

FLOUR!

Trade.
time to buy. We can
rive,
Golden Glow' Flour,
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HELL,
aide Streets.
P. O. Box 324

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G.
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are just what
for **THEM.**

WOOD COMPANY.
Pond Road.
Buildings of all kinds, Mantle-
and Halls, Brackets, Corner
and Show Cases, Stair Fix-
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any information cheerfully

WOOD CO.
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Organs
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RANCE
of New York.

WEST TARIFF RATES.
ES IN THE LEAST TIME.
for Newfoundland.

Reason.
ods come from their own
forests where they
ctured at their own mills.

Co'y, Ltd.

WEATHER FORECAST.
TORONTO. Noon—East Coast.
Fresh W. winds, fair and cool.
Saturday—S.W. winds, fair at
first, showery by night. West. C.
Fresh W. winds, fair and cool.
Saturday—S.E. winds with rain.

The Evening Telegram.

IF it is only because they are so
interesting—apart from the prac-
tical opportunities they offer—the
small advertisements in the Peo-
ple's Paper, the **EVENING TELE-**
GRAM, are well worth studying.

VOLUME XXXIII. PRICE: ONE CENT. ST. JOHN'S, NEWFOUNDLAND, FRIDAY, SEPTEMBER 29, 1911. \$3.00 PER YEAR. No. 229

USE "HAMMER BRAND" Portland CEMENT!

AUCTION SALES!
On **MONDAY**, the 2nd October,
at 12 o'clock, at the
premises of Messrs.
C. F. BENNETT & CO.,
K. W.—103 Barrels Red Trout.
K. R.—124 Barrels White Trout.
K.M.—1 Barrel Mixed Trout.
O.R.—31 Barrels Red Trout.
O. W.—179 Barrels White Trout.
O.S.W.—22 Brls. small White Trout.
H. T.—1 to 4. 4 Brls. Red Trout.
H. T.—5 to 10. 6 Brls. Pink Trout.
H. T.—11 to 17. 7 Barrels White
Trout.
N. R.—86 Barrels Red Trout.
N. W.—167 Barrels White Trout.
Landed ex S.S. Harmony from the
Moravian Settlements.
A. S. RENDELL & CO., Brokers.
sep29,21p

NOTICE.
THE 13th Annual Meeting of the
St. John's Truckmen's Protec-
tive Union will be held in the
T. A. Hall on **MONDAY**, Oct. 2nd,
at 8 p.m. A large attendance is
requested. By order,
sep29,21p **J. J. NEVILLE, Sec.**

THE MARK OF QUALITY.



BALLANTINE'S Export BEER

Order from **YOUR DEALER.** If he cannot supply you write or Telephone us at our office, Signal Hill.

Lindberg Brewing Co., Ltd., Distributors.
sep25,31,m,w,f

THE NICKEL.

TO-DAY!



PALS!

A beautiful romance of the Great North West.

AND OTHERS.

We carry a full assortment of all shades



BISHOP, SONS & Co., Limited.
sep25,31p

Auction—Grapes.

THE PEOPLES AUCTIONEER

At the Prescott Street Store, —ON—
To-Morrow, Saturday, 30th inst., at 11 a.m.,
20 kegs Almeria Grapes, without reserve.
Will be sold in not less than five kegs.
P. C. O'DRISCOLL, Auctioneer.

For Sale, on easy terms, That Large Dwelling House, on Water Street, opposite Bowring Bros. This property extends from Water Street back to Duckworth Street. For particulars apply to W.M. COOK, Water Street. sep22,21

House for Sale—
Sited on Bell Street, containing eight rooms. Apply to MARK KELLY, 14 Bell Street. sep26,31p

To Let—Dwelling House, No. 40 King's Road. Possession immediately. Apply 4 Messes Street. sep25,1f

Wanted immediate—
By Nelsons to Freight Lumber from Gambo to St. John's. Quick despatch at both ports. **EMPIRE WOOD-WORKING CO., LTD.** sep23,1f

JOHN T. KELLY,
DEALER IN
MARBLE and GRANITE
Monuments and Headstones.



Designs and Prices sent on application. Orders executed promptly. Prices moderate. Workmanship guaranteed.
324 Water St., St. John's
Opp. Allan Goodridge & Sons.
sep18,cool,t,y

THE CASINO.
Thursday, Friday and Sat.

Farewell of Jack and Marie Rossley.
By popular request,
JACK ROSSLEY MARIE
Present their Scotch Act
Two Scotties from the Land of Burns.

Introducing their favourite Scottish Ballads, and Jack Rossley's inimitable Wooden Leg Dance.

And other Attractions.


5th Grand Annual Concert,
—BY—
St. Thomas's Glee Singers,
Assisted by Mrs. Job, Misses Sybil Johnson, Dorothy Johnson, D'Alberty, Jordan, Pittman, Strang, Meehan, Messrs. Hutton, Bulley, Mews and F. M. Ruggles.
CANON WOOD HALL, THURSDAY, October 5th, at 8 O'Clock.
Conductor: **Mr. H. W. Strirling.**
Numbered Reserved Seats: 50 cents. General Admission: 30 cents. Plan at Gray and Goodland's. sep29,oct,3,5

Office to Let in Board
of Trade Building; immediate possession. Apply G. I. ANDERSON & CO. sep25,1f

Old Looking Glasses Made Brand New. If the silver backing has scaled off your mirror don't throw it away. We can make it brand new for about one fifth the price of a new mirror. **THE NEWFOUNDLAND MIRROR MFG. CO.,** 31 Monroe St., St. John's. sep25,6p

LOST—Last evening
either in Casino Theatre or on Long's Hill, LeMarchant Road, or Theatre Hill, one **Souvenir Pendant** with Coat of Arms on same. Finder will be rewarded upon returning same to this office. sep29,1p


WANTED—To purchase
Bakeapples, Partridge Berries
RENNIE & CO., LTD. sep29,1w,1p



All Good House-keepers Should Try "Victor" FLOUR.
sep20,cool,tey


P I A N O S

W. V. Drayton's Pianos and Organs are the BEST.



Call and see us or write us for **EASY** terms.

O R G A N S



THE EYE
is the Window of the Soul.

You either pay a small penalty in money now, or a large penalty in eyestrain later.

If wisdom guides your choice, we will be pleased to meet you in our Optical Department.

It costs you nothing to have your eyes tested.

If the services of a Physician is needed we will tell you so.

R. H. TRAPNELL,
Eyeglass Specialist,
St. John's.

Tea Aprons!
Priced for Quick Selling.
197 ONLY TEA APRONS,
Made of Fine Quality White Lawn with Deep Frill—worth 30c.
OUR PRICE --- 15 CENTS.
SEE WINDOW.
HENDERSON'S - - Theatre Hill.

WIDE AWAKE PEOPLE
Always protect their property in every way possible, and most certainly by insuring against fire. These good folk come to me for many reasons. Rates Low. Companies Good, etc.

PERCIE JOHNSON, Insurance Agt.
Office: Corner Duckworth and Prescott Streets

PER "STEPHANO,"
To-Day,
No. 1 Gravenstein
APPLES
Cape Cod
CRANBERRIES,
—AT—
LARACY'S
Grocery Department,
345 & 347 Water St., opp. Post Office.

STANFIELD'S

Unshrinkable Underwear
Ladies and Gents,

In all weights and sizes. Each garment has a "money back" guarantee.

ROBT. TEMPLETON,
333 WATER STREET.

Gravenstein Apples, etc.

To arrive ex S.S. "Stephano" Thursday,
150 barrels GRAVENSTIEN APPLES.
40 bags ONIONS.

BURT & LAWRENCE, 14 New Gower St.
P. O. Box 245. Telephone 759.

Housekeepers!

When Buying SOAP ask for Gossage's. You pay no more for this Soap than you do for other Brands which are inferior in quality.

You Save Money, Labor and Clothes by using Gossage's Soaps.

GEORGE M. BARR, Agent.

For Dry Goods Department— An experienced **Window Dresser, a General Salesman and Two Showroom Assistants.** Apply, by letter, **THE ROYAL STORES, Limited.** sep29,21

A Good, Plain Cook— Apply to MRS. T. J. EDENS, 39 Queen's Road. sep29,1f

Immediately, Pants and Vest Makers. JACKMAN THE TAILOR. sep20,21

A smart, intelligent girl, as assistant for the Booking and Bundling Department; must be able to write plainly and fairly quick with adding figures, none other need apply. **GLOBE STEAM LAUNDRY CO., LTD.** sep28,1f

An Experienced Housemaid, to go to St. John, New Brunswick. Apply to MRS. RICHARD GOODRIDGE, Waterford Bridge Road. sep25,1f

Girls for Sewing Room, Oil Clothes Dept. Apply to **STANDARD MFG CO.** sep21,1f

A Good General Servant, where another is kept; must understand plain cooking. Apply to MRS. W. H. RENNIE, 58 Circular Road. sep21,1f

A Housemaid. Also, a Nursemaid— must be able to do plain sewing. Apply to MRS. W. H. FRANKLIN, 25 Cochrane St., or 3 Devon Row. sep21,1f

A Brief for "Beaver" Flour



"Beaver" Flour

1. Eat more bread made from BEAVER FLOUR and less meat, and you will be better nourished, at the same time reducing the cost of living.
2. No special pastry flour is needed, for BEAVER FLOUR makes the best pies, cakes, biscuits and rolls.
3. It contains the valuable gluten and protein constituents of Manitoba No. 1 Hard Wheat, but makes finer, whiter bread than if made from that alone.
4. It owes its delicacy and lightness to the carbohydrate constituents of Ontario Wheat in just the right proportions, but is more nourishing than if made from that alone.
5. It readily takes up water, and makes larger loaves and more of them.
6. It tickles the palate of the whole family, and does them good.
7. A few good reasons are as good as a thousand, so we will now, Your Honor, rest our case.

Be sure to note that the decision is for BEAVER FLOUR,—with the costs assessed to those who do not use it.

THE T. H. TAYLOR CO. LIMITED, - - - 103 - - - CHATHAM, Ont.

R. G. ASH & CO., St. John's, Sole Agents in Newfoundland, will be pleased to quote prices.

'I Have Caused Your Death.'

'Smiling in his sleep! He must have pleasant dreams. I hope it is a sign he is getting better. How nice he looks when he smiles; and how much that mousethatch does become him.'

'Faith, that's a candid declaration, thought Will. 'I wish to Heaven I could catch sight of her.'

As if in answer to his prayer, she moved toward the window. Will glanced through the curtains, and caught a full view of her in profile. She was small, not much taller than a well-grown child of thirteen, though she was evidently at least four years older; but her figure was perfect, slight, graceful and fairy-like. The bright golden hair was brushed back of the smooth white forehead, and confined in a knot behind. The sunlight fell upon her, showing the rose-tinted complexion to perfection. Her thin muslin dress, confined at the waist by a blue silk ribbon, showed to advantage the exquisitely-moulded little figure.

'Matchless! peerless! a perfect angel!' exclaimed Will, forgetting prudence in his admiration.

In a moment the fairy was standing at his bedside. Will lay with eyes

Sluggish Liver Action

Causes indigestion, constipation and bilious headache—Dr. Chase's Kidney-Liver Pills the cure.

