

Jackman The Tailor

Desires to intimate to his Patrons and the Public that his Fall stock of High-Class Tailoring, Gents' Furnishing and Readymade Goods are now open for inspection. In our Custom Tailoring Department we have a very large line of Tweed Suitings and Overcoatings. Our Leading Line of

\$18.00 Custom Made Overcoats

BEATS ANYTHING EVER OFFERED to the public.

Last week we opened the largest shipments of Boys' and Men's Readymades ever imported by us, and in anticipation of a big Fall's trade we have ordered another large shipment, to leave England on the 17th October.

Our Gents' Furnishing Department was never so well stocked with High-Class Furnishings, and we can confidently recommend the new lines of Hats, Caps, Underwear and Neckwear that we opened last week to fashionable buyers.

With a view of giving special attention to Men's and Boys' Clothing and Furnishings we have decided to go out of General Dry Goods, and as we want to sell out all our stock of Dry Goods by the end of the year, we offer a genuine reduction of 20 per cent. on all purchases. We specially invite Wholesale buyers to inspect our stock, and we believe, that in many lines, we can offer goods 20 per cent. lower than regular wholesale.

To avoid the big rush of orders that we have to deal with after the middle of October, we would esteem it a favor if our patrons would place their orders at the earliest date.

SPECIAL ATTENTION GIVEN TO MAIL ORDERS.

Jackman The Tailor, The Mail Order House.

At the Big Fruit Depot.

BY RECENT ARRIVALS.

300 Bbls. Gravenstein Apples, 50 Bbls. King Apples, 50 Kegs Green Grapes, 50 Kegs Coloured Grapes, 50 Sacks S'peel Onions, 50 Cases S'peel Onions.

AND JUST LANDED.

50 bxs. Sunlight Soap, 8 oz & 12 oz. 20 bbls. C. C. Cranberries. Fine Stock. Best Prices.

Edwin Murray.

REID NEWFOUNDLAND COMPANY.

S. S. "ETHIE"

Leaves Carbonear every SATURDAY on arrival of 8.45 a.m. Train from St. John's for following ports:

WESTERN BAY.	HANT'S HARBOR.
Northern Bay.	SCILLY COVE.
BAY DE VERDE.	HEART'S CONTENT.
OLD PERLICAN.	HICKMAN'S HARBOR.
CATALINA.	LADY COVE.
TRINITY.	CLARENVILLE.

Reid Newfoundland Company

A FEW SPECIALS IN GENTS' FURNISHINGS.

Men's Linen Collars (double), 2 in. Front, clearing at 12c each.
Men's White Dress Shirts, from 50 cents.
Men's Fancy Negligee Shirts 75 cents.
Men's Fancy Negligee Shirts 90 cents.

And a Full Line of STANFIELD'S UNDERWEAR.

WILLIAM FREW.

WIDE AWAKE PEOPLE

Always protect their property in every way possible, and most certainly by insuring against fire. These good folk come to me for many reasons. Rates Low. Companies Good, etc.

PERCIE JOHNSON, Insurance Agt.

Office: Corner Duckworth and Prescott Streets

ONE-FOURTH OFF!



Here's an out and out straight business proposition that will certainly interest everybody who wears shoes. In order that we may make room for our Fall stock in short order, we will now offer our trade a uniform discount of

One Fourth Off of Our Regular Prices.

All our Footwear for Men, Women, Boys, Misses and Children of all sorts must go. Reductions here are always genuine, plain, fair and square.

\$4.00 Shoes Selling at **\$3.50**
\$3.50 Shoes Selling at **\$2.50**
\$2.50 Shoes Selling at **\$2.00**

And so on throughout the stock.

NOTHING PLAINER, CLEANER OR STRAIGHTER.

Hardly see how you can afford to miss this sale, for it would be like throwing away money.

The White Shoe Store, 304 & 306 Water-st.

sep16,tf

S. B. KESNER, Proprietor.

5th Grand Annual Concert,

— BY —

St. Thomas's Glee Singers.

Assisted by Mrs. Job, Misses Sybil Johnson, Dorothy Johnson, D'Alberiti, Jordan, Pittman, Strang, Meehan, Messrs. Hutton, Bulley, Mews and F. M. Ruggles.

CANON WOOD HALL, this (THURSDAY) evening, at 8 O'Clock.

Conductor: Mr. H. W. Stirling.

