

USE "HAMMER BRAND" Portland CEMENT!

ARE!
 Bedding Presents, etc.
 ER DISHES,
 BOWLS,
 ERVE JARS,
 RACKS.

Silverware
 Dept.,
 Pitts' Building.

ose

ATS

AR, only
 each.

EY

ood Values.

es' & Children's
 EL JACKETS, in
 eat variety and
 exceptional value.

g CAPS,
 Stylish Wool Cap,
 other, all colors, at
 5c. & \$1.00 ea.

DGER.

AUCTION SALES!
 THE PEOPLES AUCTIONEER

SUPERIOR HOUSEHOLD FURNITURE.

At the Prescott St. Store on Monday and Wednesday next, 16th and 18th Insts., from 10.30 to 1 o'clock each day, a large quantity of very superior Household Furniture and effects, removed for convenience of sale. Particulars in to-morrow's papers. No more goods will be received until after above sale. Goods must be removed immediately after sale. Cash before delivery.

P. C. O'DRISCOLL, Auctioneer.

French Consulate.
 NOTICE.

The FRENCH GOVERNMENT is purposing to subsidize a POSTAL LINE intended to carry mails and freight to and from SAINT PIERRE from and to the Ports of HALIFAX and SYDNEY.

This provides for fortnightly calls at HALIFAX all the year round, and at SYDNEY from the 1st of May to the 31st of December. The steamer would be allowed calls at several other ports of the UNITED STATES, CANADA and NEWFOUNDLAND provided no delay be suffered by the carrying of the mail and freight.

Tenders for the service should be sent through the FRENCH CONSUL here to the ADMINISTRATOR of SAINT PIERRE, not later than the 6th of December next.

Forms for application and all particulars will be furnished, on application, by the FRENCH CONSULATE, 49 Cochrane Street, between the hours of 11 and 12 a.m.

oct13,21

Per MONGOLIAN
 from Philadelphia we received a shipment of Foot's best canned goods:

TOMATOES, \$1.55 doz.
 TOMATO PULP, for soup, 75c. doz.
 BAKED BEANS, 3's, \$1.35 doz.
 STRAWBERRIES, in Tins, 27c. a Tin.
 PEARS, 11c. a Tin.

GROCERY DEPARTMENT,
LARACY'S,
 345 & 347 Water Street, opposite the Post Office.

Star of the Sea Association.

A SPECIAL MEETING of the Star of the Sea Association will be held on Sunday, 15th Inst., at 2.30 p.m., for the purpose of nominating candidates for office for the ensuing year.

By order,
 WM. F. GRAHAM, Sec'y.

oct13,21

FOR SALE!

Schr. "RIVER QUEEN,"
 19 Tons.

Now moored off Ayre & Sons Premises. Must be sold at once. No reasonable offer refused. Apply to

G. N. READ, SON & WATSON,
 64, 360d. Bank of Montreal Building.

Freehold--On Water Street

That desirable dwelling house with shop No. 418 situated on the North Side of Water Street, opposite Tessier's premises and one of the best business stands in the city, having a side entrance on Buchanan Street. Apply to **MRS. C. COQUENAY**, on the premises.

P. C. O'DRISCOLL, Exchange Bldg.
 -sept19,11

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

ANYONE, anywhere
 can start a mail order business at home. No traveling. Be your own boss. Send for free booklet. Tell F.W. Hascock, 271 1/2 West 94th St. N.Y. oct16,11

NEW ARRIVALS.
 Ladies', Misses' and Children's
COATS
 In Tweed and Plain Colours.
 Children's—\$1.30 up. Misses—\$2.00 up.
 Ladies—\$3.40 up.

HENDERSON'S, Theatre Hill.

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.

SEA FOAM
 Baking Powder

Made of
 Pure Grape
 Cream of Tartar

The favorite for 40 years of those who want best results in all baking.

Use Sea Foam
 At all grocers

Libby, McNeill & Libby, Chicago.

Absolutely Pure

"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.

THE NICKEL.
 TO-DAY.
 "Popular with the People!"

The great drama of powerful situations.

"THE NEW LIFE"
 The romance of a burglar's career; the great choice; a life's temptation and the reformation of a mistaken man. A sermon in pictures.

"FASTER BABES!"
 A delightful fantasy of Ye Olden Times. A comedy drama in miniature. Beautifully produced by diminutive performers. A photographic novelty that no one should miss.

BALLAD—"Who were you with to-night?"—Mr. Irving. Musicals each show. Mr. P. J. McCarthy.

NO END TO THE FUN!

Briqt. Lake Simcoe"
 Is now discharging
 536 Tons of Specially Selected
 OLD IRON
NORTH SYDNEY COAL.

Sent Home at Current Rates. We show the pit certificate with every cargo.

J. J. MULLALY & Co.
 aug21,11,10,1

PREPARE
 FOR THE
 COLD WEATHER
 BY BUYING YOUR
Blankets
 NOW.

We are well stocked in all qualities.

COTTON, from 80 cts. to \$2.00.
WOOL, from \$2.00 to \$11.00.

As these were bought before the advance in woollens we are giving special values.

Bowring Brothers, Limited.
 Drapery Department.

NOTICE!

Whereas owing to the neglect of the owners, certain old schooners now lying in the port of St. John's are likely to sink and thus become a menace to navigation and an obstruction in the harbor. Notice is hereby given that one month from date (if not previously arranged for) these hulks will be towed to sea and sunk without further notice. Owners are therefore notified to govern themselves accordingly.

EDWARD ENGLISH,
 Harbor Master.

October 6th, 1911. 3w, eod. f.

IT'S HARD TO TELL

good Paint from bad till you have tested its merits. When it is too late you can see the disastrous effects of an inferior Paint.

Our Matchless Paint is made of the very best of materials and is not affected by any kind of weather.

IMPERIAL MEASURE. Cash Coupon in every can.

The Standard Manufacturing Co., Ltd.

APPLES, APPLES

To arrive ex S.S. Stephano Thursday,
 150 barrels APPLES,
 10 barrels ORANGES.
 In Stock: Blue Tag Cattle Feed, Gluten Meal, Molaline Feed and Bran.

BURT & LAWRENCE, 14 New Gower St.
 P. O. Box 245. Telephone 753.

FISHERMEN!
 and all our
Outport Customers and Friends.

Having enlarged our premises, and made considerable improvements, we are now in a better position to attend to your needs than before.

All orders entrusted to our care will receive our strict personal attention, and shipped promptly.

We have on hand a full line of

PROVISIONS—Flour, Pork, Beef, Molasses, Etc.
 Highest Prices paid for
Codfish, Codoil, Codroes, Herring, etc.

sepri **A. H. MURRAY.**

P I A N O S

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

O R G A N S

Call and see us or write us for EASY terms.

New Goods at W. Frew's.

Our Fall stock of Dry Goods is now open and ready for your inspection. Genuine Bargains in every department.

City and Outport buyers would do well to visit our store before making their purchases.

Special Prices to Wholesale Customers.

WILLIAM FREW.