'Sluggish liver has been my trouble,' writes Mrs. I. P. Smith, Paris, Ont. 'and I have been greatly benefited by using Dr. Chase's Kidney-Liver Pills. I have taken medicines from several good doctors, but none ever did me the same amount of good as Dr. Chase's Kidney-Liver Pills. I could not keep up and do my work if I did not use these pills when the bilious spells come on, and I have recommended them to many.'

'Dr. Chase's medicines were about the only kind that came into my father's house 40 or 50 years ago, and they were always satisfactory.' Dr. Chase's Kidney-Liver Pills are prompt, definite and direct in their action on the liver, kidneys and bowels, and are therefore the most effective treatment obtainable for biliousness, indigestion and constipation. 25 cents a box, 5 for \$1.00, at all dealers, or Edmanson, Bates & Co., Toronto.

shut, a perfect picture of unconscious innocence.

'R'ving again, poor fellow!' said the little one, with a wistful sigh. 'Well, I must run now and help mamma, or she will think I am a tedious nurse.'

And away she tripped down stairs leaving Will to bless his lucky star that had given him so charming a little nurse.

Will waited and watched anxiously, during the whole of the next day for the reappearance of his angel. But he was doomed to disappointment; for in her stead came a pleasant motherly-looking, elderly lady, whom Will guessed to be the mamma. In this he was soon confirmed, when Mrs. O'Brien informed him that he had been thrown at her door, and had ever since been under the care of herself and daughter Nora.

Nora O'Brien—then that was the name of his angel. Most sincerely did the dragon wish some untoward accident would retain mamma in the lower regions, and force Miss Nora to attend him. Moreover he had not the slightest objection to another attack of fever, if her hands only lathered his brow.

Fate was for once propitious and pretty Nora became his nurse. Breezy and bright, she would sit into his room, with a brilliant bouquet, redolent of fragrance and summer—herself a brighter sunbeam than any that cast its shadow over the floor as it crept in through the open window. It was her low sweet voice that read to him dainty, musical poems, or sang softly some quaint love ballad of olden time. And he—like a true dragon—repaid her with tender glances, and sundry hand squeezes, that never failed to bring a deeper red to her oval cheeks.

And so the days passed on, and Will became convalescent. At his own request, they had sent no word of his whereabouts to his friends. He did not want to be bored with visitors, he said. Though if the truth were told, it was more from fear of letting Nora be seen by any of his brother officers.

He now sat in an easy-chair, by the window, gazing idly out, and wondering why Nora had not visited him all day. Of late she had grown shy and reserved; the rose hue faded from her cheeks, her step lost its brightness, her laugh no longer rang out merry and clear. She seemed anxious to shun him, and Will was trying to think how he could possibly have offended her, when suddenly he heard her well-known voice singing in the room below. It was a love song, one of his favorites, and he leaned forward breathlessly to listen.

'Weep for the love that fate forbids. Yet loves unhoping on,

Though every light that once illumined its early path be gone.

'Weep for the love that must resist: The soul's enchanted dream. And float like some neglected bark Adown life's lonely stream!'

'Weep for the love that cannot change—

Like some unwholy spell It hangs upon the life that loved So vainly and so well.

'Weep for the weary heart condemned To one long, lonely sigh— Whose lot has been in this cold world To dream, despair and die!'

She sang the last verse over twice with a mournful pathos that showed that it came from the heart. Will leaned back in his chair with a sigh and passed his fingers thoughtfully through his dark, luxuriant locks. He scarcely noticed that the sun had set and that the shadows of night were falling fast. Suddenly his door was pushed gently open, and Nora entered.

He was sitting in the shadow and not noticing him, she approached the window softly, as if to close it. Her eyes fell upon him as she stood beside it, and for a moment she seemed inclined to retreat. Then concluding, from his immobility that he was asleep, she approached on tiptoe, and bent softly over him. Will scarcely breathed as she raised his dark, clustering hair off his forehead and bent over him until her breath fanned his cheek. Then, by a sudden impulse, he passed his arm around her waist, and drew her toward him.

She uttered a faint cry and strove to escape, but he held her fast. 'Dear Nora!' he whispered, softly. Her head fell on his shoulder with a suppressed sob.

Here was a situation for a man

Neuralgia and Sciatica

Caused great suffering for 25 years. Nothing effective until Dr. Chase's Medicines were used.

'It affords me pleasure to speak favorably of Dr. Chase's Nerve Food and Kidney-Liver Pills,' writes Mr. W. T. Collins, Morpeth, Ont. 'I had been a sufferer for 25 years from sciatica, lumbago and neuralgia and tried nearly all the remedies advertised without one particle of benefit until I began the use of Dr. Chase's medicines. Before I had finished two boxes of the Nerve Food and Kidney-Liver Pills I noticed considerable benefits in my condition. I have so much confidence in these medicines that I have recommended them to dozens of my friends.'

In severe cases of this nature the combined use of these medicines brings results which are both surprising and satisfactory. The Kidney-Liver Pills regulate the action of kidneys, liver and bowels, while the Nerve Food enriches the blood and builds up the nervous system Edmanson, Bates & Co., Toronto

'bout to be married to another! Will forgot Miss Stanley and her money in the consciousness that he was over head and ears in love with little Nora.

'Do you love me, Nora?' he said bending over the little golden head resting on his shoulder.

'Oh, yes ever, so much!' she whispered, between tears and blushes.

He did not reply; he knew not what to say; only a bitter feeling of self-contempt shot through his heart. What right had he to win so faithful a heart? He knew they must part; he was engaged to another. Still he had not the courage to tell her; how could he wring the gentle heart? A dragon, too, is only flesh and blood like other people; and he loved Nora, as a father before he had thought he could never love anyone so he only gathered her closer in his arms, where she laid like a tired child, all unconscious of the bitter feelings crowding through his heart.

'I must go now, mamma will want me,' she said, softly, after a pause. Without a word he opened his arms and she flitted like a happy child down stairs. Morning's dawn found him still sitting by the window, where he had sat during the night; lost in his thoughts, the hours had flown by unheeded.

Next day, toward evening, Mrs. O'Brien came up stairs to announce that a gentleman in the parlor wished to see him. Wondering who it could be, he descended, when to his surprise, he found himself face to face with Jack Masters.

'Jack! by all that's glorious! how the deuce did you find me out?' exclaimed Will, in surprise.

'Faith! ye may well say that!' replied Jack: 'I haven't left a corner in Dublin but I have hunted for you. I had a description of you, as large as life, stuck up at the corners of the street; and at last with the blessing of Providence, I hit upon you here. I was determined to find you, if you had gone to the devil.'

At this moment, Nora came dancing in, with eyes and cheeks all aglow. Jack was partly screened from view by the door, and Will, who was sitting with his back toward her, did not observe her, until placing both hands on his shoulders, she looked up in his face with a merry laugh.

'Ahem!' said Will, coloring slightly: 'let me make you acquainted with my friend, Mr. Masters, Miss Nora.'

Jack bowed profoundly, as his eyes fell on the fairy-like figure before him, while Miss Nora, blushing, cast down her eyes, looking as demurely innocent as though she had never been kissed by a light dragon.

To be continued.

Fads and Fashions.

Waists are large. All Oriental effects are prominent. Waistlines are normal, or nearly so. Suit coats are finger-tip length, or shorter.

Emerald green is often combined with white. Heavy as well as light laces are fashionable.

Very low draperies characterize the newest skirts. Skirts are narrow and often with slashed effects.

Every indication points to a strong revival of taffeta. The use of antique fringes is a new phase of fringe fashions.

After black and white the popular color in millinery is royal purple. White satin and white taffeta skirts are worn with white lace waists.

Trimminings of all kinds are expected to be good for winter millinery. Supple silk beaver hats for fall are shown. They have very little trimming.

White and black algrettes and white and black ostrich are still very fashionable. There is absolutely no evidence of the long suit coat in the leading Paris houses.

Large flat-brim hats with the brim folded or cut in wing effect is a new feature. Silk suits are still in the front ranks. The changeable silk suit is now the thing.

Complexion veils of white or tinted maline, with or without chenille dots are worn. Puff and scallop trimmings on many of the dresses suggest the early Victorian styles.

Silk and mouseline de sole gowns are trimmed with very thin silk and satin buttons.

Coloured felt hats have around the crown bands of ostrich plumes in contrasting colours.

Combinations of black and white lace and of black and champagne are very much seen.

Flounces of lace are placed on the newest afternoon gowns. They are placed quite flat.

In jewelry, emeralds are much worn, being perhaps the most popular of all colored stones.

A single rever of lace in place of a jabot is shown on a new model of a hand-embroidered blouse.



MAGISTRATE CURED OF PILES & ECZEMA

One of the latest prominent gentlemen to speak highly in Zam-Buk's favour is Mr. C. E. Sanford of Weston, King's Co., N.S. Mr. Sanford is a Justice of the Peace for the County, and a member of the Board of School Commissioners. He is also Deacon of the Baptist Church in Berwick. Indeed it would be difficult to find a man more widely known and more highly respected. Here is his opinion of Zam-Buk. He says:—

'I never used anything that gave me such satisfaction as Zam-Buk. I had it for over 30 years. Sometimes it was so bad that I had to quit my shoulders. I had applied various ointments and tried all sorts of things to obtain a cure, but in vain. Zam-Buk, unlike everything else I had tried, proved highly satisfactory and cured the ailment.'

'I have also used Zam-Buk for itching piles, and it has cured them completely. For evening wear the only rival to it other sufferers to try it. I should be glad to have any suffering caused by Piles or Skin Disease as I know of nothing to equal Zam-Buk.'

Zam-Buk cures ulcers, abscesses, blood-poison, rheumatism, itching sores, bad leg, varicose ulcers, salt rheum, prairie itch, cuts, burns, frost-bites, etc. Fully tested, 50c box, drugists and stores. Refuse imitations.



Address all applications for samples and retail orders to T. McMurdo & Co., St. John's, Nfld.

Draped crowns are a strong feature of the new fall turbans models and are shown in various shapes.

A dark navy, blue serge suit for a young girl has a deep square collar and cuffs of coarse pink linen.

Large pearl buttons are used to trim the white serge suits and dresses that are so much in vogue.

Long coats accompany some of the elaborate afternoon dresses, but these are practically separate coats.

Long gloves are still in strong demand and will continue to be favored in a large way throughout the fall.

Fichu bodices of evert ydescription are worn, white lace fichus being employed on dark silks and chiffons.

Embroidered volles are again to be featured in the high-class embroideries, some of which are done in colors.

For evening wear the only rival to lace are the brocades, in metal, satin and velvet, and the printed silks and velvets.

Some of the new hats in simple style are trimmed with silk fringes. These surround the crown of small felt shapes, or border the brim of large shapes.

SCHOOL SUPPLIES

At the Popular Bookstore. All Books prescribed by the C. H. E. now in stock. Special value in Exercises and Scribblers.

The Municipal Exercises, Book, 52 pages, good paper, 25c. per doz. The Metropolitan Exercises, 60 pages good paper, 30c. per doz.

The Centenary Exercises, 80 pages good paper, 35c. per doz. The Terra Nova Exercises, 120 pages good paper, 60c. doz.

