


The Web;



$\$ 460$ Box of 100 Cakes. Biggest and Best Value on the Market. Made in Canada.
Remember!
The
Reliable
"Beacon"
Electric
Flash
Light
isat
Henry Blair

000000000000003000000000 Every Well-dresed Woman November




Ladies' Wool and
Mercerised Vests.
The same style as a Man's Vest, in colors Tan, Navy, Saxe, Rose. Old prices, \$1.00 and \$1.10 each.

Ladies' Hug-Me-Tights. A nice Wool Vest that will hug you tight on a cold day. Colors: White, Black, Brown,
Navy, Grey. $\$ 2.00$ each.

Patriotic Handkerchiefs
10 doz. National Anthem, with music. 10 doz. Till the Boys Come Home, with music
10 doz. Tipperary, with musie.
20 doz: Plain Khaki, with Nfld. Crests. All at Old Prices.

## Every Department of this Store Is Now Readywith a Delightful SHOWING of NEW THINGS.

You will find a big displaty of the newest and best merchandise ever shown. We emphasize
and You win find abig tisplay of the newest and best merchandise ever shown. We emphasize
stronyy the fact that the values offered in every line and at every price are-as always-the
Very Best Darl Preen spring Blinds. $\begin{gathered}10 \text { doz. Dark Green Window } \\ \text { Blinds at old prices. }\end{gathered}$

Men's Police Braces.
the Brace for the working man made of very strong webbing and solid leather fittings. Just Marshall Bros

Gents' Initial Silk Handkerchiefs. Now 35c. each. Bureau Sets. 5 doz. only, nicely trimmed with Old Price, 30c. each. Linoleum Mats. doz, sizes $18 \times 27$ and $18 \times 36$. Old Price, 30c. and 48c. each

Infants' White Kid Shoes Old Price. 30c. pair.

## Heel Protectors.

20 doz, protects the heel of the stockings. Price 20c.
Now 5c. pair

## War News

## Messages Received

Previous to 9 A GENERAL HAEs.


## Seventy Years!



## Heavy Weight

 BLACK HOSE For Ladies.SPECIAL PRICE

## 35 CENTS

per. pair.

## S. MILLEY.

## CH:

 Great Big Values

SAILOR COLLARS .......30c.|| CHILD'S CASHMERE SOCKS PATRIOTIC HANDKERCHIEFS in Khaki . . . . . 15 c. ITY KHAKI SHIRTS. . . . 90 c. MEN'S FLEECE LINED 2c $25 \mathrm{c}^{2}$ and White. Prices: MEN'S BRITISH MADE SOFT BOSON SH: stripes. . . SUITS .. .. .. .. .. .. $\$ 1.00$ COTTON BLANKETS only
$\$ 1.25$ pair. Size $54 \times 74 \mathrm{ins}$. EXTRA SPECIAL VALUE IN MEN'S WINTER UNDERWEAR for $\$ 1.20, \$ 1.50$ and $\$ 2.00$ per garment, at

## A. \& S. Rodger's

## 

FOOD ECONOMY
Every housewife knows the length of
time it takes to prepare the most soup, the cost of fuel, ingredients, etc. But with a few vegetables, one or two Oxo Cubes, a little flour and water, a most
excellent soup can be prepared in a few minutes at the cost only of a few cents. So with entrées, savouries, sauces, invalid dishes, the Oxo Cube way is the quick convenient, efficient way, and makes for economy every time.
Another point of great importance is the
peculiar power of Oxo Cubes to increase the peculiar power of Oxo Cubes to increase the
nutritive value of other dishes. For instance, Oxo and rice is much more nourishing than pice,
without Oxo. Hence when Oxo Cubes are used without Oxo. Hence when Ox


## Pr:Nangle Visitis Graves  <br>  <br> MAKE YOUR DOLLARS INCREASE 




## RedRoseTEA Topaces

Tha Splendidi- Big Programme at THE NICKLE for Friday and Saturday.

"THE DIAMOND FROM THE SKY."
THE NICKEL--"ALWAYS WORTH WHILE.

| s.1.3.0.0. in one year |
| :--- |
| sion.14 |
| in two years |

$\$ 06.14$ in two years
$\$ 116.05$ in three years
$\$ 16.0$ five years

Depoptomay bo made and withdrann by wail. out.
tum bantras bas bancers



st. Johns branch - water street ${ }^{\circ}$.
NEW
Convertible Collar OVERCOATS.

## 

## This Coat

 Ask Your Dealer for Our Coats.
Nild. Clothing Company, Ltd.

## THE ALADDIN LAMP

best kero oll lamp kiown TO THE WORLD.


CHESLEY WOODS,
Sbe Agentizz Duckworth strefi

## To Coupon

 CollectorsHave you seen our new folding Catalogue
yet? It is just issued and gives a list of added yet? It is just issured and gives a list of added
premiums that may be obtained for Cigarette premiums that may be obtaine
Coupons and Premium Tags.
We have added some very attractive and
tasteful premiums to our already large stock, tasteful premiums to our already large stock, including many several toys for children, and
suitable for birthday or Christmas gifts. Write at once for our new folder. Begin saving your Coupons and Premium T
and get your Christmas gifts free!

