

TEN PAGES TO-DAY.
WEATHER FORECAST.
 TORONTO, Noon.—Fine to-day followed to-night and Sunday by fresh to strong S. W. winds and showery.
 ROPPER'S, Noon.—Bar, 29.80; ther. 65.

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

THE EVENING TELEGRAM.

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

VOLUME XXXVI

PRICE ONE CENT.

ST. JOHN'S, NEWFOUNDLAND, SATURDAY, OCTOBER 10, 1914.

\$3.00 PER YEAR.

NUMBER 235.

USE BUFFALO FLOUR.

Sold at **BOWRING'S** Retail Store.

BUILDING LOTS!

FREEMOLD.
 Hamilton Street
 New Town Road
 Barnes Road, King's Road
 Queen's Road, Circular Road
 Fleming Street, Allandale Rd.
 Blackmarsh Road
 Cornwall Avenue
 Topsail Road, Cockpit Road
 Mandy Pond Road
 Maxse Street.
 For particulars apply to
Fred. J. Roil & Co.,
REAL ESTATE.
SMALLWOOD BUILDING,
 Duckworth Street.

SKINNER'S MONUMENTAL ART WORKS

(Etab. 1874.)
 229-333 Duckworth St.,
 St. John's, Nfld.



Headstones and Monuments in great variety. Any price and any size. Send post card for Catalogue of photo designs and price list. Cemetery Decorations attended to. Genuine stone sockets supplied with all headstones.



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 enrol should apply to the nearest 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.
 oct15,51

An Intelligent Person may earn \$100 monthly corresponding to newspapers. No canvassing. Send for particulars. Press Syndicate #1713

PRIME FAT CATTLE!



AUCTION.
 On **MONDAY NEXT**, at 12 o'clock, on the wharf of
GEO. NEAL
 20 Head **PRIME FAT OXEN & COWS.**
 1 **SPRINGER.**
 26 **FAT SHEEP.**
 Ex s.s. Morwenna from P. E. I.
 3 boxes **SUPERIOR FOWLS.**
 1 **BLACK HORSE.**

AYRE & SONS
 sells DICKESON'S TEA
W. E. BEARNS
 sells DICKESON'S TEA
BISHOP, SONS & CO
 sells DICKESON'S TEA
BOWRING BROS.
 sells DICKESON'S TEA
T. J. EDENS
 sells DICKESON'S TEA
A. D. RANKIN & CO.
 sells DICKESON'S TEA
ROYAL STORES, LTD.
 sells DICKESON'S TEA
 "Buy it, try it—that's the test, of all the Teas it is the best."
Dickeson's Tea
Is The Best Tea.
 "The beverage of the Old Country."
 Wholesale from
The Universal Agencies.
 127 WATER STREET.
 oct10,ead,tf

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 recommending "PERFECTION."
THE STANDARD MANUFACTURING CO., LTD.

What Shall We Drink?

Cocoa is the most healthful beverage that there is. We are always reading warnings from medical men regarding the danger of using tea and coffee, but they never warn us against cocoa. There are, however, degrees of purity in cocoa as in other foods. At the head of the list stands Cleveland's, made by a process used by the early Dutch settlers in America.
 Cocoa is the most healthful drink there is. Cleveland's is the purest, most nutritious, most delightful Cocoa there is. Try it. One tin means many more.

Cleveland Trading Co.,

oct10,11 St. John's.
SPECIAL OPPORTUNITY
 —WANTED—Men and women for organizing and selling Thrilling European Battle War Book, authentic. Positively largest salary and commission paid. Write the JOHN A. HERTEL CO., Ltd., 182 Spadina Avenue, Toronto. sep17,1m

FOR SALE OR TO LET—

That well situated comfortable Dwelling House, No. 92 Military Road. The premises are in first rate order and condition and are fitted with all modern conveniences. For particulars apply on the premises to MRS. R. FENNELL. oct13,ead,tf

TO LET or SELL—Immediate possession, two Large Modern Dwellings, in choice residential locality; apply to J. J. McGRATH, Solicitor, 263 Duckworth St. oct13,ead,tf

TO LET—Furnished House

with modern improvements, situate on car line; apply at this office. oct18,th,tf

TO LET—Dwelling House

No. 84 Freshwater Road, at present occupied by Mrs. James Black, together with the Stables in the rear. For particulars apply to WOOD & KELLY, Temple Building, Duckworth Street. sep10,tf