The Acro Exercises, 120 pages, good paper, 60c. per doz. The Empire Exercises, 200 pages, good paper, 80c. per doz.

Other grades up to \$2.50 per dozen. Large supply of Crown, Cordella and Cleopatra Exercises—lowest prices. The Metropolitan Scribbler, 100 pages 55c. per doz.

The Terra Nova, large paper, 200 pages, 7c. per doz. The Empire, extra quality, 200 pages, 90c. per doz.

Jackson's Vere Foster's and Blackwoods Copy Books—low prices. School Chalk and Drawing Crayons Reeves Crayons and Greyhound Pastels.

Rope Brown and Reeves Drawing Paper. Blackboard Cloth by the yard. School Pens, in 1 gross boxes, from 20c. per box.

DICKS @ Co

POPULAR BOOKSTORE.

A. J. Herder, B.A.,
Barrister-at-Law.
OFFICES:
Renouf Building.

"ROVER BOOT" for School Boys

To prevent the boy from getting wet feet you should see that he has the right kind of footwear.

The boy needs something good and strong, not the shoddy, paper insole boot that will go to pieces after a week's wear.

Give your boy "ROVER" BOOT, the one that will stand hard wear.

All solid leather throughout.

We make the "ROVER" BOOT.

PARKER & MONROE, LTD.

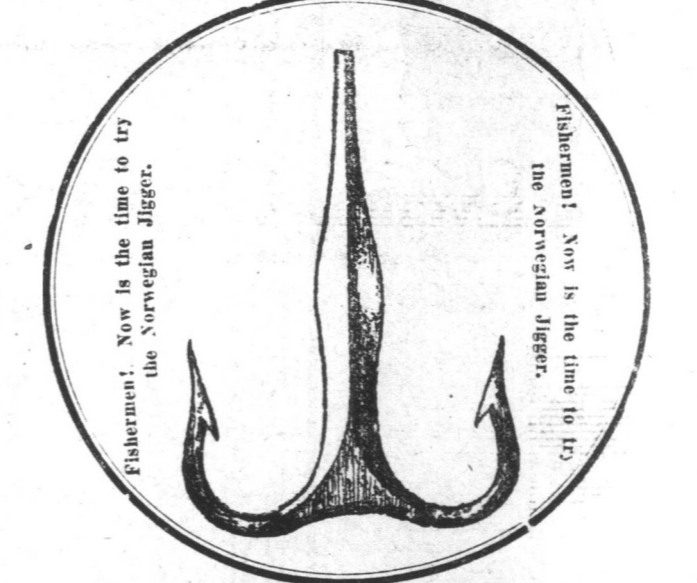
TO PIANO BUYERS!

KHOLER and TONK PIANOS

ALWAYS ON HAND. We sell at close prices that will beat the importunate side line man who worries your wife or daughter to buy from him.

Better instruments at lower prices than all such men whose business it isn't.

WE CAN SELL CHESLEY WOODS.



CHEAP UNDERWEAR!

Fall and Winter.

Women's Long Sleeve Cream Ribbed Fleece Vests, Buttoned Fronts, well finished and perfect goods, no dropped stitches, only 30c. each.

Women's Cream Ribbed Fleece Vests and Knickers, heavy makes, seconds, only 33c. garment.

Women's White Ribbed Fleece Vests and Knickers, splendid value, only 38c. garment.

Women's Fine White Cashmere and Merino Vests, with long and short sleeves—JOB—quantity limited, at \$1.00 and \$1.25 each. These are worth at least half as much again.

Boys' Jaeger Fleece Shirts and Drawers, first quality, sizes 24 inch to 34 inch, from 30c. garment only.

N.B.—In these, starting from 24 inch, sizes rise 2 inches, and in price, 2c. per size.

Men's Jaeger Fleece Shirts and Drawers, seconds, all sizes, only 48c. garment.

Henry Blair.

STARTING

Keep the NAME and PLACE Before You. Remember it's the

Factory Surplus Stock

At 299-301 Water-

LOOK FOR the BIG BLUE SIGN

Covering Front of store.

Certain manufactures to dispose of in the to the people of St. Boots, Dry Goods, etc

AT RARE BARGAINS

That is the story productions, in Cloth on sale direct to the

JUST THINK CLOTHING

BOOTS, DRESS FURNITURE

AT FACTORY

Don't overlook

Factory

Sale Begins To

The Evening

By RUTH CAR



do as much work. Wouldn't you? And yet, maybe you are doing the very same thing.

I know hundreds of people who are dull tool, and they offer as his only explanation that he could not afford to have it sharpened. You would answer him: 'But surely you have more money by having it dull so that you cannot

should work for years with a dull tool, and offer as his only explanation that he could not afford to have it sharpened. You would answer him: 'But surely you have more money by having it dull so that you cannot

A newspaper man showed me his note-book the other day. It was a very neat affair, filled with carefully written, thoroughly legible notes. Having seen his notes on previous occasions, when they consisted of impossible scrawls on stray scraps of paper, I expressed my astonishment at this change and inquired how it came about.

There are plenty but no real riv substitutes (avoid

HINE Three Star

Guaranteed Two

T. Hine & Co. are the vintage brands

D. O. ROBLIN, of Toronto JOHN JAUG

STARTING TO-MORROW at 299-301 WATER-STREET

Keep the NAME and PLACE Before You. Remember, it's the Factory Surplus Stock At 299-301 Water-st LOOK FOR the BIG BLUE SIGN Covering Front of store.

Mammoth Force-Out Sale Of FACTORIES SURPLUS STOCK Begins SATURDAY, Sept. 30 AT 299 - 301 WATER STREET.

Mark the Date and Place and Mark it Well. SALE BEGINS TO-MORROW AT 299-301 WATER STREET At the BIG Blue SIGN!

Certain manufacturers having been left with large Surplus Stocks which they have found it impossible to dispose of in the ordinary course of business at a fair valuation enabled the securing for distribution to the people of St. John's and vicinity, at a mere fraction of their real worth, a select stock of Clothing, Boots, Dry Goods, etc., which will be placed on sale at 299-301 Water Street, beginning Saturday, Sept. 30. AT RARE BARGAIN PRICES.

That is the story shortly told—The Reason Why \$15,000.00 worth of clean, newest and latest productions, in Clothing, Dry Goods, Boots and Furniture, of English and American make is being placed on sale direct to the consumer at Factory prices, Beginning to-morrow, Saturday, Sept. 30th.

JUST THINK OF IT! LOOK! READ! THINK! COME—SEE—BUY! CLOTHING, BOOTS, DRY GOODS, FURNITURE, From Factory Direct to You at Factory Prices. No Sale like this ever happened before in St. John's. A High Grade Select Stock of Clothing, Boots, Furniture, etc., at RARE BARGAIN PRICES. AT FACTORY COST. Buy at this Sale and Save the dealers' profit.

Don't overlook the place—Don't forget the name—Look for the Big Blue Sign. Factories' Surplus Stock, 299-301 Water St. Sale Begins To-morrow, Sept. 30th. Remember, it Begins to-morrow.

The Evening Chit-Chat

By BETH CAMERON



do as much work.

Wouldn't you?

And yet, maybe you are doing the very same thing.

I know hundreds of people who are.

The dull tool is some foolish little habit, which daily hampers and hinders them in their work.

The effort it would cost them to overcome it cannot possibly be equal to the effort they have to make every day to overcome the difficulties and hindrances it causes them.

A newspaper man showed me his note-book the other day. It was a very neat affair, filled with carefully written, thoroughly legible notes.

Having seen his notes on previous occasions, when they consisted of impossible scrawls on stray scraps of paper, I expressed my astonishment at the change and inquired how it came about.

If a carpenter should work for years with a dull tool, and offer as his only explanation that he could not afford to have it sharpened, you would answer him: "But surely you lose more money by having it dull so that you cannot do as much work." "Well, you see, Miss Cameron," he explained, "I got tired of hauling out those scraps of paper and spending a lot of time trying to make out what I'd written and then throwing them away and writing my story from memory and making a dozen mistakes. I decided it didn't pay, and I've been keeping my notes, so I can read them the last few months, and you don't know how much time and trouble it saves."

There was a man who realized how much more it cost to use a dull tool than to have it sharpened.

What's your dull tool?

Perhaps it's a cluttered desk that costs you as much time every day hunting for something as it would take to clean up the whole desk.

Perhaps it's a slovenly habit of dress or a carelessness about your finger nails that prejudices more people against you than you can win back by all your sterling worth of brain and character.

Perhaps it's an ill-arranged pantry and closets, that make you lose more time every day hunting and reaching for things than it would take you to set the whole place in logical and helpful order.

Perhaps it's a carelessness about your health—a habit of eating too rapidly, or not walking enough, or not drinking sufficient water that costs you very disproportionately in efficiency and ability.

HINE'S Three Star BRANDY. There are plenty of substitutes (avoid them), but no real rival for HINE'S. Guaranteed Twenty Years Old. T. Hine & Co. are the holders of the oldest vintage brandies in Cognac.

Perhaps you have none. But if you are my old friend, the "average man or woman," I very much doubt it.

An English Chemist Has Discovered How to Grow Hair.

In England the ladies have entirely abandoned wearing rats which is due entirely to this new discovery. It has been proven that Henna leaves contain the ingredients that will positively grow hair. That they contain this long-sought-for article is proven every day. The Americans are now placing on the market a preparation containing the extract from Henna leaves, which is having a phenomenal sale. This preparation is called SALVIA, and is being sold with a guarantee to cure Dandruff and to grow hair in abundance. Being daintily perfumed SALVIA makes a most pleasant hair dressing. McMurdo & Co., your druggist, is the first to import this preparation into St. John's and a large, generous bottle can be purchased for 50c.

Feared He is Drowned

Mr. G. Tilley of Clarendville arrived here on Tuesday on a freight train, bringing with him a couple of cars of cooper's lumber and put up at the Salvation Army Hotel intending to go home by the express last evening, as he had sold his lumber to Messrs. Mullaly and Simms. Yesterday morning he was in the car with Mr. James Kennedy. Mullaly's foreman, delivering the lumber and for a while was very ill. The car containing the material was on the southern track, near the trestle bridge, and just before Kennedy and the other men left for breakfast at 8 a.m. they saw the old man leave the car and pass over the trestle and when they returned at 9 a.m. they were surprised not to see him about but concluded that he was too ill to remain at work and that he had gone to his hotel. Later one of the carmen who had been hauling the lumber, inquired for him at the S. A. institution, and Ensign White went to the man's room but he was not there. His grip and clothing were there and inquiries made in the city failed to find the man. Mr. Kennedy reported to the police and with lanterns Const. Tobin and others searched the railway yards and trassies last night but could find no trace of the man. It is feared that he walking along the trestle work became faint and fell over it and drowned.

BOATS DESTROYED.—Four boats were broken up by the storm that prevailed at Pouch Cove Wednesday last.

Collegian Dinner.

