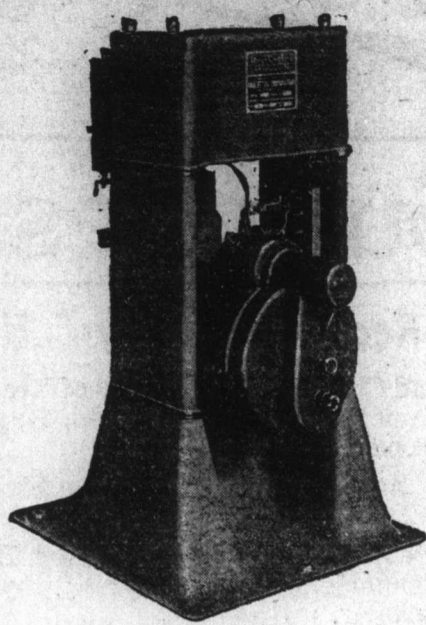


**Another Unilectric System!**



We have recently finished installing one of our Unilectric Plants for Fred Ayre, Esquire, in his country residence at Murray's Pond.

Owing to the fact that the Unilectric machine produces a standard 110 volt current (the same that is used here in St. John's), Mr. Ayre is able to light 4 buildings, a considerable distance apart, without loss of power and without the use of extra large wires. They are also able to use standard electric iron and electric vibrator; also any lamps or fixtures handled in St. John's.

The grounds are also lighted with powerful lights on poles. The interior of the bungalow has been lighted according to Mrs. Ayre's direction with drop lights, wall brackets and table lamps with coloured shades to harmonize with the walls and furniture. Mr. Ayre has now the most beautifully lighted country residence in Newfoundland.

We have now 4 Unilectric Plants in successful operation in Newfoundland. Any one interested in country lighting has abundant opportunity to satisfy themselves that the Unilectric has no rival.

Perhaps the strongest feature about these machines is the fact that they do not have to depend on storage batteries, but a small cheap battery can be connected at any time to be used in case of emergency. However none of our customers have found it necessary to do so.

We are also agents for 3 different makes of battery lighting systems and can furnish anything required in this line, but we do not claim that they could compare with the Unilectric.

**THE NEWFOUNDLAND SPECIALTY CO.,**  
SOLE AGENTS, 2 PRESCOTT STREET.  
sep14,31,s,w,s

194 New Gower Street, West.

**Wholesalers, Attention!**

Buy your Fall and Winter stocks of Dry Goods, Readymades, Boots, Ladies' and Gent's Underwear from ANTONIO MICHAEL. We are now selling our \$25,000 stock of Dry Goods and Notions at cut prices. A visit to our store will convince wholesalers and retailers that our Big Bargains cannot be equalled in this city.

CARPETS, 9 x 12 ..... \$12.00  
AMERICAN SUITS CLOTHES for Young Men, ..... \$3.95  
LADIES' SWEATER COATS ..... \$7.00 to \$10.00 per suit  
MEN'S FANCY TOP SHIRTS ..... 50c. to \$1.25  
LADIES' SWELL BLOUSES ..... 75c. to \$1.00  
LADIES' FULL LENGTH DRESSES ..... \$1.40 to \$3.50  
LADIES' COATS ..... \$4.00 to \$5.00

All the above goods are genuine bargains. Call and see them as all must be sold.

**ANTONIO MICHAEL,**

194 NEW GOWER STREET,  
EAST OF SPRINGDALE STREET,  
July 31, w, f, 12m

**NEW FELT AND WINTER HATS!**



This season Hats will not be as easy to obtain as other years. At present we have a good variety. Come early and make your selection. Prices reasonable.

**ROBERT TEMPLETON.**

**Reid-Newfoundland Co**

**South Coast.**

Freight for S.S. "FOGOTA" will be accepted at the Freight Shed from 9 a.m. to 1 p.m. on To-morrow, Thursday, the 19th inst.

