

TEN PAGES TO-DAY.
WEATHER FORECAST.
 TORONTO, Noon.—Light W.
 moderate winds, fine to-day and
 on Saturday with a little high-
 er temperature.
 WOPERS, Noon.—Bar. 29.70;
 ther. 70.

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, AUGUST 28, 1914.

\$3.00 PER YEAR

NUMBER 198.

REID-NEWFOUNDLAND CO.

Humbermouth--Battle Harbor Service!

S.S. "MEIGLE"

Leaves Humbermouth every Wednesday on arrival of Express Train from St. John's and Port aux Basques.

HUMBERMOUTH
 CURLING
 LARK HARBOUR
 YORK HARBOUR
 TROUT RIVER

BONNE BAY
 ROCKY HARBOUR
 COW HEAD
 PARSONS' POND
 DANIEL'S HARBOR

PORT SAUNDERS
 HAWK'S HARBOUR
 OLD PORT AU CHOIX
 BARTLETT'S HARBOUR
 NEW FERROLE

BRIG BAY
 CURRENT ISLAND
 FLOWER'S COVE
 BONNE ESPERANCE
 SALMON BAY

ISLE-AU-BOIS
 BLANC SABLON
 BRADORE
 FORTEAU
 LANCE-AU-LOUP

WEST ST. MODISTE
 RED BAY
 CHATEAU
 HENLEY HARBOUR
 PLEASURE HARBOUR

CHIMNEY TICKLE CAPE ST. CHARLES BATTLE HARBOUR

Reid-Newfoundland Company.

REID-NEWFOUNDLAND AUCTIONEER

Auction--FARM!

POSITIVE SALE

At the Office of the undersigned on Saturday, August 29th, at 11 a.m., all that Farm belonging to the Estate of the late Richard Kelly and situate on the old road leading from St. John's to Bay Bulls, together with Dwelling House, 2 Barns and Outhouses thereon. Possession December 31st, 1914. The Farm contains 10 1/2 acres of cleared land and about 3 1/2 acres of wooded land. Plan of which from St. John's office.

P. C. O'DRISCOLL,
 Auctioneer and Administrator of above Estate
 aug23,14

The S. A. College

Re-Opens

TUESDAY

September 1st.

aug23,14

Fred. J. Roil & Co.,
 REAL ESTATE.
 SMALLWOOD BUILDING.
 Duckworth Street,
 St. John's, Newfoundland.
 P. O. Box 1210.

HOUSES TO LET
 HOUSES TO RENT
 LAND FOR SALE
 FARMS FOR LEASE
 SUBURBAN PROPERTY
 BUILDING LOTS
 LOANS NEGOTIATED
 MORTGAGE INVESTMENTS
 INTEREST COLLECTED
 RENTS COLLECTED
 aug27,14

ROSSLEY



THEATRE.

Grand Change of Programme.
 Irish Farce Comedy,
 "OH, YOU'LL FIND OUT!"

ALL NEW PICTURES.
 The Half Breed's Way—Drama, western.
 The Pirates—Drama; great novelty film.
 A Shocking Job—Comedy.
 The Test—Social drama.
 Latest Graphic.

Monday—Mrs. Rossley's pupils in Real Living Pictures; a drama without words. A beautiful novel act.

Carry your own

Which Brand?

When you have wisely decided to concentrate on one brand of Laundry Soap as the surest and quickest way to make profitable headway in that department, the question arises, "Which brand?" The brand which your customers will buy most of is the logical answer. And depend upon it that brand is

"Perfection."

THE STANDARD MANUFACTURING CO., LTD.

We advise you to get a sack of the famous "Irish Cobbler" Potatoes for household use at

EDWIN MURRAY'S.

Fresh Fruit
New Vegetables
Fresh Poultry

ELLIS & CO.,
 Limited,
 203 Water St.

Fresh New York Turkeys.
 Fresh New York Chicken.
 Fresh New York Ducks.
 Fresh N. Y. Corned Beef.

FRESH SALMON.
 FRESH HALIBUT.
 FRESH COD.

New Cauliflower.
 New Green Peas.
 New String Beans.
 New Potatoes.
 Ripe Tomatoes.
 Fresh Celery.
 Carrots, Turnips.
 Onions, Beetroot.
 Cucumbers.

AMERICAN BEAUTY BUTTER.
 1 lb. blocks.
BLUENOSE BUTTER.
 5lb. tins & 2 lb. blocks.

California Oranges.
 Messina Oranges.
 Palermo Lemons.
 Bartlett Pears.
 Blue, Green, Yellow Plums.
 Cantaloupes.
 Ripe Bananas.
 Watermelons.

Grape Fruit.
 Ripe L. C. Peaches.
 Dessert Apples.
 Cooking Apples.
 Almeria Grapes.

SWIFT'S PREMIUM HAMS and BACON.

Remember our Telephones, 482 and 786.

FOR SALE!