The Collegian Football Team who won the 1911 Championship, were dined by their friends, some of the old boys, at Woods's West End Restaurant last night. The chair was ably filled by Mr. M. Chaplin. About 40 guests sat down to a well filled table on which the cup occupied a prominent place. The following toast list was rendered: The King—Prop. The Chairman: Resp. "God Save the King"; Methodist College—Prop. Rev. J.W. Bartlett, B.A.; Resp. S. T. Harrington, M.A.; Collegian Football Club—Prop. J.C. Puddister; Resp. T. S. Sparks; The Clergy—Prop. S. J. Tucker; Resp. Rev. P. R. Matthews, D.A.; N.H. Football League—Prop. R. Dowden; Resp. M. Chaplin, W. J. Higgins; State Clubs—Prop. Jas. Aitken; Resp. F. Brien, (Star); T. Hallett, (C.E.I.); E. S. Pincus, (Felladians); W. Hearn (St. Bon's); N. Vinnicombe (B.L.S.); Old Boys—Prop. J. S. Currie; Resp. H. E. Rowan; Team—Prop. S. St. Hill; Resp. E. Barnes.

The Evelyn Here.

The Schr. Evelyn, Capt. Burke, arrived here yesterday afternoon after a run of 4 days from Sydney with coal to Crosbie & Co. Tuesday and Wednesday the vessel met the full force of the N.E. storm then raging and had to lay to for hours and was continually sea swept. The vessel being a staunch one, however, came through without much damage. She will discharge when the Amanda is disposed of.

Woman's Power Over Man

Woman's most glorious endowment is the power to awaken and hold the pure and honest love of a worthy man. When she loses it and still loves one, no one in the wide world can know the heart agony she endures. Her general health suffers and she loses her good looks, her attractiveness, her amiability and her power and prestige as a woman. Dr. R.V. Pierce, of Buffalo, N.Y., with the assistance of his staff of able physicians, has prescribed for and cured many thousands of women. He has devised a successful remedy for women's ailments. It is known as Dr. Pierce's Favorite Prescription. It is a positive specific for the weaknesses and disorders peculiar to women. It purifies, regulates, strengthens and heals. Medicines dealers sell it. No agent desire will advise you to accept a substitute in order to make a little larger profit. IT MAKES WEAK WOMEN STRONG. SICK WOMEN WELL. Dr. Pierce's Pleasant Pellets regulate and strengthen Stomach, Liver and Bowels.

W.M.S. Convention.

Yesterday at Gower St. Church the sessions of the W. M. S. Convention were largely attended. The consecration Service and Memorial Service began at 3 p.m. the leaders being Mrs. Rogers and Mrs. Peters. The former spoke of "The Samaritan Woman at the Well," and gave a most interesting interpretation. Mrs. Peters spoke of those who had friends passed away during the year, in most touching terms. The delegates present exchanged greetings and reports were received from the city and outport Auxiliaries. The night service was devoted to Mission Circles and Bands, and was conducted by Mrs. Barnes. A paper was read by Mrs. James on "The Work in Boston." Misses G. and M. Christian rendered a duet. Mrs. Hunter opened the meeting this afternoon at 3 p.m., and the night session will be presided over by Mrs. Fenwick. The speakers Messrs. Rogers, Lindsay, J. W. Taylor and Tail. Miss E. Curtis will sing a solo.

Sale of Work

There was another large gathering at St. Bonaventure's College, in the Aula Maxima, last night on the occasion of the sale of fancy goods, concert and partridge supper. Nearly all the goods were sold by 6 o'clock. A partridge supper followed at which a large number attended, including many of the ex-pupils. When the tables had been removed a concert was given at which numbers were rendered by Messrs. T. Halley, W. Cornick, J. L. Slattery, M. McCarthy and J. Atkinson. The event on the whole was a great financial success, and great praise is due to Mrs. Keegan and all the ladies who worked so zealously in the good cause.

Cable News.

Special Evening Telegram. CHIASSO, Switzerland, Sept. 28. The deadlock in the negotiations between Italy and Germany, which is divided between its duty towards its ally and its desire not to lose the friendship of Turkey, where Germany has powerful interests at work with the object of replacing Britain commercially. In Milan, Rome, Florence and other large cities, troops are being held in readiness for immediate action.

Special to Evening Telegram. BERLIN, Sept. 28. The report that Italy has presented an ultimatum to Turkey, is confirmed, and according to information received here, it demands only the immediate cessation of the despatch of Turkish troops and materials of war to Tripoli. The general demands of Italy have not yet been presented. The Porte has yielded and stopped the movement of ships toward Tripoli, except for the transport Dernaik, which had already sailed and could not be reached when the ultimatum was delivered.

Special to Evening Telegram. MALTA, Sept. 28. A telegram from Tripoli says that the steamer Hercules left that port this morning with many Italian passengers aboard. The spectacle of Italian warships in the offing created a panic in the city, but the authorities were maintaining order.

Special to Evening Telegram. ST. PETERSBURG, Sept. 28. A telegraphic despatch says that according to Government advices, a great battle was fought yesterday, fifty miles from Tcheran, in which the depot ship lost 400 killed, 200 captured and 7 guns.

Special to Evening Telegram. ROME, Sept. 28. A semi-official note announces that the Italian Charge d'Affaires at Constantinople had called upon the Grand Vizier this afternoon and presented Italy's ultimatum.

Special to Evening Telegram. CONSTANTINOPLE, Sept. 28. Italy has presented an ultimatum demanding an answer within twenty-four hours. She will accept only the immediate evacuation of Tripoli and Benzai.

Special Evening Telegram. DUBLIN, Sept. 28. The Railway Strike on the Irish roads has ended.

The Express Crowded.

The Bruce express which left here at 6 p.m. yesterday took out the largest number of passengers for many months past. The train was a large one, there was ample accommodation for all and two sleepers were on—the "Codroy" and "Bonavista." There were fully 100 passengers in first class and an equal number of second class. Many were business people going to connect with the Dundee and Clyde for Bonavista and Green Bay.

STOP A COUGH AT ONCE

108 Nox a Cold in One Day. If you have a Cough, troubled with Bronchitis, Asthma or any Lung Trouble, get a 25c. bottle of 108 Nox a Cold. You will never regret it. Sold by McMurdo & Co.

Surprise Presentation.

When the Collegian Football Team played their progress last night, Mr. Mark Chaplin, President of the Football League, stated that the League Teams had made a surprise presentation during the evening to Mr. W. J. Higgins, as a slight appreciation of his services for years past in the capacity of referee during the League games. The present took the shape of a very handsome safe-cabinet, which the donors left at Mr. Higgins' residence, Military Road, in a very happy speech Mr. Chaplin paid a deserved eulogium on Mr. Higgins, referring to his great interest in sporting matters generally, but particularly so to the excellent efforts he has made to the encouragement of football. Mr. Higgins' many years service as Secretary of the League, the excellent work he did in the performance of the onerous and laborious duties of the office and his career as official referee of the matches extending over several years, during which his decisions were impartial and unbiassed were extolled, and the remarks were received with much applause. Mr. Higgins thanked President Chaplin and the members of the League teams for their handsome appreciation of his work on the field and League Executive, and though compelled to retire through stress of business he would ever take a live interest in the League and do all possible to further the game.

A Marine Race.

Yesterday the brig, Bella Rosa, fish laden from Goodriches, and the Harp, Gospe, loaded by Baird, left here for Pennsylvania. The former left about 30 minutes before the latter, and an interesting race south is looked forward to by nautical men. The respective captains, Newhook and Enon, are skilled navigators and their ships fast sailers, so that the run down promises to be a close one between the ships.

What Does It Mean?

Editor Evening Telegram. Dear Sir.—There has been much ado in this district the past few months over the proposed new main line road. We have had the Premier around here, scolding past representatives for neglecting this district, he assured us we would be no longer neglected, and tried to make us believe that he was going to do wonderful things for us. Foremost among his promises was a main line through the district, which was to be commenced and be completed right away. Now what do we find? A petition has to be signed and presented asking for money to build this main line road. If this isn't scolding the people, I don't know any other way to term it. When is a case to put money in circulation in a place every one will sign it, irrespective of party feeling, as was the case of one in a certain part of this district a few days ago, but it shouldn't be taken as an indication of leaning towards the present government. On the contrary the majority of those who signed that petition signed one some months ago, asking for an elective road board. Although this petition was signed by 90 p.c. of the electors of the locality it has never been heard tell of, but the result will be known through the House.

An Honest Official.

Shortly after the Bruce express left the station last evening Baggage Clerk Bambrick found on the floor of the apartment a lady's satchel and opening it was surprised to find that it contained a cheque for \$500 payable to the owner and \$70 in gold and notes. The lady evidently had not missed it, and the property was handed to the Superintendent. The lady was wired at Tcheran, that her money had been found and it was only then she discovered she had mislaid it. It will be forwarded to her in due course. Mr. Bambrick proved himself an honest man in his promptly reporting the discovery of such a large sum of money.

Threw Engine Off the Track.

Evident Attempt to Wreck Train. The engine of a freight train coming into town from Bishop Falls was thrown off the track last evening at 3.35, a short distance from Avondale. The engineer and fireman escaped without injury. The engine ran along on the level a distance of about 150 yards. Conductor Penny on going forward to examine the track found that a coupling pin driven down protruded four or five inches above the joints of the rails. The conductor having informed the R. N. Co. they reported the affair to Inspector General Sullivan, who at once ordered Detective Byrne, who was at Conception H., to proceed to the scene of the derailing at once.

McMurdo's Store News.

FRIDAY, Sept. 29, 1911. Those who value a smooth skin, but find difficulty in maintaining this during the autumn winter and spring, will find in Cream of Lillies Soap for continuous use at the toilet, and the occasional use of Cream of Lillies as an emollient—the solution of the problem. The Soap is carefully made and contains nothing that can injure the most delicate skin, and is pleasantly perfumed; the Cream is prepared from a recipe in our possession, and has proved season after season its value as a softening and healing application. Price (Soap) 25c. a cake; box of three, 50c.; Cream of Lillies, 25c. a bottle. The Roman Hyacinth yields a pretty, nicely scented flower, and is much in demand. Price 40c. a dozen.

Here and There.

DRIED SQUID.—The Food Exporting Company will forward to the Chinese market another shipment of Squid in a few days. FOUR ARRESTS.—The police made four arrests last night in order to conduct. The offenders were held until the lock up all night. WANTED.—An intelligent boy, one who has had some experience at the printing business preferred. Apply by letter to L. care Telegram.—11

COOPERS MEETING.—In the British Hall last night the Coopers Union held a special meeting when business of much importance to the institution was discussed. WEDDED LAST NIGHT.—The wedding of Miss Kitty Murphy, of Monkstown Road, and Mr. John Sage, of T. & M. Winter's office, took place last evening at the R. C. Cathedral. Rt. Rev. Mons. Roche, V. G. officiated.

HIT BY AUTO.—A lad named Ratties was crossing Duckworth St., near Cochrane Street, he was hit by a passing auto and knocked down; he had a narrow escape from serious injury, but escaped with a few bruises.

RHEUMATISM CURED BY FIG PILLS. An absolute guarantee. Pills with every box of FIG PILLS. They will cure RHEUMATISM, KIDNEY disorder, BRUISES, sprains, CONSTIPATION, STOMACH DYSPEPSIA, STOMACH ACID and BOWEL disorders. At all dealers, 25 cents per box, or The FIG PILL Co., St. Thomas, Ont. Sold in St. John's, Nfld., by T. McMurdo & Co. Wholesale & Retail Druggists.

