

TORONTO, Noon. —Moderate westerly winds, mostly fair to-day and Sunday.

THE EVENING TELEGRAM.

READ BY OVER
40,000 PEOPLE
EVERY DAY.

VOLUME XXXVI.

PRICE ONE CENT.

ST. JOHN'S, NEWFOUNDLAND, SATURDAY, OCTOBER 3, 1914.

\$3.00 PER YEAR.

NUMBER 229.

USE BUFFALO FLOUR.

Sold at BOWRING'S Retail Store.

Auction Sales!

FOR SALE BY PUBLIC AUCTION.
WEDNESDAY, 7th instant,
at 10.30 o'clock, at the store of
M. G. LASH, Publican,
Water Street.
Contents of Liquor Store and part of
Household Furniture. Particulars of
same in Tuesday's papers.
M. A. BASTOW,
Auctioneer.
oct3,21

ROSSLEY



THEATRE.

England's Greatest Lady
Troupe.
THE 4
BRITISH BELLES—4
In New Act for
Matinee To-Day.

And 5 PICTURES,
All Features.

Coming The Wonderful
SERPENTELLO.

King George the Fifth Seamen's Institute.

The Ladies' Auxiliary of the
Girls' Department.
NOTICE.

The Classes for Reading and
Writing held in the Girls' Department
of the King George the Fifth
Seamen's Institute will re-open
on Tuesday Evening, October
6th, at 8 o'clock. Any girls
who do not know how to read
and write, and wish to learn, will
be welcome. Everything will be
free of charge.

(Mrs.) EDITH H. JOB,
President.
(Miss) GERTRUDE BARNES,
Sec'y-Treasurer.
sept20,oct2,3,6

Fred. J. Roil & Co., REAL ESTATE. SMALLWOOD BUILDING.

Duckworth Street.
P. O. Box 1210.
HOUSES TO SELL
HOUSES TO LET
LAND FOR LEASE
LAND FOR SALE
SUBURBAN PROPERTY
FARMS FOR SALE
BUILDING LOTS
MORTGAGE INVESTMENTS
LOANS NEGOTIATED
INTEREST COLLECTED
RENTS COLLECTED

What Shall We Drink?

Cocoa is the most healthful beverage
that there is. We are always
reading warnings from medical men
regarding the danger of using tea and
coffee, but they never warn us against
cocoa. There are, however, degrees
of purity in cocoa as in other foods.
At the head of the list stands Cleve-
land's, made by a process used by the
early Dutch settlers in America.
Cocoa is the most healthful drink
there is. Cleveland's is the purest,
most nutritious, most delightful Cocoa
there is. Try it. One tin means many
more.

Cleveland Trading Co.,
oct3,11 St. John's.

A JUST WAR



Has been waged and
won against Mills that
lower the Standard of
their Flour.

The Victory has been
decided overwhelm-
ingly in favor of

Verbena Flour.

Furness Line Sailings!

From	St. John's	Halifax	to	St. John's
S. S. DURANGO	Liverpool	to	Halifax	St. John's
S. S. TABASCO	oct. 8th	17th Oct.	27th Oct.	31st Oct.
S. S. DIGBY	sails from London for St. John's	direct	October 15th.	

For rates and other information apply to
FURNESS WITHEY & Co., Ltd.,
oct3,8,11,17 City Chambers, Water Street.

SOMETHING NEW IN SUIT CASES.

"The Fibergras."

Manufactured under a patent process from a grass which is so
matted as to guarantee its being absolutely waterproof and
insures unusual strength combined with extreme lightness in
weight. Fitted with heavy anchor handles, patent brass snap
lock, two patent clips and leather bound corners. It is really
a most attractive Suit Case. Our price is another attraction.

24 inch Case
\$1.70.

ROBERT TEMPLETON

SHOVELING COAL

into a stove or furnace
will give some heat, but
a ton of coal is soon
done.

A Pair of
**All Wool
Riverside
BLANKETS**

will cost much less and
will last for years keeping
generation after genera-
tion warm and comfort-
able.

W. J. WHELAN,

182 Duckworth Street.
Phone 65.
Windows Cleaned and Polished
in Hotels, Club Rooms,
Schools and Factories. Private
Residences a specialty. At short-
est notice. Carpets Cleaned and
all orders attended to. P. O.
Box 1127.
N.B.—Orders can be left to
Janitor Board of Trade Bldg.
apr27,sep,oct



SELLING OUT AT Bargain Price!

