

REID-NEWFOUNDLAND CO.

Autumn Excursion to Montreal!

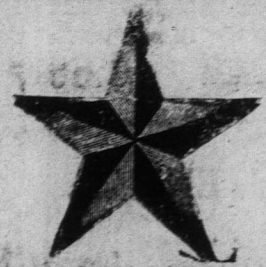
Excursion Tickets will be sold from all points on the Reid Newfoundland Company's system, to Montreal.

Good leaving St. John's Sept. 16th, 17th and 30th, October 1st and 2nd.

RETURNING—For tickets of September 16th and 17th, good to leave Montreal October 5th, and for tickets going from September 30th to October 2nd, good to leave Montreal October 20th.

One Way First-Class Fare!

ROSSLEY



THEATRE.

Greatest Lady Troupe in England.

THE 4 BRITISH BELLES—4

Singers, Expert Dancers and Elegant Costumes.

New Pictures, THE BLACK MASK, in 3 Reels.

One of the most wonderful and thrilling productions ever filmed.

C. C. C.



The Battalion will parade at the Armoury at 8 p.m. on Thursday, 17th. Full kit. Recruits urgently wanted to fill up ranks of No. 1 and No. 2 Companies.

By order O. C.,

J. C. PEREZ, Lieut. & Adj.

sep16,21

FOR SALE!

We hold the agency for a fine Lighting System for town and outports. This system generates its own gas from Kerosene Oil, is perfectly safe and gives a better and brighter light than electricity at only a fraction of the cost.

Owing to the many other lines which we handle we have not time to work this agency properly, but it should prove a fortune to any man with a little spare cash and time to work the city and outports thoroughly.

We offer to transfer the agency and our stock comprising Table Lamps, Shop Lamp, House Lamps, Tanks, Hollow Wire, Tools, etc. (which cost us over \$100), for SEVENTY-FIVE DOLLARS CASH. We also have a list of applicants in the city and outports for particulars re these lamps, many of whom could be turned into customers.

It costs you nothing to investigate. Demonstration arranged.

The Universal Agencies.

127, WATER STREET.

sep16,21

Fall—1914—Styles.

WE announced last week the opening display of our new Fall Coats. From the following description of one or two of the most elegant designs an idea good enough to make you want to see the entire stock can be obtained.

1. Fancy Astrakan Cloth Coat in dark Tango shade, deep collar of rich Velvet, Raglan sleeves with wide armholes, fancy cuffs and pockets and broad, extra low belt effect. (Same style coat in mid. and dark mahogany Brown, Cardinal, Grey, Navy and many pretty mixtures.)

2. Astrakan Cloth Coat in fancy Saxe and Black striped mixture. Round corners, deep collar and cuffs, lined throughout rich Saxe Satin.

3. All styles and sizes of Ladies' Coats in the newest colors and materials.

U. S. Picture & Portrait Co.

Consider Every Move!



It makes a great deal of difference where and what you buy. You can help the whole community by buying goods of Local Manufacture.

Just now we are showing the best lines of Boots from each of the local factories. The makers guarantee their wearing qualities.

Women's.	Men's.
\$2.50	\$3.50
\$2.75	\$4.50
\$2.90	\$5.00
\$2.10	\$3.10
\$1.90	\$2.30

Children's according to size.

Robert Templeton

Alliance Assurance Co., Ltd.

The Right Hon. Lord Rothschild, G.C.V.O., Chairman.
Robert Lewis, General Manager.

Total Assets Exceed \$120,000,000.

Fire Insurance of Every Description Effected.

LEONARD ASH, CARBONAR, Sub-Agent for Carbonar District.

BAINES JOHNSTON & Co.,

Agents for Newfoundland.

J. J. ST. JOHN.

Don't Worry About Prices of PROVISIONS!

We have a little lot of Three Thousand Brs. of Flour to arrive shortly, with Beef, Pork, Jowls and Good Irish Butter; also One Hundred Half Chests Tea, amongst which is a goodly share of our well known

ECLIPSE BRAND at 40c. lb.

J. J. ST. JOHN,

Duckworth St. and LeMarchant Road.

