| Auction Sales : |  | $\underbrace{\text { FOR SALE. }}$ PIANO! |  |  |  | Central Fish Market. Special for To-Morrow. |
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|  |  |  | SALE OF WORK <br> IN THE CLUB ROOMS, WATER STREET, |  |  | Men's Clothing and Crock- |
|  |  |  |  |  |  |  |
| OR SALE AT BURIN. | ¢ makes | $\begin{aligned} & \text { Jotary publics. } \\ & \text { METALices of the Peace, etc. } \\ & \text { We carry a full line of } \end{aligned}$ |  |  |  | Winter |
|  | $\qquad$ |  | Reduction in Prices | DR. F. A JANES, ${ }^{\text {i }}$ |  |  |
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LADY IRIS' MISTAKE; Hero of 'Surata' '

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a link. between herself and Isabel
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## Upholstering \&

 Furniture RenovationWe are ready for your Fall Upholstering Renovations with a staff of fully competent workmen and a stock of charming and reasonably-priced Upholstering fabrics.

Send along some of your crippled chairs to us and let us give them a thorough repairing and new coverings, and see how soon your rooms will take on a new and attract ive appearance at very small expense.

## Remember-

Nothing "dresses" a room so well, or adds more to its homeliness than the right UphoIstering. Therefore-it's up to you to see that expert knowledge is used when you freshen up your rooms for the winter.

Estimates given free.
U.S.Picture \& Portrait $\mathrm{C}_{0}$,

The Largest House Furnishers Water Street,

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# A Remarkadile Sale of Embroideries, Laces and Frillings 

Thousands of Yards of Dainty Embroideries, and Laces at Greatly Reduced Prices, Once You See Them You Gan't Resist Buying They are so Tempting at the Low Figures We Ask For Them.

## Embroideries

SPECIAL JOB LOT LAWN EMBROIDERIES.
Narrow widths; 10 yards for
REGULAR FINE LAWN EMBROIDERIES.
Narrow widths. Prices
8 to 16 c . per yard.
REGULAR SWISS EMBROIDERIES.
Narrow widths. Prices . . . . . . . . . . . 6 to 12c. per yard. EMBROIDERY INSERTIONS.
Lawn; assorted widths .. . . . . . . . 20c. to 27c. per yard.
Musin; one piece only . . . . . . . . . . 30 c. per yard.

Muslin; one piece only
27c. per yard.
30c. per yard.
EMBROIDERY BEADINGS.
Extra fine. Prices . . . . . . . . . 9, 20, 22 and 30c. yard.
FLOUNCING EMBROIDERIES.
Extra fine; 18 inches wide. Prices.. 40, 45 and 50 c. yard. Extra ine; 18 inches wide. Prices . . 40, 45 and 50 c . yard.
Extraf fine; 27 inches wide. Prices . . . . . . . . 60c. yard. CAMISOLE EMBROIDERIES.
Very Dainty. Prices
50,60 and $\$ 1.00$ yard.

## LACES

VALENCIENNES LACE and INSERTIONS! Special Job Lot Valenciennes Lace and Insertions. Only 4c. per yard.
Fine Valenciennes Lace with insertion to match. Prices 6 to 22c. per yard.
Fine Shadow Valenciennes Lace.
Prices 6, 8,9 and 10 c . per yard
Fine Black Valenciennes Lace.
4 inches wide. Only 28c. per yard.
TORCHON LACE and INSERTION.
White Cotton Torchon Lace. Prices
. 4,5 and 7 c . yard.
White Cotton Torchon Lace and Insertion. Prices $12 \& 16 \mathrm{c}$. yd. White Cotton Torchon Lace and Insertion (Heavy) 28c. yard. Cream Cotton Torchon Lace and Insertion. Prices 12,14 \& 16c.
Fine Guipure Lace and Insertion (Indian)
Prices $13,16,28,37,40 \& 45 c$. yard.
MARSHALL BROS.

