

EIGHT PAGES TO-DAY,
WEATHER FORECAST.
TORONTO, Noon.—Fresh to
strong S. W. and W. winds,
showers to-night. Tuesday —
strong westerly winds.
ROPER'S Noon.—Bar. 29.52;
ther. 54.

THE "PEOPLE'S PAPER" IS A LIVE DAILY IN A BUSY CENTRE—STUDY ITS NEWSY ADVERTISING.

THE EVENING TELEGRAM.

EIGHT PAGES TO-DAY,
READ BY OVER
40,000 PEOPLE
EVERY DAY.

VOLUME XXXVI

PRICE ONE CENT.

ST. JOHN'S, NEWFOUNDLAND, MONDAY, OCTOBER 5, 1914.

\$3.00 PER YEAR.

NUMBER 230.

REID-NEWFOUNDLAND CO.

Autumn Excursion to Boston!

September 10th to October 17th.

Excursion Tickets will be sold from all points on the Reid-Newfoundland Company's System to Boston.

Good GOING up to October 17th, and good for 30 Days from date of issue.

SPECIAL REDUCED FARES.

Reid - Newfoundland Company.

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.
oct13.21

Lazell's
MASSATTA
A NEW
AND
TOTALLY
DIFFERENT
**TALCUM
POWDER**

Not only softer, smoother, more satisfying
than any other, but distinguished by the
"True Oriental Odor," a fragrance inimi-
table in its subtlety and charm.
In addition to Massatta, we carry a complete
line of Lazell's Famous Specialties, including
the most exquisite Perfumes, delightful Toilet
Waters, soaps, Creams, and Powders of un-
questionable excellence.
At all Druggists, St. John's, Nfld.


Recruits Required FOR THE Newfoundland Royal Naval Reserve!

Recruits are required for
the Newfoundland Royal
Naval Reserve. Suitable
young men from 18 to 25
years of age wishing to en-
roll should apply to the near-
est Magistrate or Customs
Official for a free pass to join
H. M. S. "Calypso". Only
Seamen and Fishermen are
eligible for entry.
A. MacDERMOTT,
Lieutenant-Commander.
oct5.21

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. HEIL
TEL CO., Ltd., 182 Spadina Avenue,
Toronto.
sep27.13

WINDARD'S LINIMENT
CURE FOR RHEUMATISM

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
Verberna Flour.
oct13.21, w.11

GRAVENSTEIN APPLES
are always good, and never better than they
are this season. We have a few of the favor-
ite Sweet Boughs left, and a stock of
splendid Red Apples and Crabs for Preserv-
ing.
New September Cheese just in, small and
large sizes. Prices very reasonable, not-
withstanding the war and numerous taxes.
At EDWIN MURRAY'S Warehouse.
(Wholesale Only)

Red Cross Line.

INTENDED SAILINGS.
From St. John's S.S. "STEPHANO" Oct. 3rd.
Passenger Tickets issued to New York, Halifax and Boston.
FARES INCLUDING MEALS & BERTH ON RED CROSS
STEAMERS:—

	FIRST CLASS	2nd CLASS
To New York	\$40.00	\$20.00
To Halifax	20.00	10.00
To Boston (Plant Line)	29.00	15.00
To Boston (D.A.R.)	28.00	14.00

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 Yarmouth
S. S. Co., Ltd., four times weekly. Luxurious accommo-
dation and excellent cuisine by either route. Full particulars
from
HARVEY & COMPANY, LTD.
Agents Red Cross Line.

Advertise in The Evening Telegram.

Popular Soap!

The popularity of
"Perfection" Soap
is always increasing. More householders are
using it to-day than ever before. We hope that
every grocer in Newfoundland anticipating a
large fall trade is losing no chance of recom-
mending "PERFECTION."
THE STANDARD MANUFACTURING CO., LTD.

Have You Read This?

