## TEN PAGES TO-DAY

## REID-NEWFOUNDLAND C ${ }^{\circ}$.

## Labrador Service!

S. S. "SAGONA" will sail from the Dry Dock Wharf at 10 p.m. on SATURDAY, October 16th, for the usual Labrador ports of call.

Freight will be received up to 1 p.m. SATURDAY.


THE EVENING TELEGRAM，ST．JOHNS，NEWFOUNDLAND，OCTOBER 15，1915－2

| ＂ECHOES of the Past； |  |  | arsme | Telegram Fashion Plates． | TEMPLETON＇S |
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## 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. <br> One dozen- $\mathbf{\$ 5 . 0 0}$.

Phone 768.
347th Day of the War

Latest From the Front. Messages Received Previous to 9 A.M.


THE HOLLOWAY STUDIO, LIMITED, Corner Bates' Hill and Henry Street, St. John's, Newfoundland.

A Child Gets Cross,

## Sick and Feverish




A STRAY STRAW
Just shows how the Bargain wind is Blowing in Our

## Boot and Shoe Department.

The ten cent and mighty dollar travel a long way in our Boot Department Our Styles and Prices will delight you. We have just opened a large stock of
Men's, Women's, Misses' \& Children's B00TS. II you want to see Good Syles and Cheap Goods come along to 339 Water Street.

## BISHOP SONS \& CO., Ltd.

2 2


Advertise in the Evening Telegram



## SPECIAL BARGAIN PROGRAMME

Hearthrugs, Door Mats, etc tapestry hearth rugs.
 linoleum mats.

## For Friday \& Saturday

These Bargains amply substantiate our wellearned Reputation for Value Giving.
 COCOANUT MATS.
 2

## TheRoyal Stores Itd.

3 Special Values-Read. lace curtains.
 breakfast cloths
 Ladies' gloves



| D \& A CORSETS |
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| JOB RIBBONS |
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| New Fall | Footwear |
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Interesting Items - - | tinletes |
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TOLET SOAP.
 PHOTO FRAMES.
 barrettes.



Think It Over! and















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## Canatia, Pictorial


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 "Huckleberry Finn at 90 Years.












Enjoy your meats by taking a



3 Pieces Damaged Dress Goods-Slighty damaged by water, nothing to hurt; colors: Navy, Green, and Grey Strieed, 60c. Reeguar prices soc to s.1.00 per yard.



| Temperance Campaign Opened at Springdale. |  |
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## A Word to the Wise.






St. JOhn's gas llaht company.

Telegram Ads. Brine Results
the evening telegram, st. John's, newfoundland, october 15, 1915-7


THE EVENING TELEGRAM, ST. JOHN'S, NEWFOUNDLAND, OCTOBER $15,1915-8$,



## PROFIT-PRUNED PRICES PREVAIL

 on all kinds of Seasonable Merchandise.Curl Cloths.


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## $\$ 2.20$

 boys' wool underweat Regular $\$ 1.00$ garments for 49Don't Put Off Till TTo-morrow the Shopping Yout Can
Do To-Day. Every Item Here a Leader in Value.
Wrapper
Flanelites.





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Every Department Has Its Share
of Bargains This Week. TENERIFFE
DOYLEYS

Timely Offerings in the Shirt Section. Kig Job line of boys Men's shirts.


 blouse suits.


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\section*{Values That Will Crowd Our Showroom. <br> LADIES' OVERALLS. NIGHTGOWN. CASHMERE <br> 


rhe proples paper-THE EVENING TELEGRAM, OCT. 15 th, 1915 - $\mathbf{1 0}$-read by everyone.
 Now

## To Get Good Coal

have just received a shipment ex

Selected Sydney Coal.
Unfortunately there is no such a thing as
cheap coal these days, but I can give you heap coal these days, but 1 can give you

Half Ton of Coal
COLIN CAMPBELL.



## Men's BOOTS

Our New faen s.
The REGENT SHOE at $\$ 5.00$ is by far the best value this season. In Black Alaska Calf, Wat-
erproof Blucher, with viscolized soles and bellows tongues,


## $\$ 5.00$

In Box Calf, Blucher, two full soles, leather lined; an ideal Fall Boot, with nobby or straight well.

PARKER \& MONROE,
the shoe men.

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

## sfate In Spite o  $\underbrace{}_{\substack{\text { row realze } \\ \text { saved boy buying }}}$

 Suits BrandedThe Nild. Clothing Company, Ltd.
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CALLAHAN, GLASS \& Co. Limited,

fide tise in The Evening Telegram


COER-FED PIGS

 OR Sourg chops
and youll enior a
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M. CONNOZLY.


## Flour and Bran

Arrived To-Day per Steamer Paliky" Shipment
Five Stars Flour and Bran.

## GEO. NEAL



RED CROSS LINE.
S.S. Stephano \& S.S. Florizel EXCELLENT PASSENGER SERVICE,

Intended salings: - FROM ST. John's. FLORIZEL
STEPHANO .............ctober 20 FROM NEW YORK SLEPRANO $\qquad$ ...... October 29 Fares include Meals and Berths to
Halifan and New York, but
not from not from Halifax to Bos
AGENTS, HARVEY \& Con, limited,


CHOCOLATES !
TRY NEILSON'S,




## We also carry a niec assor Moirs, GANoves, cipbury in Fancy Boees

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 Jacobs Cream Cracker
Cheese Straws.

BOWRING BROS., Ldd.
332 GROCER R. 332


The Trumbull Car!


4 in; Speed 3 to 50 milies per hour.
Fuel cuns, consumption, 35 miles per gallon of casoline.
Complen
tric headilights and one ond rear light, eurtains,
Dutrit paid
A. H. MURRAY, St. John's.

You -- Everyonesending it to UNGAR'S to be Dry Cleaned. Look ove your wardrobe and see if there is not some soiled or spotted garment that has good material in it. Do not discard your garments but send them to UNGAR'S and you will and like new. UNGAR'S LAUNDRY \& DYE WORIS, Halifax.

JUST ARRIVED,
PER STEPHAN 500 hil-chts Thelma, 100 hlif -chts Lomax, 400 hlf-chts Hazlefield 100 hlf-chits Forest,

Lowest Wholesale Prices.
harvey \& CO., LTD.


Home-Made!
Keep the factories open by
buying Home-made Boots. We are now showing the
following Solid Leather
Men's Waterproof Pegged
$\$ 3.00$.
Men's Waterproof Pegged $\$ 4.50$.
Men's Waterproof Pegged
Boots, 10 inches high Price \$5.00. Men's Waterproof Pegged
Boots, $\$ 5.50$. Men's Waterproof Pegged
Boots, 14 inches high $\$ 6.00$. Boys' Wateroroof Pegged
Boots $\$ 2.00, \$ 2.20, \$ 2.50$. F. SMALLW00D. The Home of Good Shoes

Have You Tried

## "Blossom" Tea?

If not, will you ask will be charmed with its delightful flavor. If you are already using "BLOSSOM", will you please tell your British Grown and Packed.
$\frac{1 \text { pound tins. }}{} \quad{ }^{5}$ poond tins. $\quad{ }^{10 \text { pound tins. }}$

