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

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 or

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

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.

一块山土	BY RECENT ARI	-
300 Brls.	Gravenstein Apples,	5

50 Brls. King Apples, 50 Kegs Green Grapes.

O Kegs Coloured Grapes, 50 Cases S'peel Onions.

AND JUST LANDED, 50 bxs. Sunlight Soap, 8 oz & 12 oz. | 20 brls. C. C. Cranberries. Fine Stock. Best Prices.

Edwin Murray.

COMPANY.

S. S. "ETHIE"

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

00	711113 101 1
	WESTERN BAY.
	Northern Bay.
	BAY DE VERDE.
1	OLD PERLICAN.
-	CATALINA,
	TRINITY,

HANT'S HARBOR. HEART'S CONTENT. HICKMAN'S HARBOR. CLARENVILLE.

Reid Newfoundland Company

A FEW SPECIALS IN CENTS' FURNISHINGS

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

And a Full Line of STANFIELD'S UNDERWEAR.

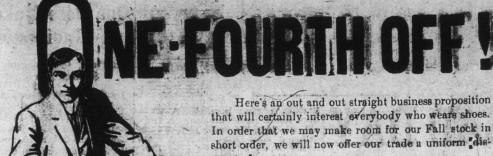
FREW WILLIAM

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



In order that we may make room for our Fall stock in short order, we will now offer our trade a uniform dis-

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			
\$2.50 Shoes			
And so on throughout t	he 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.

S. B. KESNER, Proprietor.

5th Grand Annual Concert,

St. Thomas's Glee Singers,

Assisted by Mrs. Job, Misses Sybil Johnson, Dorothy Johnson, D'Alberti, 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

Ex Rosalind Prime Timothy Hay, Sterling Brand Black Oats. White Oats.

Straw, Bran.

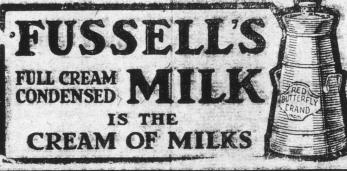
1 x Florizel : Plate Beef. Gravenstein Apples, Bananas

F. McNAMARA - - Queen St. FIRE INSURANCE

FIDELITY (FIRE) UNDERWRITERS, of New York. LOWEST TARIFF RATES. CAPITAL: \$4,500,000.00.

EVER READY TO MEET THE LARGEST LOSSES IN THE LEAST TIME. CYRIL J. CAHILL, Agent for Newfoundland.

Offices: Law Chambers, Duckworth Street. P. O. Hox, No. 8. Telephone, No. 374,



It is proved there is no other Egg Preserving Mate Glass. It will keep Eggs perfectly fresh for two years. Its use is recommended by the National Ponltry Keepers' Association. It perfectly harmless and does not discolor the shells or give any flavor to the Eggs. A 1-1b. 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 784. | CABOT BUILDING. | IP. 0. Box 477

Tinned Peaches, Grapes, Onions.

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

COLD WEATHER

BY BUYING YOUR

We are well stocked in all

COTTON, from 80 cts. to \$2.00.

WOOL, from \$2.00 to \$11.00.

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

Bowring Brothers,

Drapery Department.

NEW 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. Veldon's Ladies' Journal, with 6 cutout paper patterns, 10c.; 12c. pos

Fashions for All, with 5 cut-out paper patterns, 10c.; 12c. post paid. lairison's Dressmaker, with 7 cut-out paper patterns, 10c.; 12c. post

ustrated Dressmaker, with out paper patterns, 5c. eldon's Children's Fashions, with patterns of girls' autumn set (4 to 6 years), 5c. adies' Companion, with cut-out paper

patterns; stories, hints on dressmaking, etc., etc., 15c.; 17c. post Juvenile Dressmaker, with cut-out

paper patterns, 5c. Weldon's Home Milliner, with patterns of lady's hat and childs' Quaker

Hookseller and Stationer.

FREIGHT FOR BELL ISLAM

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 he ceived up to the hour of seiling.

EUPHRATES S.S. COMPANY, LIMITED



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. LEFON'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-silver 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.

Factory: 31 Monroe Street, St. John's

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

TAKE SOME

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.

DOULS! DOLLS—A Splendid Line of DOLLS

We have Just Purchased a full line of Manufacturers' Samples everal hundred Dolls, all new, fresh and bright— to two alike. Compo. Wax Dolls, from 5c up Washable Dolls, from 10c up Washable Dolls, from 25c up Rag Stuffed Dolls, from Rag Stuffed Dolls, from Rubber Dolls, from Rubber Dolls, from Rubber Dolls, from Steeping Dolls, from 5c up Jointed (China) Dolls, from 10c up Natural Girl Dolls, from Natural Girl Dolls,

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

8. E. GARLAND, LEADING BOOKSELLER AND TOY DEALER. Printing Executed

and gales, W. to N.W., few Saturday-Fresh N.W winds, fine and cool.

VOLUME XXX



PUBLIC NOTICE Kent's Bridge.

Heavy traffic of every kind, pecially by automobiles, over Ke Bridge, near Kilbride School Ho on the Bay Bulls Road, is prohi until Monday next, pending the construction of said Bridge.

JAMES HARRIS, Sec Department of Public Works, John's, Oct. 5th, 1911. 06,2

NOTICE!

Whereas owing to the negle the owners, certain old school now lying in the port of St. hulks will be towed to sea and without further notice. Owners therefore notified to govern t selves accordingly

EDWARD ENGLISH.



Special Parade Nfld. Highland A. & B. Coy's, with Band,

parade at the Armoury to-night. 7.30. Tunies, Trews. of, lin . A. GOODRIDGE, Ad

Lodge Tasker, N oct6,1fp A. JOHNSTON, Se

THE NICKEL

Friday and Saturday.

Latest Vocal Success. "Betsy Ross."

Part Chorus.

Solo by Mr. GEO. IRVING.

Vitagraph Photo-Play, THE GIRL IN THE FILM. There is an energy, a fulness of spirit, a sense of great issues, which give It a quality

Varied Pictorial Recital.

no less significant than rare in animated pictures.

Orchestral Selections. (Direction, P. J. McCarthy)

"Indian Spring, Medley of popular airs, and

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

J. F. Ross, Trap Drummer. Banner Mattinee Saturday.

Send the Kiddies

Four Reels of Pictures.

Office to Let in Board

Trade Building: immediate possession apply G. I. ANDERSON & CO. \$28,