## Autumn Excursion to Boston!

## September 10th to October 17th.

Excursion Tickets will be sold from all points on the Reid-Newfoundland Company's System to Boston.

Good GOING up to October 17th, and good for 30 Days from date of issue.

## SPECIAL REDUCED FARES.

Reid - Newfoundland Company.

AUCTION. AP Pleastantue on
Saturday Next, 10th instant, WOOD SHEDS,

 living in the nearys setiemens, P. C. O'DRISCOL, oct,3i AECTIOV. Anetionee
On FRIDAY, the 9 ith inst,
On FRIDAY, the 9th inst, Messrs. C. Company.





NOTICE!





| Recruils Required | Grove Hill Bulletin! |
| :---: | :---: |
| Newfoundland Royal Naval Reserve! | THIS WEEK. |
| Recruits are required for the Newfoundland Roya | Wreaths, Crosses \& Floral Decorations at shortest notice: |
| years of age wishing to en rol should apply to the near est Magistrate or Customs | J. MCNEIL, Waterford Bridge Road. |

Notice for Tenders !

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COA, COAT,
Ano bett auntr Furness, Egg, Stove, Nut.

## M. MOREY \& CO.


of our Meat will convince you of
its delicieous flavor and splendid

cuts of THE BEST MEATS
THE BEST MEATS.
Why not try ordering what
ny
ever you need for breakfast and ever you need for breakfast and
dinner here tomomrow?
We feel sure that we can sat weight and reasonable prices. t. minngs umbity

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\begin{aligned}
& \text { highest of any tender may not be ac- } \\
& \text { cepted. } \\
& \text { sepp1,tr. JAMES R. ENIGEIT? }
\end{aligned}
$$

## Popular Soap!

The popularity of
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 recom-
mending "PERFECTION."
THIE STANDARD MANUPAMURING CO. LTD

GRayEnstein appies GRAYENSTEIN APPLESS
are always good, and nevere better than they






## Red Cross Line.

## 



## To New Fork To Halitaz To Boston

## 




The Aladdin Lamp

## Gives 62 1-2 Candle

 Power. Just think what this means comparwith the ordinary kero lamp. One Gallon 0iI
 This Lamp will Pay In Oil Saved.
 Chesley Woods $\xrightarrow{\text { Sole Agent, } 180 \text { water street. }}$ TO LET-House, 53 Coeh

THE EVENING TELEGRAM, ST. JOHN'S, NEWFOUNDLAND, OCTOBER 7, 1914-2


## FIRST NEWFOUNDLAND REGIMENT．

We have a Set of 50 Pictures of the Camp，Presenting the Colors，Complete Group of offigers，Regiment Saluting the Colours，（this is a panorama Picture showing the whole Regiment），the Ambulance Squad，the Standard Bearers，the Guard，etc．

A good：Set in which you are almost sure of finding any particular face you may want．

Comer Bates＇His and Henry Street．

| Society Wedding | This Date |  |
| :---: | :---: | :---: |
|  |  |  |
| Nomen | 为 |  |
|  |  | Folks are finding many ways to live well on less money． |
|  |  | We have been helping it some |
|  |  | Our Furniture Direct from Factory |
| honour of the occasion to－day | 为 | Ouf Furmue Disen hom facky |
|  |  | means the saving of many dollars．Our m thod of supplying direct from the factory <br> to buyer leaves out all useless expense，bringing the furniture to your home at least |
| Sulphate of Ammonia． |  | positle．Why not give usa a trial？Allow s sto demonstrate what we ean do． |
| Jops |  | de Parlor Suites are having a wonderful sale，as we save you five to ten dollar |
|  |  | Our Mattress |
| Sa |  |  |
| Sele |  | are made by the only machines in the country，right in our own bu claim the pre－eminence over all others when it comes to Beds， Sp |
|  |  | Sc． |
|  |  |  |
| Girls＇NightSchool Has Re－opened． |  |  |

Corner Water and Springdale Streets．
BLACK DIAMOND LINE！
 Notran risy cusc
 HARVEY \＆CO，LTD．，Agents Black Diamond line

