

PRIME TIMOTHY HAY!

We would advise our customers to secure their winter's requirements of Baled Hay before the snow begins to fly.

Scarcity of freighting facilities may mean a shortage of supplies, and we think it prudent to guard against this contingency, and urge our customers to buy NOW and avoid disappointment and the likelihood of higher prices later on.

We can quote Low Prices
OUT OF STORE, or TO ARRIVE, if preferred.

Telephone 393,

F. McNAMARA,
Queen Street.

ARE YOU PREPARED FOR THE COLD WEATHER?

We are now showing a fine assortment of **Men's & Youths' Overcoats**, made of the famous Blue and Brown Nap and fine Tweeds.

We are also showing a large line of the New Knit Unshrinkable all Wool and Fleece-lined Underwear, all sizes, which we are selling now at the lowest prices.

REMEMBER THE PLACE:
The OUTLET SUPPLY HOUSE,
192 Duckworth St. (opp. T. & M. Winter's.)

5c. The Crescent Picture Palace. 5c

AFTERNOON, 2.15; NIGHT, 7.30 AND 9.15.

Presenting "Sunshine" Mary Anderson and William Duncan in
"Bill Peters' Kid."
A great drama of the West produced as a Broadway star feature in 3 reels.
Billie Reeves and Mae Hotely in "HIS BODYGUARD"—A Lubin comedy-drama.
"HAVE YOU HEARD ABOUT TILLIE?"—A Vitagraph feature comedy.
THE USUAL CLASSY MUSICAL PROGRAMME—DRUMS AND EFFECTS.

IRON LASTS!

Just received a shipment Iron Lasts, high stand, with 3 and 4 feet.
3 in 1 Iron Lasts, 60, 80, 90c.

CROSS CUT SAWS, 3 and 3 1/2 feet.

AXES.
We have 50 doz. assorted kinds best quality Axes.

HORSE SUPPLIES.
Curry Combs.
English and American Horse Brushes.
Horse Clippers.
Iron Hames.
Wood Hames—Brass top.
Steel Hames—Brass top.
Sweat Pads for Horses.
Round Eye Leather Winkers.
Felt Sweat Pads for Horses.
Patent Eye Winkers.
Leather and Web Night Halters

NEYLE'S HARDWARE.

(opposite Bowring Bros.)



CUT IN PRICES.

OUR PRICES NOW ARE:
Steak, 40c. per lb.
Roasting Beef, 30 & 35c. lb.
Frying Beef, 30c. lb.
Stewing Beef, 25c. lb.

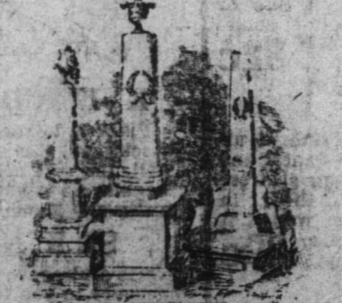
M. CONNOLLY.

Clark's Pork & Beans.

Orders for 1's, 2's and 3's with Tomato Sauce, and 2's Plain, can be filled from fresh stock now here at lowest prices. Stock up with these excellent sellers.
Phone, call or write for prices.

P. E. Outerbridge
(Sole Agent for Newfoundland)
COMMERCIAL CHAMBERS,
Telephone 60,
t.u.t.s.t.f

SKINNER'S Monumental Works, ST. JOHN'S, N.F.



(Established 1874)
329 and 333 Duckworth Street.

On hand a nice selection of Headstones and Monuments. All these at prices. Our beautiful new photographic catalogues of our original designs sent free to any address on receipt of postcard. Also our Mail Ordering Form, which makes ordering by mail safe and easy.
Special designs for soldiers, and also some beautiful designs in Church and Lodge Memorial Tablets.
N.B.—Superior carvings and durable lettering, combined with long experience, gives us the superiority. Genuine stone frost-proof sockets are supplied free with each order.
REASONABLE PRICES AND A SQUARE DEAL.
apr 12. 6m.t.u.t.s.t.f

REID-NEWFOUNDLAND COMPANY.

South Coast Service.

Passengers leaving St. John's on 8.45 a.m. Train Saturday, October 6th, will make connection at Placentia with S.S. "Glencoe" for the usual ports between Placentia and Port-aux-Basques.

Reid-Newfoundland Co.

Smallwood's Big Shoe Sale.

Ladies' Black Cloth
TOP BOOTS,
Reg. \$5.00 values,
now only \$3.50
per pair.
All sizes.
Secure a pair to-day.



Mail Orders receive prompt attention.

F. SMALLWOOD

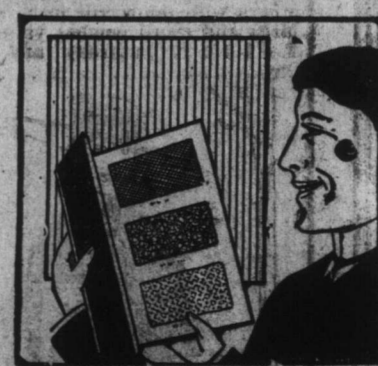
THE HOME OF GOOD SHOES.

LATHROP OIL ENGINE

Better Because They Last Longer.
A. H. MURRAY, Agent.

Your Business Success in 1917

Rests upon the dependability of your service of supply.
Three big facts—big buying power, tremendous production, expert workmanship—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.