Numbered Reserved Seats: 50 cents. General Admission: 30 cents. Plan at Gray and Goodland's. Doors open at 7.30. Carriages at 10.15. sep29,oct,3,5

TO-DAY'S ARRIVALS BIG FEED DEPOT.

Ex Rosalind:	1 x Florizel:
Prime Timothy Hay,	Sterling Brand
Black Oats,	Plate Beef.
White Oats,	Gravenstein Apples,
Straw, Bran.	Bananas.

F. McNAMARA - - Queen St.

FIRE INSURANCE

FIDELITY (FIRE) UNDERWRITERS, of New York.
CAPITAL: \$4,500,000.00. LOWEST TARIFF RATES.
EVER READY TO MEET THE LARGEST LOSSES IN THE LEAST TIME.
CYRIL J. CAHILL, Agent for Newfoundland.
Offices: Law Chambers, Duckworth Street.
sep12,6m,m&th P. O. Box, No. 8. Telephone, No. 374.

FUSSELL'S
FULL CREAM
CONDENSED MILK
IS THE
CREAM OF MILKS

Water Glass for Preserving Eggs.

It is proved there is no other Egg Preserving Material so effective as Water Glass. It will keep Eggs perfectly fresh for two years. Its use is recommended by the National Poultry Keepers' Association. It is perfectly harmless and does not discolor the shells or give any flavor to the Eggs. A 1 lb. Tin is sufficient for 120 to 150 Eggs. Full directions on each tin. Send to-day for a tin, and so ensure a fresh supply of Eggs all winter. A pound tin costs twenty cents postpaid. Send to-day to

THE WHOLESALE SPECIALTY Co.
Phone 734. CABOT BUILDING. P. O. Box 477
and 2, St. John's

Tinned Peaches, Grapes, Onions.

October 3rd, New Arrivals:
60 cases Tinned Peaches—California.
50 kegs Green and Tinted Grapes.
50 cases Valencia Onions.
And an extra large quantity of GRAVENSTEIN APPLES.
Our prices will always suit you.

George NEAL.

FREIGHT FOR BELL ISLAND

S.S. EUPHRATES will leave Crosbie & Co's Wharf (late Duder's) on THURSDAY, 5th instant, at 7 p.m. Freight for Bell Island, Lance Cove and Portugal Cove will be received up to the hour of sailing.

oct3,3fp EUPHRATES S.S. COMPANY, LIMITED

We've Stirred the Town

The Man who likes a graceful, well-made shoe, will do himself a good turn by turning his feet in this direction. Our Men's Fine Boots for Fall wear, at \$2.50, 3.00, 3.50, 4.00 to 6.00, we have never seen duplicated at the price, in any other store hereabouts. Splendid, Comfortable, Good Looking, Perfect Fitting, Conservative Piled Footwear. SEE OUR WESTERN WINDOW.

F. SMALLWOOD, THE HOME OF GOOD SHOES

PREPARE

FOR THE
COLD WEATHER
BY BUYING YOUR

Blankets

NOW.

We are well stocked in all qualities.

COTTON, from 80 cts. to \$2.00.

WOOL, from \$2.00 to \$11.00.

As these were bought before the advance in wools we are giving special values.

Bowring

Brothers,

Limited.
Drapery Department.

NEW BOOKS.

Sept. Magazines and Fashion Books. MAGAZINES. The Strand, Wide World, Cassell's, The Pall Mall, The Lady's Realm, The Novel, Nash's, Windsor, The Captain, Fry's Magazine, Pearson's, The New Magazine, Boy's Own, T. P.'s Magazine, Family Herald Magazine. FASHION BOOKS. Weldon's Ladies' Journal, with 6 cut-out paper patterns, 10c.; 12c. post paid. Fashions for All, with 5 cut-out paper patterns, 10c.; 12c. post paid. Harrison's Dressmaker, with 7 cut-out paper patterns, 10c.; 12c. post paid. Illustrated Dressmaker, with 2 cut-out paper patterns, 5c. Weldon's Children's Fashions, with patterns of girls' autumn set (4 to 6 years), 5c. Ladies' Companion, with cut-out paper patterns; stories, hints on dress-making, etc., etc., 15c.; 17c. post paid. Juvenile Dressmaker, with cut-out paper patterns, 5c. Weldon's Home Milliner, with patterns of lady's hat and child's Quaker Bonnet, 5c.

Garrett Byrne,

Bookseller and Stationer.

