

COAL!

To those who did not buy their ANTHRACITE from us last year.

The Best Anthracite COAL in the World is WELSH.

No clinker—it all burns.

Order Half a Ton for a Trial. Why pay more than **\$12.50** for Coal. We will deliver the Best Scotch without slack. Some say because it is cheap it cannot be any good—try it and be convinced.

NORTH SYDNEY SCREENED now delivering ex. vessel—\$18.50.

A. H. MURRAY & CO., Limited,
Coal Office Phone 1867. Beck's Cove.

MAKING WONDERFUL HEADWAY!

The "BON MARCHE" will endeavour to stay right with the Buying Public through The Lower Price System we have.

OUR GREAT MOTTO—S—P—Q—R.

Small Profits—Quick Returns.

Our assortment of Handkerchiefs this year surpasses anything we attempted before.

WHITE HEMSTITCHED HANDKERCHIEFS, Special 2c. each.
COLOR BORDER and PICTURE H.K.F.S., Special 4c. each.
SPECIAL CHILDREN'S XMAS BOXES, containing 2 H.S. or Picture or Border, 30c. each Box.
A very Special Ladies' Xmas Gift—6 FANCY EMBROIDERED H.S. HANDKERCHIEFS in beautiful fancy Box, 55c.

BON MARCHE CASH STORE.
266 WATER STREET, ST. JOHN'S.
OPEN AT NIGHT FOR YOUR CONVENIENCE.

Christmas

PERSONAL GREETING CARDS in DISTINCTIVE DESIGNS.



Nfld. Government Railw.

FREIGHT NOTICE.

NOTRE DAME BAY STEAMSHIP SERVICE
The day of acceptance of freight for Notre Dame Bay (Monday's run), has been changed from Wednesday to Friday until further notice.

SOUTH COAST STEAMSHIP SERVICE.
The date of acceptance of freight for the above route has been changed from Friday, November 30 to Monday, December 3rd.

S.S. SAGONA!
HUMBERMOUTH-BATTLE HR. STEAMSHIP SERVICE.

Passengers leaving St. John's on express Tuesday, December 4th, will connect with S.S. SAGONA at Humbermouth for usual ports of call en route to Battle Harbor.

Nfld. Government Railway.

Steamer on the rocks, all hands lost; motor car accident, man killed; gun exploded, man seriously injured.

You read the above every day in the papers, it might be you to-morrow, protect your family by taking out one of our Accident and Health Policies, with one of the largest and best Companies in the world.

ALL KINDS OF INSURANCE.

THE EMPLOYERS' LIABILITY ASSURANCE CORPORATION LIMITED,
OF LONDON, ENGLAND.

J. B. URQUHART, Agent.
St. John's, Nfld. P.O. Box 928.
Phone 248.

Mixed Oats!

1000 Bags

Clean Mixed Oats

Very Cheap.

GEORGE NEAL,
Limited.

MONEY TO LOAN ON MORTGAGE ON GOOD CITY PROPERTY SECURITY.

Amounts of \$100.00 and up at current rates of interest. Before arranging a mortgage elsewhere, consult us.

FRED J. ROIL & CO.
REAL ESTATE & INSURANCE AGENTS,
Smallwood Building, Duckworth Street.

Use **'Matchless'**

The Paint of Quality

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

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—"a" sizes.
And all kinds of Ships' Supplies.

North Am. Fur, Hide and Metal Co'y.,
Water Street West (Next Door Reid Electric Store.)
1417.11

Works Marvels.



Gossages Magical Soap.

HARD WEARING
Made by a Firm of World-wide Reputation for Excellence & Uniformity of Quality.

WILLIAM GOSSAGES & SONS LTD. WIMBORNE.

JOB'S STORES, Ltd.
Agents.

INSURANCE SERVICE

For LIFE INSURANCE or FIRE INSURANCE

Consult **CYRIL J. CAHILL**
Offices: LAW CHAMBERS, Duckworth St., representing **THE CROWN LIFE INSURANCE COMPANY** (Home Office: Toronto, Canada) and **The Fidelity Underwriters Fire Insurance Co.** (of New York. Total Assets: \$86,590,974.76).
N.B.—Inquiries solicited. Absolutely no obligation.
oct19,11,th.s

Paint Bargain

Red Paint

\$2.50 gal.

HARDWARE

W. G. PIPPY, Tinsmith
452 Water Street
oct31, eod.11

Farquhar Steamship Company

HALIFAX, CHARLOTTETOWN, ST. JOHN'S.

S.S. "JAN" Leaves Halifax about November 30th.
" " Leaves St. John's about December 4th.
" " Leaves Halifax about December 8th.
" " Leaves Charlottetown about Dec. 11th.

For Freight space, apply to **FARQUHAR STEAMSHIP COMPANY, LTD.,** Halifax, N.S.

HARVEY & COMPANY, LTD., St. John's, N.F.
aug26,11, w.f.m

We Pay for Life!

The words on our contracts "No limit as to time" mean just what they say. We pay you the full weekly benefit for one week, for one year or twenty years if you are disabled (and long) and there are hundreds on our claim books who, being permanently disabled through illness or injury, are receiving as high as \$5,200 a year.

ONLY A FEW CENTS PER DAY NOW GIVES YOU THAT PROTECTION.

U.S. FIDELITY & GUARANTY COY.
J. J. LACEY, Nfld. GENERAL AGENT.

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.

Safety First

The Best Investment on the Market.

United Towns Electric Co., Ltd.
7 P.C. PREFERENCE SHARES.
Interest Payable Half Yearly.

For Particulars, Prospectus, etc., apply to the Company's Office

TELEPHONE BUILDING,
Duckworth Street - - - St. John's.
nov10, s.t.u.th.11

Insure with the Good, Old, Reliable "QUEEN"

Which has stood "the test" for the last 80 years, particularly in the Big Fires of 1846 and 1892.

Losses settled promptly and without the least hitch. Largest number of policy holders in Newfoundland.

GEO. H. HALLEY, LIMITED, Agents.
P.O. Box 782. Phone 658.
ADRAIN BUILDING. 105 WATER STREET.
Jan2,11, s.t.f

WANTED—RAW FURS.

We are in the market again this season for the purchase of all kinds of Raw Furs, and advise Trappers to write or see us before disposing of their goods, as we will pay highest cash prices for same.

Satisfactory returns mailed for all shipments within twenty four hours after receipt of same.

GORDON BUTLER,
Bon Marche Building. Opp. Bowring Bros., Ltd.
nov10,31, w.f.m

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

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
Phone: 477. 300 Water Street. P.O. Box: 445.
11,th.s

Heat Your Bungalow, Cottage, or Flat with Hot Water

Cellar not necessary—put in any small house without disturbing present heating arrangements, until ready to use with the



IDEAL-Arcola Radiator-Boiler

The Arcola is placed in living room, parlor, or kitchen and feeds the room and also feeds its own hot water boiler system to American Radiators in adjoining rooms. The simplest, most durable, most economical heating plant ever devised for small buildings. Don't delay to heat out about it!

IN STOCK:
Arcola Boilers, Radiators.
Expansion Tanks, Pipe, Pipe Fittings, Valves, Stillson Wrenches.

The Direct Agencies, Ltd.
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washstand to match
any cane seat, ch
teator.
Bedroom 2—1 mah
table with plate, 1
yarned oak wardrobe
oval mirror, 1 wash
with marble top and
washstand to match
any cane seat, ch
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Bedroom 3—1 mah
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