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. Particulars apply to WM. COOK, Water Street. oct7,10fp

FOR SALE--The two
 Dwelling Houses, Nos. 25, 27, 28 and 31 Goodview Street, belonging to the Estate of the late Charlotte Sparks. For particulars apply to E. TUCK, 46 Freshwater Road. oct12,2fp

For Sale--Two Young
 HORSES--Ages from five to seven years respectively, suitable for Clergymen, Doctors, or for light harness work. Apply to WM. BRENNAN, George St. oct9, eod. 11

TO-LET--That Shop
 corner Prescott & Water streets. An excellent business stand. Immediate possession apply to Dr. FOWLETT on the premises or MRS. T. KEATINGE 173 Duckworth St. oct13,3fp

To Rent--Four or Five
 Rooms; with water and sewerage. Suitable for lady or young couple; in a good locality. Apply at this Office. oct9,31, eod

To Let--Part of House,
 67 Military Road. All modern conveniences. Possession given October 31st. oct9,31, eod

LOST--Between Cochrane
 Street and Big Pond--a Macintosh and Game Bag. Finder please return to this Office. oct12,21

Help Wanted.

A Young Man for the
Crockeryware Department.
 Must have some knowledge of the trade. Apply to G. KNOWLING. oct13,11

MARBLE-CUTTERS.
 We want a first class man to cut and letter marble and granite. Also a young man with some knowledge of the work. Highest wages paid. Write or wire to GELFING & KELTIE, Halifax N.S. oct14,31

Two First class Grocers
 apply by letter, stating experience and salary required. THE ROYAL STORES, LTD. oct13,2fp

Cook, for Grand Falls,
 good wages and immediate employment for the right person; apply to A. SOPER, care of Soper & Moore, New Gower St. oct13, fri, sat.

A First-Grade Female
Teacher for Bonavista; salary \$200 to begin work Jan. 1st, 1912. Apply to REV. S. BENNETT, Bonavista. oct12,3fp

At Wood's West End
 Restaurant, an experienced **Cook**. Apply, with testimonials, at once to Manager of Restaurant. oct11,11

A Smart Lad, as Accountant, must have had some experience and be quick and accurate in figures. Apply, in own hand writing, "MERCHANT," this Office. oct1,31

For Government House,
 one Housemaid and one Kitchenmaid. Apply between the hours of 3 and 9 p.m. to JAMES CARTER, Orderly, the Lodge, Government House. oct11,31

Immediately, a General
Servant where another is kept; should understand plain cooking; good wages at a suitable person. Apply to MRS. PER LIN, 44 Queen's Road. oct11,3fp

Cook and Housemaid;
 apply to MR. CARNELL, at Macgrover's, City Club Building. oct9,11

Junior Assistant, for
Hardware Dept. Apply to GEO. KNOWLING. oct11,11

A Junior Clerk, with a
 general knowledge of office work; also, a boy for office work; must have a good elementary education and smart at figures. Apply, by letter, to STEER BROS. oct7,11

Representative wanted
 at once for work in your locality. Will guarantee \$2.00 to \$3.00 per day. Opportunity to advance rapidly. Will pay liberally for spare time. Work not difficult. Experience not required. International Bible Press, Toronto, Ont. sep5,30fp. eod

Telegram Ads. Pay.

GEO. KNOWLING

OFFERS THE FOLLOWING:

- FINE Granulated Sugar - - - - 8c. lb.
- Finest Quality West Indian Cane
Crystalized Sugar - - - - 7c. lb.
- Very Choice Tea, quality usually
sold at 40c. lb., for - - - - 28c. lb.
- Australian Corned, Roast or Boil-
Beef—the 1 lb. tins contain
16 ounces, and the 2 lb. tins
32 ounces of finest possible
quality meat not 12 & 24 ounces
as in the American so-called
1's and 2's - - - - 20c. & 36c. each,
- Good Sound Rice - - - - 3c. lb.
- Choice Grapes, splendid quality,
only - - - - 7c. lb.
- A Large Bottle of Pickles, or
Chow Chow - - - - for 12c.
- We have just received a carload of
Choice Gravenstein Apples—Prices Right.

GEO. KNOWLING.

Evening Telegram
W. J. BERDER, - - Proprietor
W. P. LLOYD, - - - Editor

FRIDAY, October 13, 1911.

No Cheap Coal.

Now that the Premier and two of his Executive colleagues, including the Minister of Agriculture and Mines, have returned from their latest picnic, perhaps they will give some attention to the performance of their pre-election pledges which affect the homes of the people. Excessive attention has already been given to the distribution of patronage, fees, and timber grants to rich and well-to-do members of the party. But promises which affect the well-being of the homes of the people have so far melted into thin air. For instance, the people at large have so far received cold comfort from the coal and fuel promises of the Premier. The patronage extended to the firm of which the Hon. J. C. Crosbie is a partner in the supplying of light houses and in the distribution of coal supplies to light houses will not warm any homes this winter. In his manifesto, Sir Edward declared that:

"The serious situation created by the present price of coal is so far-reaching, touching as it does every freaside in the colony, as well as every industry, that it becomes a national grievance. A means must be found for effecting a reduction in the price of coal, and, if elected, we shall take steps to bring about such a result."

More than three years have passed since this pledge was made to the people, and now as another winter is approaching the people will have a telling, if comfortless, object lesson in pondering over the reductions promised when they are paying for the coal to keep them warm during the severity of the cold season.

Sir Edward was also going "to de-

termine once and for all," "by the exploration of our coal areas," "whether we can rely on them as an industrial and commercial factor."

Has he done so? If so, will he tell us once for all what he has determined. The evidence available so far is purely negative. There are no steamers being run, no machinery being worked, or houses being warmed, as a result of any exploration which Sir Edward has set on foot.

We hear of plenty of picnics, lashings of patronage, plenty of fees, millions of acres of timber, for the rich party man, but no cheap coal for the people.

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.

Governor's Sympathy.

His Honor the Administrator, Sir William Horwood, has received a despatch from the Secretary of the Colonies, expressing the regret of His Excellency the Governor, Sir Ralph Williams, at the loss sustained by Newfoundland by the death of Sir James Winter, K.C.M.G. It also conveys expressions of condolence and sympathy with the family of the deceased. At the funeral this afternoon His Excellency the Governor will be represented by Commander Woolcombe of H.M.S. Brilliant.

GOOD BIT OF FISH GOING.—There is a good bit of fish going these days outside the Heads. The fresh fish markets have been kept well supplied since Tuesday last.

A WARM FLAW!

It is a very desirable thing and unfortunately the period for such is all too short in this country. But you can have a warm flaw all the winter if you invest in a pair of our

HEAVY Woolen BLANKETS.

Prices from \$3.50 to \$8.00 pair.

J. M. DEVINE, 167 Water St.

Uncle Walt THE POET PHILOSOPHER.

Another hope is gone to pieces, another "lion" was a sheep, and where he stood a spot of grease 's—well may the sports wring hands and weep! The white man's feet are growing colder, he cannot find a "champ" that wins; and o'er the sea the swarthy holder MORRIS of Jeffries' laurels grins. This thing is true—and all men know it—the false "phenomena" are things to scorn; you cannot make a pug or pug—such birds as these are simply born. When Morris heard of how the dingie in a few short hours brought Jeffries grief, he quit his work upon an engine, and thought because he had some beef that he could bring us back the bacon and make our hearts with gladness jump, but now his heart and eyes are aching, as he sits brooding on the dump. And here there are some fruitful morals, if any wise man for them digs: so many men go after laurels who should be busy feeding pigs.

