## TEN PAGES TO-DAY

 the "peoples paper" is a live daily in a busy centre-study its newsy apvertising. w- ten pages to-dat $]$
## THE EVENING TELEGRAM. for latest WAR NEWS <br> VOLUME XXXVII. <br> PRICE ONE CENT. ST. JOHN'S, NEWFOUNDLAND, SATURDAY, OCTOBER 23, 1915. <br> $\$ 3.00$ PER YEAR. <br> NUMBER 244. <br> FUSE BUFFALO FLOUR!

Sold at BOMVRINGS' Retail Store.



Postponed Auction! The Auction of Grace Build: ing as advertised has been nost
poned to tuesday, 26 th inst, poned to Tuesday, 26 th inst., at
12 o'clock noon. $^{\text {n }}$.
P. C. ODRISCOLL, $\underset{\text { oct2,10i,eod }}{\text { P. C. O'DRISCOLL, }}$ Auctioner On account of whom it may
AUCTION. On Monday, the 25 th inst., Slattery's Dry Goods Store,

## 1 Bạle of Shirting





## Apples! Apples!

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GRAVENTEENS,
EMPERORS,
BLENHEIMS BLENHEIMS,
 M. A. BASTOW,

anz,
C. C.


NFID. HIGHLAT DETS. ORDRR 0. . C.

 S15 WEEK \& EXPENSES


|  | Ring up, write oo <br> Laun <br> when next you requi done. <br> EXPERT WORK LATEST MACE PROMPT SERV Globe Steam Co., Limit |
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SALE
Houses.

Don't be careless and sim
ply ask for Whisky.

House of Lords, 10 Years Old
J. C. BAIRD.

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Paint for Inside Use
In addition to our regular. Matchless White Paint, which has a glo
make an

## Inside Matchless White

 which is particularly suitable for interior decoration. It has a pure white, dull, flat finish andwill not turn yellow, and gives a refined appearance to the rooms.

The Standard Mig. Co., Ltd.


| "WESTERLAND." <br> REDUCTION SALE OF FINELY BRED HORSES <br> AND COLTS, NEWFOUNDLAND YOUNG BULLS. <br> •FLAPPER"-Excellent Young Driving or Saddle Mare, bay color, about 1100 lbs <br> "GINGER"-Old Brood Mare . . . . . . . . . . . 3 months old Bay Colt . . . . . . . . . "PRINCESS"-Dark Brown Pony, 8 years old <br> Rubber Tired Govern Pony Single Sleigh . <br> Rubber Tired Surrey ........ Rubber Tired Cut-under Buggy Rubber Tired Two-Wheeler . <br> 1 Box Cart .. $\qquad$ |
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## Harold Macpherson.






|  |  | an hour. All day long the brillant |  |
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| Copr-Triunge of Death - |  |  |  |
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## This Date in History. 

Zeppelins Kill 11 Canadians in
Raid on England Raid on England.


WOMAN CRIED
Suffered Everything UntilRe
stored to Health by Lydia stored to Health by Lydia
E. Pinkham's VegetaE. Pinkham's Vegeta-
$\qquad$


See Our Window Display 5 Circular and Pit Saws,
Wood and Iron Planes, Chisels, Oil Stones, Gauges, Levels, Braces and Bits, Shoe Lasts, Locks and Hinges, Paints, Oils,
Varnishes, Brushes, Grindston Glass, Felt, Naifs, Cross Cut Saws, Muskrat, Fox, Otter \& Bear Traps, Single \& Double Barrel Muzzle-Loa ing Guns,
Powder, Shot and Gun Caps Single and Double Barrel Breech
Loading Guns, Cartridges, Winchester Rifles and Am SELLING AT THE VERY LOWEST MARTIN

## Hardware Co., Ldd.,

## A Fair Showing,

garments of our tailoring make and we are always glad to show visitors examples of our fabrics and smartest designs.
You can't judge such unusual values by our prices, so call, let us take your measure and work in

## Tailoring for Men.

## J. J. Strang,

Ladies' and Gents' Tailoring,
153 Water Street, . - St. John's.