War Literature of Great Interest

The Times' History of the War in South Africa in 2 vols.
Napier's Battles in the Peninsula, 75c.
The Siege of Gibraltar by Drinkwater, 75c.
In the Fighting Days at Sea by Ed. Fraser, \$1.50 for 75c.
War and Peace by Count Leo Tolstoy, \$1.10.
Battles of the British Army, Illustrated, \$1.00.
Deeds of Naval Daring by Ed. Gifford, 30c.
Adventures of War with Cross and Crescent by Gibbs & Grant, 65c.
Life and Battles of Napoleon Bonaparte, 50c.
Our Navy by Archibald Hurd, 20c.
The London of the British Fleet by Ed. Fraser, \$1.50 for 75c.
Nelson and His Captains by W. N. Fitchett, 75c.
Aviation by Claude G. White, 30c.
The Romance of Aeronautics by Chas. C. Turner, \$1.50.
Our Sailor King by A. A. Smith, 65c.
The Battle of Waver and Grouchy's Retreat by Hyde Kelly, \$2.50 for \$1.25.
Hurrah for the Life of a Sailor by Admiral Sir Wm. Kennedy, 65c.
Patriotic Songs, a Book of English Verse by Arthur Stanley, \$1.50 for 90c.
Blucher and the Uprising of Prussia Against Napoleon by Ernest F. Henderson, \$1.50.
The Life of Nelson by G. Callender, B.A., 75c.
The Life of Napoleon I. by J. Holland Rose, \$2.00.
The Life of Admiral Lord Collingwood by W. Clark Russell, 90c.
Hutchinson's History of the Nations, to be published in 50 fortnightly parts, 20c. per part. Vols. 1 to 15 in stock.

GARLAND'S BOOKSTORES,
177 and 393 WATER STREET. ST. JOHN'S

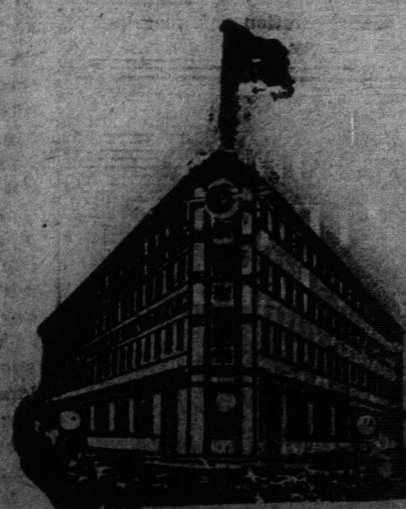
The Elite Tonsorial Parlour,

Prescott Street, near Rawlin's Cross,

F. ROBERTS, Proprietor,

Has just installed the very latest appliance in Electric Massage Machine for face and hair. Also we carry a full line of Cigars, Cigarettes, Tobaccos, etc.

OPEN EVERY NIGHT TILL 11 P.M.



THE BIG Furniture Store.

Bamboo, Rattan and Wicker Goods.

An immense shipment just received. CHAIRS, ROCKERS, TABLES, FERN STANDS, CAKE STANDS, UMBRELLA STANDS, CLOTHES BASKETS, MUSIC RACKS, WHATNOTS, MAGAZINE STANDS.

Visit our Showroom and see this splendid display of goods.

CALLAHAN, GLASS & CO

Duckworth & Gover Streets.

Gravenstein Apples!

We have a large shipment of

No. 1 Gravenstein Apples

on board s.s. Stephano, due Thursday forenoon, and are offering them at ridiculously low prices. Get a barrel or two—or more—NOW. They are dirt cheap.

F. McNAMARA, Queen Street.

sep15,21

No Need to Worry!

You will have no trouble to make your selection from our New Stock of

Ladies' Fall & Winter Coats

which we are now showing. All newest and most up-to-date styles and made of thoroughly reliable materials in all the leading shades. Our prices are the lowest.

William Frew

Keep out the Cold with a

"Barler" Oil Heater.

They are a source of comfort in the home, giving the greatest amount of heat with the smallest consumption of oil.



BOWRING BROS., Ltd.

Hardware Dept.

Over 40,000 People Read The Telegram