

## The Sound of $==$ <br> Wedding Bells




##  <br> Limited. <br>  <br> SAMPLES of Snecial Worth

Ladies' Silk Knitted Scarves, assorted shades, 65c. and $\$ 1.20$ each.
Real Genuine Quality in a Special Line of Dress Tweeds, at $\mathbf{\$ 1 . 2 0}$ per yard.
Special sizes in Cotton Blankets, \$1.70, \$1.90, $\$ 2.20$ pair.
Latest in Gents' Hard Felt Hats, for $\$ 1.00,1.20,1.50,1.80,2.00$ each.

## A.\&S. RODGER'S



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We are now booking orders for late October and early November delivery WHOLESALE ONLY.

## HARVEY \& CO., LTD.

## Prison Statistics.



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STYLE PRODUCTIONS.Here you will wee a mmost liberal assod wittith the the

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See Our Window. S. MILLEY
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THE EVENING TELEGRAM，ST．JOHN＇S，NEWFOUNDLAND，OCTOBER 13，1917－5

| To－Day＇s Messages． <br>  |  |  |  | Rev．T．Nangle，CF．， Speaks of Regimen <br>  |  | Evening |
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＂There is Life in the Old Land Yet．＂

The above words are no idle boast as you will readily see when you have inspected our latest shipmeitit of

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The Latest London and Paris Creations．
－This shipment of MILLINERY is Large and Varied－no two Hats alike．

## Call Early and Avoid the Rush．

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 IS PUREPurity in cocoa means carefully selected, scrupulously cleaned cocoa beans, scientifically blended, skilfully roasted, and with the excess of fat removed, reduced to an extremely fine powder by a strictly mechanical process, no chemicals being used, the finished product containing no added mineral matter
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A DELICIOUS FLAVOR
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Some Mother's Child.

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WAR NEWS Messages Received

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## PAINTS and

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## Guaranteed the best obtainable

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## Newfoundland!

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That this shortage is a vital menaee to the
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 as to redice the econsumption of wheat flour
weekly per head fron five pounds-which is the weekly per head from five pounds-which
average consumption-to four pounds.
If the necessity for this reduction is forced
upon the people of the United States, it is evident that a grave need for even a greater econ-
It is quite within our power the present year
to reduce the consumption of flour very materially by substituting other cereals, and especially by utilising to a greater extent than previ-
ously the bountiful potato crop of this season. This may be done in many acceptable ways that
will be specially referred to through the Press.
We have cheerfully made sacrifices since the
outbreak of the War in the interests of the Emoutbreak of the War in the interests of the Em-
pire and of the weaker Nations, and now we must not hesitate to take this precaution to pro-
tect ourselves from a serious shortage in the
future.

By doing so we will not alone assure this pro-
tection but we will help to ensure the requisife supply for Our Boys, whose valor at the Front
is winning Glory and a Reputation for this
Country and its people that will five for all time. Let us, therefore, plede ourselves to econo-
mise in flour and thus aid those fighting for andid
with us to win the War.
W. E. DAVIDSON,
tech gity w. bsey Governor. St. John's, N.F., October 5, 1917.

GEO. M. BARR, Agt.

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The first to cure that thirst: Barrels of
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## P. E. Outerbridge