At a Bargain, either completely or in separate lots, the following exhibition and utility fowl from best imported stock, all in the best condition: Three Ancona Hens and Cock, one year old only, beautifully mottled and splendid layers, directly imported (New York). Also Pullets and Cockerels bred from same stock. Also 8 S. C. W. Leghorns, one year old, splendid layers (Dr. W. Young's strain). Also a number of Indian Runner Ducklings of splendid laying qualities, fully matured (Dr. C. J. Edgar, Quebec). The whole lot will be sold at a bargain. Information given at this office. aug23,14

TO LET—The Northern
 End of the Double Dwelling House known as the "Maples," 221 LeMarchand Road, containing eleven rooms; heating and all modern improvements, with garden and outhouses. Possession 31st October. For particulars apply to D. J. BARRON. aug26,14

TO LET—Vimiera Cottage.
 29 King's Bridge Road, 8 rooms and bathroom, electric light throughout, both coal and gas cooking. Hot water heat. APPLY TO PERCIE JOHNSON. aug23,14

TO LET—House No. 65
 Prescott Street. Possession given at once. Apply R. J. COLEMAN, McBride's Hill. aug26,14

TO LET or SELL—Immediate
 possession, two Large Modern Dwellings, in choice residential locality; apply to J. J. McGRATH, Solicitor, 263 Duckworth St. jly27,14

TO LET—House on Holloway
 Street; House on Pleasant St.; House on Clifford St.; Shop on Pleasant St. P. C. WILLS, City Terrace, 326 Duckworth St. aug24,14

\$5 Private Christmas Greeting
 Cards sample book free. Solicitors make five to ten dollars daily. BRADLEY-GARRETTSON, Desk G, Brandford, Ontario. aug24,14

ECONOMIZE!

We are prepared to fill orders for High-class Office Specialties—Filing Cabinets, Desks, Bookcases, etc., at a price hitherto unheard of in this country. We absolutely guarantee to save you money on any Office Specialties you may require and to supply goods of the highest quality. Let us know your requirements.

IN STOCK:
 Full supplies of Typewriter Carbon and Ribbons, Manifold Paper and Brush Tube Office Paste. (This latter is an ideal thing for mounting photographs).

Newfoundland Agency for the Yost Typewriter—the machine for beautiful work.

The Universal Agencies,
 137 Water Street.

TELEPHONE 60.
 aug26,14

FRESH BUTTER!

"Searston" Tubs, 14 lbs. ea.
 Montreal Boxes, 14 lbs. each.

Choicest Table Quality.

JAS. R. KNIGHT,
 311 Water Street.

Received to-day a fresh supply of

"HEINZ" Goods,
 LOWEST PRICES.

Malt Vinegar, per gallon.
 White Vinegar, per gallon.
 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 Pickles, 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.

ELECTRIC LIGHT

wherever you go. Avoid the uncertainty and danger of matches, oil lamps and candles. Eliminate the inconvenience of groping about in the dark. Get an

EVER READY

Flashlight

and have a safe, bright, dependable electric light always at your service.

FOR

Outings
 In the Garage
 At Home
 In Camp
 In the Stable
 On the Farm
 In your Motor Boat or Car

The Ever Ready Flashlight comes in mighty handy. We stock Genuine Ever Ready Lamp in 4 sizes; also extra Refills and Bulbs.

Garrett Byrne,
 Bookseller & Stationer.

S. S. "FLORIZEL"

will sail for

Halifax & New York

TO-MORROW,
SATURDAY, at 11 a. m.

HARVEY & Co.

Dr. A. F. PERKINS,
 Dentist.

All branches of Dentistry carefully and skillfully performed. Special attention given to Crown and Bridge work and the construction of Artificial Plates.

Office:
216 Water Street
 (over T. J. Duley & Co.)
 jun1,14 Telephone 38.

MINARD'S LINIMENT CURE'S
 DISTEMPERS

J. C. BAIRD,
 Water Street.

MINARD'S LINIMENT
 CURE'S GABGET IN COWS.

SALT AFLOAT

Just arrived per s.s. Damara a cargo of

Torreviga Salt

Highly recommended as the best and purest Salt for fishery purposes. Lowest market prices.

M. MOREY & CO.
 Office: Queen Street.

The Methodist College

RE-OPENS

TUESDAY, September 8th.

STUDENTS

Will be received at the Home on Sept. 7th.

FOR SALE.

Building Lots situate on the Sand Pitts Road, south of the old Railway Track. These freehold Building Lots are for sale at a reasonable price.

For further information and particulars apply to

MORISON & HUNT,
 Solicitors.
 jly17,14

MINARD'S LINIMENT CURE'S
 GUMS, ETC.

Help Wanted.

WANTED—Room, with
 Board, for two Gentlemen; central locality. Address "B," this office. aug27,14

WANTED—A General Servant
 apply to MRS. R. F. HORWOOD, 175 LeMarchant Road. aug28,14

WANTED—Immediately,
 a Housemaid; apply to MRS. FRISBAYRE, "Northview," Circular Road. aug28,14

TEACHER WANTED for a
 three months' school at Snook's Arm immediately; apply REV. S. WILLIAMS, LaSalle. aug24,14

WANTED—Teacher for
 School at Shoe Cove Bight. Salary \$140.00. Apply REV. S. WILLIAMS, LaSalle. aug18,14

MINARD'S LINIMENT CURE'S
 BURNS, ETC.