Copyright, 1911, by George Hathorn 22446 *Walt Mason*

Hon. W. T. White, Dom. Minister Finance

It may be remembered that we stated at the time we announced the Borden Cabinet we were unable to find the name W. T. White among the members returned to the Dominion Parliament. There was a Gerald White and a W. H. White. We thought that possibly there might have been an error in the transmission of the initials of the name. It now appears that the new Finance Minister is neither of these men, but a well known financier, who was not a candidate at the elections. Mr. W. T. White is the Manager of the National Trust Co. According to a message which appears from Toronto in the Halifax Morning Chronicle, a Liberal newspaper, there is dissatisfaction among some of the Conservatives of Toronto. Mr. Thomas Hook, President of Ward 3, Conservative, admits that a telegram conveying a protest was sent to Premier Borden. The following words are attributed to Mr. Hook:—

"The whole town will be up in revolution if Mr. Borden appoints a man who has been a Liberal all his life and who is a representative of the Trusts, to a place in the Cabinet. I know what is the feeling of my association."

Arrangements have been made for one of the Conservatives with a large majority to retire with the object of providing a seat for the new Finance Minister.

It is rumored also that there will be no contests at the bye-elections at which the new ministers will be candidates, and that Mr. Fielding and one or two other defeated Liberal leaders will not be opposed in seats whose members will retire to allow them to be elected to the Dominion House of Commons.

Duke Enjoyed Trip Across Atlantic.

Montreal, Oct. 9.—The Montreal Star to-day publishes the following wireless despatch:

"On board the steamer Empress of Ireland, via Malin Head, Oct. 8.—Fine weather continued to attend the Duke of Connaught's trip across the Atlantic. The Duke and his party are proving themselves the best of sailors and are enjoying every minute of the time aboard ship.

"The Star's correspondent was granted an informal chat with His Royal Highness yesterday. He found the Duke to be most affable and eager to discuss Canadian affairs. His Highness is apparently losing no opportunity to acquaint himself with conditions in the Dominion.

"Upon being asked if he had any message that he would like to send to Canada in advance of his arrival there, he replied, 'No, I could not give you an official message of any kind, as that would be contrary to etiquette. Earl Grey being still in Canada, official messages can only come from Ottawa. But everybody knows that I am most glad to return to Canada, whose acquaintance I first made forty-two years ago, and renewed in the nineties, while on my way to India. I shall be delighted to be in the Dominion once again.'

"I am officially informed that the winter programme of their Royal Highnesses will include visits to the important cities in Eastern Canada. The dates are at present unfixed.

"I have also been requested to state that the Duke is not going up to Montreal on his arrival at Quebec, because he feels that he could not do a visit to that city justice in the present circumstances of his divided establishment. He will, however, make an official and formal visit to Montreal at the earliest opportunity.

"The Duke is most popular with the passengers and the staff aboard ship. There is no attempt to isolate him from the other passengers, and he is a familiar figure on the promenade-deck."

McMurdo's Store News.

FRIDAY, Oct. 13, '11.

Since Zam-Buk has been advertised here on a considerable scale, and since it has come into a more general use than before, we have heard many tales of its wonderful efficiency in many kinds of skin diseases, as well as in cuts, piles, etc., that are perfectly amazing. It is a wonderful ointment, and already can show a list of cures that probably no salve ever used in this country can rival. If you have any form of skin trouble get a box and note how soon you will get relief. Price 50c. a box.

The Postaz Narcissus that we import is from the original growers of this interesting Hybrid, and gives the most graceful bunches, and the finest colors. Price 75c. a dozen.—adv.

Unknown Vessel Went Down.

Boston, Oct. 9.—Reports of a British barkentine in distress off Cape Sable, and the Bay of Fundy ten days ago have been received both in New York and this city, and the derelict destroyer Seneca made an unsuccessful attempt to locate the vessel. According to Capt. Goodwin, of the schr. Good Luck, the barkentine was sighted on the afternoon of Sept. 29 with distress signals flying and the crew at the pumps. The Good Luck ran down to within halting distance, but a heavy northwest gale prevented the launching of a boat.

Name Not Ascertained.

The captain of the barkentine shouted that his own boats were gone. Captain Goodwin replied that he would stand by until morning for more moderate weather, and told the barkentine to hang out lights. Those on the Good Luck could not catch the name of the barkentine, but just heard the word "Bridgetown."

No barkentine halting from Bridgetown or Bridgewater, N.S., appears in the Maritime Register.

The Good Luck cruised in the vicinity all night and shortly after midnight the lights disappeared. The next day all that could be discovered was a few spars floating in the vicinity.

WINDARD'S LINIMENT CURES COLDS, Etc.

SILVERWARE!

New Consignment of Useful Articles Suitable for Wedding Presents, etc.

BOUQUET HOLDERS,
CENTRE PIECES,
CAKE BASKETS,
PICKLE JARS.

BUTTER DISHES,
ROSE BOWLS,
PRESERVE JARS,
TOAST RACKS.

Silverware
Dept.,
Pitts' Building.



Silverware
Dept.,
Pitts' Building.

Girls, See Those

PADDY

HATS

In our Window.

They are the Newest in

READY-TO-WEAR, only

35 cents each.

Absolutely the Newest.

Nothing Later than the PADDY.

S. MILLEY

The Headquarters of Good Values.

Big Range of
Ladies' FURS & MUFFS!

SPECIALS:
\$1.20, 1.60, 2.20 and 3.50.

RARE VALUES IN BETTER CLASS GOODS.

Ladies' & Children's
FALL JACKETS, in
great variety and
exceptional value.

Ladies' RINKING CAPS,
A comfortable and stylish Wool Cap,
for all kinds of weather, all colors, at
45c., 60c., 70c., 90c. & \$1.00 ea

A. @ S. RODGER.



GET THE HABIT

Amazing Value

4 doz. of White Honeycomb Striped borders, size 20 cent quality. Reg. 25c.

6 doz. a special line of B. extra large size and regular 27c. each. Saturday

VERY SPECIAL FURN

- MEN'S CAPS—15 doz. defects, good lining, very values at 50c. each. Saturday
- MEN'S UMBRELLAS—wood and steel rod, sturdy covering good quality. day
- MEN'S BOOTS—55 pair Vici Kid, Patent Leather Regis Tips and Ideal T Saturday
- MEN'S TIES—9 doz. of tend to clear on Saturday in Handkerchief Ends, defects. Special to clear a
- MEN'S HANDKERCHIEF Handkerchiefs, 3/4 size. each. Saturday
- MEN'S SHIRTS—A special bosom and dressed cuffs fancy effects; all sizes. R
- BOYS' COLLARS—Eton city with brass eyelets. F day
- SILK HANDKERCHIEF kerchiefs, White and Cro 75c. each. Saturday
- MEN'S BRACES—16 doz webbing, strong buckles a did values at 35c. pair.
- MEN'S KID GLOVES—4 heavy quality, that we wear; one dome fastening Saturday
- MEN'S COLLARS—A special styles in Men's F Reg. 18c. each. Saturday
- MEN'S SHIRTS—6 doz. dedered cuffs, in neat stripe 80c. each. Saturday
- SOCKS—15 doz. of Men's a job line that we are holding. Special price, per
- MEN'S TIES—A big range considering the good quality the newest shades. Special
- MEN'S HATS—4 doz. of shapes, in all sizes. Reg day

BLANKET

28 pairs only extra thick Cotton soft quality, ends bound with and Blue borders; extra large size. Reg. \$2.30 pr. Saturday

17 pairs only Cot Blankets, good bound with wool, size 38 x 60 borders. Regular 70c. pair. day

Worked Overtime.

"You don't remember, I reckon," said the sour-faced man, putting his arms on the show case, "that I bought a clock of you twenty-five years ago?"

"I certainly do not," answered the elderly Jeweller; "but I'll take your word for it if you say you did."

"Well, I did. It was twenty-five years ago last Monday."

ARE!

ding Presents, etc.