Saturday's Cut Prices

CONDENSED LIST.

| | |
|--|---|
| MEN'S SHIRTS. Pleated front and stiff cuffs. Reg. \$1.50 each for \$1.35 | PHOTO FRAMES. 6 doz. of wood and fancy cel- luloid. Reg. 25. ea. 20c |
| MEN'S COLLARS. White Linen, single and turn down styles. Reg. 10c. 15c. each for 12c | COLLAR SUPPORTS. "The Shell," cool, clean com- fortable. Reg. 10c. doz. sets for 8c |
| MEN'S TIES. Paris, Stripe and fancy colors. Regular 30c. each for 24c | LADIES' SHOES. 3 Strap, patent leather; special pair for \$1.80 |
| MEN'S HANDKERCHIEFS. 5 doz. Irish Linen, hemmed. Regular 20c. each for 17c | LADIES' SHOES. Tan and Black Dongola, opera toe. Blucher. Reg. \$1.90 pair for \$1.65 |
| MEN'S SHIRTS. Tunic, detachable cuffs, striped effects. Regular \$1.70 each for \$1.45 | LADIES' BOOTS. 70. pairs, Dongola Blucher, patent tip. Values to \$2.40 pair for \$2.10 |
| MEN'S SOCKS. 10 doz Black Cashmere, seam- less. Reg. 40c. pair for 33c | MISSIE'S BOOTS. Extra quality, gun metal Blu- cher, high cut. Values to \$2.75 pair for \$2.40 |
| MEN'S CUFFS. Fourfold, Linen round & square corners. Reg. 30c. pair for 24c | LADIES' GLOVES. Kid, assorted colors, dome and button fastening. Reg. \$1.00 pair for 89c |
| BOYS' COLLARS. Celluloid, brass eyelets, Eton shape. Reg. 12c. ea. for 9c | LADIES' GLOVES. Taffeta and Lisle Thread, in various colors. Reg. 40c. pair for 34c |
| MEN'S BRACES. Tokio straps and extra strong English, webbing. Reg. 35c. pair for 29c | LADIES' COAT BUTTONS. Values to 55c. doz. for 30c |
| MEN'S BOOTS. In Box Calif. Patent Leather and Vici Kid. Reg. \$4.50 pair for \$3.98 | PHOENIX MUFFLERS. In fine wool, cream and white, job. Values to 90c. each for 40c |
| MEN'S BELTS. 4 doz. Black and Tan, with nickle buckles. Reg. 60c. each for 47c | CHILD'S FEEDERS. In fancy linen and Turkish fringed. Reg. 10c. each for 8c |
| MEN'S CAPS. Tweed Golf, in light and dark effects. Reg. 60c. each for 42c | MAIDS' OVERALLS. In Navy and Light Blue linen, well finished. Reg. \$1.10 each for 85c |
| BOY'S CAPS. Eton shapes in Tweed and Navy Serge. Reg. 25c. for 20c | EMBROIDERY. Fine white camisole embroi- dery, 18 inches wide. Reg. 40c. yd. for 34c |
| MEN'S UMBRELLAS. Steel and Wood Rib, some with spring to open. Reg. \$1.25, for \$1.13 | SILK RIBBONS. 700 yards Silk Ribbon, all the leading shades. Reg. 20c. yard for 16c |
| QUILT COTTON. American, soft finished, in floral, banded and check effects. Reg. 10c. for 8c | TABLE NAPKINS. White Damask, size 24 x 24, hemmed. Reg. 25c. each for 21c |
| LONG CLOTH. Superior English Long Cloth, special line. Reg. 15c. yard, for 13c | PILLOW COTTON. White Twilled, 42 inches wide, extra quality. Reg. 20c. yard for 25c |
| ART SATEEN. In Cream, V. Rose, etc., with floral effects. Reg. 25c. for 19c | TEA CLOTHS. 9 only applique, size 32 x 32 inches. Reg. 45c. for 37c |

GROCERY BARGAINS.

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|---|
| 2 lb. tins Brawn. Reg. 30c. for 25c |
| 1 lb. tins Corn Beef Hash. Reg. 20c. for 15c |
| Choice Ceylon Tea. Reg. 50c. for 40c |
| 3 lb. tins Apricots. Reg. 35c. for 30c |
| 2 lb. tins Red Kidney Beans. Reg. 15c. for 10c |
| Cross & Blackwood's Sardines. Reg. 15c. for 12c |
| 1 lb. tins Baking Powder. Reg. 20c. for 16c |
| Brown Fly Coils. Reg. 30c. doz. 3 for 6c |



"Fibrinous Cough Mixture" is specially recommended for children. Obtained at Stafford's Drug Store. —sep27,11

The fall weather is at hand, obtain a bottle of "Stafford's Liniment" and "Fibrinous Cough Mixture" at once. —sep27,11

Evening Telegram

V. J. HERDER, - Proprietor
W. F. LLOYD, - Editor.
FRIDAY, Sept. 29, 1911.

Fear Competition.

That the Reciprocity Pact should prove a boomerang in the Dominion generally was somewhat remarkable. That it should weaken the Government in the Maritime Provinces, where there are many fishermen was surprising. The disfavor with which it was regarded by one fish firm is evidenced by a circular issued by N. S. Smith & Co. Ltd., Lunenburg. Parts of this circular were republished by the N. Y. Fishing Gazette of Saturday last. They should prove interesting reading to our people, as they reflect the fear and anxiety of Newfoundland caught fish competing with Nova Scotia caught fish in the markets controlled by Americans.

"Here they are—
"We are in the fishing business and our success or failure depends largely on the conditions prevailing in the fisheries. We are absolutely and unqualifiedly opposed to the reciprocity agreement. We are opposed to it because it was created for and by Americans and instead of being a Canadian agreement it is a Yankee agreement born at Washington. It means more than appears on the surface and instead of the benefits its passage will be the means of destroying Porto Rico market entirely, far as Canadian fish are concerned. We give every elector of this country solemn warning that if this agreement is ratified by the election of a majority of Liberals in the Dominion of Canada, the fishing business is doomed to destruction for, just as Americans will arrange a similar agreement with Newfoundland and every fisherman in this country will be brought into competition with the Newfoundland fishermen through the Americans, who will purchase the fish and cure them in their own way, ship them to Gloucester and other ports where they will be prepared for the markets.

"No person, with common sense will set seriously against the Dominion fishermen can possibly compete with the Newfoundlanders. It is utterly impossible. If it has been said so many times, and never disputed, that Nova Scotia can produce fish much cheaper than America, because of that fact we can invade the markets of the United States successfully, where we come in for are brought in competition with Newfoundland fish, which can be produced even more cheaply than our fish handled by the Americans in their own market.

"We ask any one who can answer the question why the Gorton Fishery Co., of Gloucester, ac- knowledged to be the largest fish fish concern in the world, have re- ceived and purchased and equipped with cold storage apparatus, at a gross cost of over \$100,000, Do- zwick & Co., of Lunenburg, New- foundland, to be placed in the New- foundland waters and to be used to carry cargoes from Newfoundland to Gloucester? Do Zwick & Co. know that the great concern today is an- nouncing that the fish it requires from Newfoundland? Do any of you know why the Americans in the Dominion of Canada, except in the port of Louis- burg, Cape Breton, where the same company will establish a small plant to purchase of the fish? Do you know why they are so anxious to have the nearest and most ac- cessible place in the Dominion of Newfoundland shore? This is a very pertinent question, and it has but one answer, namely, that so far as the fisheries of the Dominion of Canada are concerned, the Americans pro- pose to do with us, but instead they intend to inflict

Gloucester Jubilant.

After the news of the defeat of Reciprocity in Canada Thomas J. Carroll, President of the Gloucester Board of Trade and Manager of the Gloucester Fishery Company, which contemplates establishing branches in Nova Scotia in the event of Reciprocity, expressed himself as follows:

"As everyone knows I have been opposed to the Reciprocity measure, and am delighted to hear the good tidings of its defeat. All the fish dealers will be equally delighted over its defeat for whatever benefits the fish business, benefits the entire city of Gloucester. There will now be no more going to see what they were going to do in Canada, before they started developing our plants recently contemplated. I hope the figures won't show any change and am de- lighted to hear of the defeat of the measure."

"Mr. Carroll's sentiments were echoed by practically every vessel owner and fish packer and many of them, when interviewed, simply said, "It is the best thing for the city that has happened in a long time. It means Gloucester's fish business will continue to be done in Gloucester in- stead of being sent to the coast of Nova Scotia. It means that the old place will continue to be on the map as the leader in salt fish pro- duction and it means that the Por- to Rico market is still ours."

News from Whalers.

Ex-Constable Walsh, one of the men who went from here last fall with Mr. Carroll to work at the Rose Harbor Whaling Station, at Queen Charlotte Islands, sent a letter by last mail to the Minister of Public Works, saying that he was going to return in the Spring. Walsh is enjoying the best of health, and informed Mr. Woodford that the short white sea large whale was captured by the men with whom he is working. Walsh says that ambergris valued at about \$150,000 has been taken from the whale. The rainy season is now on there and he expects to return in the next two months. All the Newfoundlanders are well and are pleased with their employment.

Prices in Oporto.

The Minister of Marine and Fisheries has received the following message from Oporto in code relating to the fish market: 34 shillings large; 28 " 30 shillings small. Market is well supplied with fish except that of fine quality.

Dr. de Van's Female Pills

A reliable French regulator never fails. These are exceedingly powerful in regulating the reproductive portion of the female system. Refuse cheap imitations. Dr. de Van's pills are sold in a box, or three for \$10. Mailed to any address. The Scotch Drug Co., St. Catharines, Ont.

Fishery News.

Bonne Bay—Reports skills from 3000 to 4000 lbs. codfish. Fish is plentiful on the Banks. The bait supply is very limited.

La Scie—Reports fine weather. Boats average 5 1/2 brl. fish; plenty supply.

The banker Alan F. Rose baiting, 480 qtls. on board. Reports fish plentiful off Baieux and all over the place. The weather is stormy and boats can't get out.

Electric Restorer for Men
Phosphon restores every nerve in the body to its proper tension; restores vitality; cures neuritis, neuralgia, sciatica, etc. Mailed to any address. The Scotch Drug Co., St. Catharines, Ont.

INVERMORE PASSENGERS.
The S. S. Invermore arrived at Port aux Basques this morning bringing Miss E. Incey, M. Besley, Miss Keen, Mrs. J. Mitchell, H. Gittleton, E. Storey, A. Montgomery, J. D. Underwood, Mrs. A. M. Linton, A. E. Goethit, C. W. Beasley, N. H. Aislinne, M. Pike, W. Ivery, Dr. and Mrs. McInnis, Charles F. Isaac.

GROCERY SPECIALS!

New York Chicken, Celery, Cucumbers, Cal. Grapes, Pears, Almeira Grapes, Bananas, Plums, Apples, Oranges, Grape Fruit, Peaches. OYSTERS.

EXTRA SPECIAL: English Bacon, New Zealand Butter, nothing better in the world.

LOCAL PRODUCE: Carrots, Turnips, Parsnips, Beet, Cabbage, Cucumbers.

GROCERY Dept., Pitts' Building.

Myre & Sons LIMITED

GROCERY Dept., Pitts' Building.

