




# Burnside Scotch Lump COAL 

 \$13.50 and every load good.
## The Best North Sydney Screened and Hard Welsh Anthracite,

 At Lowest Prices.
## A. $\mathrm{H}_{2}$ Muriray \& $\mathrm{CO}_{12}$ <br> Limited., Beck's Cove.




## Hooks

eat Nor
n Fish
Ifer.

HOUSES FOR SALE


FRED. J. ROIL \& GO.

The Week's Calendar. 100000000000000000000000000300000000000000000000000000000000000000000000000000000000000 ocrriek- Ioen mothe in has.

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## One spacious separate store <br> exclusively devoted to Ladies' apparel only.

 Highes Quality and Lowest Prices Prevalling Here!The English - American Clothing Co. | $\begin{array}{c}\text { One spacious separate store } \\ \text { exclusively for } \\ \text { Gentlemen's Clothing. }\end{array}$ |
| :---: | the biggest bargains in the city. prices and quality that defy compexifion.

Our large spacious stores break forth with sensational values of interest to everybody in the city. The most highly-prized asset of these stores is to have the good will of all our customers. The tremendous daily response is enough proof that the good-will spirit, which is at the bottom of our Sales is worth while, NO MISINTERPRETATION HERE.

NO MISREPRESENTATION HERE.

# Value-Giving Event. <br> Ladies' Coats for Fall and Winter. 12.98 <br> A special purchase; that's why so <br> One complete rack-120 <br> <br> Ladies' Coats <br> <br> Ladies' Coats  


} low in price. You must see these Coats and compare values.

## Dresses

They come in Serges and Silks.
SPECIAL


Less than half the price of their original value.

A presentation that shows an advance tailoring and which workmanship and quality join in irresistible appeal.

## Dresses

In Tricotine and a few in Poiret Twill. SPECIAL ALL SIZES

Perhaps because they. present so effective an appearance; perhaps because of their undoubted utility, have they become so popular.

## New Arrival--Dresses

Only a limited guantity; in Canton Crepe, Black, Navy and Brown. Disclosing very smart features of the advance fashions in the erircular and draped skirt effects and elaborate sleeves. Guaranteed. No two alike.
To Clear, Merchandise, Asst'd on Separate Racks, with prices marreed in plain figures

## Gentlemen's Store

## MEN'S AMERICAN SUITS

Suits new in fabrics and patterns to please men who demand the latest style note suits. You'll be delighted with the broad range of fine looking Greys, Browns and Blues; plain colors, mixtures and striped. Slip a few on. Note their trim lines - how they fit snugly around the shoulders. Look at the workmanship and finish of them. Prices range from
16.00 up

Men's and Young Men's American Overcoals Large assortment of beautiful Coats; Latest styles and patterns. All sizes. Boys', 6.50 up. Men's, 12.00 up. Men's Shirts, Ties, Caps, Hats, Single Pants, Boots and Shoes drastically reduced. A very splendid assortment of Domestic Suits; 400 to pick from; $\$ 12.00 \mathrm{up}$.

PLEASE REMEMBER THE RIGHT NAME AND ADDRESS: ENGLISH-MMERICAN CLOTHHIGG COMPANY 312-314 WATER STREET

Dresses
Only a few left in Silks. SPECIAL FOR
THIS SALE,
$6^{90}$ CLEARING
An opportunity you cannot afford to miss.

Women's \& Misses Fall and Winter Hats 2.98

Children's Hats Special for this Sale 98c




The Fish Situation.
 coming 00000000000000000000000000000 N000000010000000000000000000000000000
I. LEVITZ, 252 Water St,



Sale Starts Tuesday morn. ing at 9 o'clock, Sharp
London, New York $\mathcal{E}$ Paris Assoc. of Fashion

## Extraordinary Conditions!

## Have Brought Us

Sale Starts Tuesday, Oct 17, at 9 o'clock, Sharp London, New York $\mathcal{E}$ Paris Assoc. of Fashion