## Health and Efficiency!

Every Man, Woman and Child
Should be the Rulers of Their
Sreathing by Eustace Miles, 35 .
The Conquest of Consumption





 Correct Breathing for Health. $\begin{aligned} & \text { Foods That Are Druggedby Lan- } \\ & \text { done, , ,5c. } \\ & \text { curative Exercises for Indiges- }\end{aligned}$ The Bacilus of Long Life by

Garland's Bookstores,

PIANOS and ORGANS:
he mitchless mitor phavos.
the matchiess phiten pianos. the carrevtre organs.

## CHARLES HUTTON.

the evening telegram, st. Johns, newfoundland, october 23, 1915-4

the evening telegram, st. JOHN's, newfoundland, octobfir 23, 1915-5


## Ladies' Waterproof HATS.

Another Shipment of 5 dozen Ladies' Waterproof hats
Seling at Old Prices.

## MILLINERY! MILLINERY!

Just received by the S.S. "Almeriana" and now ready for inspection at Tharshall Bros Ladies' Millinery HATS, Ladies' Ready-to-Wear FELT HATS

Owing to the lateness of their arrival we have marked them at Very Low Prices.

## Ladies'

 Raglan COATS.Latest Military Styles $\$ 5.50$ $\$ 12.50$
each. 5s


## SEPIA PORTRAITS ON POSTCARDS.

In answer to the demand for a Good Class Portrait which can be mailed in a letter and which can be easily carried in the Pocket we have decided to make

THIS SPECIAL SEPIA POSTCARD.
Prices-Half dozen-\$3.00. $\quad$.
Phone 768.
THE HOLLOWAY STUDIO, LIMITED, Corner Bates' Hill and Henry Street, St. John's, Newfoundlan d

Big Shoe Values!

fie Can shoe the Whole ramily
800 pairs LADIES' FALL STREET BOOTS, in Box Calf, Gun Metal

## $\$ 2.50$.

200 pairs MEN'S KID BUTTON BOOTS only . . . . . . . . . $\$ 3.00$ per pair 200 pairs MEN'S KID BUTTON BOOTS only ............ $\$ 3.00 \mathrm{per}$ pair
400 pairs MEN'S BOX CALF BLUCHER BOOTS only . . $\$ 3.75$ per pair 400 pairs MEN'S LEATHER LINED BOOTS, Goodyear Welt, $\$ 5.00$ and

## Waterproof Boots !

MEN'S BELLOWS TONGUES only
BOYS' BELLOWS TONGUES only
YOUTHS' BELLOWS TONGUES only
F. SMALLWOOD, The Home of Good Shoes.

Encourage Home Industries
By Buying Goods Made at Home.


We are now in a position to demonstrate the saving qualities of Our Home Made Goods. We have 50 Sideboards, Bureaus and Stands that were made specially for us to go in our Great October Sale at unheard of prices.

## THE SIDEBOARD

will have (as cut) large mirror and one drawer, stands 77 inches from floor, 40 inches wide and 20 deep-a Sideboard if imported-as it has more. Our marvellous low price is only $\$ 12.50$ while they last

## THE BUREAU

has 3 drawers, large mirror, and very similar to cut; hardwood supports. A marvel at the price we offer them, namely.

## $\$ 8.50$.

Quantity limited, come early.
We have also a very large shipment of Bedsteads just in, also Chairs, \&c., that we offer at special prices during this Sale. So we invite one
and all to give us a call and secure some of the many bargains now offered.

## The C. L. MARCH CO, Lttlu,

Cor. Water and Springdale Streets

Your Boys and Girls. A table for the baby Just learning
to walk will be fund useful Just as


## Our Native Flag.




## Notice!

 To One and All: We are Showing
## Ladies’

 FALLHATSA. \& S. RODGER.





Bi.L. Le. lecture-Mr.
nell

$\xlongequal{\text { MiNARD's }} \begin{aligned} & \text { LINMENT } \\ & \text { COWDS, ETC, }\end{aligned}$

Hardware Department.
 Advertise in the Evening Telegram


## THE THOUGHTS OF THEOBALD.

|  <br> physical force and moral | $0 \div 0 \div 0 \div \mathrm{O} \div \mathrm{O} \div \mathrm{O} \div \mathrm{O} \div \mathrm{O} \div \mathrm{O} \div \mathrm{O} \div \mathrm{O} \div \mathrm{O} \div \mathrm{O} \div$ shell, strewing the ground with fresh |
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Do You need a New Overcoat?

