nship Service!


## $-$

 TARY BOOTS
## T FOR FALI WEAR.

We have just openel a choice selection Fall Boots, High C with I
Heels. Black, Tan, Grey
and Brown. All One Price
$\$ 7.00$.
R \& MONROE, LId
-

## enerally Known

cance man or moman AR STANDARD FLOURS vich is not the case. the not be milled ABOVE a nillers from milling BELOW

## gilvie's

dard Flour
rel and beebonvined

s in the public ser
vening Telegram

## BARIRON! <br> BOWFIING BIROTHIBRS, INMMITID.




## The Lost Will

## LOVE TRIUMPHS 4

## LOVE TRIUMPHS




## The new flavour calse

This new th from England is simply dechange to the old-fathioned change
sauces.
Noondat Woold th moth you

 ..... 
 ..... 

 ..... 
WRIGIEYS-

eati, thal you later. Got the papererem
Tone Presenty, nend mideoll,dater
Jat bracine emaref tor the guestomand. ninalis bumalt, anmereate antionOn, ye, sint"Teer mai Mr. Horoon, kentums tircorre, ther viluturut motathior

A Soldler's offering to his
sweetheart is naturally the
sweetmeat that gave him
most refreshment and greatest enjoyment when on duty.





Comed but no on toone openad and
Condon hass a mum.
Corkng suden changes in those mhe
Worked marted trantermention 1 He so much in the tate that tho wio now beatrifulu dreases In something and








PMort bo angry, Ne Phatonto



 ant intine in in
Man to bobrod.








## A New and Peerless Line

You are cordially invited to inspect our Display of Original and Exclusive

## MILLNERY MODELS,

New Importations from America.


## The Greatest Bargains

In Our History.

## OurAnnual Fall|Saleis NowOn

We are offerivg Exceptional Values in

## Ladies' Coats and Man's Suits

and will mention the following reduction
Ladies' Coats at
Men's Suits at

| , | now \$8800. |
| :---: | :---: |
| 16.50 ; | now 13.90. |
| 21.00; | now 18.00. |
| 29.50; | now 26. |
| 35.00; | now re 20.00 |
| 40.00; | now 34.0 |

$\$ 12.50$; now $\$ 10.00$. 16.50; now 14.00. 19.50; now 16.00. 25.50; now 23.00 32.00; now 28.00. 39.00 ; now 34.00 . These Ladies' Coats are of the very latest design and up-to-date in
style and finish. Made with Military Collar, Belted and Patch Pockets, and are extra
good value at above figurssura The Gent's Suits are of the beest material, well finished. and come Our Ladies Costumes are a clearing lot in Serge only, and at prices
ranging from $\$ 12.00$ to $\$ 25.00$
 Sweater Coats and Jerseys, Blowses
all at specilly marked down prices.
Make your purchases early, you' will then have amuch tanger inelec-
ion to choose from

## English \& Amm, Cloting. Conn <br> 312 Water Street.

WASHIN
President Wiison has inform President has transmitted its ting an armistice and peace to tion that if these governments eacee upon the terms and the pri hilitary advisers and the military ates be asked to submit the nece mistice as will fully protect.the uggested, acceptance by German oncrete evidence of he


CASH'S E


CIGARS.
воск, GOVERNORS, la AMALIA, LITLLE BENGALS BE.
PIPES : i We import the God JAS. Pul

## less Line

inspect our Exclusive

## ODELS,

## Our Motto: <br> Always <br> Your <br> Moneys <br> Worth. <br> EY. <br> argains

## Wilson Suggests an Armistice!

WASHINGTON, October 23.
President Wilson has informed the German Govern-
nt that he has transmitted its correspondence to him
bing an armistice and peace to the Allies with the sugrestion that if these governments are disposed to effect peace upon the terms and the principles indicated; their military advisers and the military advisers of the United tates be asked to submit the necessary terms of such an urnistice as will fully protect the interests of the per-inrolved. He says that should such terms of armistice. LIas the President Been Bluffed by German Guile ? angested, acceptance by Germany will afford the best
annerete eridence of her unequivocal acceptance of the ---British Make Attack of Strategic Importance-anneret eridence of her unequivocal acceptance of the
temm and principles of neme $\quad$ Hun Lines Again Smashed, and Prisoners Taken.

