

Money Making Hints For - Merchants.

HOW MANY DOLLARS ARE THERE IN AN HOUR? You don't want to waste time doing work that a machine will do for you. A complete new Model NATIONAL Cash Register will give you more time to make money.

It will keep your accounts straight to the cent. You can tell it at any minute the number and amount of sales for the day, who made them, whether goods were sold for cash or charged. It will enable you to KNOW, you will no longer have to GUESS.

NO MORE BOOK-KEEPING! Handling accounts in the old-fashioned way means either overtime work for the merchant or employing a bookkeeper. It either adds to the merchant's troubles and labour, or adds to his overhead expense.

The new National Credit Account File takes care of all detail work AT ONE WRITING. No day-book, no ledger, no monthly statement. It protects your charge records against mistakes and losses, and will SAVE YOU MONEY.

DO YOU USE COUNTER CHECK BOOKS? Let us quote you on your next order. We specialise in this work and can supply you with a superior book with the new carbonized ink—does not soil fingers—or carbon sheet. Write for sample and prices.

We carry National Cash Registers in stock for immediate sale, freight and duty paid, on easy monthly payments without interest, or allow a liberal discount for cash. Call or write to-day for full particulars.

The NATIONAL CASH REGISTER CO.,
A. E. CHOWN, Representative for Newfoundland & Miquelon.
Office and Showroom: Renouf Building, Duckworth St., St. John's, Newfoundland.
aug24,101.s

W. V. Drayton.

Complete New Stock of

Pianos

All High-Class

Player Pianos, Pianos & Organs

We are offering them at prices which will appeal to every dollar saver. Terms as usual made to suite purchasers.

W. V. Drayton,
256 Water St.

WAR, MARINE & FIRE INSURANCE.

SCOTTISH UNION & NATIONAL INSURANCE COMPANY, Edinburgh, Scotland.

For Fire Insurance, Assets Exceed . . . \$75,000,000
War and Marine Insurance effected on Hulls, Cargoes and Freight at low rates.

We have exceptional facilities for effecting all kinds of War and Marine Insurance.

P. O. Box 1236. Write or Phone us. Phone 380.

NFLD.-LABRADOR EXPORT CO., LTD.,
Board of Trade Building.
June18,101.s

O'Sullivan's Rubber Heels,

all Sizes.

MEN'S and WOMEN'S.

ROBERT TEMPLETON.

St. George's Coal Fields, Ltd., CAN OFFER YOU:

A Low Priced high grade investment.
An opportunity of big returns for a small outlay.

For each and every dollar invested, four dollars' worth in return.

More Coal, Cheaper Coal, Better Coal.
You Put Your Money In The Victory Loan:
To help win the war;
And because it was a good investment.

NOW PUT YOUR MONEY IN THIS GILT EDGE OPPORTUNITY AND:

- Decrease the high cost of living.
- Lay the corner stone of your country's Economic Independence.
- Avoid a coal famine in the future.
- Blaze a trail for greater possibilities.
- Become a shareholder in the best local proposition ever placed on the market.
- Take the country out of this present self-satisfied rut.
- Be one of the founders of real genuine prosperity.

The St. George's Coal Fields, Limited.,
Cabot Building, 262 Water St., St. John's.
OFFICE OPEN UNTIL 9 P.M.

BIG SALE!



AT SMALLWOOD'S

LADIES' BOOTS only \$2.00 per pair (Secure yours to-day.)

MEN'S BOOTS only \$4.50 and \$5.00 (Big values.)

BOYS' BOOTS only \$2.50 and \$3.00 per pair (A few hundred pairs only.)

GIRLS' BOOTS at Reduced Prices.
Mail Orders receive prompt attention. Special terms to Wholesale Buyers.

F. SMALLWOOD, THE HOME OF GOOD SHOES.

Not Generally Known!

The average man or woman may think all WAR STANDARD FLOURS are alike. Such is not the case. The Canadian Government has decreed that Flour must not be milled ABOVE a certain standard. But there is nothing to prevent millers from milling BELOW that standard.

Ogilvie's Standard Flour

is milled to limit of Govt. requirements.

Try a Barrel and be convinced.

Forty Years in the Public Service—The Evening Telegram

Reid-Newfoundland Co

S. S. ETHIE.

Humbermouth and Battle Harbor Service.

Passengers leaving St. John's by Express 1 p.m. SUNDAY, Oct. 20th, will make connection with S.S. Ethie at Humbermouth for the usual ports between Humbermouth and Battle Harbor.

REID-NEWFOUNDLAND Company

ALL KINDS OF

School Books AND School Stationery!

A large stock of everything for use in schools. Let us have your order for School Supplies now. Outport orders will receive prompt and careful attention.