R DISHES,
BOWLS,
SILVER JARS,
RACKS.

Silverware
Dept.,
Pitts' Building.

ose

ATS

AR, only

each.

EY

ood Values.

ies' & Children's
ALL JACKETS, in
great variety and
exceptional value.

NG CAPS,
id stylish Wool Cap,
weather, all colors, at
90c. & \$1.00 ea

DGER.



SATURDAY'S CUT PRICES



GET
THE HABIT.

THIS STORE, the Stock, the buying, the selling—now better and better, and with the buying and bettering come advantages that touch every nook and corner of the business. No Store anywhere can serve you better. It is a well known fact that our buyers are among the shrewdest and most experienced in the country. They are constantly in touch with the markets best source of supply. Not an opportunity that would result in substantial benefit to our customers is overlooked. A glance through our Store, especially at the present time, when New Fall Fashions are being displayed shows that busy minds and busy heads are actively at work in your interests.

FOLLOW
THE CROWDS
AND SAVE.

Amazing Values in Towels

- 4 doz. of White Honeycomb Towels, fringe ends and Red Striped borders, size 24 x 44 inches; excellent quality. Reg. 25c. each. Saturday **21c**
- 6 doz. a special line of Blay Turkish Towels, striped; extra large size and remarkable values. Reg. 27c. each. Saturday **22c**

VERY SPECIAL VALUES IN MEN'S FURNISHINGS

- MEN'S CAPS—15 doz. of Golf Caps, in Grey Tweed effects, good lining, very smart looking. Good values at 50c. each. Saturday **43c**
- MEN'S UMBRELLAS—5 doz. of Men's Umbrellas, with wood and steel rod, strong turned handles; frame and covering good quality. Reg. \$2.00. Saturday **\$1.80**
- MEN'S BOOTS—55 pairs of Men's high-grade Boots, in Vici Kid, Patent Leather and Gun Metal, Blucher shape, Regis Tips and Ideal Toe. Reg. \$5.25 pair. Saturday **4.65**
- MEN'S TIES—9 doz. of Men's Ties, job line that we intend to clear on Saturday at a very low price. They come in Handkerchief Ends, and are fancy striped effects. Special to clear at **16c**
- MEN'S HANDKERCHIEFS—15 doz. of Men's fine Linen Handkerchiefs, 3/4 size, hemstitched. Reg. 12c. each. Saturday **9c**
- MEN'S SHIRTS—A special line of Men's Shirts, with soft bosom and dressed cuffs, in neat stripes and fancy effects; all sizes. Reg. 1.50 ea. Saturday **1.28**
- BOYS' COLLARS—Eton shape, Celuloid; good strong quality with brass eyelets. Regular 12c. each. Saturday **9c**
- SILK HANDKERCHIEFS—4 doz. of Men's Silk Handkerchiefs, White and Cream, hemstitched. Reg. 75c. each. Saturday **63c**
- MEN'S BRACES—16 doz. of Men's Braces, best English webbing, strong buckles and Tokio straps. Splendid values at 35c. pair. Special for Saturday **28c**
- MEN'S KID GLOVES—47 pairs of Men's Tan Kid Gloves, heavy quality, that we recommend for driving and hard wear; one dome fastening. Reg. \$1.40 pair. Saturday **1.25**
- MEN'S COLLARS—A splendid selection of different shapes and styles in Men's Fourfold Linen Collars. Reg. 18c. each. Saturday **14c**
- MEN'S SHIRTS—6 doz. of Men's Tunic Shirts, with laundered cuffs, in neat stripe effects; all sizes. Reg. 80c. each. Saturday **70c**
- SOCKS—15 doz. of Men's Wool Socks, Heather mixtures; a job line that we are holding over for Saturday's Sale. Special price, per pair **21c**
- MEN'S TIES—A big range that we secured at a low price, considering the good quality. They are Silk Poplin in all the newest shades. Special for Saturday **44c**
- MEN'S HATS—4 doz. of Men's Hard Felt Hats, newest shapes, in all sizes. Reg. \$1.00 each. Saturday **85c**

EXTRAORDINARY VALUES IN THE STAPLE SECTION

- HEARTH RUGS—11 only Velvet Pile Hearth Rugs, fringed, in all the newest colorings and designs; size 27 x 60 inches. Reg. \$2.25 ea. Saturday **\$1.98**
- HEARTH RUGS—15 only, that are excellent value, considering the colorings and beautiful Velvet Pile finish; size 27 x 58 inches. Special price for Saturday **1.55**
- LAWN—200 yards of fine Victoria Lawn; the quality we can recommend, extra wide. Special price a yard **22c**
- LADIES' GLOVES—90 pairs of Imitation Suede Gloves, suitable for Fall wear, in colors of Grey, Beaver, White and Navy, dome fastening. Reg. 40c. pair. Saturday **33c**
- LADIES' GLOVES—On Saturday we place on sale all our regular priced Kid Gloves at 80c. pair at a reduced price. The colors are Navy, Fawn, Slate and Tan, in dome fastening. Special price **69c**
- TABLE DAMASK—700 yards of White and Blay Table Damask, very strong quality with a heavy mercerised finish; wide width. Reg. 30c. yard. Saturday **25c**

GROCERIES REDUCED

- 1 lb. tins Campbell Soup. Reg. 13c. Saturday **9c.**
- Choiée Ceylon Tea. Reg. 50c. lb. Saturday **40c.**
- Cross & Blackwell's Pickles. Reg. 35c. Saturday **25c.**
- 3 lb. tins Bartlett's Pears; extra choice. Reg. 35c. Saturday **30c.**
- 1 lb. tins Minc'd Meat. Reg. 30c. Saturday **25c.**
- 2 lb. tins French Peas. Reg. 20c. Saturday **16c.**
- ART SATEEN—About 500 yards of highly Mercerised Art Sateen, in a broad range of colorings and designs or floral effects and diamond patterns; 32 inches wide. Reg. 30c. yard. Saturday **25c**
- FLANNELETTE—900 yards of Horrockses high grade Flannelette, in various colored stripes and plain colors of Pink, Cream and White. Reg. 24c. yard. Saturday **20c**
- LADIES' UNDERSKIRTS—4 doz. of Ladies' fine Flannelette Underskirts, in colors of Pink and Pale Blue, scalloped flounce and embroidered. Reg. 65c. ea. Saturday **57c**
- TABLE NAPKINS—10 doz. of Mercerised Table Napkins, medium size, and good value. Reg. 14c. each. Saturday **12c**
- CUSHION TOPS—22 only of Cream and White Muslin Cushion Tops, with corners nicely embroidered, and finished with frill; size 27 x 27 inches. Reg. 65c. each. Saturday **53c**
- APPLIQUE TEA CLOTHS—9 only White, with the open work centres and edges nicely finished; size 28 x 27. Reg. 40c. each. Saturday **30c**

BLEANKETS

- 28 pairs only extra thick Cotton Blankets, very soft quality, ends bound with silk tape, Pink and Blue borders; extra large size. Reg. \$2.30 pr. Saturday **\$2.10**
- 17 pairs only Cot. Blankets, good quality, edges bound with wool, size 38 x 42 inches, striped borders. Regular 70c. pair. Saturday **58c**



LADIES HOSE

- 35 doz. of Ladies' perfect Seamless Hose, ribbed and plain, fast Black. Reg. 50c. pair. Saturday **43c**
- A big job line of Ladies' fine All-Wool Hose, in fine and broad ribs, seamless; has the appearance of heavy cashmere; extra good quality. Special, 30c. pair. Saturday **25c**

Worked Overtime.