See Opposite Page , 3 THE LARGEST QUANTITY Ben

## LADIES', MEN'S and CHILDREN'S Fall Apparel That Was Ever Held Under One Roof!

To sell at prices FAR BELOW COST OF PRODUCTION, here's what happened: The makers of these fine wearables suddenly require capital. The banks holding the manufacturers notes, demanded their money, immediate liquidation for cash became necessary. We were on hand with ready money and bought--bought at our own Prices! Now we turn this merchandise over to you at Corresponding Savings--savings that will place this house to the fore --for all time--as the greatest value giving establishment in the Country. COME:
Ready to Start at the Stroke of Nine Tuesday Morning, Oct. 17th The Greatest Sale Ever Attempted in Appareling $1000_{\text {Grade }}^{\text {High }}$ LADEES' NEW FALL COATS

Divided into Five Big Groups at $\$ 5.94, \$ 9.94, \$ 16.94, \$ 25.00$, $\$ 30.00$
An immense Stock, so no matter how Big the Crowds, every one will get just what she wants. THERE'S ABSOLUTELY NO POSSIBILITY OF DUPLICATING SUCH VALUES LATER ON--at any time. Bargains like these only happen once. The Prices are less than what materials are worth--less than what you would have to pay for the magnificent Fur Trimmings alone.

They're the sample lines of High Grade Coat Makers, and the choicest Styles offered this season. The Styles are altogether stunning. Big wrappy, dressy models the very last word in richness--the sport models the final achievement in swagger smartness--the utility models comprehending every possible requirement of general usage.

| Sizes fir Misses |
| :---: |
| Sizes for Women |
| Extra Sizes for Large |
| Women |

THIS STORE is ALREADY WELL KNOWN for its extraordinary value-giving events, well-known for its truthful advertisement, and when we say that this Sale so completely overshadows any previous event at value, giving every attention, you will realize to the full

No Mail or Phone
Orders № Deposits No Approvals extent just what this OPPORTUNITY MEANS TO YOU IN MONEY SAVINGS. Corne!

## See Sealette Coats, $\$ 14.50$ пr. Read opposite Page

 LOLIDN, NEW YOM A PARIS AGSIG, IF FAGIUN'ARLY MORNING SPECIALS
600 TRICOLETTE WAISTS! Every shade, style and color. Worth up to $\$ 4.00$. Sale \$1.44

The London, New York and Paris Association of Fashion

EARLY MORNING SPECLALS!
OVER 500 LADIES' COTTON BLOUSES
In good White washable materials-all sizes-neat designs-easily worth $\$ 1.50$ for 48c.

ExTAS!
A Remarkable Purchase and Sale
up to $\$ 5.00$
SILK OVERBLOUSES.
Pussy Willows, Grepe de
Chine, Georgettes-all col-
ors and sizes.
Sale $\$ 294$
400 Pairs
LADIES' SILK HOSE
Slightly damaged; easily worth 60c.

Sale 18c. pair.

## 68 LADIES'

BLACK RUBBER CHECK \& DRESS RAIN COATS.
Worth from $\$ 6.00$ up to
\$12.00. All on Sale at
$\$ 2.98$
150 LADIES' SKIRTS. All materials, colors and sizes.
Worth up to $\$ 6.00$. Sale $\$ 3.24$

A DRESS SENSATION! A Colossal Purchase and Sale. The Greatest Value-giving Event this City has known in years.
HUNDREDS ALL WOOL SERGE and TRICOTINE DRESSES. All Sizes- $\$ 5.44$-Fresh Brand New Dresses. A remarkable Sale at the very beginning of Fall when Women and Misses' want good style Cloth Dresses. The materials alone would cost you more-and when you see the clever models, the fetching trimming notes, the workmanship -you will wonder how they can be sold for $\$ 5.44$.

Hundreds of other Dresses on display at \$6.94, \$8.94, \$10.94, \$13.75, \$16.98, \$25.00 $\$ 37.00$
in all the most intriguing and alluring modes one could conceive. Never will you expect to find them at the low prices that thev are now being sold at.