A gentle-driving Black Mare; one
Rubber-Tyre Runabout, almost new,
upholstered in real leather with curv-
ed back; Brass-Mounted Harness, al-
most new; Single-Seated Sleigh, with
high back. Will sell at GREAT BAR-
GAIN for quick sale. Sell horse sep-
arately if wished. Apply at this of-
fice.
oct2,21

16th Annual Meeting of the St. John's Truckmen's Protective Union

will be held in the Longshoremen's
Hall on MONDAY evening next, at
8.15. A large attendance requested.
THOMAS RICE,
Secretary.
oct3,11

Licensing Notice

Applications for Licenses
to sell Intoxicating Liquors
shall be made between the
First and the Fifteenth of
October.

A. W. KNIGHT,
Secretary Licensing Board.
oct3,5

Free GUARANTEED American Silk HOSIERY

We Want You to Know
These Hose.

They stood the test when all
others failed. They give real
foot comfort. They have no
seams to rip. They never be-
come loose and baggy as the
shape is knit in, not pressed in.
They are GUARANTEED for
fitness, for style, for superior-
ity of material and workman-
ship, absolutely stainless, and to
wear six months without holes
or replaced by new pairs free.

OUR FREE OFFER
To every one sending us 50c
to cover shipping charges, we
will send, subject to duty, abso-
lutely free:
Three pairs of our famous
men's AMERICAN SILK HOSE
with written guarantee, any
color, or
Three pairs of our Ladies'
Hose in Black, Tan or White
colors, with written guarantee.
DONT DELAY—Offer expires
when dealer in your locality is
selected. Give color and size
desired.
The International Hosiery Co.
21 Bittner Street
Dayton, Ohio, U.S.A.
sep10,24,11,18



Scientific Dentistry!

It is impossible to obtain bet-
ter fitting or more natural look-
ing TEETH than can be obtained
here.

Teeth extracted free of
pain by our famous
Anaesthetic 25c.
Best Artificial Plates . . . \$12.00
Crown and Bridge Work and
Filling at reasonable prices.
Remember Our New Anaes-
thetic is used solely and exclu-
sively at our offices in the U.S.A.,
Canada and Newfoundland.

Maritime Dental Parlors,
176 WATER ST.—176.
(Opp. Mark Chaplin's.)
jun23,sep,11,18

FOR SALE.

A YOUNG HORSE, about 6 years
old.
A MARE, about 1,000 lbs.
Also
A FEW YOUNG YORKSHIRE
PIGS, ready for delivery.
J. W. CAMPBELL,
ROBINSON'S HILL.
Telephone 286. sep22,oct,11

Unlimited Sale of "Matchless" PAINT!

To the customer who stocks
"Matchless" PAINT,
population marks his only Paint Sales limitation.
No matter whether your store is the finest in a
large city or the smallest in a limited territory,
customers in every station of life will find their
way to your store for the Paint which is to them
the finest and most economical.

THE STANDARD MANUFACTURING CO., LTD.

Fishery Gear!

WE ARE MANUFACTURERS of the GILL
NETS, used by Messrs. Job Brothers & Co. in
the Straits this year. They have been success-
ful at a time when traps had partially failed.
We make them in all sizes to order.

WE ARE MANUFACTURERS of COTTON
DRIFT NETS, such as are used in the North
Sea Herring Fishery. As the catch of Herring
will be interfered with during the war, a good
opportunity occurs for use of these Nets in New-
foundland.

WE ARE MANUFACTURERS of the celeb-
rated STANDARD brand of Herring Nets,
which is universally acknowledged to be the very
best Net on the market. We are now making the
CRESCENT brand Herring Net, which is the
best and strongest LOW PRICED NET MADE.
It is mounted just the same as the Standard Net,
and it is barked for preservation, not merely
dyed like other cheap Nets.

WE ARE MANUFACTURERS of SQUID
TRAPS, which are now legal; we make them
in any size required, to order.

We manufacture TARRED COTTON
LINES, all sizes, for Bankers' use; strong,
durable and easily handled.

We make COD TRAPS, COD SEINES, CAP-
LIN SEINES, ETC., to order, in all sizes.

All the above fishery gear we can strongly
recommend, and we would urge our fishermen
to patronize articles of home manufacture, in
order to give employment, which is so much
needed this year.

COLONIAL CORDAGE CO., LTD.
oct1,8,11,18

Red Cross Line.