## BUT ONLY IF ALLIED

 GOVERNMENTS n AntrtidPIPIT: Our Stock is the LARGEST and BEST assorted in the city, comprising all the leading shapes. We import the Goods direct from the leading manufacturers, and can therefore compete with the trade.
JAs. P CASH, Wholesale \& Retal Water St.

|  | We have s of our to us to ock the IGARS, | tomers, and it able to announ owing well-k GARETTES, nd PIPES, et | herefore gratithat we have wn Brands of BACCOS |
| :---: | :---: | :---: | :---: |
| CIGARS. <br> воск, GOVERNORS, LA AMALIA, and our famous LITTLE BENGALS | Cigarettes. <br> PALL MALL UNIS, MOGUL, EMU, $\& c$ | Plug Tobacco <br> MASTER WORKMAN, welcome nugget, sICKLE, AMERICAN MAYO'S, \&c. | Cut Tobacco <br> garrick, three castles, oLd CHuM, HUDSONS bay mixture, \&c. |



## CASH'S East End TOBACCO STORE.



We have always managed to take care of the of our Customers, and is therefore gratistock the following well-known Brands of
ort and PIPES, etc.

The Presidents reply to the last German note was made public to-night and will be transmitted to Berlin through the Swiss Legation immediately. It says that having received the solemn and explicit assurance of the German Government that it unreservedly accepts the terms of peace and principles enumerated by him, that the desire to discuss the details of the application emanated not from those who hitherto dictated the German policy but from ministers who speak for the overwhelming majorpromise that the human rules of civilized warfare will be observed by the Geirman armed forces, the President feels he can't decline to take up the question of an armistice
with the Alies. with the Allies.

$\qquad$



## nen!

Dur Window lutumn es?
your earliest. It nteresting.
why:
rescribe, is almost impossible en foresight and early purmplete display.
KWEAR of every variety, and witnessed a smarter line. he refined tone for which our e-average look that it bears, ot go elsewhere when seeking
hem : 50c., 75c.,
Shapes, 25c. each. a few
nd you see only at 50.

Muffier. Secure yours early,
v Contains the OL DISPLAY.
mes bat
like the British Better!
ool Goods in town? We an-
ets early. As a result we are ets early. As a result we are
Is as in pre-war times. Here
$10.50, \$ 12.00$, $\$ 15.00$ per suit AR, $\$ 3.50$ gar., $\$ 7.00$ per suit ger All Wool Chest Protec-
 Sirht Shirts ........ $\$ 7.50$
fer All Wool Socks, $\$ 1.20,1.50$ er All Woon Socks,
$\$ 1.20,1.50$
sing Gowns. ger All Wool Smoking Jackger All Wool Raincoats, er All Wool Top Shirts, $\$ 45.00$ $\$ 6.00, \$ 7.50$
er All Wool Vests.$\$ 10.00$ ser All Wool Sweater Coats,
$\$ 10.00$ ions, concerning woollens, $d$ before making your selec-

TRESS CAPS,
hich are unexcelled for a
and quality all their own.
ice : $\$ 2.50, \$ 3.00$
Walking Sticks, nts' \& Perrins' Gloves. SERVICE IS UNBEATABLE
VALUE UNEQUALLED AT


GEO. KEARNEY, Manage

The Reacon Thousands of Ladies Do Their Bargains in
Shopping At The Royal Stores
IS TOLD IN THIS LIST OF REAL BIG BARGAINS FOR FRIDAY ${ }^{\text {man }}$ SATURDAY. Blouse Flannelette Remnants. Qualites and Patterns We Are Prond to Displas.




The Prices And Values Are So Appealingly Good That Our Stores Should Be Busy All Day With Eager Shopping Crowds.

Two Lines of Women's Coats For Friday \& Saturday












## Some Rousing Good Values From The SHOWROOM.




Women's BLOUSES,
Really the best Values Offered This Season.


 Nation





Women's Underwear and Hosiery.







 woman are shown here tin V . Rose, saxe,





Some Splendid Values(5)

Have You Bought The "Makings" of Your Fall Coat Yet?









in Household Goods, etc.







 and


等


Comforters and Bed Spreads.