We've Stirred the Town.

by turning his feet in this direction. Our Men's Fine Boots for Fall wear, at

\$2.50, 3.00, 3.50, 4.00 to 6.00,

we have never seen duplicated at the price, in any other store hereabouts. Splendid, Comfortable, Good Looking, Perfect Fitting, Conservative Piced Footwear. SEE OUR WESTERN WINDOW.

F. SMALLWOOD, THE HOME OF GOOD SHOES

Here and There.

WEATHER UP COUNTRY.—Along the line to-day the wind is N. W., light and fine; temperature 38 to 48 above.

ASK TO BE SHOWN THE AUTOMATIC EYEGLASS HOLDERS, at TRAPNELLS—sept.27,11.

RAILWAY WORK STARTED.—Railway work was started to-day on the Broad Cove-Hearts Content Branch.

GENTS WATCH CHAINS, in all varieties of pattern and price, 25c. to \$45.00 at TRAPNELLS—sept.27, 11.

MR. MCNEILLY'S CONDITION.—Mr. A. J. W. McNeilly spent a good night at the Hospital last night and is much improved to-day.

Prescription A cures Indigestion, Dyspepsia, Gastritis and Catarrh of the stomach.—sept.27, 11.

PATIENT FOR HOSPITAL.—Mrs. Meany arrived from Avondale by train today and was taken to the Hospital by Mr. E. Whiteaway, who was there to meet her.

HAVING GOOD SPORT.—Baron von Pleissoun, who is deer shooting at Millertown, telegraphs to-day to friends in the city saying that he is doing well with the deer.

TAKEN SUDDENLY ILL.—Mrs. Hibbs was taken suddenly ill at Port-au-Cove last night; her friends feared that she would die. Dr. Cowperthwaite visited her since and she is much better.

RETURNED FROM INTERIOR.—Mr. Herbert Russell, Despatching Clerk, at R. N. Co. office, who has been spending a week at Quarry, deer shooting, returned last night by train with two fine caribou and a few partridge.

Ask your Druggist for **SERRAVALLO'S TONIC** (Bark and Iron Wine). Cures: ANAEMIA, CHLOROSIS, DEBILITY, Delightful taste.

MICHAELMAS DAY.—To-day is Michaelmas Day, and also the birthday of the great Admiral Nelson. It is also the Feast Day of His Grace Archbishop Howley, and the towers of the R. C. Cathedral are decorated with bunting in honour of the event.

You are invited to a Recital of favourite selections, vocal and instrumental, at Cochrane Street Church on Tuesday, evening, 2nd October, commencing at 8.30. Admission free, and in attendance, and welcome you. Collection in aid of Choir Fund. —sep29,11

A FINE SCHOONER.—The schr. Goldseeker, owned by Peter Healey, Fox Harbor, arrived here a few days ago, and did good work at Cape St. Mary's in being measured to-day by the Customs officials competent for the work. She is a fine vessel and well equipped in every respect for the fishery.

DODD'S KIDNEY PILLS

CURES RHEUMATISM, BRONCHITIS, DIABETES, BACKACHE, GRAVEL, NEURALGIA, MIGRAINE, HEADACHE, AND ALL KIDNEY DISEASES.

Prepared by DR. J. C. DODD, 23 THE PRINCE STREET, LONDON, ENGLAND.

T. J. EDENS.

Fresh Rabbits, Fresh Partridge, Fresh Eggs, Fresh Vegetables, New York Chicken, New York Corned Beef, 13c. lb.

PURITY BUTTER!

By S.S. Boneville, 20 boxes 2-lb. Prints, 50 1-lb. Prints. See you on the quality of this Butter.

APPLES!

The pick of the Orchards, Selected No. 1 GRAVENSTEINS, CRAB APPLES, 15c. gallon.

T. J. EDENS, Duckworth St. & Military Rd

ROYAL BAKING POWDER

Absolutely Pure

Economizes Butter, Eggs; makes the food appetizing and wholesome.

The only Baking Powder from Royal Grape Cream

Uncle V

THE POET PHILOSOPHER

The man who sells me humble bees and cheese will have my trade for years to come. He never takes my hard-earned money for and staid, and when he sells me tempting beans and succulent corn, he says: "This makes my spirit cheerful and my body strong." I would of that elegant bluff, and every man who pays his cash for first rate game, and all excuses he may frame.

Another Letter From Choral.

Editor Evening Telegram.

Dear Sir—In your issue of yesterday I see a letter from "Antony" in reply to mine of previous evening and to which I beg to take some exceptions. Now, with regard to the item "lacking funds and backers we are only able to cater to the public in a small way." Well, Mr. Editor, I am more than surprised that my friend has been so long unnoticed as a star in theatricals. He says that he produced performances in a small hall, which were full of people, and were loudly praised both by them and the press. Why, then, after all this, has he not had funds enough? Then, again, he said he had no backers. Why, Mr. Editor, who are the backers? The public of St. John's are the same, and surely if he had come forward and reproduced say in the T. A. Hall, a play so loudly praised in the press, he would have had a packed house and funds enough after a few productions to start a company of his own bat, but instead he has kept his company and still keeps them in a small hall. In other words he hides his light under a bushel. I trust he will come forward now and produce these plays in a larger hall and reap the benefits thereof.

Again, Mr. Editor, he says that I made a mistake when I said he put a dramatic action of a Choral Society, "so than a Choral," and says he does not commit himself if he uses the word "chorus" and see the words "a great deal more so than," which words contradict himself and his word perhaps. If he did not think he expressed it so in words, he had it so uppermost in

Ex S.S. STEPHANO

No. 1 Gravenstein
No. 2 Gravenstein
Good Gravenstein Apples

John Gray & Co's Ass

In tumbler—6 dozen to a case

John Gray & Co's New Conto

Scotch Mixtures, 1 lb. boxes
Butter Prints, 1/2 lb. tins
Jars, Assorted Mottos (C)

Monkhouse & Glasscock

Viz.—Swiss Tofle, Charlo
Chocolate Mould, Coffee, etc.
Cake Mixture, etc., etc.

Cranberries, Partridge

New Grape

C. P. EA

Duckworth Street

TO-MORROW at 9 o'clock a.m. BEGINS the GREATEST of ALL AUTUMN SALES

Thrilling BARGAINS -- BIGGER and BETTER Than Ever.

GRAND AUTUMN OPENING!

A GIGANTIC Sale

AN EVENT IN LOW PRICING THAT WILL DELIGHT YOU.

IT BEGINS TO-MORROW, at 9 a.m. AT THE BIG WEST END STORE.

C. L. MARCH Co. Ltd.

See next page for Grand Bargain List.

GIGANTIC SALE

GRAND AUTUMN OPENING

Starts to-morrow, SATURDAY

C. L. MARCH CO., Ltd., ENLARGED STORE

A GREAT FALL SEASON SALE

Starts To-morrow at 9 a.m.,

C. L. MARCH CO., Ltd.,
Springdale & Water Streets, West End
Offering by far the BEST BARGAINS in all St. John's.

WAIT! WAIT! TILL SATURDAY,
September 30. See Next Page.

Covering the C. L. March Co., Ltd., entire stock from Basement to Roof--comprising 20,000 square feet of floor space loaded with all new and up-to-date Dry Goods, Clothing, Furniture and wearing apparel of all kinds, which will be sold to the people at sensationally small cash prices.

Sale Opens Saturday, and not before--wait till Saturday--then be sure to come.

This our 7th Annual Season and celebrating the completion of our enlarged store, resulting from our extensive building alterations, will be an event in Low pricing of high-class dependable merchandise by far surpassing and eclipsing any sale ever held heretofore.

With our Bigger Store, Greatly Larger Stock, Better Values and the BEST Bargains

IN ALL ST. JOHN'S you can with perfect confidence come prepared to buy great Big Bargains in Men and Women's ready to wear garments, Dry Goods, Boots, Clothing Furniture, etc. WE GUARANTEE YOU WILL NOT BE DISAPPOINTED.

See next Page and Read the Grand Bargains Carefully.

A Colossal Drop in Prices -- Phenomenal Bargains.

At this Store you have always bought at just a little less than elsewhere, and during this Grand Special Fall Sale the Bargains are simply most Phenomenal. A comparison of quality and prices will convince you that it pays to trade at this Store, and above all that you positively cannot afford to miss the Great Bargains of this Sale.

A Real Sale of actually superior goods at by far the Lowest Prices in all St. John's. Save yourself and your friends money and earn the thanks of your neighbors by telling them about it. See next Page for Grand Bargain List.

REMEMBER--Sale Opens TO-MORROW, Saturday, at 9 a.m.

Store is now being put in shape and the Big Stock re-arranged and marked down to such marvelous Bargain prices that will surprise you. So don't come till our Grand Opening Day, SATURDAY, September 30th, then be sure to be on hand and come every day thereafter for New Goods gains will delight you.

DON'T FORGET--This Gigantic Sale begins Saturday, September 30th, at 9 a.m. Drop everything and get here for your share of the good things at the BIG WEST END STORE.

SAVE THIS & WAIT FOR THE

GIGANTIC FALL SALE

At the Big West End Store

A BARGAIN SALE surpassing and eclipsing all others.

Selling the cleverest goods at the LOWEST PRICES in all St. John's.

C. L. MARCH CO., Limited

See Next Page.

Beginning To-Morrow, at 9 a. m.

C. L. MARCH CO. LTD.

THE BIG WEST END STORE

Corner Springdale and Water Sts.

THE BIG WEST END STORE

SEE OPPOSITE PAGE. DON'T MISS THE GRAND OPENING DAY.

Terms of Sale Strictly Cash.

GRAND OPENING DAY To-Morrow, September 30th.

A Grand Fall Season Sale unlimited in scope and money-saving opportunities.

BIGGER STORE, LARGER STOCK, BEST BARGAINS IN ALL ST. JOHN'S.

C. L. MARCH CO., Limited

SEE GRAND BARGAIN LIST ON OPPOSITE PAGE.

Gigantic Autumn Sale

Of Dry Goods & Furniture

That offers you the most Phenomenal of money saving opportunities.

THE ONE BEST BARGAIN CHANCE BEFORE THE PEOPLE THIS FALL. SALE OPENS To-Morrow SATURDAY, at 9 a.m.

DON'T MISS IT.

See Opposite page.

With th

DON'T FORGET--SALE B

MEN'S SUITS.

Good Tweed Suits, sizes 3 to 7, striped and mixed patterns. A durable and serviceable Suit, during this Fall Sale for only **\$3.75**

Extra Wool Mixture Tweed Suits, sizes 3 to 7. These suits are very remarkable fine values and worth much more than our Sale Price. You can buy this Suit during this Fall Sale for only **\$4.95**

All Wool Serge Suits in Navy and Black. These Suits are of fine texture and finish and worth near double the price. Our Fall Season Sale Price will be only **\$5.25**

Finest Mixed Tweeds and Striped Worsteds. These Suits are the famous superior make, cut in the latest American fashion with vent and back seam and cut style sleeve. A very dressy and stylish Suit. All sizes in the line. For this Gigantic Fall Season Sale the price is only **\$6.50**

Very finest All Wool Suits, comprising fancy Worsteds, Serges, Unfinished Worsteds and Mixed Tweeds. These Suits are the very latest American cuts, shapes and styles; very neat, dressy and up-to-date. These Suits are worth from \$11.00 up. You can take your pick from the lot for only **\$7.50**

Extra Special best All Wool Suits in finest materials. The cheapest Suit in the assortment is worth \$14.50 and up. At this Sale you can now buy your pick of them for **\$10.25**

MEN'S PANTS.