## The Crescent Picture Palace．

＂The Blind Mans＇Sacrifice，＂
 Thicent maderins



## Wedding Rells．




The 4 British Belles









 Intercollegiare Foothall




THE EVENING TELEGRAM, ST. JOHN'S, NEWFOUNDLAND, OCTOBER 7, 1914-4

$W^{\mathrm{E}}$ announced last week the opening display of our
new
Fall Coats
From the following description of one or two of the most elegant de-
signs an in make you want to see the entire $\int_{\text {I Fancy Astrakan Cloth Coat }}$ in dark Tango shade, deep collar
of rich Velvet, Ragan of rich Velvet, Raglan sleeves
with wide armholes, fancy cuffs and pockets and broad, extra low anelt ffect. (SSame style coat in
bid and dark mhe mid, and dark mahogany Brown, pretty mixtures.).
Astrakan Cloth Coat in fancy Round corners, deep collar and
cuffs, lined throughout rich Saxe ${ }_{\pi}^{\text {Satin }}$ Al styles and sizes of Ladies' Coats in th
materials.
U. S. Picture \& Portrait Co.

Evening Telegram. | W. J. |
| :--- |
| WERDER, . Proprictor |
| W. HLOYD, |




From the Front.

Here and There. Jofire Is Strictest

## $\xrightarrow{\text { Pit }}$ <br> $\qquad$ <br> 




| Jofire Is Strictest of Discipinarians, Bui is Very Popilar. <br> If France had a Gen. Joffre in 1870 the Germans would not have <br> won. This is the unanimous opinion of those who know the masterful <br> personality of Gen. Joffre, mander-in Chief of the Fren <br> me is, like our own Lord Kitch <br> not telieve in flashes of genius He knows nat <br> paration is necessary. He has been at the head of the French army <br> for three years. Never for a single waking hour in <br> has he forgotten the purpose for <br> for the struggle in which France is <br> He is a stout man, heavily built <br> dinary life of a professional Parisian <br> Joffre is a restful man. His wide <br> is tranquil. His blue eyes are calm and clear. Beneath a heavy <br> moustache his lips are firm; they <br> He does not talk much. He has a <br> vast capacity for silence |
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Saved from Fire \& Selling at Special Low Prices, LOT HORSE NAILS, 5 cents per Ib.

$\begin{aligned} & 45 \text { STANLEY and other PLANES; also large as- } \\ & \text { sortment of TOOLS, LOCKS \& HINGES of every }\end{aligned}$
$\begin{aligned} & \text { sortment or } \\ & \text { description, and General Builders' } \text { ' } u p p l i e s . ~\end{aligned}$
BEDSTEADS Slighty smoked. 100 doz, WOOD PIPES.
AXES, GRINDSTONES; also a full line of New Goods.
MARTIN HARDWARE CO., LTD.,

The Half Crowa Library of History \& Biography, illustrated

$\qquad$ Gorton by ot Samonararola by



 History of Ancient Cirviliation by The ilite and Thimes of John Brghit
 by Wm. Robertson.
 GARLAND'S BOOKSTORES, 177 and 333 WATER STRERT. $\quad$ ST. Johins Alliance Assurance Co ., Ltd. The Right Hon Lord Rothsohid, G.c.v.O.. Charrman.
Robert Tewis, Genieral Manage. Total Assets Exceed $\$ 120,000,000$.
 BAINE JOHNSTON \& CO.,

THD EVENING TELEGRAM, ST. JOHNS, NEWFOUNDLAND, OCTOBER $7,1914-5$


## Dijorced Lifent

A Dinner and a Dream








"Trm as anstos, to gee mis plice




illustrated
ntury in Eng.

tachlabellu by



50 Sides IRISH BACON-boned. 10 IRISH HAMS.



## THRAPPED:

 The best toige automatic wire strainer. The best tool made for erecting and repairing wire fences of FOX TRAPS. Genuine Blakey \& Lamb, with Chain.No. $2, \$ 3.95$ per doz; No. 3, $\$ 55.20$ per doz; No. $4, \$ 6.10$ per doz.
FOX NETTTING. 6 Gauge 2" FOX NETTING. 11.75 per roil. Also 14 Gauge. sizes up to $72^{2 \prime}$, Knotter, Staple Drawer and Pliers. STAPLES, NETTING FASTENERS, TYING WIRE, ETC AYRE \& SONS.LTD

## Bargains! Bargains!

Our Stock of
Wool Rinkers \& Tams
For GIRLS,
To Go at One Price:

## 25c. вach. <br> 

These are worth Double their Values.