NECK LENGTHS; assorted. Only .. ....2c. per le
JOB NECK LENGTHS; assorted. Only
c. . .2c. per length. BLACK NECK CORD. ${ }^{\text {Whe... }}$ WHITE NECK EDGING. Only WHITE NECK EDGING. Only.
WHTE NECK LACE FRILING CREAM NECK LACE FRILING WHITE CHIFFON NECK FRILLING BLACK LACE NECK FRILLING

PLEATINGS.
JOB SLEEVE PLEATINGS; Fancy Colors . . . 7 and 15c. yard. JOB SLEEVE PLEATINGS, White and Cream ... .. . . 20c. yard. FLANNELETTE EMBROIDERIES.
White Flannelette Embroidery. . Prices 17, 24 and 30c. yard. Pink Flannelette Embroidery .. .. .. .. .. ...22c. yard. 4 Pieces Job Flannelette Embroidery, fcy. col'd. 20, 40 \&45c. yd. White Flannelette Insertion. Price .. .. . .9, 10 \& 12c, yard. Pink Flannelette Insertion. Price . . . . . . . . . Only 9c. yard. SKIRT FLOUNCINGS in FANCY VOILES. 1 Piece Corn Color, $11 / 4$ yards wide. . .
4 Pieces Fancy Blue, Cream, Helio and Pink, $1 \mathrm{i} / 4$. Only 50 yards . ya 4 Pieces Fancy Blue, Cream, Helio and Pink, $11 / 4$ yards wide.

Only 80c. yard.
3 Pieces Fancy, $1 \frac{1}{4}$ yards wide.
Only 75c. yard.


This is the Trade Mark to look for on every Bag of Salt you buy.
IT INSURES THE BEST


FOR HOUSEHOLD USE.

## Fishermen Hołd Demonstration. SPAGIOUS THEATRE FILL

Improvement in Everyday Gonditions Demanded. DEAFENING APPLAUSE GREETS DIFFERENT SPEAKERS

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A New Charm
Came to millions in this way

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## Repssaceñ

The New-Day Dentificice



Orange, Lime, Lemon \& Cherry Crushes


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 Phone your order to them, or to

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Morris \& Go's. splendid halfsheets, bright and red

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Ourpresent price is lower than they can he imported for
HARVEY \& CO., Limited Advertise in the Telegram.

OVERWHELMING WILL BE THE RESPONSE OF THE ST. JOHN London, New York and Paris Association of Lastion ....

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WIDE AND WIDE-EYED ASTONISHMENT FOLLOWED OUR FALL AND WINTER SALE ANNOUNCEMENTS FOR SATURDAY. THE NEWS WAS ALMOST TOO BIG TO GRASP. "YOU DON'T MEAN IT !" PEOPLE EXCLAIMED-"IT CAN'T BE TRUE!" BUT IT IS TRUE AND WE ARE GOING STRAIGHT ON FOR THE NEXT EIGHT DAYS-OFFERING NEW WINTER MERCHANDISE ROR MEN-WOMEN-ANE CTILDREN AT COST. AND-SLIGHTLY-ABOVE-COST:

Extra Sales force to cater to the enthusiastic crowds who will respond to this unparalleled FALL and WINTER SALE o
HIGH GRADE APPAREL. COME EARLY.
All Price Records Have Been Shattere

# BLONDON, <br> NEW YORK <br> A <br> $\mathbb{N}$ 



UBLI\& AS THIS GREAT FALL \& WINTER SALE SWEEPS the CITY FILL \& WNITR SALE

## Sale that has stirred the City to its Very Depths! Men are talking about it on the streets! Women are talking about it in their homes!

## VALUES AND STYLES THAT DEFY COMPARISON IN THIS FALL AND WINTER SALE. COME! PROVE THE TRUTH OF OUR STATEMENTS. <br> NOTE THIS FACT!-WE HAVE STAGED SPECTACULAR SALES BEFORE-BUT THIS SALE IS THE CROWNING EVENT OF ALL PAST ACHIEVEMENTS <br> PLEASE NOTICE!-WE CANNOT FILL MAIL ORDERS,'PHONE ORDERS or C.O.D. ORDERS ON ANY FALL AND WINTER SALE MERCHANDISE. WE RESERVE THE RIGHT TO LIMIT THE QUANTITIES PURCHASED BY ANY ONE CUSTOMER. <br> Wholesale \& Less than Wholesale--Costs Prevail



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& \text { (237 20 } 2 \text { for } 10 \\
& \text { One certificate } \\
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## 3 FOOD

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# Smallwood's BIG SHOE SALE! This Tirne it's Men's Boots 

About 970 Pairs of Men's Fine Goodwear Welted Boots, worth $\$ 8, \$ 9, \$ 10$ the pair SALE PRICE ONLY $\$ 6.50$ the pair

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Blueberries.
I's Rabbit. 's Lobster. Also BBAGE, BBAGE, BEET. \& Moore

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 5w
 High Grade Footwear for Little Money. Shoes you may feel proud to walk in.