Good strong serviceable Pants in assorted patterns. This lot contains an assortment of American fabrics, styles and fashion cuts. They are good \$1.50 values and up. You can take your pick while they last for only **90c.**

Extra Good Pants, worth \$2.00. We make the most phenomenal price cut in this line. While they last the price is only **\$1.10**

Very special fine quality Wool Pants of American form cut and style. A correctly shaped garment in attractive patterns. They are worth \$3.00, and some of the lot even more. Our Fall Sale Price is only **\$1.50**

High quality American cut and Form Fitting Pants of fine materials and choice patterns. The pants are worth double the price we place on them. Your pick of the lot at only **\$2.00**

Highest class fine All Wool Dress Pants, in nobby and classy patterns and true form-fitting. These goods are worth \$5.00. You can take your pick of the lot at **\$3.00**

BOYS' SUITS.

One lot of Boys' "men of war" Navy Serge Suits, sizes 000 to 2, at only **\$1.10**

One lot of Norfolk Boys' Suits, varied range of patterns. Your choice at only **\$1.25**

Extra high quality all Wool Boys' Suits in Norfolk, Empire and Conway. They all go at one big price cut **\$2.20**

Highest class all Wool Boys' Suits, ages 8 to 15 years. A very fine American cut and made suit, something clever, good and dressy in Boys' Suits. They are worth \$6.00 and over. You can buy them in this Sale at only **\$3.00**

MEN'S FURNISHINGS.

Good quality Pollee and Firemen's Suspenders. The 50c. kind for only **30c.**

The Standard Prince Comfort Suspender. A 50c. Suspender for only **25c.**

The celebrated President Suspender. It's

Gigantic Autumn Sale

Of Dry Goods & Furniture

That offers you the most Phenomenal of money saving opportunities.

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DON'T MISS IT.

See Opposite page.

Values Like These Will Make This GIGANTIC SALE FAIRLY HUM.

A Sale That will Beat the Biggest Selling Record Ever Made

With the Greatest Bargains Ever Known.

DON'T FORGET--SALE BEGINS TO-MORROW, Saturday, at 9 a. m., and Remember the entire stock is included in this Gigantic Sale--nothing reserved--everything at Rare Bargain Prices.

To-Morrow, September 30 Begins the Greatest of all Autumn Sales.

A most excellent money saving chance to buy your Fall outfit in Clothing, Dry Goods, Boots, etc., and Home Furnishings.

Every article in the stock at Phenomenal Low Bargain prices.

Sale Begins Saturday, at 9 a. m.

See Opposite page.

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One lot of Norfolk Boys' Suits, varied range of patterns. Your choice at only **\$1.25**

Extra high quality all Wool Boys' Suits in Norfolk, Empire and Conway. They all go at one big price cut **\$2.20**

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MEN'S FURNISHINGS.

Good quality Police and Firemen's Suspenders. The 50c. kind for only **30c.**

The Standard Price Comfort Suspender. A 50c. Suspender for only **25c.**

The celebrated President Suspender. It's

the best grade of President make—you all know this article. We have a limited quantity at **52c.**

MEN'S CAPS.

Men's good heavy weight Tweed Caps for only **20c**

Men's extra quality Golf Caps for only **35c**

Men's special grade heavy winter Tweed Varsity Caps for only **55c**

Men's very fine quality winter Caps, with knitted or fur band for only **75c**

Boys' special Tweed Golf Caps at only **15c**

Boys' extra grade winter Tweed Caps for only **20c**

Don't fail to see these Caps. You never again will have such a wonderful money saving opportunity. Better hurry in on the Opening day of the Sale.

MEN'S SHIRTS.

Heavy winter weight Fancy Regatta Work Shirt for only **50c**

Winter weight Stripe Tennis Work Shirts **55c**

Very heavy winter Grey Army Work Shirts **65c**

Best Army Brand Winter Work Shirts only **75c**

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ALL SALES CASH.

The PHENOMENAL BARGAINS as evidenced by the BIG CUT IN PRICES given in this partial price list will not admit of other terms. Bring the Cash and your dollars will do fully double duty. Remember every item—Every Article—Every Piece in this BIG STORE goes in this Gigantic Sale.

A very select line of Ladies' fine winter Dress Skirts at the way down price of only **\$2.50**

LADIES' BLOUSES.

A lot of special American imported Lawn Blouses, very newest patterns and designs, and warranted perfect fitting. Your chance of this handsome line at the unheard of low price of only **80c**

One lot of High Art American Shirt Waists, most elegant in design, and up-to-date minute style. Full form cut and a handsome choice of rich patterns. These are the biggest \$1.75 qualities which we cut to **\$1.00**

One lot of very high class American imported Shirt Waists, an absolutely perfect made, finished and fitting Blouse, most handsomely embroidered and rich in design. A thorough \$2.00 garment for only **\$1.20**

Ladies' Fancy Flannellette Blouses for only **85c**

LADIES' UNDERWEAR.

Ladies' Standard Fleece Lined for only **35c**

Ladies' Pure White Lamb's Back Heavy Soft Downy Fleece Winter Underwear at the surprising low price of **60c.**

An easy, comfortable Woman's Boot, American foot form make, for only **\$2.00**

A good line of Misses' and Children's Boots, all of them American make, stylish and foot form fitting, good wearing and comfortable. We have placed them in lots and they will be on sale at about one-half their real value. You most certainly cannot afford to overlook this wonderful money saving chance in Children's and Misses' Boots.

MEN'S UNDERWEAR.

Men's Fleece Lined, the best Standard line, at only **45c**

Special Shetland Lamb's Wool double-breasted winter weight Men's Underwear. At this Sale for only **\$1.00**

Extra fine Stanfield Unshrinkable Wool Men's Winter Underwear; full range of sizes at the extraordinary low price of only **\$1.00**

MEN'S HALF HOSE.

Men's Black and Fancy Mixture Ribbed Winter Half Hose, at the very low price of **24c**

Heavy winter weight Wool Half Hose for only **30c**

Extra fine and heavy all pure Wool Half Hose, all pure qualities for only **40c**

FURNITURE.

5 piece Parlor Suite, covered with Silk Tapestry, strong spring cushioned, best oil tempered Springs. During this Sale the price is only **\$29.75**

5 piece Parlor Suite, covered with high grade Velour and Plush, spring cushioned seat and Roll Spring edge. The Sale Price for the 5 pieces is only **\$35.75**

5 piece extra high grade Silk Tapestry Parlor Suite of best construction, special flush built Roll Edge Springs. An altogether handsome and very durable Parlor Suite; and the Sale Price is only **\$41.00**

Something very handsome in fine Silk Damask and Plush, 5 piece Parlor Suite of special design and construction. A Parlor Suite good enough for the best of homes for only **\$55.00**

SIDEBOARDS.

Large Golden Oak strongly built Sideboard at only **\$17.75**

Large Empire Oak Colonial design Sideboard. Has large Bevelled and Polished British Plate Mirror. The Sale Price is only **\$20.25**

A beautiful Royal Quartered Oak Side-

perial Quartered Oak, with fine shaped British Plate Mirror. **14.70** for only

Extra large and fine Royal Quartered Oak Chiffonier; full swell front and has very large Oval Bevelled and Polished Heavy French Plate Mirror. The Sale Price is only **\$24.75**

DINING TABLES.

All Hardwood 6 ft. Extension Dining Table for only **\$8.95**

Colonial Post, heavy leg Dining Table, in Surface Oak, 6 ft. Extension, for only **\$9.95**

An 8 ft. Round Top Surface Oak Extension Dining Table, with 6 in. Colonial Post leg, for only **\$15.25**

CHAIRS.

A good strong Hardwood Chair for only **50c**

A strongly made and well finished double rung Chair, all Hardwood, for only **80c**

A high back all Hardwood Dining Chair, Arm Braced and Embossed back, for only **1.40**

Solid Quartered Oak and Polished Dining Chairs, Boston Leather Seat. There are six to set (5 and one arm chair). For this Sale the set of six chairs will be sold for only **24.50**

BEDS! BEDS!

Combination Spring and Lath White Enamelled Beds, all sizes, at only **\$4.75**

White Enamelled full Brass trimmed Bed, for only **\$5.95**

A heavy White Enamelled Continuous Post Bed. To close out, the Sale Price is only **\$9.75**

A handsome heavy Continuous Post Scroll Pattern Enamelled Bed, for only **\$12.00**

CRIBS.

A good strong White Enamelled Iron Crib, with Woven Wire Spring complete, for only **\$5.95**

MATTRESSES.

All Fibre Mattresses, according to size up from **\$1.85**

Colonial Soft Top Mattresses, all 6 ft. long and according to width up from **\$3.10**

The celebrated Health Mattress. The Universal Standard. Trade Mark registered. They come in 3 qualities, all six feet long.

No. 3 quality from **\$4.15**

No. 2 quality from **\$4.90**

No. 1 quality from **\$6.10**

The famous Crescent Felt Mattress. The very finest thing made in mattresses. A luxuriant comfort.

4 ft. x 6 ft. one piece for **13.50**

4.6 x 6.3, two pieces, for **\$14.50**

SPRINGS.

Single Woven Wire Springs up from **\$2.25**

Woven Wire S. & D. weave with cable support up from **\$3.35**

The Standard Oxford Spring of Diamond Lock Coppered Wire up from **\$3.95**

TOILET SETS.

3 piece White Toilet Set for only **\$1.20**

2 piece Decorated Toilet Set for only **1.45**

6 piece fine Floral and Gilt Decorated Toilet Set, only **2.50**

"The Early Bird Catches the Worm."

"A Word to the Wise is Sufficient."

Come on the Opening Day, To-morrow, Saturday, at 9 a.m., or as soon as you can thereafter.

The Thrilling Bargains will Delight you.

THIS FALL SALE MEANS SUBSTANTIAL GOOD QUALITY GOODS AT BY FAR THE LOWEST PRICES IN ALL ST. JOHN'S.

LADIES' COATS.

An exceptional large and beautiful line of Ladies' Winter Coats, the very latest up-to-date fashions, styles and newest cloths at Rare Bargain Prices.

Newest Navy Cloth Coats up from **\$3.50**

Choicest grade and styles Black Winter Coats up from **\$5.50**

An excellent range of very latest Tweed Winter Coats up from **\$3.50**

CHILDREN'S COATS.

A good line of Children's Winter Coats, all ages, will be sold during this Sale at prices so low as to delight all mothers.

LADIES' SKIRTS.

A splendid line of Ladies' Navy Melton Dress Skirts, at only **\$1.40**

Choice winter weight trimmed Cloth Skirts, in Navy, Tweed and Blacks, at the very low price of only **\$1.80**

LADIES' AND CHILDREN'S COAT SWEATERS.