It is well worth your while, for it is
a delightful story.
Cloth, 50c; if mailed, 52c.
KENNEDY SQUARE
By F. Hopkinson Smith.
Kennedy Square, a place of "birds
and trees and flowers," is both abiding
place and symbol of that small and
charmingly select coterie of aristocracy
in the old South. St. George Wilnot
Temple, "a perfect embodiment of all
that blood had bequeathed him," is
the center of the group portrayed in
this story and at his invitation enters
also Poe at the beginning of the Poet's
prominence. The love of a temperate
youth, born a gentleman, for "the
proudest and loveliest girl on earth,"
furnishes the theme of the tale—a love
tested by pride by a duel by hospita-
lity and by the devotion of faithful
black; a love in the evolution of
which character is deepened and char-
acterized and strengthened.

Dicks & Co., Ltd.

Biggest, Brightest and Best Book, Sta-
tionery and Fancy Goods Store
in Newfoundland.

COAL, COAL

Just landed.
North Sydney COAL.
Also Best Quality
**ANTHRACITE COAL,
Furness, Egg,
Stove, Nut.**
M. MOREY & CO.
Office: Queen Street.
Kear's Liniment Cures Diphtheria.

A. B. C. Guide to The Great War With Map, 30 cts.

War Map of Europe, showing
the war strength of the Armies
and Navies of the nations in con-
flict, 30c.
LATEST FASHIONS.
Weldon's Journal, Oct.
Weldon's Bazaar of Children's
Fashions, Oct.
Harris Dressmaker, Oct.
Spare Moments, latest division,
30c.
Latest Novels, Newspapers and
Magazines.

SPECIAL SALE OF LADIES FALL & WINTER COATS

Latest English and Conti-
nental models.
Prices:
**\$2.85, 3.50, 4.00, 4.15,
4.25, 4.75, 5.15,
up to \$40.00.**
Commencing Saturday,
19th, until further notice,
we will allow a special dis-
count of 5 per cent for cash.
Mail Orders a Specialty.
Open Saturday Nights.
Mars & Co.
Smallwood Building.
(Entrance McMurdo's Lane.)
Phone 696.
sep18.13, w

Newfoundland Postal Telegraphs!

The French Administration announces
that, commencing to-day, October
5th, Deferred Cablegrams will be ac-
cepted anew for transmission on the
French Government lines and cables.
This restores the Deferred Service to
France, Switzerland and Italy.
DAVID STOTT,
Superintendent.
oct5.21

TO LET,—
House 118 Pleasant Street.
House on Holloway Street.
House 33a 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.
oct2.21

**FOR SALE—Two Dwelling
Houses and Shops, situate on New
Covey Street West. For particulars
apply to WOOD & KELLY, Temple
Building, Duckworth Street. sep17.11**

**TO LET—Dwelling House
No. 31 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 LET—House No. 65
Prescott Street. Possession given at
once. Apply R. J. COLEMAN, Mc-
Bride's Hill. aug28.04, t**

**TO LET—House, 53 Coch-
rane Street; electric light, hot and
cold water; possession given 1st No-
vember. Apply on the premises.
oct2.71**

**TO RENT—Dwelling House
No. 47 Freshwater Road. For particu-
lars apply to WOOD & KELLY, Tem-
ple Building, Duckworth Street.
sep17.11**

**Furnished or Unfurnished
Apartments, with Board, wanted by
lady and gentleman; good locality.
Address "BOARD," P. O. Box 244.
oct5.21**

**LOST—On Saturday night,
in the East End, Green Leather Pocket
Book, containing notes, value \$115.
Finder will be rewarded on returning
same to H. SHELTON, care of this of-
fice. oct5.11**

Help Wanted.

**WANTED—A Girl to look
after children, where another girl is
kept; apply to MRS. THOS. GODDEN,
King's Bridge. oct5.31**

**WANTED—Immediately,
A Saleslady; apply with references be-
tween the hours of 2 and 5 in the af-
ternoon. THOS. PEEL, 276 Water St.
oct4.11**

**WANTED—A General Ser-
vant; apply to MRS. CALLANAN, 71
Pleasant Street. oct5.31, lead**

**WANTED—A Girl who un-
derstands plain cooking; apply to
MRS. EMERSON (Judge), Rennie's
Mill Road. oct5.11**

**WANTED—Immediately,
a General Servant; apply between 7.30
and 10 p.m. to MRS. E. D. WATSON,
35 Monkstown Road. oct5.11**

**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, references required; apply to
MRS. F. C. SMYTH, King's Bridge Rd.
oct1.11**