If so, you need one that is at once smart,
serviceable and reasonable in price.
We can show you Overcoats that
will fill the bill perfectly, of fine Chinwill fill the bill perfectly, of fine Chin-
chillas and Friezes in Navy, Grey, and
Brown and in several new models These Overcoats, which can be had in
all sizes, are sure to please the most particular dresser.

For Youths and Boys we have also
a very fine stock of Overcoats in the a very fine stock of Overcoats in the
above colors and materials, in several
U. S. Picture and Portrait Co.

## THE NICKEL-Home of the Best There is in Photo Plays 'The Millionaire's Hundred Dollar Bills' ${ }^{\text {'3 }}$

Ninth Installment of "'THE TREY O' HEARTS.

T. J. EDENS.

## Partridge

 Berries!25 cases Campbeirs Soups,
1915 Labrador Fishing Fleet


T.J.EDENS,

Duckworth St. and Military Road.

At the City Hall.



More Steamers May Go.




AN IDEAL TONIC
MOTHER

SEIGEL'S SYRUP

Talking Hosiery and Underwear To-Day, Ladies.

| n's Hall Hos | Ladies'Nightdresses | Ladies' Hose at |
| :---: | :---: | :---: |
| set the excellent line of | Flanneletete, striped, good | Very nice are |
|  | $\stackrel{\text { quality. Price .: 75c }}{ }$ | Stow $\begin{aligned} & \text { Stokings we are } \\ & \text { now showing }\end{aligned}$ |
| ys' Wool Hose, 30c. | Ladies' Bloomers. | Child's Hos |
| Our Boys' all wool Hose | very serviceable. Price .. .. .. .. |  |

Ladies' Underwear, good quality, at 35c. We want to say this very loud, ladies, so that our voiee will be heard throughout the city, we are showing the best line of Underwear
to-day in the city. Remember the price, 3 z cents per garment.
JOHN M. DEVINE,
THE RIGHT HOUSE, Cor. Water \& Adelaide Streets.


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the proples paper-THE EVENING TELEGRAM, OCT. 23rd, 1915-10-read by evervone.

## REID-NEWFOUNDLAND C ${ }^{\circ}$. BAY=DE=VERDE BRANCH! HCLI ALL FREIGHT CHARGES ARE TO BE PREPAID TO STATIONS ON THIS BRANCH.

## Hind $\operatorname{Hin}^{2}$ "Chappell' Pianos!

The regulation of a Piano is the best guarantee that you are gelling your moneys worth.

The best artisls and best musical institutions in England use the Chappell.
正

Musicians Supplies. Royal Stores Furniture.

## TEMPLETON'S

BOYS' SUITS!
Something a little better and neater than the ordinary.

TEMPLETON'S, - - Water Street.

Have You Tried
"Blossom" Tea?

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Il be charnted with your Grocer for some? You already using "BLOSSOM", will you please tell your
ald friends how good it is?
British Grown and Packed.
1 pound tins. \(\quad 5\) pound tins.
10 pound tins.
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## New Fall SUITINGS:

Within the next few weeks you are going to buy a new Fall Suit-that's certain. Perhaps
to-day, perhaps to-morrow, perhaps in a month to-day, perhaps to-morrow, perhaps in a month
-but you're going to buy it.
We think you ought to know why it's wise to "Do it now." The best reason is that our stocks are complete-you're bound to get more style one-you get the broad choice now-you may not get it later.
This is why we invite your inspection of the stylish patterns now on hand

## Chaplin,

The Store That Pleases.

 Grapes, Apples, Etc. In stock \& to arrive 500 Kegs Guln Powder.

The Direct Agencies Limited. THE MODERN Knitting Book!

 DRESSMAKER'S siow to make your own hlowes. The Parents Book.


$\qquad$

Fat Cattle \& Slinep, AUCTION.
On MONDAY NEXT, at 12 oclock, on the wharf of
GEO. NEAL
50 Head PRIME FAT P. E. I. OXEN \& COWS. 50 FAT P. E. I. SHEEP. Ex S. S. Senlac from P. E.I.



## Stanfield Winter

 UnderwearIn Men's, Women's and Boys' on Sale at Blair's.

Stanfield Underwear WILL STAND THE WASH.

HENRY BLAIR
Hish


## IN SPITE OF

 bare markets we are in a position to supply the trade with our usual low and high grade goods.