One lot Ladies' fine form fitting Sweaters, in plain and assorted borders. A good \$1.50 Sweater for only **75c**

One lot Misses' and Children's fine Coat Sweaters, same as above lot. Regular 85c. to **\$1.00** Sweater for only **50c**

BOOTS AND SHOES.

Ladies' and Men's.

An American made, perfect fitting and durable Boot (for men or women) worth near double the price. For this Sale: Women's only **\$1.60**

Men's for only **\$2.00**

A high grade American Boot, a correct fitting and stylish Boot for men or women. This is a fine \$3.50 Boot which will be sold during this Sale for only **\$2.50**

A very fine \$4.00 quality Goodyear welt, American made Boot, either men's or women's at the Big cut price of **\$2.60**

LADIES' HOSE.

Ladies' Black Wool Stockings, at the unheard of low price of **15c**

Extra grade Women's Wool Stockings for only **25c**

Best grade Ladies' Yorkshire Wool Stockings for only **35c**

BLANKETS AND COMFORTS.

Good warm full size Blankets for only **\$1.10**

Special grade extra size Blankets for only **\$1.55**

Heavy All Wool good size Blankets, only **\$2.00**

Fine quality All Wool Blankets **\$2.50**

Very high class heavy Fleece All Wool extra large size Blankets at the Big Bargain Price of, per pair, only **\$3.00**

Finest line of Comforts, plain and art design coverings, best pure White Elastic Floss Felt, at extraordinary low price cuts.

board, Serpentine pattern front and large Oval Bevelled and Polished French Plate Mirror, for only **\$27.50**

DRESSERS.

3 drawer Hardwood Golden Oak finish Dresser for only **\$7.75**

Stand to match for **\$4.00.**

Large 3 drawer Hardwood Dresser, Golden Oak. Has large German Bevelled and Polished Plate Mirror, for only **11.25**

Stand to match for only **\$5.00.**

3 drawer Surface Oak Dresser, with German Bevelled and Polished Glass, for only **\$10.75**

Stand to match for only **\$4.50.**

Large and roomy 3 drawer Imperial Oak Dresser, with extra large Bevelled and Polished Plate Glass, for **\$14.00**

Stand to match for only **\$5.50.**

CHIFFONNIERS.

Very large 5 drawer Chiffonier of Im-

BIG WEST END STORE.

C. L. MARCH CO., Ltd.

Corner of Springdale and Water Streets.

BIG WEST END STORE.

TO THE LADIES!

REMOVAL NOTICE.

I WISH to inform my many friends that owing to increase of business I have decided to remove to that large and commodious store

365 WATER STREET,

almost immediately opp. M. Connors' Drug Store, and next door west of Parker & Monroe's Shoe Store. The number 365 is very suggestive, as there are 365 days in the year, and my many patrons can rest assured that every minute of every day in the year will be strictly devoted to the interests of our Customers.

Outport orders attended to with promptitude and despatch. By my new system a perfect fit is guaranteed from measurements only. Last year I visited America and conferred with experts in Ladies' Tailoring who had just returned from the fashion centres of Continental Europe. So our large clientele of Lady Customers can rest assured that the last word in fashion is to be had at

J. BURNSTEIN'S, 365 Water Street,

THE PIONEER LADIES' TAILOR and FURRIER.

N.B.—Showroom Upstairs. Open for business October 1st in New Premises. sept27,1w



Next to your GUN the most important part of your shooting outfit is your DOG.

TAKE SOME

"MOLASSINE" DOG CAKES

along for him. He works hard and deserves to be cared for.

"Molassine" Cakes are just what he wants.

ASK YOUR GROCER for THEM.

FUSSELL'S FULL CREAM CONDENSED MILK IS THE CREAM OF MILKS



New Mantles & Costumes.

We have just opened a full line of Ladies' and Children's MANTLES. Latest Styles in Black and Colored. Also, a New Lot of LADIES' COSTUMES.

WILLIAM FREW.

WALTHAM WATCHES!



The best is none too good when you are buying a Watch. When you buy a WALTHAM you buy the best it is possible to make, and the most durable and accurate Watch in the world.

Every Waltham movement is backed by a clear, strong guarantee. We carry a large stock in Nickel, Silver and Gold Filled Cases.

Prices from \$7.60 to \$50.00.

T. J. DULEY & Co.,
The Reliable Jewellers and Opticians.

MOTOR HATS,

For College and School Girls,

45 cents each,

Navy, Sax, Cardinal, Green, Brown and Black.

See Them, Girls.

S. MILLEY

GLUTEN MEAL, GASOLENE

The Greatest Milk Producer on Earth.

We offer to-day, ex Stephens.

300 sacks Gluten Meal.

F. McNAMARA, Queen St.

Libby's Food Products

Cottage Beef

Selected Prime Beef, cooked, corned and put into tins and ready to serve upon opening. You will like it better than any Corned Beef. Try it.

Libby, McNeill & Libby

Gravenstein Apples!

New Shipment direct from the Orchards, arriving per S. S. Stephens, September 28th.

300 brls. Choice Gravenstein APPLES. Also, 30 Bunches Bananas, 30 brls. Large N. S. Cabbage, 50 Tierces Spare Ribs. And Just In—60 Kegs Choice Green Grapes. Special attention given to all Outport Orders. (APPLES.)—You can rely on getting a good Apple from us, as we have them arriving weekly in fresh order, direct from the Orchards.

George NEAL.

REID NEWFOUNDLAND COMPANY.

Last Sunday Afternoon

Week End Excursions, SEASON 1911.

Our patrons will please note that after Sunday, October 1st, the Special Excursion Train running between St. John's and Kelgrews, leaving St. John's at 2.30 p.m., will be discontinued.

Also, The Excursion Rates from Saturday to Monday, between all Stations, St. John's, Carbonear and Placentia, will be cancelled after Saturday, September 30th.

Reid Newfoundland Company

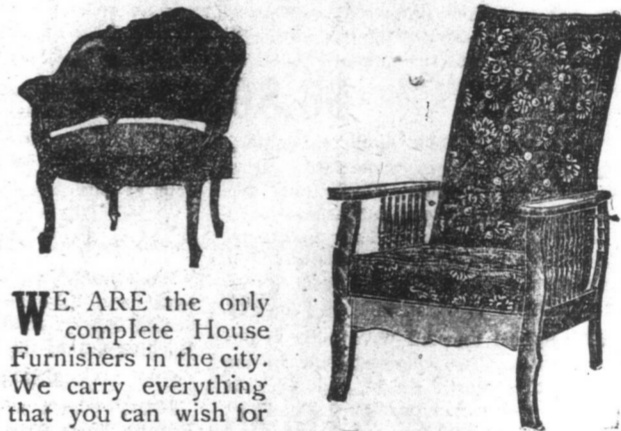
Big Shipment APPLES!

Due Thursday, 28th,

300 brls No. 1 Gravenstein Apples,
100 barrels Red Apples,
50 sacks Silverpeel Onions,
20 barrels Choice Cranberries.

Apples now at their best and cheapest. Get our prices on 10 or 20 barrel lots.
Edwin Murray.

HOUSE FURNISHING!



WE ARE the only complete House Furnishers in the city. We carry everything that you can wish for

to fit your home from cellar to attic. Everything here, no matter how cheaply sold, is of a worthy quality, is up to date in style, is handsomely finished and splendidly constructed. Among the many lines carried here can be found a complete assortment of

U. S. PICTURE & PORTRAIT CO.,
Complete House Furnishers.

THE JOHNSTON WOOD COMPANY.

FACTORY: Long Pond Road.

Phone: 730.

We make Doors and Frames, Sashes, Mouldings of all kinds, Mantle-pieces, Turned and Built Newsels, Baulsters, Hand Rails, Brackets, Corner Blocks, Base Blocks, Wainscoting, Counters and Show Cases, Stair Fixtures, and everything in woodwork. We make a specialty of "Church and School Furniture."

All enquiries promptly attended to, and any information cheerfully given.

The JOHNSTON WOOD CO.

OFFICE, Prescott Street: 'PHONE 657

FACTORY, Long Pond Road: 'PHONE 730

PER S.S. "FLORIZEL,"

20 barrels Gravenstein Apples,
10 baskets Ripe Tomatoes,
50 barrels Granulated Sugar,
10 cases Sweet Oranges,
Potatoes, Beef, Cabbage,
New York Corned Beef.

Try Our ECLIPSE TEA, at **40c. 1b.**

People say it's worth 60 cents.

Buy here every time and get your Coupons.

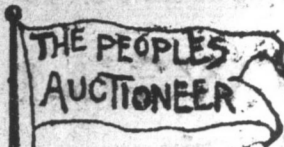
J. J. ST. JOHN, Duckworth-st.

WEATHER FORECAST.

TORONTO, Midnight—Strong winds of moderate gales, easterly and north-easterly, cloudy and cool with rain.

VOLUME XXXIII.

AUCTION SALES!



AT THE RESIDENCE OF
REV. J. THACKERAY,
14-12 Gower Street, on Wednesday and Thursday next, 4th and 5th October, at 10.30 a.m., all the Household Furniture and Effects, On Wednesday the Drawing-room, Dining Room and Kitchen Utensils will be disposed of, and on Thursday Halls and Bedrooms.

Particulars in Tuesday's papers.
P. C. O'DRISCOLL, Auctioneer.
On MONDAY, the 2nd October, at 12 o'clock, at the premises of Messrs.

C. F. BENNETT & CO.,

K. W.—103 Barrels of Red Trout.
K. R.—124 Barrels White Trout.
K.M.—1 Barrel Mixed Trout.
O.R.—31 Barrels Red Trout.
O. W.—179 Barrels White Trout.
O.S.W.—22 Brls. small White Trout.
H. T.—1 to 4, 4 Brls. Red Trout.
H. T.—5 to 10, 6 Brls. Pink Trout.
H. T.—11 to 17, 7 Barrels White Trout.

N. R.—86 Barrels Red Trout.
N. W.—167 Barrels White Trout.
Landed ex S.S. Harmony from the Moravian Settlements.

A. S. RENDELL & CO., Brokers.
sep29,21p

THE CASINO.

TO-NIGHT!



Extra!

Mr. and Mrs. Harry Humphries,

The Kelsey Kids,

International

LONG DISTANCE WALKERS.

Circumambulating the Earth.

Started from City Hall, New York, U.S.A., July 1911, Finish July 1915.

Total:

48,000 Miles

FOR SALE!

The DWELLING HOUSE

No. 45 King's Road. Three storeys, basement, water and sewerage. Term, 999 years. Ground rent \$27.00 per annum. For further particulars apply to

JAMES P. BLACKWOOD,
sep26,ed,tf McBride's Hill.

Freehold—On Water Street

That desirable dwelling house with shop No. 418 situate on the North Side of Water Street, opposite Tester's premises and one of the best business stands in the city, having a side entrance on Buchanan Street. Apply to **MRS. C. COURTENAY,** on the premises, or **P. C. O'DRISCOLL, Exchange Bldg.** sep19,tf

FOR SALE—Those Two

Beautifully Situated Houses on Howley Avenue; heated throughout and fitted with all modern improvements, (Freehold). Also, two new houses with shops, on New Gower St., near Springdale St. Also, other houses in different parts of the City. Full particulars by applying to **JAS. B. JOHNSTON, Prescott St.** aug25,11.