为






 tidit riaie finir co



## "Prevention Is Better Than Cure!"

We are asked by the Board of Health to observe the rules now enforced to prevent the spreading of Influenza now raging in our midst. It is ther fore the duty of every good citizen to follow as closely as possible the health rules laid down for his or her benefit. One of the most important rulea essential to good health is "Keep the Feet Dry." Wet feet are often the cause of a break down in health. Dry feet day by day keeps the Docter away therefore guard your health by wearing the best rubber footwear, the kind we sell "They Keep Your Feet Dry

Cinildren's Rubber Shoes.
Cinildren's Anchor Brand.


cit
 Yours rubiri shois
 B
BOYS RUBBER SHOES.
Anchor Brand-Sizes 1 to $\xrightarrow{\text { Low Cut }}$ High Cut
s.t.0.

One Kind of Shirking

woman moo


LADIES' RUBBER SHOES.
$\underset{\text { High Cut }}{\text { Low Cut }}$ Low Cut.
High Cut. Low Cut Low Cut.
High Cut
MERCA

## ÄNCHOR BRAND

мёCHANT BRÄND.


## Marshall Brod

## 1 4

## COFFEE ESSENCE.

 Just Received"GOLD REEF" CREAM $\mid$ T. S. Simmons \& Co's. | 18 oz. tins. | $\begin{array}{c}\text { Shoe Brushes, } \\ \text { pure, thick, rich Cream }\end{array}$ |
| :---: | :---: |
| $\begin{array}{ll}\text { Stove Brushes, etc. }\end{array}$ |  | "5 ROSS" FLOUR-Goverment STandard Grade-

Made from fulyy matured wheat, and in addition
somewhat higher in quality than Government somewhat higher in
Standard requirements.

## California Oranges. California Lemons.

Shirriffs Extracts:
Table Apples
Fresh $\mathrm{Eggs}$. A Alarrent tinat tuil hine
C. P. Eagan

| Butter ! Eggs! Cheese! <br> By Express To-Day, 25 Cases Fresh Eggs "Extras." Also, <br> 15 only, 60 lb. Tubs Pure Butter. 20 BoxesFull Cream American Cheese. 30 Boxes American Cheese, Twins. Cheddar (heese. <br> Soper \& Moore Wholesale Importers and |
| :---: |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |



COAL! COAL !
Just arrived and now landing
at Tessiers whart
ten
tone at Tessiers whard 200 tanding
tons
Screened $\mathrm{N} . \mathrm{Sy}$ Shaney
Coall
Order
your winter coal to-day. Tele.
phone
TESSIER \& Co.

## 



## FURNITURE!

There is no need for us togo into
 ture we stock, it is arready well
known all over the Island He
Here we announce the opening of
new shipments. We are ready to furnew sinpments. We are reayd to tur
nist your Bedrooms, Dresing
Bathrooms, Bathrooms, Dining, room, Drawing
room, Den, Dibrary, Jivina-rom room, Den, Library, Livin-room,
Halls and Kitchen with everything necessary to make your home abso-
lutely perfect in every detail When you want just what is new-
est and best in Furniture, remember the address below is thate of the theser
house-furnishers in Newfoundland.

## U. S. Pictura \& Porrair Co

St. Johns.

We have it, Pre
Wahh at all times with "YANCO"
mutwo
Stam them an mon for



Delightful


0







Nitutumum miby




## NewFill andWintar Fulu!

Our Fur Department is now showing large quantities of attractive, desiriabe and irresistible tailor made Furs, made from
dependable, rich, handsome, selected skins, in the most popular
styles and clever models.
styles and clever models.
Make your selectione now from the most carefully assembled
assortment of Furs to be seen in St. John's this season.
TWO PIECE SETS
of Black Dakota Wolf, Alaska Sable, Chinchilla, Natural Coon,
Foxalen, , Taupe Lynxx, Natural Lynna and Squirrel, $\$ 31.30$ to $\$ 142.00$ Set. SEPARATE MUFFS .....
SEPARATE NECK PIECES

PHONE 484.