Popular Priced FUR CHOKERS- SPECIAL Fur Chokers would be sold up to $\$ 15.00$. Sale \$5.94.
SCARVES-Two, Skin Dark Fitch, and Grey Fox Chokers, etc., etc. Also large Fluffy Scarf - a worth while investment at 10.98

## For Women and Misses'



| Worth up to $\$ 15.00$ | Worth up to $\$ 22.00$ | Worth up to $\$ 25.00$ | Worth up to $\$ 30.00$ | Worth up to $\$ 35.00$ | Worth up to $\$ 45.00$ |
| :---: | :---: | :---: | :---: | :---: | :---: |
| SALE | SALE | SALE | SALE | SALE | SALE |
| 0.94 | 5.00 | 7.50 | 2.00 | 5 | 35.00 |

Ultra-smart, Practical, all-occasion Suits-Distinctive in line-in fabric-in expertness of tailoring and finish. Developed in high-grade SUITINGS-WORSTEDS, TWEEDS, TWO-TONE FABRICS, TRICOTINE, POIRE TWILL and VELOUR-DE-LAINE, featuring every newest style variation-the very acme of smart practicability for any and every occasion. These SUITS are a tremendously fine buy at the price. MISSES' SUITS (Sizes 14, 16 \& 18 years). WOMENS' Sizes-Extra Stout Sizes for large Women.

## 300.eecoats

are on display in THIS EXTRAORDINARY SALE
SALE. Built on the smartest New Season SAL SALE. Built on the smartest New Season SALE lines-and featuring the newest effects in 7.98
treatment and trimming. ALL SERVICEtreatment and triming. ALL SERVIE- ap to
ABLE LINE; including both Fur and plain ABLE Lines; including both Fur and plaim 10,98
trimmed styles. 6 years up to 18 years. $\quad 10$.

Other Specials on display - space preventing us from advertising-all assuring the same Supreme Values. Reneember these values cannot be duplicated. Your opportunity is here. Grasp it! You may not have infended buying your new Fall apparel so early. But if you will make a point of it to inspect these offerings on TUESDAY, you will see at a glance that here is a most unusual opportunity-a saving too real-too great to overlook! COME! YOU BE THE JUDGE !

## Sale Starts at the Stroke of 9 Tuesday Morning, Oct. 17

## 1100 Ladies' Street \& Dress Hats ${ }^{\text {In Grand }}$

We have just received 1100 more of those captivating, distinctive, Street and Dress Hats-Higher quality, smarter styles and bigger value than those featured in our
vious Phenomenal Sales. Genuine Panne Velvets-Silk Velvets and Lyons. previous Phenomenal Sales. Genuine Panne Velvets-Silk Velvets and Lyons.
VELVETS IN ALL COLORS-Larger Shapes; Modified THese Hats MOUId be BIG VaIMes at $\$ 3$ to $\$ 10$ sALE- 98 cents
TRICORNES; Off-the-Face and Small Hats.
In Our Men's and Boys' Department--Second Floor-"WALK UP STAIRS AND SAVE!"

A MAN'S SALE--SUITS, OVERCOATS, TROUSERS.
110 Men's Suits, worth up to \$30. Sale Price \$19.94.
Hundreds of Suits onl display in those guaranteed All Wool Models in Cassimeres, Cheviots,
Tweeds, Herring-bones, etc.; and young or old men these Suits will fit-and the prices are a revelation. 4 -
OVERCOATS-Undoubtedly the greatest vari-- MENS SINGLE TROUSERS-A splendid variety ever on display at one time-the styles ety. Your chance to match up an old coat -the materials-the prices will amaze! - at right prices.

BOYS' SIJIT AND OVERCOAT SALE.
THE SUITS-Every inch All Wool Cassimeres, Cheviots, Velours, Tweeds, Brown and Grey mixtures, Blue Serge, Blue, Brown and Grey pin stripes, sturdily tailored in the very smartest Norfolk and plain styles.
THE COATS-Smart, full-belted models with muff or flap pockets-made on the men's styles. In Brown and Grey Cheviots and Cassimeres-sizes 4 up to 18 years.
SPECLAL LOT OF MENS RAINCOATS and BOYS' OVERCOATS all lumped together and on Sale at $\$ 6.98$ per Garment.


