

HARVEY'S NO. 1.

Our No. 1 Bread is now being made only from

Very Best Pure White Flour.

When purchasing your fall supplies ask for Harvey's No. 1.

A. HARVEY & CO., Ltd.

Oct 28, 1915

Ladies' Hats. Fall Styles

Just a very choice selection of Hats. The season's smartest models. No two alike. Small, snugly-smart hats for stormy, windy days and all-round wear. Beautiful models in Velour, Velvet and clipped Beaver for smart occasions. In short, Hats that are exclusive in style to suit all types.

We have a fine assortment of Untrimmed Hats in very stylish shapes.

See the "Hats that are different" in our Ladies' Department.

SPECIAL!—A discount of 20 per cent. is allowed off the price of all Trimmed Hats.

U.S. Picture & Portrait Co.,
ST. JOHN'S.

Libby's



Bouillon Cubes,
the most popular and nourishing cold weather drink. A Cube makes a capital.

Sold by all Grocers.

TESTIMONIAL!

The White Clothing Mfg. Co., Ltd. Oct. 15th, 1915.
GENTLEMEN—We received your bill and the 55 Suits O.K. and let me congratulate you and the working people on the workmanship of the clothes.
I inspected the Suits and they were done to the "point." You can show this letter to your workmen as they deserve it. I just came from the States and I consider the style and fit wonderful, and we can assure you that as long as we receive work as good as these you can be assured of our trade.
Hoping you will do all of our work like this, and thanking you very much,
I am, respectfully yours,

We received the above testimonial from one of our most particular outport merchants. We value his opinion and pass it on to our many customers.

Testimonies like the above have helped us to overcome the many difficulties essential to the starting of a new industry.

WORKMANSHIP AND VALUE
have been the main driving points in forcing us to the front after four months' operation as the
LEADING CLOTHING MFG. INDUSTRY OF N.F.L.

THE WHITE CLOTHING MFG. CO., LTD.

June 6, 1915

NOTICE!

We personally attend to the sale of Codfish, Cod Oil, Salmon, Herring, etc. Will guarantee the highest market price with the most satisfactory results. Returns on all shipments made promptly. Consignments solicited.

P. J. SHEA,

Broker & Commission Merchant.
Office: 814 Water Street. Wharf: Cliff's Cove.

TO-NIGHT! TO-NIGHT! Casino Theatre!

THE SUPREME FAVORITE,
GLADYS KLARK
and her associate players,
Presents Lizzie Evens' great success,
"COSY CORNERS,"
The beautiful 4 Act Pastoral Drama by
Pauline Phelps and Marion Short.
Matinee every Wednesday and Saturday. Seats on sale at Chesman's.



WINDSOR.
The most beautiful
spectacle frame in
America.

"Windsor's" are the universal choice of those who require a stylish yet comfortable spectacle frame. The broad temples with the specially constructed comfort cable ends, make the wearing of these glasses a real pleasure. Fitted with a pair of Tonic lenses ground to your particular need, you have the utmost in spectacle perfection.

Also supplied in Eye Glasses.

T. J. Duley & Co.,

The Reliable Jewellers and Opticians,
St. John's, N.F.

500 BARRELS

Atlas Portland Cement.

Lowest Prices.

A. H. Murray & Co., Limited,
St. John's.

J. J. ST. JOHN.

JUST THINK!
Two Barrels of Good Beef for the price
of one Barrel Pork.

Another lot of 100 barrels now landing, same as the last Beef, which sold like hot cakes. Same price, \$32.00 barrel.

The best brands of White Flour, Oats, Bran, Corn and Cattle Feed.

J. J. ST. JOHN,

126 and 128 Duckworth Street.

Go To 197 Water Street

For Guaranteed Quality Service and
Satisfaction in

Everything Optical.

R. H. Trapnell, Ltd.,
The Eyesight Specialists.



Make a friend for life by persuading him to buy Henley's

"Twentieth Century Book of Recipes."

The greatest book ever offered to the public.

1919 edition just ready.

Henley's Twentieth Century Book of Recipes, Formulas and Processes.

10,000 Trade Secrets, Chemical Processes, Scientific Formulas.

How to make everything for the Home, the Factory and the Workshop.

THIS IS THE BOOK every one who seeks Practical, Accurate Knowledge and Guidance in his everyday work must have at his command.

Price \$4.00.

**Garland's
BOOKSTORE,**

177-9 WATER STREET,
ST. JOHN'S.

BRICK!

NOW LANDING

100,000

RED BRICK.

H. J. STABB & CO.

JUST RECEIVED,
a shipment of

**GOLDEN
PHEASANT
TEA.**

M. J. O'Brien,
42 New Gower St.

Insure with the

QUEEN,

the Company having the largest number of Policy Holders in Newfoundland.

Every satisfaction given in settling losses.

Office: 167 Water Street.
Adrain Bldg. P. O. Box 782.

Telephone 658.
QUEEN INS. CO.,
GEORGE H. HALLEY,
Agent.

Get Our Low Price
for

Cheese,

September make.

BAIRD & CO'Y.
Phone 438. Water St. E.

Reid-Newfoundland Company.

General Shopping Excursion and Newfoundland Poultry Exhibition, St. John's, Nov. 26th, 27, 28th.

Excursion return tickets on sale for the above Exhibition, good going from Monday, November 24th, to Thursday, November 27th, and good returning up to and including Monday, December 1st.

Reid-Newfoundland Company.

Get Our Quotations

—ON—

Gunpowder, Shot and Ammunition.

