claim for Superior Service.

**WHOLESALE ONLY.**



**Newfoundland Clothing Co., Ltd.**  
mar6,eod,tf WM. WHITE, Manager.

**MEN'S HEAVY WOOL SOCKS and Yarns For Making Them.**

MEN'S HEAVY GREY WOOL SOCKS at 60c. and 65c. pair.  
MEN'S HEATHER WOOL SOCKS at 70c. pair.  
MEN'S BLACK WOOL SOCKS at 70c. pair.  
MEN'S SUPERFINE BLACK FINGERING SOCKS at \$1.00 pair.

This lot is made of extra good wool, and as quantity is limited you had better see them early.

MEN'S BLACK PLAIN CASHMERE and BLACK EMBROIDERED CASHMERE SOCKS lately to hand.

**The Famous Riverside Yarns** in Grey, Brown, Heather and Black at 30c. skein, and in Navy at 35c. skein.

These Yarns make fine socks, soft and warm. We specially recommend the Brown Heather make as making a good looking sock. We also show:

CANADIAN SILVER GREY HEAVY YARN at 60c. double knot.  
CANADIAN KHAKI HEAVY YARN at 50c. double knot.

**HENRY BLAIR**



**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.

**Big Fall Bargains** AT **ANTONIO MICHAELS,**  
194 New Gower Street (East of Springdale St.)

We are now offering a big shipment of **Ladies' and Gent's Readymades.**

MEN'S AMERICAN SUITS . . . \$7.00 to \$15.00  
MEN'S AMERICAN BOOTS, fine and neat . . . \$2.95  
MEN'S NECKTIES from . . . 25c. to 50c.  
WOMEN'S DANDY SILK BLOUSES . . . \$1.90 to \$3.00

A lot of JEWELLERY and WATCHES going at cost price. NOTIONS and SMALL WARES at before the war prices. Call and inspect our stock, everything cheap. Big chance for the wholesale buyer.

wed,fr,tf

**APPLES! APPLES!**

Now in Stock:

150 barrels Choice Kings,  
150 barrels Choice Rebstons,  
100 barrels No. 2 Gaavenstiens.

PRICES RIGHT.

**Burt & Lawrence, 14 New Gower St.**

Forty Years in the Public Service—The Evening Telegram. Advertise in the "Telegram."

**Just Received: 536 Dozen Reliable English Glass Floats.**

Packages contain 8 dozen each.

Buy now and you will not be disappointed in the Spring.

Glass Floats are more reliable than any other made, especially when used in very deep water.

**Robert Templeton.**

**ON THE SPOT!**

800 boxes Cal. Raisins, 2 & 3 Crown and Seeded.  
200 sax Broken Rice, in 200's, 100's and 50's.

**Beans:** 300 sax Pea, 100's.  
100 sax Cabalero, 220's  
100 sax Bayo, 217's.

|   |  |
|---|--|
| <b>DRIED FRUITS.</b><br>200 boxes Evap. Apples.<br>250 boxes Apricots.<br>200 boxes Prunes.<br>100 boxes Peaches.       | <b>TINNED MEATS.</b><br>Corned and Roast Beef, in 1's, 2's and 6's.<br>Ox Tongue.<br>Lunch Tongue.<br>Oxford Sausage.<br>Luncheon Sausage.<br>English Soups.<br>Campbell's Soups.<br>Carrots in Tins.<br>Parsnips. |
| <b>TINNED FRUITS.</b><br>Apricots.<br>Peaches.<br>Pears.<br>Egg Plums.<br>Black and Red Cherries.<br>Apples in Gallons. |  |

**BOWRING BROTHERS, Limited,**  
332 GROCERY, St. John's. 332.  
m.w,t,tf

**Not Generally Known!**

The average man or woman may think all WAR STANDARD FLOURS are alike. Such is not the case. The Canadian Government has decreed that Flour must not be milled ABOVE a certain standard. But there is nothing to prevent millers from milling BELOW that standard.