Pencilholders, 20c, 30c, 45c. doz.
Pens, 90c. per gross.
Lead Pencils from 25c. doz. up.
Christian Bros. Royal and Royal Crown Readers & Primers.
Slates, all sizes.
Exercise Books, 65c, 75c, and 90c. doz.
School Scribblers.
Slate Pencils, 25c. per 100.
Ink, 1 1/2 oz. glass bottles, 90c. doz.
Ink, 4 oz. glass bottles, \$1.20 doz.
Sceetone, 27c. tube.
Rubber-Erasers from 17c. doz.
12 inch Rulers, 15c. doz.
Vest Pocket Dictionaries, 25c.
Atlas, School Maps.
Blackboards and Blackboard Cloth.
Blackboard Erasers,
Typewriting Paper,
Drawing Paper, Blotting Paper and Blotting Pads,
Copy Books, Dictionaries,
Penell Boxes, Waste Paper Baskets,
Inks & Mucilage, School Bags,
Prayer Books, Prayer Books,
Book Marks, Rosary Circles and Scapular Prints.

GARRETT BYRNE,
Bookseller & Stationer.

JUST ARRIVED:

100 dozen Galvanized Buckets

Assorted sizes: 11, 12, 13, 14 inch.

ALSO 80 CASES

Enamelware.

White Enamel Pails.
Saucepans, all colors & sizes.
Boilers, all colors & sizes.
Wash Basins.
Dish Fans.
Jugs.
Tea Kettles.
Tea Pots.
Coffee Pots.

Coffee Boilers.
Milk Kettles, 1, 2, 3, 4 qt.
Pie Dishes.
Dinner Plates.
Mugs.
Dippers.
Chambers.
Sink Drainers.
Funnels.

Hollow Ware.

TIN LINED SAUCEPANS AND DINNER BOILERS,
FRY PANS, SLOP PAILS, OIL HEATERS,
OIL STOVES (2 wick), LAMP BURNERS & CHIMNEYS,
STOVE PIPE ENAMEL, ALUMINUM PAINT,
GENERAL TINWARE, at

JOHN CLOUSTON'S,
140-2 Duckworth Street
PHONE 406.

MILITARY BOOTS FOR FALL WEAR.



We have just opened a choice selection of Fall Boots, High Cut with Low and High Heels.

Black, Tan, Grey and Brown.

All One Price, **\$7.00.**

PARKER & MONROE, Ltd.

Forty Years in the public service—The Evening Telegram

TEN PAGES TO-DAY. THE WEATHER FORECAST.

TORONTO, Noon.—Strong winds and moderate gales from S. and S.W.; showers to-night. Tuesday—Westerly winds, fair.

ROPER & THOMPSON, Noon.—Bar, 29.90; ther. 54.

VOLUME XL.

OPENING ANNOUNCEMENT

I wish to inform my public that I have premises No. 1 LeM lately occupied by M and that I will at all line of

Fresh Killed M

Customers can be assured service in the future as

JAMES COOK, 1 LeM
oct21,61

We Ask YOU to

We have secured a small Industrial Securities Co. which

15 Per Cent. Pa

Dividends are paid monthly credited to your account and desired.

We do not solicit orders unless we have the particulars

J. J. LACEY & CO
INVESTMENT SPECIALISTS
(OVER ROYAL BANK OF CANADA)

Auction Sales!

AUCTION.

Ship's Gear & Furnishings

TUESDAY, 22nd October, at 11 o'clock, on

King's Wharf,

2 Hardwood Deck Lights.
1 Fairbanks Platform Scale.
2 Fans with Pulleys.
1 Brass Ship's Gun.
1 Brass Ship's Bell.
4 Iron Cable Holders.
6 Large Wood Blocks.
10 3-Sheave Iron Blocks.
40 Gin Blocks.
12 Life Belts.
1 Bath.
4 Ship's Ventilators.
1 Large Steel Cable, new.
Lot Second Hand Steel Cables.
1 Steel Carrier Cable.
2 Calf Ironers.
10 Deck Chairs.
6 Ship's Racks (mahogany).
Lot Ship's Brackets.
1 Tin Syrup.
1 Ship's Gibe Spring.
1 Meat Cutting Machine.
1 S.H.P. Fairbanks Hoisting Engine.
1 Sail Boat, 30 feet.
1 Electric Cooker.
2 Vacuum Cleaners.
Etc., Etc., Etc.

R. K. HOLDEN,
Auctioneer.
oct15,61

FOR SALE!

Schr. "Colonia", 98 Tons.
Schr. "Grace Darling", 100 Tons.
Schr. "Lucania", 99 Tons.
Schr. Florence B., 46 Tons.

Apply

Office STEER Brothers.
oct10,61,th.s.m

Houses for Sale!

Three Houses on Leslie Street. These houses are being constructed at the present time. Any person intending to buy a house will do well to see them and have houses laid out to suit themselves. Houses to be plastered and fitted with hot and cold water.

Apply to

WM. CUMMINGS,
on the Premises, or cor. Brazil's Field and Pleasant Street.
oct19,61

NOTICE!

Any person injuring, destroying, taking or carrying away the fence or other erections on St. George's Field will be prosecuted.

GEO. W. B. AYRE.
oct18,61