SIDE TALKS.
$\square$
By Rut Cameron.
on gracepll receiting













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get round it that way.
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## Safe guard Your Prints

Just make it a habit to put one of aach of your "Snaps" securely in an reference, otherwise you'll find
you've often given awwy the very youve often given away the very
ones you wanted to keep particular-

Albums are a photographic necesshop at Tooton's, where there is a magnificent stock of Snap Shot Al bums in all grades and sizes, and in a

TOOTON'S,
The Kodak Store, : Water Street 'Phone 131


Ladies' High Cut Laced Boots
IN BROWN KID, ROYAL PURPLE GRROWN KID, ROYAL PURPLE,
GREY KID, DARK MAOGANY CALF
and BLACK KID LEATHER and BLACK KID LEATHER.
In Louis, Cuban and Military Heels All Evangeline Styles. Some of these advanced styles at less than
Only \$6.99 per pair


LADIES EVANGELINE GREY KID PUMPS, MOUSE KID PUMPS BROWN KID PUMP black Kid pumps patent leather pumps.
evangeline laced shoes
Grey, Black, Fawn, Mahogany \& Patent Leather ALSO, EVANGELINE STRAP SHOES In many styles and leathers.

Only \$6.99 per pair

$$
\begin{aligned}
& \text { Shoe Sale, at Halt Price } \\
& \text { High and Low Cut: Louis Cuban, } \\
& \text { Only \$6.99 the pair } \\
& \text { EVANGELINE } \\
& \begin{array}{l}
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\text { For Ease, Comfort and Wear buy } \\
\text { EVAGELNE }
\end{array} \\
& \text { Only } 6.99 \text { per pair }
\end{aligned}
$$

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

## F. SMALLMNOOD

The Home of Good Shoes, 218 and 220 Water Street

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|  |  |  |  | Finest Selection |
|  |  | "Radio" or "Wireless." |  |  |
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BLLL'S UNCLE


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## New Tapestries.

Upholstering \& Repairing,

## Tapestries.

Tapestries that delight the eye and don't dip
too deep into the purse are those we have now too deep into the purse are those we have now
on hand for upholstering purposes. Any de-
sired color scheme can be carried out, if our sired color scheme can be carried out, if our
stock be used for your selection, and their fine Our Upholstering
Department is open for all grades of upholster-
ing. New Couches, Lounges and Chair made
to to customers' own designs, perfectly pa
upholstered in fine quality fabrics.
Renovation and repairs are quickly made by
expert workers. Let us give you estimates, and samples of
upholstery fabrics for your Fall renovations.

## U.S. Picture \& Portrait Co.,

House Furnishers, St. John's.
4.
NEW ARRIVALS!
Sheet Copper,
Sheet Zinc,
Sheet Lead,

Black and Galvaniz ed heet Iron, Genuine Muntz Sheathing Sheathing Felt.

Football Reminiscences.
in New Select Pictur


 MINARD'S
LINIMENT

SENSATIONAL SALE
Ladies' Boots $\$ 3.00$ pair


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

## See Western Window for Display

F. SMALLWOOD

The Home of Good Shoes, Water Street


MONEY SAVING SPECIALS FOR THIS WEEK.


## COUPONS!

## From now until November 15th, Coupons are being distributed to purch ers of Fifty Cents worth and upwards. To each coupon is attached thr

 ers of Fifty Cents worth and upwar Majestic Theatre. Each ticketickets which will be aceepted at the Man
fifteen chits will admit bearer at one evening show any evening until ber 15th. Attached to card is a coupon worth 50 c . Which will be given
purchasers of $\$ 5.00$ worth made at our store up to December 31 st, on prese
tation of the card and coupon. CHILDRENS HOSE.

19c. per pair
UNDERWEAR.

69c. each

Pies and Pastry! The digestibility of Pies has been called into quest.
made, pies are as easily digested as anything else.
Until quite recently it has been taken for granted by the majority of people that it was impossibe to make good pastry out of Manitoba wheat
without using a large amount of shortening-the proper kind of which is very expensive.
They have thought it necessary to keep two kinds of flour-one for Bread and the other for Pastry. This idea is erroneons.
"Windsor Patent" Flour (which is a acknowledged all the world over as of shortening is used as with ordinary pastry flour. JUST TRY IT AND BE CONVINCED!