## 

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SOMETHING GOOD THAT IMPROVES with Age.
NEWMAN'S Celebrated Port Wine. ELLIS \& CO., Ltd.,

203 Water Street., Grocers and Wine Merchants.

We have reeently purchased
18 Hogsheads of this GELEBRATED PORT WINE,

Equalling nearly
1030 Gallons,
or 450 Cases of 1 doz . each, or 5400 Bottles.
We are now booking orders for immediate delivery, or within the next 3 months, for Cases, Gallons or Bottles. Now is the time to avail of this opportunity and purchase while there is yet
time. It improves with time. It
proving.

WINES-Sparkling and Still.
Whiskies, Brandies, Gins, Ales, Stouts and liqueurs.
have all to be disposed of during the next 3 Months.
Don't Neglect Ordering Now, and not leave till too late.




No Rubber Boot has ever been made to equal them.

Every pair you buy guaranteed to give satisfaction.
They are GREY all over from top to botcom.
They are a light weidht, perfect fitting Boot, and are not wool-lined. They are much more healthful than woollined Boots, and can be easily dried inside.

## Buddy Boots

## Are Patented

and guaranteed to outwear any other Rubber Boot Made.
200 Dealers in

## Newfo'ndland

are seliing BUDDY BOOTS. For sale in St. John's by-

Nicholle, Inkpen \& Chafe, The Royal Stores, Ltd.,
Fred. Smallwood,
Smith Co., Ltd.,
Steer Bros.,
Jesse Whiteway.
mep poopiss parea-THE EVENING TELEGRAM, OCT. 21, 1916 10.-nean by wvarooni

Lyle's Golden Syutp
10 cases 1 lb . Tins. 10 cases 2 lb Tins.
5 cases 4 lb . Tins. $\quad 5$ cases 4 lb . Tins.
50 cases 11/2 PINEAPPLE CUBES. 50 cases 1's PINEAPPLE CUBES. 100 cases 3 's TOMATOES. 200 cases CREAM OF WHEAT. 200 boxes EVAPORATED APRICOTS 200 boxes EVAPORATED
100 doz. MORTON'S POTATO FLOUR. 150 doz. PURE GOLD ICINGS. 150 doz. PEERLESS GLOSS.

STEER Brothers
PHONE 647 FOR PRICES.
WITHIN THE LAW!
For comfort and safety carry a POCKET FLASHLIGHT.

GEO. M. BARR.
TABIE MEAL! Preserving PEARS,

To-day at LOWEST PRICES 200 Barrels Bright Yelow TABLE MEAL. 50 Barrels PRESERVING PEARS.

This lot of Pears is our last shipmen for the season, and we are selling them nearly as cheap as Apples.

Telephone 303 for prices
F. McNAMARA,

Queen Street.

## 

## UNIVERSAL UNDERWEAR

is made of the best materials, and constructed by skilled workmen to fit perfectly, loose and comfortable. It is highly sanitary and does not irritate. Sizes : 34 $\$ 1.75$ to $\$ 3.50$


East End Store, 164 Wafer St.
FIRST CALL for CHRISTMAS!


ROBERT TEMPLETON.
 To arrive this week, 1's, 2's, 3 's. BURT \& LAWRENCE, 14 New Gower Street.

FLOUR. jest arrived per

havivey \& CO., lto.



## Relonewfoundanio COMPRIIY. <br> Train Schedulula

The Cross Country Express leaves St. John's Station at 12.30 p.m. instead of 6.00 p.m., as in the past.

Reid-Newfoundland Co . 2serverviververeviververo

I have 100 Stable Lanterns
togive to purchasess of BADGER
FEED
Buy a bag of Badger Feed on Saturday, and get a Stable Lanern FREE.
BADGER DAIRY FEED makes Milk, and is sold at $\$ 2.50$ per sack.
I will pay you one dollar for every you bring me up to Nov, 30th

COLIN CAMPBELL


## STANFIELD'S Wool Underwear,

For fall and Winter.


## HENRY BLAIR.

Bargalns! Bargains !
$\$ 6.00$ to $\$ 15.00$.
William Frew.
n-m $\frac{2}{2}=2$ yinnum solume xxxvil. NOITCE! Flasks Half Flasks, Wine and Whisky Bottles.
J. C. BAIRD.

Water street
The Modern Family Doctor,

Only \$1.50.

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S. E. GARLAND

Fire \& Accident
FIRE:

AI Funds Exceed

ACCIDENT:

Capital: $55,000,000$
Claims Paid:
Over $533,000,000$.
Nicumo simatan in nites


HINRY C. DONNELL

Eggs and Butte
Pri. Egas and But

JAMES R. XNIG