"You don't remember, I reckon," said the sour-faced man, putting his arms on the show case, "that I bought a clock of you twenty-five years ago?"

"I certainly do not," answered the elderly jeweler; "but I'll take your word for it if you say you did."

"Well, I did. It was twenty-five years ago last Monday."

"It's a pretty good clock, then, isn't it?"

"Oh, yes, the clock's all right. But I've found out something about it that you didn't tell me."

"So?"

"Yes. When I bought it I asked you how often I'd have to wind it. You said once a week."

"Well?"

"Well, I've just found out that it'll go eight days without winding."

"Certainly; most clocks are eight days."

"That's to allow for your forgetting to wind it sometimes."

"I never forget to wind it, sir. Regularly every Monday morning for twenty-five years I've wound that clock. That makes fifty-two times a year. If I had known it would go eight days I would have wound it on the eighth day, and I would have had to wind it only forty-six times a year. It takes me about two minutes to wind it up. I've wasted twelve minutes every year on the thing. See? In twenty-five years I've put in thirty minutes, or five hours, the half

of a man's working day, standing on a chair winding up that blamed old clock when it didn't need winding."

"Well," said the stupefied jeweler, "what do you want me to do about it?"

"Nothing, sir. I only wanted you to know it. That's all. When you sell an eight-day clock to a man you ought to tell him it's an eight-day clock. Good day, sir!"

Straightening himself up and pulling his hat brim down in front he turned on his heel and stalked out

of the shop with the air of a man with a grievance who had freed his mind.

Lecturing on the science of business building to a meeting of the Sales Managers' Association held at the Holborn Restaurant, London, last night, Mr. A. F. Sheldon, of Chicago, head of the Sheldon School of Scientific Salesmanship, referred to the value of advertising. "I believe in salesmanship by the written word, which is advertising," he said. "The man who advertises just a little and

says 'Advertising doesn't pay,' may be likened to the man who builds a fire with one match under a ten-gallon kettle and then swears fire will not heat water. Sufficient advertising of the right sort will always pay."

Among many business proverbs contained in the lecture was: "It is the repeaters that count. The profits on a first transaction with any given customer are often absorbed through the advertising which found and made the customer." — Daily Mail, Sept. 22.

By the S. S. Stephano last evening M. Spearns, L. Tobin and W. Kane who had been working the past season at the whale fishery on the Pacific, returned home. They left here last spring with Mr. M. F. Carroll and were located at the whaling station of the N. F. Fisheries Co. at Naden, Queen Charlotte Islands, where about 100 men were employed. The station is about 650 miles north of Vancouver. The men made good wages and will go back next spring. The two steam whalers belonging to the company operating out of Naden Harbor did very well the past season, capturing 300 whales since last April, chiefly in back and sulphur bottom. The other stations also did well, and at one of them a lump of ambergris of very high value was taken from a whale. All the other Newfoundlanders engaged there are in good health and will be returning home next month.

Whalers Arrive.

By the S. S. Stephano last evening M. Spearns, L. Tobin and W. Kane who had been working the past season at the whale fishery on the Pacific, returned home. They left here last spring with Mr. M. F. Carroll and were located at the whaling station of the N. F. Fisheries Co. at Naden, Queen Charlotte Islands, where about 100 men were employed. The station is about 650 miles north of Vancouver. The men made good wages and will go back next spring. The two steam whalers belonging to the company operating out of Naden Harbor did very well the past season, capturing 300 whales since last April, chiefly in back and sulphur bottom. The other stations also did well, and at one of them a lump of ambergris of very high value was taken from a whale. All the other Newfoundlanders engaged there are in good health and will be returning home next month.

Truckmen's Meeting.

The special meeting of the Truckmen's Protective Union, held last night, was largely attended. The annual report was submitted by the retiring officers and votes of thanks passed to all who had rendered the Union service the past year including the Premier, the Mayor, the Press and members of the City Council. Some changes were made in the rates for carting coal and other goods. Copies will be sent to the business people during the week. Following are the new officers elected at a recent meeting:

President—J. Barter.
V. P.—Denis Fitzgerald.
Asst. V. P.—P. Joy.
Secretary—C. Simmonds.
Asst. Sec.—R. Thorburn.
Treasurer—M. O'Neill.
Asst. Treas.—W. Dooley.

The report showed that there were now 150 members on the roll, 20 having joined the past season. Twelve members lost their horses the past season and were paid \$30 each, i.e., \$360. It might be feasible to increase the amount paid for lost horses to \$40 or even \$50 which would be a great help to a man in replacing his horse. Next year it is hoped that the Union will be able to take part in Labor Day Parade and the annual sports.

The Stephano Here.

At 4.30 p.m. yesterday the S. S. Stephano, Capt. Clarke, arrived from Halifax, having had a good run down. The ship brought a large general cargo and the following passengers:—From Halifax—W. Friggis, J. E. Smith, G. H. Seward, G. A. Moulton, E. Block and Mrs. S. Hayfield. From New York—F. R. Goodwin, Miss E. Woodruff, Miss C. A. Ryan, M. J. Spearns, W. J. Kane, L. Tobin, M. Rowe, J. Kelly and A. D. Cox.

C.L.B. Boy Hurt.

Thomas Taylor while going across the Barrens to parade at the C. L. B. Armoury last night at 7.30, tripped in a post protruding from the ground. He came to the ground on his face and in trying to save himself sprained his arm badly. The C. L. B. aids rendered first aid. This is a dangerous locality for people who are obliged to pass there at night.

Marine Notes.

The S. S. Talisco, Capt. Yeomans, sailed for Halifax yesterday evening. The Melle Louise is at Bowring's loading fish for Brazil.

The Maggie Sullivan has arrived here from Fogo with a cargo of fish to Harvey & Co.

The S. S. Caps Breton sailed for Sydney this morning.

The S. S. Themis will be ready to sail for Bell Island to-morrow.

The S. S. Amanda will sail for the Mediterranean to-morrow morning with 3,300 casks of fish for the Ntd. Shipping Co.

A Proverbial Tragedy.

The Rolling Stone and the Turning Worm.
And the Cat that Looked at a King.
Set forth on the Road that Leads to Rome.
For Youth will have its fling.
The Goose will lay the Golden Eggs,
The Dog must have his Day,
And nobody locks the Stable Door
Till the Horse is stol'n away.
But the Rolling Stone, that was never known
To Look before the Leap,
Plunged down the hill to the Waters Still.
That run so dark, so deep;
And the leaves were stirred by the Early Bird.
Who sought his breakfast where
He marked the squirm of the Turning Worm—
And the Cat was Killed by Care!
—Life!

SEVEN ARRESTED. — The police made seven arrests last night. The erring ones were taken to the station for the night.

THE TALL OAK FROM A LITTLE ACORN GREW.

IT'S NOT WHAT YOU WERE, BUT WHAT YOU ARE TO-DAY THAT COUNTS

Six years ago the C. L. MARCH, Co., Ltd. started a small shop in a very small corner of their now present large Building. In the comparatively brief space of only six years time their business was of such remarkable growth as to develop into its present surprisingly large proportion, and now occupying the entire frontage of the Big Stone Building at the corner of Water and Springdale Streets, covering 25,000 square feet of floor space, heavily loaded from ground to roof with good dependable merchandise gathered from the world's best markets.

Now we want to ask you in all seriousness and candor could this establishment have received such recognition and favor from the people if the policy of this shop (which is BETTER GOODS AT A LESS PRICE THAN CAN BE HAD ELSEWHERE) wasn't strictly adhered to at all times.