**Ogilvie's Standard Flour** is milled to limit of Govt. requirements.

**Try a Barrel and be convinced.**

**SLATTERY'S Wholesale Dry Goods**

Now offering to the Trade and Outport Dealers the following

**AUTUMN GOODS:**

|                 |                   |
|-----------------|-------------------|
| POUND PERCALES  | SHIRTS            |
| POUND SATEENS   | DRESS GOODS       |
| DENIMS          | PLAID DRESS GOODS |
| COTTON CHECKS   | BLOUSES           |
| POUND UNDERWEAR | FLANNELETTE       |
| TOWELINGS       | OVERALLS          |

EVERY DAY GOODS ARRIVING.

SLATTERY BLDG., Duckworth & George Sts.

**Reid-Newfoundland Co**

**FREIGHT NOTICE!**

**PLACENTIA BAY STEAMSHIP SERVICE.**  
Definite date of acceptance of freight for S. S. "ARGYLE", Presque route (western run), will be advertised later.

**SOUTH COAST STEAMSHIP SERVICE.**  
The next acceptance of freight for South Coast Points will be advertised later.

**GREEN BAY STEAMSHIP SERVICE.**  
Freight for S. S. "HOME" will not be accepted till further notice. Definite date will be advertised later.

**HUMBERMOUTH-BATTLE HR. STEAMSHIP SERVICE.**  
Owing to S. S. "ETHIE" being off schedule at present, freight for above route will not be accepted till further notice.

**NOTRE DAME-BONAVISTA BAY STEAMSHIP SERVICE.**  
Freight for S. S. "CLYDE" and S. S. "DUNDEE" via Port Union will be received on this Wednesday only up to 5 p.m.  
Freight for S. S. "CLYDE" and S. S. "DUNDEE" via Lewisporte will be received on Wednesdays only up to 5 p.m.

**TRINITY BAY STEAMSHIP SERVICE.**  
Freight for S. S. "PETREL" (Monday's run) will be received on Wednesdays and Thursdays up to 5 p.m.  
Freight for S. S. "PETREL" (Friday's run) will be received on Mondays and Tuesdays up to 5 p.m.

**REID-NEWFOUNDLAND Company**

**BOOK TALK**

The Devil's Cradle—Mrs. A. Sidgwick, \$1.60. Here is a story that tells the truth. It reveals the German life and character with an astonishing intimacy of detail.

Joe Farrell—"Quiller" Couch, \$1.50. A rousing story of adventure. The plot is an unusual one; it assumes dramatic and powerful proportions.

Greenheart—Ethel Bell, \$1.60. An absorbing story which takes an elemental grip on the reader to an amazing degree.

Joan and Peter—H. G. Wells, \$2.00. In the study of the characters, Joan and Peter, the author has done some of his finest, most revealing and brilliant work.

The Man in Grey—Baroness Orczy, \$1.50. Strange and mysterious creature, that elusive personality known to the historians of the Napoleonic era.

Our Admirable Betty—J. Farnol, \$1.60. It is a romance pure and simple, bristling with stirring episodes, with a delightful company of characters.

The Soul of Susan Yellam—H. A. Vachell, \$1.60. War novels cannot as a rule be termed delightful, but there is no other word for this one.

Sylvia Scarlett—C. Mackenzie, \$1.75. A book full of movement, color and life.

That Which Hath Wings—R. Dehan, \$1.60. A colorful novel of love and war, of wrath and humor, skilfully accomplished. A sequel to the "Dop Doctor."

The Watcher by the Threshold—John Buchan, \$1.50. These tales of strange happenings on the dark and forbidding moors of Scotland have a true flavor of legend.

Tony Heron—C. Kenneth Burrow, \$1.50. The story of a temperamental antagonist which leads to tragedy, but tragedy not without hope.