Your Spotted Mirror Made New!

A Spotted Mirror is an eyesore in any nicely arranged room, and on this account many hundreds are being condemned daily. IF DON'T THROW YOURS AWAY. We can make it absolutely just the same as when you bought it, at a very trifling cost.

We will re-align your Mirror promptly and satisfactorily and guarantee you a job that will please you in every respect. Send a postal to-day and learn full particulars. It will save dollars for you, and only cost one cent. Work called for and delivered.

THE NEWFOUNDLAND MIRROR MFG. CO.
oct3,2m,fp Factory: 31 Mourne Street, St. John's.

Next to your GUN the most important part of your shooting outfit is your DOG.

TAKE SOME

"MOLASSINE" DOG CAKES

along for him. He works hard and deserves to be cared for.

"Molassine" Cakes are just what he wants.

ASK YOUR GROCER for THEM.

DOLLS! DOLLS—A Splendid Line of DOLLS.

We have just purchased a full line of Manufacturers' Samples, consisting of several hundred Dolls, all new, fresh and bright—so two alike.

Fancy Dressed Dolls, from 15c up	Black and Brown Dolls, from 15c up
Wool Dressed Dolls, from 15c up	Hair Stuffed Dolls, from 20c up
Compo. Wax Dolls, from 15c up	Kid body Dolls, from 15c up
Washable Dolls, from 10c up	Rag Stuffed Dolls, from 15c up
M. and Pa. Speaking Dolls, from 25c up	Rubber Dolls, from 15c up
Sleeping Dolls, from 15c up	Rubber Animals and Teethers, from 15c up
China Dolls, from 5c up	Natural Boy Dolls, from 15c up
Jointed (China) Dolls, from 10c up	Natural Girl Dolls, from 15c up

China Heads for Dolls, with and without hair, from 10c. to 25c. each. Every mother, father and friend in and out of St. John's should make their little girls happy by giving them one of those charming Dolls. There is no nicer present for a little girl than a sweet-faced Dollie.

S. E. GARLAND, LEADING BOOKSELLER AND TOY DEALER.

Job Printing Executed!

WEATHER FORECAST.

Toronto, Noon—Strong wind and gales, W. to N.W., few showers. Saturday—Fresh N.W. W. winds, fine and cool.

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PUBLIC NOTICE

Kent's Bridge.

Heavy traffic of every kind, especially by automobiles, over Kent's Bridge, near Kildrilloch School House on the Bay Bulls Road, is prohibited until Monday next, pending the construction of said Bridge.

JAMES HARRIS, Sec. Department of Public Works, John's, Oct. 5th, 1911. oct5,2p

NOTICE!

Whereas owing to the neglect of the owners, certain old school now lying in the port of St. John are likely to sink and thus become a menace to navigation and an obstruction in the harbor. Notice is hereby given that one month from date not previously arranged for, the hulks will be towed to sea and without further notice. Owners therefore notified to govern the selves accordingly.

EDWARD ENGLISH, Harbor Master

October 6th, 1911. oct6,2p

N'L'D HIGHLANDERS

By Order of the Officer Commanding.

Special Parade N'l'd. Highlanders, A. & B. Coy's, with Band, will parade at the Armoury to-night, 7.30. Tunics, Trews, etc. to be worn. A. GOODRIDGE, Adm. oct6,1p

Lodge Tasker, N'l'd.

151, R. S.—An Emergency Meeting of above Lodge will be held in the Masonic Temple THIS EVENING, at 8 o'clock, for the purpose of Conferring Degrees. In order of the R. W. M. oct6,11p A. JOHNSTON, Sec.

THE NICKEL.

Friday and Saturday.

Latest Vocal Success.

"Betsy Ross."

Solo by Mr. GEO. IRVING. Part Chorus.

Vitagraph Photo-Play.

THE GIRL IN THE FILM.

There is an energy, a fullness of spirit, a sense of great issues, which give it a quality no less significant than rare in animated pictures.

Varied Pictorial Recital.

Orchestral Selections.

(Direction, P. J. McCarthy) include,

"Indian Spring."

Medley of popular airs, and numerous musical numbers.

Each film intensified with its own peculiar noise and sound effects.

J. F. Ross, Trap Drummer.

Banner Matinee Saturday.

Four Reels of Pictures.

Send the Kiddies.

Office to Let in Board of Trade Building, immediate possession. Apply G. I. ANDERSON & CO., 28, 1911.