## Now Attractions Now Opening

Iadiese Costumes, Coats, Neckwear, Silk Scarves, Wool Scarves, Waists, Sweate
Coats, silk skirts, Serge Skirts, Kid Gloves, Dressing Gowns, Ribons, silks, vai
 Ladies, also new shipment of Cutex and Maris Toilet Requisites, etc. This is going to be a busy wee

See the Assortments Now.
Black Coney Seal Fur Coats, $\$ 76.00$ to $\$ 88.00$.
These Coney Coats were purchased when the Fur market was much below this Natural Muskrat Coats, $\$ 255.00$ to $\$ 275.00$.
P.0.BOX 920, ST. JOHNS

## OPENING ANNOUNCEMENT!

I wish to inform my friends and the public that I have purchased the premises No. i LeMarchant Road, premises No. I Lecharch. O'Regan, and that I will at all times carry a full

Fresh Killed Meats, etc. Customers can be assured of first-clas JAMES COOK, 1 LeMarchant Road Phone 121



## NOTIONS.

Everyday Items for Small Money.



 Cunt Links, per set
Stud, Link and Pin Set ...






 Babk Muniteal Phoe Poilish,
Babys Niples, each
Back
 cigates shaving Cream, eacil
Cosestes she sold Cream, each
vaseline Talcum Powders. Persum $\begin{gathered}\text { Tulaum Powder, per tin } \\ \text { pixie Taleum Powder, per tin }\end{gathered}$. Erame To Talum Powder, per tin
Menmer's Talcum Powder, per in
Taylor's Talcum Powder, per tin Toilet Soap, 2 cakes for
Toliet toap, 2 cakes tor



 Envelopes, prone pactage.
sioemell? Reading
Rase Brusin and coank set.
Biz Ben scribl
Ben Big Ben Scribber, each
The Lion Seribloer, each

A Corner Strong With Values for th Acr mowirurain on in tur transis townis- About 3
 Mned Masin ixp cors mat -nar ono




Velve








## MEN'S FALL and

WINTER


## fening

Waists Syeater
bbins Siliks ton
Beaver Hat for
Ror
ct wait until the
S88.00.
much below this
value. $\begin{array}{cc}\text { value. } & \begin{array}{c}\text { Mail Oriders } \\ \text { Recerver } \\ \text { Corefal }\end{array} \\ \text { Cons. } & \\ \text { its. } & \text { Consideration }\end{array}$
30X 920, ST. JOHN'S


## NOTIONS.

Everyday Items for Small Money.


## If You could NOT attend last Friday,

 Saturday \& Monday's Sale, Don't Miss This OneFor never have you seen such opportunities to save money on High Quality, Seasonable Merchandise as you are offered this week.

## MAKE IT A POINT TO BE HERE!

Familiarize yourself with the list that here follows. Compare the prices for what you have been paying for the same Merchandise elsewhere---then see what you save by attending these
Special Bargain Sales, Fri., Sat. and Monday.

|  |
| :---: |
|  |  |
|  |  |

-REPUTABLE HOSIERY From the City's Headquarters.






 Ladies' Lined Gloves. Ladies' Fleeced Gloves.


Child's Felt Hats.
Meer ion wi wom on
Reg. \$1.80


Wooinap Blankets.

 Table Covers,
 Pillow Cases.



Spanish "Flu."

Escirit)


## A Corner Strong With Helptul Values for the Housewife.

u
The

S.S. "EARL OF DEVON"
whu Leave he whan
The Newioundland Produce Company, Limited Friday, Oct. 25th, at 10 a.m.

| Catalina | 1 L |
| :---: | :---: |
| Greenspond, | Nip |
| Seldom Com | $\frac{B 2}{\text { w }}$ |
|  |  |
| Moreton's Harbor, Explots, | Conche, st. Anthon |

The Newfoundland Produce Co., Ltd.

Big Fall Bargains ANTONIO MICHAELS,

Ladies and Gent's Readymades.




## With the Advent

Of cold weather you will be obliged to put your Cattle in the Stable and hand feed them for the Fall and Winter Months.