**REID-NEWFOUNDLAND Company**

**HEADQUARTERS**

Just arrived:

500 brls Choice Apples, Gravenstiens and Early Williams.

250 brls New Potatoes, dry as meal.

200 bags White Corn Flour.

200 bags Yellow Table Meal.

**GEO. NEAL**

**..NEW..  
DRESS  
GOODS.**

We have just opened another lot of Dress Goods.

You would be well advised to see these at once, as quantity of some makes is limited and of the difficulties of obtaining much variety in Dress Goods, you are aware.

We are showing at the moment the following Dress Goods and our values are unexcelled:—

- NAVY, BLACK AND NIGGER BROWN SERGES.
- NAVY AND BROWN CHEVIOT SERGES.
- NAVY AND BROWN MELTONS, at \$2.40 yard.
- BLACK AND NAVY MELTONS in cheaper makes.
- BLACK AND COLORED ALPACAS.
- BLACK CASHMERES and COLOURED CASHMERETTES.
- BLACK MERCERISED POPLINS at 50c. and 85c. yd. and upwards.
- COLOURED MERCERISED POPLINS at 65c. and 85c. yard and upwards.
- SHEPHERD CHECKS from 40c. yard.
- FANCY COTTON AND CHEAPER WOOL TWEEDS.

**HENRY BLAIR.**

Advertise in the "Telegram."

**To the Trade:**

WE OFFER

1000 cases

**VALUE  
EVAPORATED MILK.**

Full 16 Ounce Tins.

**HARVEY & CO., Ltd.,**  
WHOLESALE ONLY.

**TO ARRIVE ON MONDAY**

**100 Barrels  
APPLES.**

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

**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.



**Choice Dairy  
BUTTER**

Put up in one pound blocks, 25 and 50 pounds to the case.

50c. a Pound.

F.O.B.—Antigonish.

This Butter is strictly fresh, it is wrapped in waxed paper and shipped in wax lined cases.

Try a Sample Case or Two.

**Chisholm,  
Sweet & Co.,**  
Antigonish, Nova Scotia.

Price may change without notice.  
1175.f.p.t.t

**Your Own School  
Supply Store.**

- Scribblers, Exercise Books,
- Copy Books—Vere Foster's, Jackson's, Blackwood's, Christian Bros.
- Scribbling Pads, Pencils, Pens, Erasers, Nibs, Pencil Cases, Compasses, Set Squares, Rulers, Paints, separate and in boxes.
- Paint Brushes, Blotting Paper, Chalk—White and Coloured.
- Blackboard Erasers,
- Mathematical Instruments,
- School Registers, Atlases, and all Books needed for you.
- School Log Books,
- Blackboards, Blackboard Cloth, Book Straps, School Bags, Pencil Sharpeners, Slate Pencils, Slates, all sizes.

Send for Price List. Order now, don't wait.

**S. E. GARLAND,**  
Leading Bookseller,  
177-9 WATER STREET.

MINARD'S LINIMENT CURES DIPHTHERIA.

We are still showing a splendid selection of

**Tweeds  
and  
Serges.**

No scarcity at

**Maunder's.**

However, we beg to remind our customers these goods are selling rapidly, and cannot be replaced at the same price.



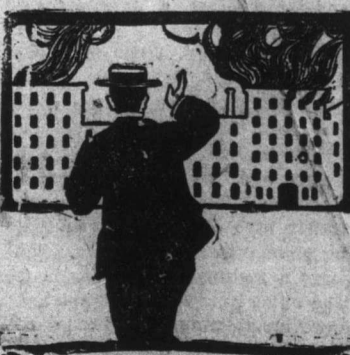
**John Maunder,**  
Tailor and Clothier, St. John's.

**J. J. ST. JOHN.**

- Baked Beans, Tinned, \$1.10 doz., 10c. tin.
- Stickney & Poore's Cream of Tartar.
- Dalton's Borax, Red Rose Coffee, Sena Leaves.
- Lowney's Chocolate, Royal Palace Baking Powder.
- Putz Cream Metal Polish, Washington Lye.
- Sloan's Liniment, Stickney & Poore's Potato Flour.
- Bon Ami Powder, Pork & Beans with Tomato Sauce, 2's, 15c. tin.