The fact of the phenomenal growth of this business, which we owe to the keen discrimination and discernment by the people for real values, warrants the statement that the C. L. MARCH Co. shop stands for **THE BEST BARGAINS IN ALL ST. JOHN'S.**

It has always been a business principle with the C. L. MARCH Co., and so they shall ever strive, to make their store synonymous with fair dealing and fullest value giving, and that distinction and recognition has been conferred upon this shop by the people is evidenced by the hearty support it has met with from the public.

Here is a sample of the REAL REASON for the marvellous growth of the C. L. MARCH, Co., Ltd. These values are but a few taken at random from the thousands that abound in this store. Remember everything in this big establishment is on the Same Big Bargain Basis. **SO NOW IS THE TIME AND THIS SHOP THE PLACE** to buy your Fall and Winter Needs.

MEN'S BARGAINS EXTRAORDINARY.

- Men's very fine Goodyear Welt American Boot for only **\$2.40**
- Men's All-Wool Heather Half Hose **22c**
- Astonishing special offer of Men's Tweed Caps, for **13c**
- Extra Grade Men's Fleece Lined **45c**
- Heavy Winter Weight Fancy Regatta Work Shirt, for only **48c**
- Grey Army Heavy Work Shirt **63c**
- Men's Navy Blue Plain Knit Wool Jersey, for only **\$1.10**
- Men's good Worsted Pants, for only **\$1.05**
- 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**
- 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**
- Good Tweed Suits, sizes 3 to 7, striped and mixed patterns. A durable and serviceable Suit, during this Fall Sale for only **\$3.25**
- Men's good value Tweed and Navy Serge Suits at the Big Bargain Price of only **5.25**
- Very finest All-Wool Suits, comprising fancy Worsted, 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 take your pick from the lot for only **7.50**
- Grey Heavy Knit Men's Coat Sweater for only **75c**
- Guaranteed \$7.90 Men's Mackintosh Rain Coat for **4.75**
- A guaranteed \$5.00 Men's Mackintosh Rain Coat for **3.75**

WOMEN'S Goods at Great Savings.

- 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 **50c**
- Extra quality American White Lawn Blouses, only **78c**
- One lot of High Art American Shirt Waists, most elegant in design, and up-to-the-minute style. Full form cut and a handsome choice of rich patterns. These are the biggest \$1.75 qualities, which we cut to **95c**
- A great big wonderful value in Ladies' Black Melton Skirts for **98c**
- High Art American Superb Blouses, only **1.05**
- White Cotton Underskirts, embroidery trimmed, for only **80c**
- Ladies' Navy, Black and Tweed Dress Skirts, only **1.75**
- An exceptionally large and beautiful line of Ladies' Winter Coats, the very latest up-to-date fashions, styles and newest cloths at Rare Bargain prices.
- Newest Tweed and Navy Cloth Coats, up from **2.95**
- 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. A very nice Cloth Child's Coat, in Navy and Tweed up from **1.00**
- Handsome Bear Skin Coats for **2.00**
- Ladies' Fine Sweater Coat, in White, with Grey border; only a limited number in stock which will be closed out for **75c**
- Foundation Collars, only, each **4c**
- Heavy Black Ribbed Ladies' Wool Hose **25c**
- Good Pillow Cases, size 40 x 33, only **16c**
- Brown Turkish Towels, red stripe, each, only **11c**
- Fine White Honeycomb Quilts, knotted fringe, only **1.10**

The Big West End Store.

C. L. MARCH Co., Ltd.

Corner of Water and Springdale Streets, West End.

The Big West End Store.

Report of the Truckmen's Union.

Gentlemen.—In presenting you with our 13th annual report, we have much pleasure in announcing to you that the Union is in good standing, as the Treasurer's report showed at the annual meeting in October. All the offices were contested, which showed the great interest taken in the Union by the members. At a special meeting held in January, a Committee was

appointed to revise the rules, also to make a few alterations in the tariff. That Committee has done its work, and will report to you at to-night's meeting for your adoption or otherwise. At a special meeting held in June the Union decided not to take any part in the Labor Day Parade. It was most regrettable, as our men showed up so well last year. However, we hope that you will see the Union in the next parade, and also taking an active part in the sports. There are now 150 members on the

roll, twenty having joined during the year, and we hope and trust that that number be doubled during the coming year, for we believe it would benefit every man engaged in the business of trucking to be a member of the Truckmen's Union. During the year twelve members of the Union lost their horses, and were paid the usual fee, \$30, which sum amounted to \$360. Now that the roll has 150 members, the Union in the course of a year ought to be able to increase the fee to \$40, probably \$50, which would

be a great help to a member in procuring another horse, as the price of horses is now very high. In conclusion, gentlemen, we thank you for your assistance during the present year, and trust our successors in office will bring further good results. Signed on behalf of the officers, N. J. MURPHY, J. J. NEVILLE.

CITY COUNCIL MEETING.—The City Council will hold the regular weekly meeting at 7.30 this evening. Beware of the dealer who would try to make you take other biscuits in place of Carr's, the substitute may be giving him a big profit, but there will be better satisfaction for you in the transaction. **THAT INJURED COW.**—The cow referred to by the Telegram a few days ago as being seen near Kent's Pond in a perishing condition, belonged to Mr. P. Kenny, and had to be destroyed by him yesterday. He believes that the animal received its injuries in fighting with another cow.

Cable News.

Special Evening Telegram.
BRUSSELS, Oct. 12.
A government organ publishes a statement that the French Government has proposed to Belgium the cession or lease of a large tract of land on the right bank of the River Ubangi, which separates the Congo Free State from the French Congo, in exchange for French diplomatic services in undertaking to obtain from Britain recognition of the annexation of the Congo State by Belgium. Belgium, however, flatly refused to consider the suggestion, but since the question of France's territorial compensation to Germany has again become prominent, great uneasiness is manifested here as to the ultimate fate of the Congo Colony. Revelations of the newspapers have caused a great sensation in Brussels.

Special to Evening Telegram.
LONDON, Oct. 12.
Reports have been received in London from an apparently trustworthy source that the Turks have landed marines in the neighbourhood of the Dardanelles. A despatch to the Times from Sofia, says that all the representatives of the Powers called at the Foreign Office to give assurances on behalf of their respective governments, that Turkey would not be allowed to take aggressive action against Bulgaria.

Special to Evening Telegram.
PARIS, Oct. 12.
The French Foreign Office has no confirmation of the published statement that Italy and Turkey are on the point of arranging an armistice.

Education at Grand Falls.

Editor Evening Telegram.
Dear Sir.—Last week we had an official visit from W. Blackall, Esq., Superintendent of Education of the Church of England denomination. He visited the new school, and for the information of your readers who may be interested in our educational system at Grand Falls, I quote you the extract which Mr. Blackall left in the School Register.

"Building. Most satisfactory in every particular. The heating and ventilation are good. The sanitary offices are sufficient and wholesome. The Anglo-Newfoundland Development Company deserve the gratitude of the community for erecting such a suitable building for educational purposes.

"Order, Discipline, Etc. The discipline of the School is good, and the general management sound.

"Studies. I have not had time to examine with any minuteness the six large classes which constitute the school. I have spent a short time in each room, and have conferred with the teachers concerning their plan of work; and in three of the classes I have examined some of the work, both orally and by written examination. I am satisfied that the Committee in charge of the school has secured the services of a thoroughly competent and suitable Head in Mr. Bellemy; that the work in the several classes is progressing along good lines; and that the general tone of the institution is good. While the Committee is anxious and ready to do anything within its power to facilitate the several denominations interested in the school in every effort they may make to provide religious instruction for the pupils, no satisfactory working scheme has as yet been devised, and this branch of the work is being done in the Sunday Schools."

