



Comfort OIL HEATERS

Produce Intense
Heat without smoke.
Founts hold one gallon.
Price: \$4.40 each.
A. H. MURRAY.

5c. The Crescent Picture Palace. 5c

AFTERNOON, 2:15; NIGHT, 7:30.

Presenting "Sunshine" Mary Anderson in "Up and Down."

A thrilling adventure of the "Dangers of Doris."
Helen Gibson in "THE DEATH SILING"—An episode of the
"Hazards of Helen" railroad series.
George Larkin and Ollie Kirkby in "THE WEB OF THE SPIDER"
—An adventure of "Grant, Police Reporter."
"IN THE WEB OF THE SPIDER"—An adventure of "Grant,
Police Reporter."
"FIGHTING THE CAR SHORTAGE"—An educational film.
WILLIE WALLER'S PAYS ALIMONY—A lively Vim comedy,
featuring Ethel Tearn.

THE LATEST AND BEST IN MUSIC—DRUMS AND EFFECTS.

Smallwood's BIG Shoe Sale.

ADIES' TAN HIGH CUT
BOOTS only \$4.00
ADIES' TAN HIGH CUT
BOOTS only \$4.50
About 100 pairs in the lot.
Secure a pair to-day.
ADIES' PATENT LEATHER
BLACK CLOTH TOP
BOOTS only \$3.50 per pair.
About 150 pairs in the lot.
MEN'S HEAVY ARMY BOOTS \$4.00 per pair
MEN'S HEAVY ARMY BOOTS \$4.50 per pair
MEN'S FINE KID BLUCHEE STYLE BOOTS at \$3.75
MEN'S LONG RUBBERS only \$4.00 per pair
Wholesale Buyers would do well to secure themselves at
these prices.

F. SMALLWOOD,
THE HOME OF GOOD SHOES.



You could sell more
Flour in your town
and make more
money by handling

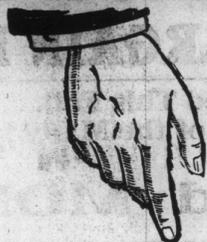
VICTORY FLOUR

"VICTORY" has established a new stand-
ard for quality in a family flour, a larger loaf,
a sweeter loaf, a tastier loaf.

The "VICTORY" dealer commands the
trade even at a higher price.

Try to get the account for YOUR TOWN.

The Evening Telegram
The People's Paper



Sale Prices

Now on all Our
Stock of

LADIES' and MISSES'

Winter COATS.

These Coats are all this season's styles and
all British made. This means that they are
made of woollen materials, which signifies more
warmth, and that they will hold their colour bet-
ter than American made Coats, which as a rule
are made of at least 75 per cent. cotton, but
which are now being introduced on this market
owing to the difficulty of getting British made
goods.

However, we have been fortunate in getting
a big stock of British Coats, but owing to their
late arrival and our being very much pressed
for room, we have decided to offer them

At Reduced Prices,
Thus giving our Customers some

Bargains.

This lot of Coats is absolutely and by far

The Best Value

of any Coats now offering the Newfoundland
public. Do not delay making your purchase as
bargains are few and far between these days,
and as our Retail Prices are now less than the
Wholesale Prices of those of the Wholesale Coat
Men, this lot may not last long.

Henry Blair

RICH IN BUTTER FAT

PURITY MILK

is made from Pure, Full Cream Milk, and nothing
is added but finest granulated sugar. PURITY is
away above the Government Standard for butter fat.
INSIST on getting "Purity" the Full Cream Milk.

T. A. Macnab & Co.,
CITY CLUB BUILDING,
Wholesale Distributors.

advertise in The Evening Telegram



CUT IN PRICES.

OUR PRICES NOW ARE:

Steak, 40c. per lb.
Roasting Beef, 30 & 35c. lb.
Frying Beef, 30c. lb.
Stewing Beef, 25c. lb.

M. CONNOLLY.

Keep Yourself in Touch
with the War.

SOME OF THESE WILL HELI
YOU.

