## "VICTORY BRRAND CLOTHING" for Immediate Delivery.

 OVERCOATS-Wondertul Styles and Values.SUITS: In Serges, Tweeds, Worsteds, Pants, Overalls, Mackinaws, Trench Coats.
Low Prices.
the white clothing manufagturing company, Limited.
Wholesale Glothing Leaders



and

## New Tapestries.

## Upholstering \& Repairing,

Tapestries.
Tapestries that delight the eqe and dor't dip




## Our Upholstering

Department is open for all grades of uphoister-
ing. New Couches, Lounges and Chairs made ing. New. Couches, Lounges anfectlyars made to customers own designs, perrectly
Renovation and repairs are quickly made by
expert workers. Let us give you estimates, and samples of
upholstery fabrics for your Fall renovations. U.S. Picture \& Portrait Co., House Furnishers, St. John's.
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## 

This Label Guarantees


UAIITY
DICKS \& CO., Lidd:
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$\$ 6.00$ to $\$ 7.50$ Boots Now \$2.00
 We are offering to-day
500 Pairs Ladies Boats
BLACK VICI and MAHOGANY VICI Kid. Spool Heel. Were 6.00 \& 7.50 . Now $\$ 2.00$ pair

## Th pairs is the best Boot Bargain in Newfoundland. Come early and secure

## PARKER\&MONROE,Ltd.

Advertise in the Telegram.
TheAmerican Boot \& Stooftiore
331-Water Street- -331
our Store will be Closed
TUESDAY and
WEDNESDAY
in order to
Re-Arrange and
Re-Price
Our Entire Stock
For
The Greatest
Boot \& Shoe
SALE
In the History of St. John's
Watch Wednesclay's Newspapers For Detalls

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The American Boot \& Shoe Store 331--Water Street--331 NEAR ADELAIDE STREET
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| - Personal | 1500 Sides AMERICAN SOLE LE ATHER |
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and



PORK, BEEF, CORN, etc.
TO-DAY
Ex. "Belvernon" and "Manoa" LIGHT HAM BUTT PORK, $70 / 80$ pieces. "STERLING" FAMILY BEEF.
EDDY'S "WHITE TOP" MATCHES( 10 gross Cases).
CRUSHED CORN-( 100 lb. Sacks). ROUND CORN-( 100 lb . Sacks). ALSO,
SEPTEMBER MAKE CHEESELarge, 70 lbs. each.
SEPTEMBER MAKE CHEESE-
Twin, 35 lbs . each.
Lowest Prices.
F. McNamara,

Phone: 393
Queen Street.



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## The ROYAL STORES, Ltd.

Imperial Quality.

SENSATIONAL SALE
Ladies' Boots $\$ 3.00$ pair


This is a genuine half and two thirds off Regular Price Sale, and consists of Black, Tan and Patent Leathers, with Low; Medium and High Heels.

See Western Window for Display
F. SMALLWOOD

The Home of Good Shoes, Water Street



## HATS

## PLEATED SKIRTS

 SWEATERSLadies' and Misses' Coats

## SLLLEVIZ \& COMPANY,

256 WATER STREET
Adjoining Roper \& Thompson, Jewellers

Some Talk "Quality"-Some "Economy"- We Combine Both, as You Can Prove to Yourselt by Comparing the Prices on this Page-of Course Our Name Guarantees the Worth of Everything, (2)


Luxuriously Fur-Trimmed
Sold from \$35 to \$49.50

Policrs \& \&hering Bane Batis Priced up to \$24 Tailored in the right way from high-grade
materials; look like most $\$ 30.00$ nummaterials; look like most $\$ 30.00$ numbers. Others as low as $\$ 5.98$.
15.00

Misses' and Women's EXCLUSIVE SAMPLE


Values up to \$39
Beaver and Fur trimmed, also tailored Tricotine Suits, Silik lined
models
Tricotine Suits
One complete rack-over 100 Silk-lined Suits, Navy and Black $\$ 18.00$

LADIES' SUITS on display at $\$ 19.98$ and $\$ 12.98$ All wanted shades and styles-all sizes.