**J. J. ST. JOHN,**

DUCKWORTH ST. & LEMARCHANT ROAD.



**NO MATTER HOW  
FIRE IS CAUSED**

if you're not insured a loser. Take time about your policies. you the best company reasonable rates.

**PERCIE JOE**  
Insurance Agency

TEN PAGES TO-DAY.

WEATHER FORECAST.

TORONTO, Noon.—Fresh to strong S. to W. winds, occasional showers, but partly fair to-day and on Friday.  
THOMPSON & ROPER.—Bar. 29.70; Ther. 74.

VOLUME XL.

**Auction Sales! An**

(On account of whom it may concern)  
AUCTION.

On Saturday, the 21st inst., at 12 o'clock, at the

Newfoundland Steam Tug Co., Ltd., Wharf

(C. F. Bennett & Co.'s Premises),

1 MOTOR LIFE BOAT (fully equipped).

1 SHIP'S LIFE BOAT (fully equipped).

Belonging to the torpedoed steamer "Bergadalen" and ordered to be sold by Public Auction for the benefit of whom it may concern.

Boats can be inspected at the premises and all particulars obtained from Mr. F. H. Ellis, Manager of the Newfoundland Steam Tug Company, Ltd.

**A. S. RENDELL & CO., Ld.**

sep18,31 Auctioneers.

**PUBLIC AUCTION.**

On Monday, 23rd instant, at 10.30 a.m.,

at the Office of the

LATE JOSEPH PIPPY,

Rooms 32-33 Board of Trade Building.

The following Office Furniture:

1 SOLID OAK ROLL TOP DESK.

1 PLAT DESK, 1 TABLE.

1 MINERAL CABINET.

1 MILNER SAFE.

1 ENCYCLOPEDIA BRITANNICA.

1 OAK REVOLVING STAND for 40.

1 SWIVEL OFFICE CHAIRS.

1 CARIBOU HEAD, 1 SCREEN.

1 FLOOR LINOLEUM.

1 WASTE PAPER BASKETS.

1 LOT OF BOOKS, ETC.

1 LARGE MAP NEWFOUNDLAND.

1 LARGE MAP UNITED STATES.

No. 3 UNDERWOOD TYPEWRITER

**M. A. BASTOW,**

sep17,31 Auctioneer.

**AUCTION SALE.**

**Real Estate!**

On the premises on

Monday, Sept. 23, inst.,

at 12 o'clock noon,

that newly constructed

**DWELLING HOUSE,**

GOWER STREET (near Ordnance Street.)

This residence is just finished and is fitted up in first-class condition. Unexpired term of lease 73 years. Ground rent \$24.33 per annum. Immediate possession. Further particulars upon application to

**CLIFT & PINSENT, Solicitors,**

Duckworth Street,

or

**FRED. J. ROIL & CO.,**

sep18,41 Auctioneers.

**AUCTION.**

**Steamer Fiona.**

Tuesday, 1st Oct. next,

AT WHARF

**Tessier & Co.,**

AT NOON.

This English-built Steamer Yacht, well found in every particular, and has been in every way, well kept up. Built at Gosport in 1835, of Oak and Teak.

Boilers and Engines in good order.

Inventory and other particulars may be obtained from

**H. M. MINISTER MARINE**

and FISHERIES,

or

**CAPTAIN EDWARD ENGLISH**

Harbour Master,

and

**R. K. HOLDEN,**

Box 301. Auctioneer.

**MOTOR CAR FOR HIRE.**

Motor Car for hire at reasonable rates. Cars left at 11 Hayward Avenue.

Attention to No. 60 will receive speciality. Repair work on Ford

ward Avenue, or East End Cab

aug26,1m

MINARD'S LINIMENT CURES GAR-

GET IN COWS.