INTENDED SAILINGS.
From St. John's S.S. "STEPHAN" Oct3,rd.
Passenger Tickets issued to New York, Halifax and Boston.
FARES INCLUDING MEALS & BERTH ON RED CROSS
STEAMERS—

	FIRST CLASS		2nd CLASS
	Single	Return	Single
To New York	\$40.00	\$70.00	\$18.00
To Halifax	20.00	25.00	9.00
To Boston (Plant Line)	20.00	50.00	18.00
To Boston (D.A.R.)	30.00	50.00	18.00

Connections at Halifax for Boston: (1) Plant Line Saturdays at
midnight. (2) Dominion Atlantic Railway through the beautiful
land of Evangeline to Yarmouth, thence by Boston and Yar-
mouth E. S. Co., Ltd., four times weekly. Luxurious accom-
modation and excellent cuisine by either route. Full particulars
from

HARVEY & COMPANY, LTD.
Agents Red Cross Line.

Anglo-American Telegraph Company, Limited.

REDUCTION OF RATES TO
WEST INDIES.

Effective October first, 1914,
the tariff to Jamaica, St. Kitts,
Antigua, Dominica, St. Lucia, St.
Vincent, Barbadoes, Grenada,
Trinidad, British Guiana is re-
duced to Thirty-Six Cents (36c.)
per word. Deferred rate Eigh-
teen Cents (18c.) per word. The
tariff to St. Thomas and St.
Croix, B.W.I., is made 57 cents
per word.

R. C. SMITH,
General Superintendent.
oct3,31,8,11,17,18

TO LET.

House 118 Pleasant Street.
House on Holloway Street.
House 83a Pleasant Street.
House on Clifford Street.
House, top Pleasant Street.
Land to Lease on Nunery Street.
Land to Lease on Pleasant Street.
F. C. WILLS,
City Terrace, 326 Duckworth St.
oct2,61

FOR SALE or TO LET —

That well situated comfortable Dwell-
ing House, No. 92 Military Road. The
premises are in first rate order and
condition and are fitted with all mod-
ern conveniences. For particulars
apply to the premises to MRS. R. FEN-
NELL. oct3,oct,11

FOR SALE — One General

Purpose Horse, one superior 2 Seated
Wagon with Rubber Tyres, 1 set Car-
riage Harness. Apply to P. C. O'-
DRISCOLL, Exchange Building.
sep28,31,oct

FOR SALE—Two Dwelling

Houses and Shops, situate on New
Gower Street West. For particulars
apply to WOOD & KELLY, Temple
Building, Duckworth Street, sep17,11

TO LET—Dwelling House

No. 12 Maxse Street, fitted with all
modern conveniences; furnace, elec-
tric light, hot and cold water; apply
to GEO. COOK, 20 1/2 Hayward Ave.
oct1,oct,11

TO LET or SELL—Immediate

possession, two Large Modern
Dwellings, in choice residential local-
ity; apply to J. J. McGRATH, Solicit-
or, 263 Duckworth St. jly27,oct,11

SPECIAL OPPORTUNITY

—WANTED—Men and women for or-
ganizing and selling Thrilling Euro-
pean Battle War Book, authentic.
Positively largest salary and commis-
sion paid. Write the JOHN A. HER-
TEL CO., Ltd., 182 Spadina Avenue,
Toronto. sep17,11

TO LET—Dwelling House

No. 34 Freshwater Road, at present
occupied by Mrs. James Black, togeth-
er with the Stable in the rear. For
particulars apply to WOOD & KELLY,
Temple Building, Duckworth Street.
sep10,11

TO RENT — Furnished

House; good central locality; furnace,
electric light, hot and cold water; will
rent for winter months or longer; ap-
ply 41, this office. sep18,11

TO LET—House, 53 Coch-

rane Street; electric light, hot and
cold water; possession given 1st No-
vember. Apply on the premises.
oct2,7,11

TO RENT—Dwelling House

No. 47 Freshwater Road. For particu-
lars apply to WOOD & KELLY, Tem-
ple Building, Duckworth Street.
sep17,11

Help Wanted.

WANTED—A Girl who un-
derstands plain cooking; apply to
MRS. EMERSON (Judge), Ronnie's
Mill Road. oct3,11

WANTED—A Girl who un-
derstands plain cooking; apply be-
tween 8 and 10 p.m. to MRS. JOHN
HARVEY, King's Bridge Road. oct1,11

WANTED—A General Ser-
vant; reference required; apply to
MRS. F. C. SMYTH, King's Bridge Rd.
oct1,11

AGENTS WANTED —
Agents are coming money selling our
big 10c. Packages of 20 Assorted Pos-
tal Cards. "5000 Varieties." "Big
Profits." Sell everywhere at 8c. per
package. Package 10c. Particulars
Free. SULLIVAN CARD CO. 1224
Van Buren St., Chicago, Ill. oct3,11