Up to $\$ 29.50$


FALL SILK DRESSES


Two Dresses for the price of one-that holds good practically on every
Dress featured in this Dress Sale-Draped and the newest models-Styles just like your see in fashion magazines-and a large range of materials for your choice-Crepe Roma-Heavy Cantons-Satin Back Crepes-Satins Misses', Juniors, Women's Poiret Twill \& Tricotine
6.98 Silk Dresses
For business women and every one who wants a warm, practical Dress to wear now and later-embroidered in colors; others plain and modishly trimmed. All siześ.

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0.98
12.98

## Actual \$7 to \$10 HATS

Genuine Black Panne Velvets and Lyons; Velvets in all colors 5 New - just out of their tissue wrappings and shown for the first time to-day.

MEN!
Here's a worth-while Sale Fall Suits and Overcoats
Brand new Fall and Winter garments at enormous savings. Our large buying capacity, due to the tremendous volume of business, enables us to buy at lower prices. THAT IS THE SECRET-together, with fitted.
Splendid Ranges Men's American Troussers
Larger shapes-modified Tricones, off-the-face and small Hats, in all colors and Black to choose from.
Trimmed with Ornat Trimmed with Ornaments, Pins, Ostrich and big self bows.
Hundreds of other ranges of Tams, Sports Hats, Panne and Lyons. Velvet Hats-Also on display as
low as .. .. . . . . . . . .......98c-up to $\$ 3.98$

Boys' Overcoats Boys' Overcoats

TEAS
Fresh from the Gardens of Ceylon. LARGE STOCKS JUST RECEIVED.
T. A. Mannab \& Co. Wholesale Distributors City Club Building.


## Local Damsons

 and Greengages,P.E.I. PLUMS

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C. P. EAGAN,

2 Stores:
Duckworth Street \& Queen's Read

## beautiful evangeline boots and shots

 at FIalf Price A Sale of High-Class Footwear

Ladies' High Cut Laced Boots IN BROWN KID, ROYAL PURPLE, GREY KID, DARK MAHOGANY.
and BLACK KID LEATHER.
In Louis, Cuban and Military Heele. All Evangeline Styles.
ome of these advanced styles at Some of these advanceed stylyes at less than

## (2)

LADIES EVANGELINE GREY KID PUMPS, MOUSE KID PUMPS
BROWN KID PUMPS,
BLACK KID PUMPS,
patent leather pumps.
EVANGELINE LACED SHOES In Grey, Black, Fawn, Mahogany \& Patent Leathers ALSO,
EVANGELINE STRAP SHOES In many styles and leathers.
Only $\$ 6.99$ per pair


This is a strictly Cash Sale. No charging-No approbation. Your choice, Ladies, inEvangelines for only $\$ 6.99$ at

## Smallwood's Ladies' Showroom

## F. SMALLMVOOD

The Home of Good Shoes, 218 and 220 Water Street


| Brazil Celebrates. |  |  |  |
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MUTT AND JEFF - $\quad$ ANYTHING IS POSSIBLE NOW.


\section*{AT THE MAJESTIC THEATRE <br> TO-DAY} THE GREATEST PIOTURE OF THE YEAR Evenylotu This Week's Fresh | $\begin{array}{l}\text { This Week's Fresh } \\ \text { Arrivals. }\end{array}$ |
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| CIIS \& CO'Y |



The Fishermen's Friend.


RED BALL VAC STORM King
RED BALL VAC KNEE RUBBERS.
SEA RUBBERS STORM KING
SEA RUBBERS-the Rubber with the White Sole. $\$ 5.50$ the Pair
Double wear in each pair
Special prices for Case lots
Mail orders receive prompt attention

## F.Smallwood

He home of good shoes,
$218 \& 220$ Water Street.