EXPECTED DAILY,
a supply of the favorite
EARLY WILLIAMS APPLE,
A Red Apple, a good eating fruit. Also
Calif. Oranges, Red and Silver Peel Onions.
EDWIN MURRAY'S
WHOLESALE STORE.

MILITARY BOOTS!



FOR LADIES, only \$5.00.

We are showing a choice selection of LADIES' HIGH LACED BOOTS, 3 to 9 inches high, spool heels; the latest New York styles, in Pearl Grey Kid, only \$5.00 a pair.

PARKER & MONROE, Limited,
THE SHOE MEN.

J. J. ST. JOHN.

SLOAN'S LINIMENT,
Known the world over for its immediate cure. Retailing at 25c. per bottle.

J. J. ST. JOHN,
AGENT,
Duckworth Street and LeMarchant Road.



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.

Final Notice to Our Clients.

This is the last opportunity to buy PERFECTION TIRE SHARES AT ONE DOLLAR. We will accept orders for same up to Saturday at noon, and all mail orders that have the envelopes postmarked on that date will be honored at one dollar. On Monday morning Treasury shares will be \$1.25, and a special news-letter and prospectus will be mailed. That mailing will be a straight-from-the-shoulder talk, giving up-to-the-minute information frankly, startlingly, forcefully. It MUST compel YOUR attention. If you want a copy, tell us to put your name on our mailing list. It costs nothing and carries no obligation.

IT MAY BE THE MEANS OF MAKING BIG PROFITS FOR YOU.

J. J. LACEY & CO., Ltd.,
INVESTMENT SPECIALISTS, CITY CHAMBERS,
(Over Royal Bank of Canada.)

ROOM PAPER!

We have 60,000 pieces
Room Paper,

a whole store full. We must have this room for other goods soon, and consequently we are offering special inducements to wholesale buyers.

Call and see them, or send for patterns.

Wholesale and Buyers.

Robert Templeton

Pears and Gravenstein Apples.

100 Half Barrels Pears,
150 Barrels Gravenstein Apples,
100 Crates Silver Peel Onions,
80 Cases California Oranges.

All counts. Due to arrive ex steamer. Prices right

BURT & LAWRENCE,

11 NEW GOWER STREET.

Ladies' Fall & Winter Coats

We have just received an advance shipment of Ladies' New Fall and Winter Coats.

Newest Creations of Fashion.

Also NEW COSTUMES, SKIRTS, BLOUSES, ETC., ETC.
See them to-day.

William Frew.

TEN PAGES TO-DAY.

WEATHER FORECAST.
TORONTO, Noon.—Strong W. to N. W. winds; a few scattered showers but mostly fair. Saturday—Fair and comparatively cool.
Drink WELCH'S GRAPE JUICE

VOLUME XXXIX.

Auction Sales!



AUCTION.

On the Premises,
TUESDAY, October 9th,
at 12 o'clock, noon,
that Desirable Building Land situated on Warberry Street, off Teale's Bay, the north 1/2 measures 205 ft. or thereabout, on the west 110 ft., on the south 200 ft., and on the east 110 ft.

P. C. O'DRISCOLL
Auctioneer.

AUCTION.

TO-MORROW, Saturday,
12 o'clock,
At the Central Auction Mart
Beck's Cove,
75 bags RED ONIONS,
1 GENERAL PURPOSE HORSE,
3 boxes INGERSOLL CHEESE.

M. A. BASTOW,
Auctioneer.

The Choicest AND Finest Edibles!

ELLIS & Co.

LIMITED.

203 Water Street.

American Mutton.
Prime Legs, Shoulders & Chops.

American Lamb.
Finest quality. Small Fore and Hind Quarters, Small Legs or Loins and Chops.

American Roast Beef.
Prime Sirloin or Rib Roasts.

Finest South Coast Beef.
Prime Roasts, Sirloin or Rib, Sirloin and Round Steaks.

American Veal.
Superior quality.
Filets, Cutlets & Loins.

Long Filets Beef.
Well trimmed, no waste.

Pickled Ox Tongues.
Large Specials. Excellent Value.

New York Corned Beef.
Choice F. M. Pork.

New York Chicken.
Milk Fed. Young and Tender.

New York Turkeys.
Young Hen Birds.

New York Ducks.
Prime and Excellent Stock.

Fresh Made Sausages.
Beef and Tomato are a specialty.

Fresh Eggs.
Guaranteed.

Fresh Cod Fish.
Fresh Caplin.

Kellogg's Bran.
Cooked ready for use.

Toasted Corn Flakes.
Post New Toasties.
Shredded
Wheat Biscuits.

Remember OUR Telephone
482 and 786.

JOSEPH HOCKING'S LATES
WAR NOVEL.

The Path of Glory
A story of the Turks in Arm
Paper 65c. cloth 90c. Postage 2

Garland's Bookstore
177-9 Water Street East.

DRESSMAKING in all
latest styles. Ladies' Full Gored
tunes and Dresses from \$1.00; L
Wrappers from 50c.; Children's
tunes, Dresses and Coats from
Pinafores, Underwear and all
sewing from 10c. Boys' and
Coats from 60c. MRS. O'BRIEN
Cabot St. jly29

MINARD'S LINIMENT CURES DIPH-
THERIA.

ters to whom much
tended.