## PORK and BEEF! <br> NEW ARRIVALS OCT. 16 th. CHOICE HAM BUTT PORK. FAT BACK PORK. HEAVY MESS PORK. SPECIAL PLATE BEEF. SPARE RIBS. BONELESS BEEF. BEEF CUTTINGS SPECIAL FAMILY BEEF. Lowest Market Prices. GEORGE NEAL, Ltd.

The Fishermen's Friend.


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

THE HOME OF GOOD SHOES
septs,te
$218 \& 220$ Water Street.
a remarkable watch A TA
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crown with clean-ecut knurls. .
Xeatr Strong, Durable and the most
remarkable
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T. J. IULEY \& Co, Ltd.

The Reliable Je welle and 0pticians.

Gravenstein Applos
BURT \& LAWRENCE.

TOOLS AND TOOLS AND TOOLS
SHOP AND HOME HARDWARE


You cannot come into our Hardware Store and look around without seeing some work
saving thing that you really ought to have. So come in, then, and look around. This So come in, then, and look around. Tris
will cost you nothing. When you buy, the price will be fair and square.

When we sell you Hardware once you will buy from us alw

OUR HARDWARE WEARS.
BOWRING BROTHERS, LId.
HARDWARE DEPT.

TAILORING SERVICE!
From the booking of your measure, to the last of the garment, we are at your service. Each individual has his own selection, cutting and making. Any defect is remedied before leaving store. You are always at liberty to have your at liberty to have your
clothes kept in order and good repair. Added to
this, you have a choice this, you have a choice
of a splendid and varied range in Suitings and Overcoatings. New goods always arriving. Our Fall and
Winter style books to hand. Prices no higher than hand-me-downs.

## John Maunder,

Tailor and Clothier, 281-283 Dackworth Street
KARL S. TRAPNELL, Opt. D.,
EYESIGHT SPECIALIST,
307 Water Street, Upstairs. HOURS $-10-1 \begin{gathered}2.30-6 . \\ \text { appointment. }\end{gathered}$ Evenings by

## Wanted!

For ready cash purchasers, several small houses; prices ranging from eight hundred to two thousand dollars. Apply
J. R. JOHNSTON,


## NEW ARRIVALS:

planters salted peanuts.
FILSHLLSS CONFECTIONERY.
INGERSOLL CREAM CHEES
GERSOLL CREAM CHEESE
and CORONA MIXTURES.
CRYSTALLZED BON BONS.
OUTPORT ORDERS PROMPTLY FILLED
P. F. FEARN \& C0, LId,

Box $667 . \quad 200$ Water St.
Phone 734.
(

Have You Seen the

## JEWETT CAR?

THE JEWETT IS PAIGE BUILT.
The new Jewett is of Paige conception, designed and
built by Paige engineers and mechanics in the Paige buit by Paige engineers and mechanics in the Paige
shops. From its Paige origin the Jewett inherits those unmistakable marks of Quality, characterizing the work of a group of men, who for ten years past, have
been building the fine six-cylinder cars, bearing the Paige monogram.

## Reid-Newfoundland Co., Limited <br> To All Concerned.

to a all conenned.





 dese cover acocoringly,

Reid-Newfoundland $\mathrm{Co}_{\mathrm{o}}$, Limite

## RED CROSS LINE

NEW YORK HALIFAX ST. JOH Schedule of Sailings for October Month $\underset{\substack{\text { From St, John's, Nad. } \\ \text { Saturday's at } \\ \text { ond } \\ \text { oclock (Noon). }}}{\substack{\text { From Nef. Fork } \\ \text { Saturdays at } 112}}$
 $\qquad$

## Winter rates now effiectio

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$\qquad$

HARVEY \& CO., LTD., St. John's, Nfld., Ag

Canadian National Railua
Are you going to Boston or New England points, is via Halifax and South Western Railway and

For rates and other information, apply
J. W. N. Johnstone,

Board of Trade Build and qu
$\$ 2850$.

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\begin{gathered}
\text { Anglo-American } \\
\text { Garage, } \\
\text { los. cocker, } \\
\text { ansempern }
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