KARL S. TRAPNELL, Opt. D., EYESIGHT SPECIALIST,
307 Water Street, Upstairs. HOURS-10-1: $2.30-6:$ Evenings by

## NEW SHIPMENF!

We always carry fresh supplies of the Corona, Moirs', Fry's, Cadbury's, Rowntrees, Peters, Nestles, Savoy, Grey's, Laurel,
Lorraine, Farley's Confectionery. Local and
ind P. F. FEARN \& CO, LId,

##  WALTHAM WATBHES

In 16 Size GOLD FLlled, open face, ENGRAVED CASES
We have a limited number which we offer
special price $\$ 25.00$.
R. H. TRAPNELL, Ltd., Jewellers and Opticians, 179 Water Street. 20050,


## Have You Seen the

 JEVETT CAR? THE JEWETT IS PAIGE BUILT. The new JJewtit is of Palge conception, designed and shops. From its Paige orligin the Jewett inherits those umistalacale marks of Quality, characterizing the work of a group of men who for ten years past, havebeen building the fine sixecylinder cars, bearing the been building the
Paige monogram.
Let us demonstrate to you its remarkable power and quality- 5 passenger touring- $\$ 2200$; Sedan
$\$ 2850$.

## Anglo-American Garage, JOS. COCKER, Paige Distributor.



Do not borrow a gun to go hunting. Own one of your own.
when you feel like it
See and price our Firearms and you will bay
from us. from us.
Our ammunition is loaded better than you
can do it yourself. can do it yourself.
Come in to our Store before you go outhunt-
ing or camping and let us furnish you what ing or camping and let us furnish you what you
need. OUR HARDWARE WEARS Special English Cartridges-Heary Loaded. BOWRING BROTHERS, LId. HARDWARE DEPT.

 Morey's Coal is Good Coal! In Stock, Best Grades of
North Sydney Sereened, Seotch House hold and Anthracite COAI.
M. MOREY \& Co.,Ltd.


## TAILORING OF QUALITY

## WORKMANSHIP

EXGEPTIONALLY FINE

endit

## BON MARCHE

268 WATER ST. (opp. Bowring Broz.)
We have just received a large shipment of English goods, including Ladies' Cashmere and
Wool Hose, Blankets, Dress Goods, etc., at our usual attractive prices.
LADIES' ALL-WOOL CASH. HOSE 75c. pair. LADIES' HEAVY WOOL HOSE . . 40c. pair MEN'S ALL WOOL SOX . . . . . . 45 c c. pair MEN'S WORK SHIRTS (with collar) 89c. each. CURTAIN NET from
DRESS GOODS from COTTON PRINTS from . 75 c c. yard MEN'S POLICE BRACES

SEE OUR WINDOWS

## BON MARCHE, 




Reid-Newfoundland Co., Limited

ST. JOHN'SCARBONEAR PASSENGER TRAIN SERVICE
Commencing Monday, October 9th, the regular evening trains to and from Carbonear will be cancelled, with the exception of Satur. days.

FREIGHT NOTICE!
SOUTH COAST STEAMSHIP SERVICE. Freight for the above route will be accepted at the
9 a.m.

Reid-Newfoundland Co., Limited
 Farquhar Steamship Line
$\xrightarrow{\text { PASENGER }}$ SND Frebicit
ST, JOHN'S TO NORTH SYPNEY
STEEL STEAMSHP SABEEFETM

One way $\$ 27.00-$ First Class only ymincluding
meals and bert.
Freight accepted and rates quoted to to lil points. mealis and eright accepted and rates quoted to all woints.
FreireuHAR TRADING CO., HARVEX \& Co., Ltd.
Agents, North Sydney.
Agents, St. John's, N. 2usexexsex

## RED CROSS LINE!

NEW YORE HALIFAX ST. JOHNS Schedule of Sailings for October Month.
 s.s. SILIAI
s.S. ResALIND
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 HARVEY \& CO., LTD., St. John's, Nfíd., Agts.


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LET THERE BE LIGHT!



nearest wew can come to: it is to supply sou with
ELEETRIC LICHT BULBS
William " = Nosworthy
 Special for This Week!

MENS WORKING PANTS
Heavy Dark Tweeds, at $\$ 2.25$ Pair.
CHILDREN'S SKU
Sizes from 5 to 10 , to clear at $\$ 1.15$ per pair.
I. LEVIIZ, 252 Water SL,

