

TEN PAGES TO-DAY.
 TORONTO. Noon.—East Coast
 —Decreasing N. to N.W. winds,
 clearing and cool. Saturday—
 fair. West Coast—Fresh N. to
 N.W. winds, fair to-day and on
 Saturday.
 ROPER'S Noon.—Bar. 29.10;
 ther. 48.

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

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

THE EVENING TELEGRAM.

VOLUME XXXVI. PRICE ONE CENT. ST. JOHN'S, NEWFOUNDLAND, FRIDAY, SEPTEMBER 18, 1914. \$3.00 PER YEAR. NUMBER 216.

REID-NEWFOUNDLAND CO.

Autumn Excursion to Boston.

September 10th to Oct. 7th.
 Excursion Tickets will be sold from all points
 on the Reid Newfoundland Company's system to
 Boston.

Good GOING up to October 7th, and good for
 Thirty Days from date of issue.

Special Reduced Fares.

Autumn Excursion to Montreal.

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

Good GOING from St. John's September 30th,
 October 1st and 2nd, and RETURNING good to
 leave Montreal on October 20th.

One Way First-Class Fare.

REID-NEWFOUNDLAND COMPANY.

Auction Sales?

POSTPONED SALE.
 AUCTION.
 To-Morrow, SATURDAY,
 the 19th inst., at 12 o'clock, at
 Messrs. MEEHAN & CO'S.
 STORE.
 (Water Street.)

132 Pkgs. of TEA.
 Landed in a damaged condition from
 on board the s.s. Stephano. Smith,
 Master, from New York; surveyed and
 ordered to be sold by Public Auction
 for the benefit of whom it may concern.

A. S. RENDELL,
 sep18.11 Notary Public

PUBLIC AUCTION.
 To-Morrow, SATURDAY,
 at 11 o'clock,
 AT THE STORE.

20 brls. Apples, 20 baskets Apples, 30
 bushel bags Turnips, 2 Copper Mast-
 head Lights, 1 Square Body Wagon,
 20 14-lb. boxes Raisins.

M. A. BASTOW,
 sep18.11 Auctioneer.

PUBLIC AUCTION.
 To-Morrow, SATURDAY,
 at 12 o'clock noon, at the
 store of

TESSIER & COMPANY.
74 Barrels FLOUR
 (Some slightly damaged.)

M. A. BASTOW,
 sep18.11 Auctioneer.

ROSSLEY

THEATRE.

England's Cleverest
 Lady Troupe,
**THE 4
 BRITISH BELLES**—4
 Best Singers, Dancers and
 Costumes ever seen here.

To-Night all New Pictures.
**Great Feature, in 2
 Reels—Z. The Grey
 Sentinel.**

Like Father, Like Son, Vita-
 graph,
 The Challenge, Lubin.

MATINEE SATURDAY.

Red Cross Line.

S. S. "Stephano" and S. S. "Florizel."

INTENDED SAILINGS.
 From St. John's. From Halifax. From New York.
 Every Saturday. Every Tuesday (both ways). Every Saturday.
 Passenger Tickets issued to New York, Halifax and Boston.
FARES INCLUDING BERTHS & MEALS ON OUR STEAMERS:
 FIRST CLASS. 2nd CLASS.
 Single Return Single
 To New York \$40 to \$80 \$60 to \$100 \$15.00
 To Halifax 20 to 30 25 to 35 9.00
 To Boston (by Plant Line) . . 29 to 39 51 to 71 18.00
 To Boston (by D. A. R.) . . 30 to 41 51 to 72 18.00
 Boston connections from Halifax: Plant Line Wednesdays
 and Saturdays at midnight or Dominion Atlantic Railway through
 the beautiful Annapolis Valley to Yarmouth, and thence by Bos-
 ton and Yarmouth S. S. Co., Ltd., four times weekly. Luxurious
 accommodation and excellent cuisine by either route.
 Full particulars from

HARVEY & COMPANY, LTD.,
 Agents Red Cross Line.

TO LET.

3 Newly Built Houses on Le-
 Marchant Road, each containing
 5 Bedrooms, Bathroom, Exten-
 sion Kitchen, Dining and Draw-
 ing Rooms, electric lighted,
 plastered throughout and finish-
 ed in modern style. Occupation
 1st November.
 2 Houses in Sudbury Cottage,
 Water Street West, near Leslie
 Street. Nice dwelling locality.
 Occupation 1st November.
 Apply to

Fred. J. Roll & Co.,
 REAL ESTATE.
 SMALLWOOD BUILDING.
 Duckworth Street.

FRESH BUTTER!