Your opportunity to select the Shoe of your heart for $\$ 6.50, \quad \begin{aligned} & \text { est grade of Men's imported into Nhoes } \\ & \text { ever }\end{aligned}$ Mail Orders Accompanied by Cash will receive our usual prompt attention


Pointed Toe; English La
In Black and Tan Leathe
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$\$ 6.50$. ging

All Shoes may be fitted in the Store

## No Approbation

F.SMAL工WVODD, THE HOME OF GOOD SHOES 218 and 220 Water Street, St. John's



## ENJOY THE SAVINGS

of our

Great Fall \& Winter Sale

## SMART NEW TAILORED HATS One <br> Specially Priced 98C and 1.98 <br> Cenuine Savings of $\$ 2$ up to $\$ 4$.

 Thousand GUMPSAll Colors--All Sizes

## 98c ea.

One of the greatest values we have ever offered to the women of St. John's. Handsome fabrics of superior quality Hatter's Plush and Velvet Combinations, all of the latest smart tailored shapes, including Mushrooms; short back effects and all the attractive and becoming Rolling Brim styles. Banded and ready to wear. A broad se
lection of the most desirable fall shades lection of the most desirable fall shades.

London, New York \& Paris Association of Fashion tunity by getti
values NOWI

## MOST REMARKABLE SALE NEW WINTER MLLLIEERY!

A well-planned, thoroughly prepared event-conducted in our usual way-wholeheartedly and with determination. Once more the women of St. John's and vicinity are given a practical demonstration of this store's Millinery Leadership-AN EVENT THAT FEATURES STYLE, QUALITY AND REMARKABLY LOW PRICES.

NEW TRIMMED WINTER HATS

## OUR GREAT FALL AND

 WINTER SALE
## 400 <br> Specially Priced 4.98 <br> Actual Savings of $\$ 3$ to $\$ 7$.

## Woolen Tams

All colors and combination of colors, at only

## 68c ea.

Superbly Designed Hats of Lyons and Panne Velvet, Duvetyn, Satin, and Satin and Metal combinations in countless beautiful, smart and becoming styles. Rich Fur Trimmings, Handsome Embroideries, bows of self or contrasting materials--Brilliant Silver and Gold Turbans--dignified matrons' Hats--in fact, unlimited selection of the newest and best in Winter Millinery Modes.


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## WEST--DOME--LAKE   <br>  <br> J. LACEY \& COMPANY, LIMITED, <br> $\qquad$



 THE GREAT AMERICAN INS. CO. OF NOW YORN. Absolutely no trouble when a loss occurs.



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

## JOB'SSTORES,Ltd.

Agents.
KARL S. TRAPNELL, Opt. D., EXESIGHT SPECIALIST, 307 Water Street, Upstairs. $\begin{gathered}\text { HOURS-10.1: } \begin{array}{c}\text { 2.30-6: } \\ \text { appointment }\end{array}\end{gathered}$ Evenings by


GEORGE NEAL, Limited.
NOVEMBER 10th.
ARMOUR'S PORK \& BEANS.
fray bentos beef-6's.
LUNCH TONGUE-6's.

- CALIFORNIA ORANGES.
wagner apples. ONIONS-100 lb. Bags. ONIONS-Cases, 4's \& 5's. best canadian butter.


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## Stanfield's Underwear to fill in depleted stocks.

If you have had trouble in obtaining your size or style, give us a call. If we have not got it we will wire for it.

WE AIM TO PLEASE!

## HENRY BLAIR

## Hay, Oats, Bran,oitc,

Due Monday forenoon ex Canadian Sapper from Montreal ;

## Prime Timothy Hay,

Heavy Black 0ats,
The old fashioned reliable quality.
Heavy White 0ats,
Bologna Sausage,
Bologna Sausage.
lowest prices.

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From the booking of
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NEW MANILA \& STEAM TARRED ROPE. NEW MANLLA \& STEAM TARRED ROPE.
AISo, 200 AMERICAN GOVERNMENT AXES 2000 AMERICAN GY
$31 / 2$ lis .to 4 Ibs. each;
Will be sold at Rock Bottom Prices. North Am. Fur, Hide and Metal Co'y.,


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S. GLENCOE
SOUTH COAST SERVICE. Passengers leaving St. John's on 8.45 am
rain Wednesday, November 1 1th, will mmid

 HUMBERMOUTH.BATTLE HR SERTICR
 with S.S. SAGGNA at Humbermouth, for pof
of anilbetween Humbermouth and Battle
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CHOICE NORTH SYDNEY COAL Due to arrive:
Prices and Quality Right. PROMPT DELIVERY. Also a large quantity BIRCH JUNKS.

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NEW ARRIVALS!
Planters satted peanuts.
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HSHIL'S CONFECTIONERY. and CORONA MIXTURES.
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