The Direct Agencies, Ltd
Wholesale Only.

Windsor Patent

for better bread.

YOUR
GROCER
HAS IT.



No Matter How the Fire
is Caused

If you're not insured, you're a loser. Take time to see about your policies. We give you the best companies and reasonable rates.

PERCIE JOHNSON,
Insurance Agent.

Forty Years in The Public
Service—the Evening Telegram

TWELVE PAGES TO-DAY

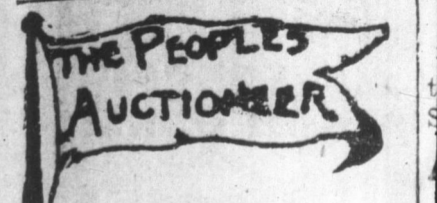
WEATHER FORECAST.

TORONTO, Noon.—Fresh N. W. winds, fair. Wednesday—Moderate winds, fair.
ROPER & THOMPSON.—Bar. 30.22; Ther. 45.

VOLUME XLII

ON THE S AND TO A

Auction Sales!



AUCTION.

At the residence of
W. A. ELLIS, ESQ.,

98 Military Road,

To-Morrow, Wednesday

12th inst., at 10.30 o'clock,

Superior Household Furniture and Effects, consisting of:

Drawing Room—1 superior upright piano (made by Ernest A. Tonk) and stool, 1 mahogany framed drawing room suite, consisting of 1 settee, 1 arm chair, 1 rocker and 2 occasional chairs, covered in figured silk and extra cretonne covers; 1 inlaid mahogany drawing room cabinet with mirror back; 1 bamboo cabinet with mirror doors; 1 bamboo centre table, 1 do. flower stand, 1 Italian rocker, 1 extension brass piano lamp, 1 axminster carpet square, 13 x 15, in perfect condition; 1 set brass fire irons, rest, 1 brass and iron curb, 1 coal box, 1 folding screen, 1 large velvet pile hearth rug, 9 velvet pile door mat, 6 large cushions, 1 fern stand with large copper flower pot, 3 small do., lot superior ornaments and pictures.

Dining Room—1 dining room suite, consisting of 1 superior quartered oak sideboard with bevel plate mirror; 1 quartered oak extension dining table with 5 leaves, 6 quartered oak dining chairs with leather seats, 1 quartered oak framed couch, tapestry covered; 1 quartered oak centre table, 1 inlaid walnut bookcase and lot of books, 1 large bevel plate mirror overmantel, mahogany frame, size 2½ x 3½; 1 bamboo framed overmantel, with bevel mirror; 2 large ornaments (boy and girl), 1 eight day clock, 1 wooden coal box, 1 billet box, 1 brass and iron curb, lot of winter curtains, 1 axminster carpet square, 12 x 12; 1 large hearth rug, 1 set of sport pictures (prints), dog, gun and birds; 1 large picture Robert Burns "Dearest Master"; 1 part dinner set and lot of other chinaware, lot Rodgers cutlery; silver spoons (D. & A. and E. P. silver), forks, knives, carving sets, etc., 1 filter, 1 carpet sweeper, 22 heavy brass stair rods, 15 oval shaped do.

Hall—Lot new linoleum, 2 rubber mats, 1 cocoon do., 2 tortoiseshell, 1 hall stand, cherry wood, with mirror; 1 umbrella stand, 2 gents' bicycles, English make; 1 gun rack, 1 rifle, 2 caribou heads, pictures, 2 hall chairs, 2 step ladders, 1 "White Mountain Grand" refrigerator, linoleum on top hall.

No. 1 Bedroom—1 white enamel and brass double bedstead, 1 wire and 1 Ostermoor mattress, 1 new mission oak desk, 4 new do. chairs, 1 axminster carpet, 1 hearth rug, 1 large "bear" sleigh robe.

No. 2 Bedroom—1 double brass and iron bedstead, 1 wire and 1 half mattress, 2 feather pillows, 1 bolster, inlaid linoleum, 1 bookcase and books, 1 smoker's table.

No. 3 Bedroom—1 bedroom suite, consisting of handsome quartered oak wardrobe with bevel plate mirror, 1 quartered oak dressing case, 1 quartered oak enclosed washstand, 3 oak bedroom chairs with cane seats, 1 small rocker; 1 ¾ white enamel and brass bedstead, 1 wire and 1 wool mattress, 3 feather bolsters, 1 brass electric reading lamp, 1 large wooden coal box, ornaments, 1 carp square, wool, lot carpet felt.

Maids' Room—1 large iron bedstead, 1 wire and 2 health mattresses, 1 dressing case, 1 washstand, 1 boot cabinet, 1 oil heater, new linoleum.

Spare Room—Inlaid linoleum, 1 chest drawers, 2 chairs, 2 ships' models, 1 dog sled.

Kitchen—1 "Kootney" cooking range, in good condition; 1 large kitchen table, 2 chairs, lot cooking utensils.

P. C. O'Driscoll, Ltd.,
nov11,11 Auctioneer.

AUCTION.
On Wednesday, 12th inst

at 12 o'clock,
at the premises of

Messrs. C. F. Bennett & Company

182 Barrels RED TROUT.
119 Barrels WHITE TROUT.
176 Barrels MIXED TROUT.
7 Barrels TROUT (not described).
3 Tierces TROUT (not described).
1 Tierce SALMON.
434 Quintals CODFISH.
2200 Pairs SKIN BOOTS.
Ex S. S. Harmony from the Moravian settlements.

A. S. Rendell & Co., Ltd.,
nov10,11 Auctioneers.