

**WE DO THIS!**

We protect you personally from loss through illness or accident;  
We protect your plate glass windows;  
We replace your damaged automobile whether through fire or collision;  
We guarantee you from loss through defalcation;  
We insure you against shop or residence burglary;  
We give you "Workmen's Compensation" covering;  
In fact, we issue high class insurance for loss of time or income from any source whatever.  
—36 years old, with claims paid over \$81,000,000  
**U.S. FIDELITY & GUARANTY CO'Y.**  
J. J. LACEY, Nfld. GENERAL AGENT.

**NATIONAL RACING.**

Set out five lengths between Papyrus and himself, but that is nothing compared to the distance between THE BON MARCHE and our competitors. We almost leave them miles behind in Value-Giving Bargains.  
OUR MEN'S WOOLLEN UNDERWEAR . . . 85c. garment.  
OUR LADIES' FLEECE LINED UNDERWEAR . . . 89c. garment.  
OUR CHILD'S & MISSES' F.L. UNDERWEAR from 30c. garment.  
OUR INFANTS' F.L. UNDERWEAR from . . . 15c. garment.

**BON MARCHE CASH STORE.**  
OPEN AT NIGHT FOR YOUR CONVENIENCE.

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

**North Am. Fur, Hide and Metal Co'y.,**  
Water Street West (Next Door Reid Electric Store.)  
Nov 17, 1913

**NOTICE.**

Will all parties who wish to have their **ENGINES REPAIRED**, kindly forward them to us as soon as possible.

**ACADIA GAS ENGINES, LTD.**  
Nov 13, 1913

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

Undertakes the following Insurances:  
Personal Accident and Health, Workmen's Compensation, Employers' Liability, Public Liability, Teams, Elevators, Automobiles, Liability (Property Damage and Collision), Automobile Fire, Fidelity Guarantee Bonds, Contract Bonds and Plate Glass.

Domestic Government Deposit for the Protection of Canadian Policy Holders—\$1,000,000. Total Reserves over \$15,000,000.

**J. B. URQUHART, Agent.**  
Phone 242. St. John's, Nfld. P.O. Box 926.  
Nov 10, 1913

**ARE YOU PREPARED FOR THE LONG, DARK NIGHTS AHEAD?**

Sewing, Reading or Studying by artificial light causes eye strain.  
If objects blur or run together, it is a sure sign of eye trouble, which properly fitted Glass will correct.  
Years of experience, combined with our large stock of Optical material, enables us to give you

**THE BEST OPTICAL SERVICE.**

**R. H. TRAPNELL, Ltd.**  
JEWELLERS & OPTICIANS 197 WATER ST.

**NEW ARRIVALS!**

NOVEMBER 16th.  
CALIFORNIA ORANGES.  
"KING" APPLES.  
"WAGNER" APPLES.  
BOX APPLES.  
"ANCHOR" DATES.  
CRANBERRIES—Boxes.  
Finest Quality  
CANADIAN CREAMERY  
1 lb. Blocks and Solids.

PRICES RIGHT. 'PHONE 264.

**GEORGE NEAL,**  
Limited.

AS USUAL.  
**TEMPLETON'S for WALL PAPERS.**

New Shipment of Choice Patterns, at our usual **LOW PRICES.**

Every pattern is carefully chosen for local requirements. Every Piece is guaranteed perfect. No Jobs! No Flaws!

Pattern Books showing Papers with Borderings to match, mailed to Outport customers on receipt of 6c. stamp, which may be deducted from cost of first order. Everyone pleased with the designs and prices.

Special discounts and terms to Wholesale Customers.  
**WRITE FOR A SAMPLE BOOK NOW.**

**Robert A. Templeton**  
333 WATER STREET.  
Nov 13, 1913

**Real Estate.**

Houses for Sale.	Building Lots.
Land for Sale.	Loans Negotiated.
Land for Lease.	Mortgage Investments.
Farms for Sale.	Interest Collected.
Insurance Effected.	Rents Collected.

Listings Solicited. No Sale, No Charge.

**FRED J. ROIL & CO.**

REAL ESTATE & INVESTMENT BROKERS,  
Smallwood Building, Duckworth Street.