(Sgd.) W. BLACKALL, B.A., Superintendent of Education, Church of England.

It has been up-hill work starting the School. Many difficulties had to be overcome in selecting teachers, etc. We now have a competent staff of six, including the Principal. The Committee has been fortunate in securing the services of Mr. Bellemy, as Principal. He has had several years' experience teaching in some of the largest schools in Scotland, and the experience gained by him there makes him fully competent to give our boys and girls of Grand Falls a first-class education that will equip them to fight their way to the first positions in their native land; and should they leave their own country, no doubt they will be able to hold their own in the struggle.

We trust that the day is not far distant when we will see a boy from Grand Falls taking the much-coveted Rhodes Scholarship.

The Anglo-Newfoundland Development Company has spared no expense in building and equipping the School. Besides that, they are giving a handsome donation monthly towards the up-keep. The residents of Grand Falls are justly proud of the school, and fully appreciate the splendid gift the Company has given to the Town, and the advantages it places in reach of the poorest boy and girl.

Yours truly,
EDUCATION,
Grand Falls, Newfoundland, October 11th, 1911.



All Days are "Brite and Fair" to users of Victor Flour.

\$1,000,000 Crop of Blueberries.

Washington county's blueberry crop has netted this year a revenue of more than \$1,000,000, according to State Horticulturist Albert K. Gardner of Rockland, Me. This industry was started but a few years ago in that country and the yield this year is the largest yet obtained there. One grower realized \$75 from a few bushes which he set out in his orchard as a "side issue." A man near Cherryfield is said to have raked blueberries from the vines just as cranberries are gathered. It is stated that fabulous prices are paid for rental of blueberry lands and blueberry factories and the canning factories are still running.

ARRIVED WITH FISH.—About 20 schooners arrived from the northward yesterday with cargoes of fish.

In Dread of 'Something'

You can scarcely tell what—it may be Mysteria, Insanity, Nervous Collapse.
You can only throw off this depression when the nerve cells are restored to health by such treatment as Dr. Chase's Nerve Food. Your digestive system has failed to supply proper nourishment to the nerves and you are compelled to seek aid from other sources.
It will take some patience and persistent treatment, but there is no way by which you can so certainly restore health and vigor as by the use of Dr. Chase's Nerve Food.
The best time to restore the nervous system is long before such a critical condition is reached. Such symptoms as sleeplessness, headaches, nervous indigestion, muscular weakness, loss of energy, failure of memory and power of concentration, irritability and discouragement tell of a failure of the nervous system and warn you of the approach of serious trouble.
Dr. Chase's Nerve Food 50 cents a box, 6 boxes for \$2.50; all dealers, or Edmanston, Bates & Co., Toronto.

ING
e for any
flavour of
to be more
a trial of
GHT
P
TRY THE
SUNLIGHT
WAY.

Portia Gone West.
The s.s. Portia, Capt. Fitzpatrick, called on the western coastal route at 10.30 a.m. to-day, taking the following passengers: Sergt. Byrne, Miss Devereaux, Mr. Hewitt, Misses Lawson, Dalton, Withers, Shanahan, Messrs. Barnes, Summers, Boggan, Safer, Walsh, Daley, Miss Walsh and 10 steerage.

YOU

OF THINGS OR
OF THINGS?
dy nerve, the elastic
ic body to meet
and the quick mind
at body and nerves
ourished.
g, doubting natures
ack vitality. Their
est or outer edge—

EMULSION
all ages. It feeds
brain with pure,
tonic. It does not
ishes.
UGGISTS

his home with his brother, James, and worked with the Otto Strong Co., Photographers, as Proof Printer. At present Bobby is working at 101 Ranch, at Bliss, Okla., the largest Diversified Farm and Ranch in the United States. He is engaged in the Moving Picture Department, and is making good. He wishes to be remembered to all his friends.

Economy
such as these.

1911 Pack:
ERS TOMATOES,
SNOW DRIFT CORN,
EARLY JUNE PEAS,
TUNE PEAS, 15c. Thin,
ION BEANS, 3c.

st "Sunkist" California
uits, viz.:

ERRIES.
AGAN,
et and Queen's Road.

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

FRESH STOCK
 FRESH PARTRIDGE,
 FRESH RABBITS,
 FRESH EGGS,
 FRESH VEGETABLES.

**WHEAT, CORN, BRAN,
 CORN MEAL, HOMINY,
 MOLASSINE, HERCULES FEED.**
 Fresh Stock
PURTY BUTTER, by Casoua,
 10 lb. Tubs, 2 lb. Prints.

**CALIFORNIA ORANGES,
 RIPE BANANAS,
 FRESH TOMATOES,
 CELERY, CUCUMBERS,
 50 Brls. No. 1 KING of TOMPKINS
 APPLES.**



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.
 sept15, eod, t e y

NEW GOODS.

OUR NEW STOCK is arriving every Mail.— Goods that are better, newer, daintier than ever we have had before. We always try to have something different from anyone else and to make our selection as exclusive as possible. That we have succeeded is evidenced by the large number of sales we have already made and put by for Christmas delivery. NOW is the time to see our

**New Leather Goods,
 New Belts, New Jewellery,
 New Silverware,**

Particularly Nice is our assortment of **LADIES HAND BAGS.**

T. J. DULEY & Com'ny,
 The Reliable Jewellers and Opticians.

Your Spotted Mirror Made New!

A Spotted Mirror is an eyesore in any nicely arranged room, and on this account many hundreds are being condemned daily. **DON'T THROW YOURS AWAY.** We can make it absolutely just the same as when you bought it, at a very trifling cost.

We will re-silver your Mirror **promptly and satisfactorily** and guarantee you a job that will please you in every respect.

Send a postal to-day and learn full particulars. It will save dollars for you, and only cost one cent. Work called for and delivered.

THE NEWFOUNDLAND MIRROR MFG. CO.
 oct3, 2m, fp **Factory: 31 Monroe Street, St. John's.**

Pianos and Organs

Tuned and Repaired.
 Satisfaction Guaranteed.

JOSEPH NUNNS

Late head Tuner and Repairer with Ayre & Sons, Limited.

Address—51 Long's Hill, St. John's.
 ang20, 3m **P. O. BOX—592.**

The Time for a Change

In Underwear is at hand. When you change your UNDERWEAR why not change to a

**STANFIELD'S
 WOOLEN SUIT.**

PRICES:
\$1.20 to \$2.10 a garment.
 Sizes—34 to 44 inches.

Any Man who wears STANFIELD'S UNSHRINKABLE UNDERWEAR will advise you to buy them at

P. F. Collins',
 340, 342, 344 Water Street.

(Under the patronage of His Grace the Archbishop.)

**C. C. G. A GRAND FANCY FAIR and
 SALE OF WORK**
 Will be held in the

**British Hall on the Evenings of the 14th,
 15th and 16th November.**

The first and second nights of the Fair Concerts will be given.
 A Grand Dance will be held the closing evening.
 The full Brass Band of the Corps will render New Musical Selections each evening.

Other Attractions will be advertised later on.
 oct13, 4i

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.

**REID NEWFOUNDLAND
 COMPANY.**

NOTICE TO SHIPPERS.