The Soul of the War by P. Gibbs,
70c.
The Battle of Verdun by M. H.
Duggard, 90c.
The Imperial War by A. M. de
Beck, \$1.50.
Badgets by Patrick Vaux, 65c.
The White Road to Verdun by
Kathleen Burke, 44c.
A Secret Service Woman by H.
de Halsalle, 65c.
Germany and the Germans by P.
Collier, 85c.
The War and the Balkans by
Noel Buxton, M.P., and C.
Roden Buxton, 35c.
Nash's War Manual, 75c.
A B C Guide to the Great War,
35c.
War Songs of Britain by Butler,
90c.
Canada in Flanders by Sir M.
Arthur, 40c.
Germany's Gospel Exposed.
Submarine Warfare by H. C.
Fyfe, \$3.00 for \$1.75.
Battle Honours of the British
Army by Norman, \$3.00 for
\$1.75.
Little Gray Ships by J. J. Bell,
35c.
The British Army from Within
by One Who Has Served In
It, 35c.
The World's Greatest Military
Secret Service by G. Barton,
\$1.75.
Pocket War Atlas of the War,
45c.
Soldier Songs by Patrick Mac-
Cill, \$1.10.

Very sorry that we cannot
state more, but we would be
very pleased to see you and
show you our numerous other
Books, Maps and Flags of the
World.
If the War Books you need are
not listed here, just send us the
titles; we will see that you get
them.

S. E. GARLAND,
LEADING BOOKSELLER,
177-9 Water Street.

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 658.
QUEEN INS. CO.,

GEO. H. HALLEY

EUROPEAN
AGENCY

Wholesale Indents promptly execu-
ted at lowest cash prices for all Brit-
ish and Continental goods, including
Books and Stationery,
Boots, Shoes and Leather,
Chemicals and Druggists' Sundries,
China, Glassware and Glassware,
Cycles, Motor Cars and Accessories,
Drapery, Millinery and Fancy Goods,
Fancy Goods and Perfumery,
Hardware, Machinery and Metals,
Jewellery, Plate and Watches,
Photographic and Optical Goods,
Provisions and Oilmen's Stores,
etc., etc.
Commission 2 1/2 p.c. to 5 p.c.
Trade Discounts allowed.
Special Quotations on Demand.
Sample Cases from \$50 upwards.
Consignments of Produce Sold on
Account.

WILLIAM WILSON & SONS
(Established 1814.)
St. Abchurch Lane, London, E.C.
Cable Address: "Assurance, L."

REID-NEWFOUNDLAND COMPANY.

Poultry Exhibition, ST. JOHN'S

Excursion return tickets will be sold from
all Railway and Steamship points to St. John's
for the above at

**One Way and One Third
First-Class Fare.**

Good going:

From Monday, November 19th, to Thursday,
November 22nd, and

Good returning:

Up to and including Monday, November 26th.

Reid-Newfoundland Co.

Your Business Success in 1917

Rests upon the dependability of your
service of supply.
Three big facts—big buying power,
tremendous production, expert work-
manship—stand behind our claims of
superior service.
It will pay all merchants to see
our spring ranges in



**Men's and Boys'
Suits, Overalls,
Shirts, etc.**
DO IT NOW.

Newfoundland Clothing Co., Ltd

You Get What You Pay For

When you Buy our Unequaled

'BERKSHIRE' BONELESS

BREAKFAST BACON,

Viz.: The HIGHEST possible quality at
the LOWEST possible price.

Get "Berkshire"

Boneless Bacon

and experience

Bacon Satisfaction.

F. McNAMARA,
Queen Street.



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.

TEN PAGE

WEATHER FO

TORONTO, Nov
to N. winds, gene
cool to-day and o
Drink WELCH'S G

VOLUME 2

L

Not

Goods

States wi

out Unit

which app

are being

may be o

Custom

H.

nov10,11

THE

The C

Come

CHA

FREE

For Sale by P

Thursday, 15th Ins

noon, on the Prem

ously disposed of

that Freshhold Prop

Duckworth St. and

Hill, at present

houses and stores

of the late Thomas

ditions of sale and

apply to WOOD &

for Executor, or

P. C. O'RI

nov7,71

(On account of wh

AUC

On Tuesday, 14

at 12 o'clock

at the North S

Messrs. Bowng

One Co

MANILL

Salved from the

Rothwell and ord

Public Auction for

it may concern

A. S. RE

nov10,21

Grove H

THIS

CUT FLOWE

munis.

Wreaths, Crowns, F

alfons at

Outport or

tion.

Terms: ST

Phone 24

J. SENE

Waterford

WANT

To Char

to S

about

to load fish

Immediate

ply to

STEER Br