"Searston" Tubs, 14 lbs. ea.
 Montreal Boxes, 14 lbs. each.
 Choicest Table Quality.

JAS. R. KNIGHT.
 311 Water Street.



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., 181 Spadina Avenue,
 Toronto. sep17.14

MINARD'S LIVERY CURRIS
 BURNS, B.C.

Good for the Customer!

Poor Paint is a poor purchase for the customer. It
 costs just as much to put it on as the good kind, but it
 won't wear long enough to be profitable. The economi-
 cal, careful man wants the best Paint he can buy. It's
 up to the dealer to sell him Paint that will satisfy his
 ideas of economy.

"Matchless" Paint

never fails to make friends for the dealer.

THE STANDARD MANUFACTURING CO., LTD.

TO LET!

House 118 Pleasant Street.
 House 83a Pleasant Pleasant St.
 Shop on Springdale Street.
 Shop on Pleasant Street.

Land on long lease on Nunney Street
 and Pleasant Street. F. C. WILLIS.
 sep18.11

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.
 sep18.11

TO LET—House No. 39 Military
 Road, fitted with all modern con-
 veniences; at present occupied by Rev.
 Mr. Clayton. For particulars apply to
 MRS. BULLLEY, 41 Military Road.
 sep18.11

TO LET—House No. 65
 Prescott Street. Possession given at
 once. Apply R. J. COLEMAN, Mc-
 Bride's Hill. aug26.eod.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 RENT—Dwelling House
 No. 47 Freshwater Road. For particu-
 lars apply to WOOD & KELLY, Tem-
 ple Building, Duckworth Street.
 sep18.11

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

**THE LADIES' COMMIS-
 SION BUREAU.**—Drop a card and we
 will call for your cast-off clothing.
 P. O. Box 662. sep18.11

\$5 Private Christmas Greeting
 Card Sample Book Free. Solicit-
 ors make five to ten dollars daily.
 BRADLEY-GARRETTSON, Desk G,
 Brantford, Ontario. sep18.10

Help Wanted.

**WANTED—A Good Gener-
 al Servant;** apply to 119a Pleasant
 Street. sep18.11

**WANTED—A Cook or Gener-
 al Servant;** also a Young Widow to
 do housework by the day; apply at
 this office. sep16.3.eod

**WANTED—A General Serv-
 ant;** apply to MRS. W. E. WOOD, Cir-
 cular Road East. sep17.31

WANTED—Girl to do Plain
 Cooking. MRS. CHARLES AYRE,
 Waterford Bridge Road. sep17.31

WANTED—A Smart Boy,
 14 to 16 years of age, to take position
 in Book and Stationery Department.
 AYRE & SONS, Ltd. sep17.31

WANTED TO HIRE—A
 well trained Dog for the shooting sea-
 son; apply to H. DAVIS, care Tessier
 & Co. sep16.31

**WANTED—A Female As-
 sistant for Dry Goods,** one who has had
 at least four years' experience; apply
 by letter only, stating age, where last
 employed and salary required. G.
 KNOWLING. sep15.11

Does It Hurt You to Laugh?

Then don't buy
 "William Adolphus Turnpike"

(by William Banks)
 for there is a smile on every page.
 It is the merriest book of the year—
 a story that will make you laugh no
 matter how "blue" you feel. The price
 is 80c.; if mailed, 52c.

"Trying Out Torchy"
 (by Sewell Ford)

is another book that will tickle your
 risibilities. Torchy, the inimitable,
 the breezy, the laughter-compelling,
 the 100; if mailed, 52c.
 Ask us to send you a copy of either
 (or both), or come in and get them.

Dicks & Co., Ltd.

Received to-day a fresh supply
 of

"HEINZ" Goods,
 LOWEST PRICES.

- Malt Vinegar, per gall.
- White Vinegar, per gall.
- Pickling Vinegar, per bottle.
- East India Chutney, per bottle.
- Peanut Butter, per bottle.
- Prepared Mustard, per bottle.
- Tomato Ketchup, per bottle.
- Mixed Sweet Pickles, per bottle.
- Sweet Midgets, per bottle.
- Sweet Onions, per bottle.
- Stuffed Olives, per bottle.
- Queen Olives, per bottle.
- Tomato Soup, per tin.
- Spaghetti, per tin.
- Mustard Ketchup, per tin.
- Chili Sauce, per tin.
- Tomato Chutney, per tin.
- Mustard Dressing, per tin.
- Grape Jelly, per jar.
- Red Currant, per jar.

J. C. BAIRD,
 Water Street.

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.
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FOR SALE.

500 EMPTY SACKS.

J. W. CAMPBELL,
 ROBINSON'S HILL.
 Telephone 586. sep18.eod.11