St. John's-Bell Island Service

Our Patrons will please note that the through Freight Service between Saint John's and Bell Island, via Kelligrews and “Euphrates” S. S. Co., is cancelled. Shipments of Freight for Bell Island, in future, will be accepted by this Company, to Kelligrews only.

Reid Newfoundland Company
 Advertise in the TELEGRAM

**Don't Buy Another Safe
 The
 Safe-Cabinet**

will answer your purpose as well or better at a fourth the cost. A fire-proof cabinet with combination lock, that will protect your valuable papers. Interior equipment adjustable to the needs of any business. Immense capacity. Light weight. All sizes.

**We have it in stock
 FRED. V. CHESMILL
 AGENT.**

Marvellous Value.

The **TORPEDO** propelling **PENCIL**, the most up-to-date Pencil on the market.

**No Getting Out of Order.
 No Sharpening Required.
 Always Ready for Use.**

Charged with half dozen extra leads—Black Vulcanite.
**Fountain Pen Size.
 Only**

25c. each.
 27 cents Post Paid.

Garrett BYRNE,
 Bookseller & Stationer.
 Phone 538. Box 604.

GASOLENE
 IN
**Steel Barrels, Wood Barrels
 and Cases,
 High (76°) and Low Tests.**

Also, on Draft,
 Supplied from a “Bowser” Patent Tank,

**Lubricating Oils
 and Greases,**
 For Motor Cars, Cycles and Boats

H. J. STABB & Co

**ROBIN HOOD
 FLOUR
 IS DIFFERENT**

**Our
 Money-Bank
 Guarantee**

Give Robin Hood Flour two fair trials. If you are not satisfied with it, then your grocer will give you back your money. What could be fairer? Will you try it?

Our Money-Bank Guarantee

Give Robin Hood Flour two fair trials. If you are not satisfied with it, then your grocer will give you back your money. What could be fairer? Will you try it?

**ROBIN HOOD
 FLOUR
 IS DIFFERENT**

CARR'S BISCUITS

Fresh Stocks of these delicious BISCUITS have just been received, and your Grocer has them.

You will be delighted with the New Varieties, especially with the following:—

**CARAMEL WAFERS. VICEROY.
 CHOCOLATE FANCIES and KELVINSIDE.
 FOUR O'CLOCK (MIXED).**

CARR'S BISCUITS

To-Day's Arrivals.

Ex Stephano and Casoua.
 No. 1 Winter Keeping APPLES—Kings,
 Extra Choice SPARE RIBS—Tieres,
 Heavy Black Oats, Large Cheese—70's,
 SMALL CHEESE—20's.

F. McNAMARA - - Queen St.

J. I. ST. JOHN.

Received 2:30 p.m. Thursday.

California PEA BEANS—a very choice article,
 Cape Cod CRANBERRIES,
 Chase and Sanborn's COFFEE,
 Cream CUSTARD MONTELLA, Baker's CHOCOLATE.

We want to make special mention of
OUR TEA VALUES.
 They are simply marvellous. Just try a small order.

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

North Sydney Coal
IN STORE,

And to arrive per Schooners “Evelyn” and “Water-Witch,”

1,500 Tons North Sydney Screened Coal
AT
\$6.50 per ton, sent Home.
 Pit Certificate produced.

N. B. The Office will be open daily, 1 p.m. to 2 p.m. on Friday and Saturday until 9.30 p.m., for the purpose of receiving orders.

Newfoundland Produce Co.
 Late Duder's Premises. Limited.

FALL HATS

OUR DISPLAY OF LADIES'
Velvet & Felt Hats
 ARE EXCELLENT, STYLISH AND
UP-TO-DATE.

Call and See Them.

G. T. HUDSON,
 367 & 148 Duckworth Street.

Last Shipment Gravensteins

Just received:

400 Brls. choice Gravenstein Apples.	20 Brls. extra Red Cranberries.
100 Brls. choice Red Apples.	50 Kegs choice Grapes.
50 Sacks Red Onions.	Apples will be much higher when Gravensteins are cleaned up. Special prices for round lot. Buy now and save money.
50 Cases Silverpeet Onions.	

Edwin Murray.
 Job Printing Neatly Executed.

WEATHER FORECAST
 TORONTO, Noon—
 N.W. and W. winds;
 Sunday—Fresh W. winds
 cool.

VOLUME XX

AUCTION SALE

**THE PEOPLES
 AUCTIONEER**

**SUPERIOR HOUSEHOLD
 FURNITURE.**

At the Prescott St. Store
 day and Wednesday next, 16
 18th Insts., from 10.30 to 1
 each day, a large quantity of
 superior Household Furniture
 effects, removed for convenient
 sale.

1 very superior inlaid
 room suite, 3 pieces, mahogany,
 upholstered in silk; 1 do do
 room cabinet, with bevel play
 doors and mirror back; 3 one
 drawing room chairs, 1 super
 right piano, 2 solid oak wardrobes
 do dressing cases and washstands,
 brass bedsteads, 3 iron and
 wire and health mattresses, 1
 1 foot Singer sewing machine,
 make, 1 lady's walnut writing
 centre table, 2 electric
 lamps, 2 extension piano lamp
 superior quality, ornaments, A
 Wednesday 4 pianos, 10 carpet
 chen utensils, etc. No more
 will be received until after above
 Goods must be removed immediately
 after sale. Cash before delivery.

P. C. O'DRISCOLL, Auctioneer

Star of the Sea Association

A SPECIAL MEETING of the
 of the Sea Association will be
 on Sunday, 15th Inst., at 2.30
 for the purpose of nominating
 dates for office for the ensuing
 year.

WM. F. GRAHAM
 oct13, 2i

P. O. Box 452.

M. F. SUMMERS,
SOLICITOR.

**Room 15, Bank of Mon-
 treal Building.**
 oct14, 4i, am, w, f

Red Cross and Furne
JOINT SERVICE.

The S. S. Mercantile
 will sail for Mediterranean
 ports direct about October
 21st, 1911.

HARVEY & Co., Agents
 oct14, 4f

FOR SALE.—Fast Tro
 ting, genteel driving Mare; not afraid
 motor cars. Also Rubber Tired Buggy
 a beauty, almost new. Mare, Harness
 and Buggy all complete at bargain
 if applied for at once. Apply
M. BUTLER, Hamilton St. oct14, 4f

ERSEA
SOLID GOLD WATCH PUZZLE
IT COSTS YOU NOTHING TO TRY.

Send your name and address to the
 Ersea Watch Puzzle, and you will receive
 a beautiful watch, fully jeweled, stamped as a
SOLID GOLD. If you are not satisfied
 return the watch and your name will be
 erased from the list.

Send your attempt, together with stamp
 and envelope for reply to
**Ersea Watch Puzzle, c/o The People's
 Auctioneer, 14 Adelaide St. East, Toronto.** The
 winner is required to purchase a certain
 amount of Ersea watches. The name of
 the winner must be mentioned. Prize
 winners of last competition were:

**Miss A. B. Shaw, Spring Lake
 Broadview, Sask., Canada; Mr. A. B.
 King, 17 Charlton St., St. John's, New-
 foundland.**

Habits for the Dead!

Best assortment to be had at
Mrs. Mahon's, 61 Harvey Road.
 Head of Long's Hill, opposite Parade
 Ground. Outpost orders receive special
 attention.
 oct10, eod, 4f

A. J. Herder, B.A.,
Barrister-at-Law.

OFFICES:
Renout Building.

Freehold—On Water Street

That desirable dwelling house with
 shop No. 418 situated on the North
 Side of Water Street, opposite To-
 ler'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.
 sept19, 4f