NOTE-We give a Tam Free with every Girls Coat purchased

Don't Fail to See Our West Window.

## S. MILLEY.


acritice.







Mongolian Off.

Thick, Glossy Hair,








IINARDS Jivilreve petmper

## New Hats! New Hats!

Specially and charmingly designed. Neatily and Nattily Trimmed. Prices extremely Low.

## SEE THEM TO-DAY.

 nedmigil
## Men's "Invictus" Boots!

150 pairs Men's "Invictus" Boots left over from our last years' Salvage Sale. Regular prices $\$ 6.00$ to $\$ 7.00$ per pair. We now offer them at prices that will clear them out. | Without Rubber Heels $\quad \$ 4.00$ per pair. |
| :--- |
| With Rubber Heels $\quad \$ 4.50$ per pair. |

Marshall Brothers,Agts.

## War News

Messages Received
Previous to 9 A.M. Exar


The El
F. RC
$\underset{\substack{\text { Has just ins } \\ \text { Masarge } \\ \text { Mad }}}{ }$

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Over
Read

## 19,000,000

Nineteen millions of watch movements sis sarcely conceivable
but this is about the actual number that the Waltham Watcl but this is about the actual number that the Waltham Watch
Co. has manuractured and distributed in all parts of the world. Such a record could only be accomplished by turning out
Watch that was perfect in workmanship and absolutely reliable

## Waltham

ming ic im mate
 momman mine .
T. J. DULEY \& CO.,


## A JUST WAR <br>  <br> Has been waged and won against Mills that lower the Standard of their Flour. <br> The Victory has been decided overwhelmningly in favor of <br> Verbena Flour.



War News.


mak paopus papm- THE EVENING TELEGRAM, OCT. 7th, 1914-8. - nead by merrione

## Who Said WatuphPERS?

Why! Hudson's did, of course
As we have lately opened and are now showing a large and beautiful range of both regular and job Canadian Wall Papers and Borderings, we would kindly invite you to call and inspect our showings before you obtain what you need for this fall's house cleaning.

GEORGE T. HUDSON 367 \& 148 Duckworth Street

## Grapes and Onimis

Just arrived ex S.S. "Mongolian," 50 cases SMALL ONIONS, 50 kegs GREEN GRAPES.

GEO. NEAL

## Don't Buy a Piano

Kimball Piano Club.


| something new in suit cases. "The Fibergras." |
| :---: |
| Xanutactured under a patent process from a grass wich is a <br> matted as to guarantee its being absolutely waterprooot an <br> insurres unusual strength combined with extreme liggtness weight. Fitted with heary anclor handes, patent brass sna $\qquad$ |
| 24 inch Case $\$ 1.70$. |
| ROBPRT TPMPHEDN |
| Fightimy |
|  |
| UNGAR'S IAUNDRY \& DYE WORIS, |

## Ask your dealer to show you

> Riversite Blankets and Wools. Best by Test.
> Avoid Substitutes.

## Why Pay More? mas=

 New Fall Hats
Our Beaver Hat


## MOIR'S <br> Sounds Like More, Tastes Like More,

More Centers,
More Coating,

MOIR'S
When talking of
Chocolate.
Irish \{J. J. St. John\} Butter
Good Butter.
The s.s. Carthaginian brought us another fresh ship-
ment from the Lakes of Killarney. Nothing better ever ment from the Lakes of Killarney. Nothing better ever ntered the Narrows.


Fred. J. Roil \& Co., - REAL ESTATE. SMALLWOOD BULLDING, | Duct woth, Streeth |
| :---: |
| P.0. Box 1210 |





 Have You Read This?




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| J. C. BAIRD, Water Street. |
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Shgedes


PREMIIUM MOTOR GASOLINE
Royalite and Silver Star KERUSENE And all Lubricating Oils and Greases.

The Bast Oill in the Best Packeges. mprral oll co. ITD.
A. H. MURRAY, Distributor.

Encourage Home Industries!



 HorwoodLumber Co.



Onions, Grapes, Etc. To-day, ex "Mongolian," Silverpeel Onions- small, Tinted Grapes, Green Grapes, Pine Apple Cubes, 1's, Pine Apple, whole, 11-2's.
F. McNAMARA, Queen Street.

$\underset{\substack{\text { TEN PA } \\ \text { warturn }}}{ }$ Meximen