You can do this economically by buying your FEEDS from us and we offer you to-day at lowest prices: GLUTEN MEAL WHITE CATTLE FEED. WHITE OATS and PRIME TIMOTHY HAY YELLOW GORN MEAL MIXED OATS
F. McNAMARA QUEEN STREET.

HEADQUARTERS! APPLES! APPLES!

Just Received To-Day, Oct. 21st, 1337 Barrels No. 1 APPLES.
GEO. NEAL
 Curtains for the Home. 95 c. to $\$ 5.50$ per Pair.

A complete stock of Lace and Scrim curtains SEE THEM TO-DAY!

JUST ARRIVED:
100 dozen Galvanized Buckets.

Enamelware.

| to Enamel Pa | 1 |
| :---: | :---: |
| Sollephat al colors | Pie Dishes |
|  |  |
|  |  |
|  |  |

Hollow Ware.
tin lingd sajcerans and dinner boilers.
ery pans, slop pails, of heaters,
Stoves (2 mick), lamp burners \& chminets
STOVE PIPE ENAMEL, ALUN
GENERAL TINFARE, at
JOHN CLOUSTONS,
140-2 Duckworth street.
Now in Stock 400 brls. Choice Gravenstein Apples Burt \& Lawrence, 14 New Gower St.

## BIG SALE!



AT SMALLWUOD'S LADIES' BOOTS only MEN'S BOOTS only Secu . (Big values.) BOYS' BOOTS only

$$
\text { only . . . . . . . } \$
$$

GIRLS' BOOTS at Reduced Price
Mail Orders receive prompt attention. Special term Wholesale Buyers.

O'Sullivan's
Rubber Heels, all Sizes. MENS and WOMENS. ROBERT TEMPLETON.

|  |  | J. J. ST. JOHN, <br> 136 and 138 Dackworth St. |
| :---: | :---: | :---: |
|  | NO MATTER HOW THE FIRE IS CAUSED |  |
|  | If you're not insured, you're a loser. Take time to see | To the Fishermen of Newfoundland! |
|  | about your policies. We give you the best companies and roasonable rates |  |
|  | ERCIE JOHINSON | better prices for you than you can get yourself. |
|  | Insurance Agent | Broker \& Commisision Asent. |
|  |  | 27. |

## Reid-Newfoundland $\mathrm{C}_{0}$

## Freight Notice!

Bay Steamship Service!

## Humbermouth-Battle Harbor Route.

 freight tertthis run will not be aceepted this satur-)


## Placentia Bay Route.

Owind to. S. . "ARGYLE" being now of schedule freight for Placentia Bay (both Presaue and Mera-
sheen Routes) will not be accepted until further notice. South Coast
Freight for S. S. "FOGOTA" will be received at
wharf of The Nfld. Produce Co. Monday, 28 th inst. from 9 a.m. to 1 p.m

REID-NEWFOUNDLAND Company


Dr. A. B. Lehr Dentist, has decided to specialize in ex
tracting and plate work.
 Sets of Teeth $\$ 15.00$.

J. J. ST. JOHN,

All Ready for You - Mr. Man!



65 Srls. SPARE RIBS.
130 puncheons and
bris


${ }^{350}$ baxe MEILOL


$\overline{\text { J. J. ST. JOHN, }}$
To the Fishermen
Newfoundland!
It will be be vour adrantage
to commicate
ofering ficate with us be ofore
 berass erc



PARIER \& MONROE, Lit

Nit
Not Generally Known
Thio avarge man of mom
think all WAR STANDARD FLOUR are alike. Such is not the case. Tu Canadian Government has decreed thi Flour must not be milled ABOVE?
certain standard. But there is nothing certain standard. But there is nothing
to prevent millers from milling BELON to prevent mil
that standard

## Ogilvie's

 Standard Flouis milled to limit of Govt. requireme Try a Barrel and be convineed *
rty Years in the public ser

ELVE PAGES TO

## matibz forscist.

Toronroo, Noon-Moderne viratis

VOLUME XL
Auction Sales:
PUBLIC AUCTION.
To-Morrow, Saturday, It the Central Auction Mart




Drum Hoops
Coiled E1m Hoops

The Mercantile Cooperage.
$\overbrace{}^{\text {cash.21 }}$