The Zeppelin's Passenger—E. F. Oppenheim, \$1.60. Mystery and suspense, thrills and heart-throbs are intermingled.

Gentlemen at Arms—Centurion, \$1.60. They are real stories, and give in bold, unforgettable outlines, vivid pictures of the men who are saving civilization.

"First and Second Books of Artemas", 75c. each. Concerning men, and the things that men did do, at the time when there was war. "Amazing, witty and profoundly wise."

**Dicks & Co., Ltd.**  
BOOKSELLERS.

Insure with the **QUEEN,** the Company having the largest number of Policy Holders in Newfoundland.

Every satisfaction given in settling losses.

Office: 167 Water Street.  
Adrain Bldg. P. O. Box 782.  
Telephone 626.

**QUEEN INS. CO.**

**GEO. H. HALLEY,**  
Agent.

**WARNER'S Rust-Proof Corsets!**



To be in fashion you should wear a **WARNER'S CORSET.** A comfortable fitting Corset, fashionable shaping Corset, a Corset guaranteed to wear without rusting, breaking or tearing.

When you discard a **WARNER'S** it is because you wish a **NEW WARNER'S.**

**Price: \$2.30 pair up**

**Marshall Bros**  
Sole Agents for Newfoundland.

**THE WEDDING RING**

The sentiment represented by **THE WEDDING RING** suggests the selection of an article guaranteed to be Finest Gold, good colour, and made with great care—a ring to be treasured at—

**T. J. DULEY & CO.**  
Reliable Jewelers, St. John's.

WELVE PAGES TO-DAY TH  
NO WEATHER REPORT.  
The Fisheries Department  
has not been received at the  
press hour the weather  
PROPER & THOMPSON.—Bar. 29.56;  
ther. 42.

VOLUME XL.

**Auction Sales!**

**AUCTION.**  
on FRIDAY, the 15th inst.,  
at 12 o'clock,  
at the premises of  
Messrs. Campbell & McKay  
ABOUT  
**125 Barrels of Beef Ends.**  
Will be sold in lots to suit purchasers.  
S. RENDELL & CO., Ltd.  
Brokers.  
nov13,21

**Auction Sale!**  
Saturday, 16th inst.,  
**90 Pairs Men's Long Red Rubbers, New.**  
M. A. BASTOW,  
Auctioneer.

**FOR SALE!**

Timber Land, situate on the  
Gosnell Road, containing in all  
60 acres well wooded land.  
Will be sold at a bargain if  
applied for at once.  
P. C. O'DRISCOLL, Ltd.,  
105,61,eod Exchange Bldg.

For Real Pen Satisfaction  
use an  
**"Onoto,"**  
The Safety Self-Filling  
Fountain Pen.  
The pen that will give  
you real satisfaction. Its  
mechanism is simple and  
reliable, and it can be car-  
ried in any position, being  
positively  
**NON-LEAKABLE.**  
Stub, Broad, Medium and  
Fine Points.  
**GARRETT BYRNE,**  
Bookseller & Stationer.

**PUBLIC NOTICE!**

**Revision of Jury Lists.**

Persons claiming exemption  
from service on juries, persons  
claiming to be qualified to  
serve on a panel different from  
that on which they are entered,  
and all persons who have objec-  
tions to offer to the panels or  
any of them, are hereby noti-  
fied that a COURT OF REVIS-  
ION of the jury lists for St.  
John's will be held in the Magis-  
trate's Office from 9 a.m. to 2  
p.m. on Tuesday, Thursday and  
Saturday of next week, and on  
Monday, Wednesday and Friday  
of the week following.

Magistrate's Court, 31st Oc-  
tober, A.D. 1918.

F. J. MORRIS,  
Magistrate.

W. L. 121 Stipendiary Magistrate.

FRAYED—From Black-  
burn Head, last week in October, a  
dog, under name of T. C. on  
tag. Finder please return to THOS.  
MCCOY, 282 Water St. 11,31,eod