**MARCONI.**

Guglielmo Marconi, born (1874), Italian electrical engineer, was born at Griffone, near Bologna, his mother being an Irishwoman. His first experiments in wireless telegraphy were made in Italy in 1895, then put to practical use in England in 1896. In 1899 he established connection by the same means across the English Channel; in 1901 between Cornwall and Newfoundland, and in 1902 between Canada and Newfoundland. In 1904 he entered into an agreement with the British Post Office for the commercial transmission of wireless messages, and in the same year through the same means, the first ocean daily newspaper was started on the ships of the Cunard Line. His system is in use in the British, Italian and other navies, and is at the present time established throughout the world.

Among the many photographs on exhibition at CROSS & CO., is an autograph picture of the great wizard.

At THE GRAND COLISEUM we invite inspection of our large and varied stock of New's warm Clothing, Coats, Pants, and Pants for little boys; Hosiery, Gloves and Socks.

**AT CROSS & CO. THE GRAND COLISEUM,**  
180 DUCKWORTH STREET.

**CHELSEA TEA!**  
ORANGE PEKOE BLEND.

The favorite of Tea Drinkers. Never Varies in Quality. Imported by  
**J. B. ORR CO., Ltd.,**  
St. John's.  
Oct 23, 1913

**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.  
Oct 19, 1913



**Gossages**  
**Magical Soap.**

**HARD WEARING**

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

WILLIAM GOSSAGE & SONS LTD. WIDNES.

**JOB'S STORES, Ltd.**

Agents.

Can you tell us why so many people ask for

**GOLDEN PHEASANT TEA**

Is it only the name, or is it the quality of the Tea that counts.

We are confident it is the

**Best Tea Value in Newfoundland.**  
Nov 13, 1913

**VIOLINS & MANDOLINS**

Violins, \$3.60, \$5.25, \$6.25, \$6.75, \$8.25.  
Violins, Complete Outfit, \$10.00, \$16.00, \$25.00.  
Mandolins, \$5.25, \$7.25, \$8.25.  
Violin Bows, 90c., \$1.10, \$1.90.  
Violin Cases, \$2.40, \$3.25, \$3.75, \$4.60.  
Mandolin Cases, \$4.50, \$4.75.  
Mandolin Plectrums, 7c., 10c., 12c.  
Violin and Mandolin Tutors.

**CHARLES HUTTON,**  
HOME OF MUSIC.

**OUR MATERIALS**  
**For Fall and Winter**

are now ready for your inspection. They consist of  
Worsted and Woolens 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  
St. John's

**Nfld. Government Railway.**

**Cancellation of Week-End Excursion Fares.**

Notification is given that Week-End Excursion Fares to stations between St. John's, Cabbon, Grate's Cove, Placentia and Heart's Content, will remain in effect up to and including Monday, November 26th, and after that date, this reduced fare arrangement will be cancelled.

**Nfld. Government Railway.****The Globe Indemnity Co. of Canada**

Accident Insurance, etc.,

**BOWRING BROTHERS Ltd.**

AGENTS FOR Nfld.

The Secret of Our Success:

**ABSOLUTE PROTECTION.**

**YOU WILL EVENTUALLY INSURE WITH US. WHY NOT NOW?**  
May 17, 1913

**Apples****"King of Tomkins."**

To Arrive Thursday forenoon, ex. S.S. Silvia from Halifax:

One Carload (300 Brls.) "KING OF TOMPKINS" APPLES.

"KINGS" are at their best just now, being **SOLID, High-Colored, Well Flavored**, and in excellent **KEEPING** condition.  
**GET OUR QUOTATIONS.**

**F. McNamara,**

'PHONE 393. QUEEN STREET

**\$40 English Worsted \$40**  
**Suit to Order.**

We have been fortunate in securing a few pieces of Goods in beautiful Greys, and for strict Cash orders we will make in our well-known good style, with best trimming and workmanship a

**SUIT TO ORDER FOR \$40.00**  
COME IN AND SEE THE PATTERNS AND BE CONVINCED OF THE VALUE.

**SPURRELL The Tailor**

WATER ST. WEST. and at DUCKWORTH ST. GRAND FALLS.  
m. th. s. 11

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