TO LET—A Suite of Offices

at present occupied by Mr. George Knight; possession Nov. 1st; apply to U. S. PICTURE & PORTRAIT CO. oct19,tf

TO RENT—Dwelling House

No. 47 Freshwater Road. For particulars apply to WOOD & KELLY, Temple Building, Duckworth Street. sep17,tf

TO LET—Furnished House

or Rooms, fitted with all modern conveniences; good locality; apply at this office. oct17,3,10,15

WANTED—One or two Gentlemen

can be accommodated with Board and Lodging, either double or single bedroom; comfortable home; hot and cold water baths. Terms moderate. Apply 51 Cochrane Street. oct19,31

STRAYED—From Topsail Road, a White and Red Setter Dog;

owner's name on collar. Finder please communicate with A. S. BREMNER, Bowring's Coastal Office. oct19,tf

LOST—Yesterday morning, on Pleasant Street, a Valuable Rhinestone Hat Pin and a Silver Topped one.

Will the person who picked them up kindly oblige by returning same to this office. oct10,11

LOST—Last night, between Rossley's Theatre and Long's Hill, by way of Henry Street, Bulley Street and Long's Hill, a Lady's Silver Watch and Fob. Finder please return to this office. oct19,21

LOST, STOLEN or STRAYED—From Torbay, a Black Setter, answering to the name of "Shot".

Finder will be rewarded on leaving same with R. CROWE, Torbay. oct19,31

Help Wanted.

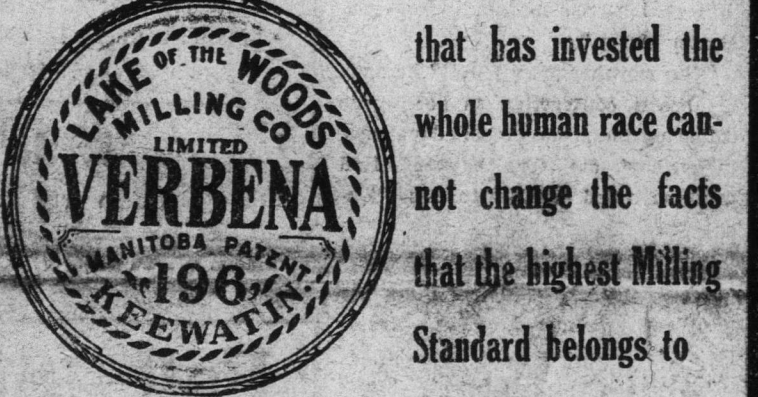
WANTED—A General Servant; apply to MRS. CHAS. CROSS, Masonic Terrace. oct10,31

WANTED—A Housemaid; references required; apply to MRS. W. D. REID, Circular Road. oct17,tf

AGENTS WANTED—Agents make 500 per cent profit selling "Novelty Sign Cards." Merchants buy 10 to 100 on sight. 800 varieties. Catalogue Free. SULLIVAN CO., 1234 Van Buren St., Chicago, Ill. oct10,11

WANTED—An Apprentice for the Coopering Trade; one with some experience preferred; apply to W. GEARY, Patrick St. oct10,11

The most costly war



that has invested the whole human race cannot change the facts that the highest Milling Standard belongs to
Verberna Flour.
 oct10,s,m,w,tf



She's well satisfied if we judge by her smile. She's just left our office and is willing to prove that our
FINE DENTAL WORK
 has improved her looks and wasn't too heavy on her purse. Same service for all up-to-date methods—work that lasts. Why not have your teeth looked over to-day?
 Costs nothing if nothing is needed.

A. B. LEHR (The Senior Dentist) 203 Water Street oct10,s,tu,th,tf



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

COAL, COAL
 Just landed.
North Sydney COAL.
 Also Best Quality
ANTHRACITE COAL,
 Furnace, Egg,
 Stove, Nut.
M. MOREY & CO.
 Office: Queen Street.

See Our Window

FOR THE
**Famous
 "North Star"
 Watch.**
 Sent to any address in the Island.
 Guaranteed for three years. Price:
\$2.00.
Joseph Roper.

FREW'S GREAT FALL SHOWING.

Now showing, our New Fall and Winter stock of
 LADIES' COATS in leading styles.
 LADIES' COSTUMES in Black, Navy and Tweed.
 LADIES' HATS, Ready-to-Wear and Untrimmed.
 Also NEW FURS, PUR SETS and MUFFS.
 It will pay you to see our stock.

William Frew

Advertise in The Evening Telegram

Telegram Ads. Bring Results