## REID-NEWFOUNDLAND C $\circ$

## South Coast Service!

S. S. GLENCOE will sail from Placentia on FRIDAY, October 22nd, after the arrival of the $8.45 \mathrm{a} . \mathrm{m}$. Train from St. John's, calling at the usual ports of call between Placentia and Port aux Basques.


THE EVENING TELEGRAM, ST. JOHN'S, NEWFOUNDLAND, OCTOBER 20, 1915-2


## 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-Halt dozen-\$3.00.
One dozen-\$5.00.
Phone 768.
THE HOLLOWAY STUDIO, LIMITED, Corner Bates' Hill and Henry Street, St. John's, Newfoundland.

the evening telegram, st. john's, newfoundlind, october 20, 1915-4


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

The best artists and best musical institutions in England use the Chappell.


Musicians Supplies. Royal Stores Furniture.


The Over-Seas Call to Arms.


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A Consistent, Constant Clientile at THE NICKEL! "THE MILLION DOLLAR MYSTERY."

Seventh Installment of "THE TREY O' HEARTS."


## Men's and Boys' WINTER UNDERWEAR.

Combinations, Single Garments, Hosiery.

## Men's WOOLLEN UNDERWEAR

 Men's Heavy Weight Shirts and Drawers!

Men's Medium Weight Shirts and Drawers!

 Men's Lightweight Shirts $\&$ Drawers $\begin{aligned} & \text { for those who are always in } \\ & \text { heated buildings and prefer to }\end{aligned}$ | put on a h he |
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| price from |

| n's Fleec-Lined | Men's Woollen S |
| :---: | :---: |
| Underwear! | chave a very large stock |
|  | Men's (Heather) Socks, 16. |
|  |  |
| Compare the quality, fin d price with others. | Men's Socks, black rib cial value, 80 c , . value, 80c. |

MEN'S SWEATER COATS----
weights. Prices ranging from ...

Boys' Fleece-Lined
Underwear!


25c. to 40 c
All sizes to gatment. bont from three
years of age to fofteen years of
,

Central,
Duckworth,
West End.
G. KNOWLING

Central, Duckwort
West End.

Talking Hosiery and Underwear

## To-Day, Ladies.

We are now showing a very superior line of Boys', Girls', Women's and Men's Stockings. Prices are not advanced.

| Men's Half Hose <br> Men's Heather Mixture <br> Half Hose at ….: 20c | Ladies'Nightdresses | Ladies' Hose |
| :---: | :---: | :---: |
|  | Flannelete, striped, go |  |
|  | quality. Price .. 75 | Stockings we are <br> now showing at. |
| Boys' Wool Hose, 30c. | Ladies' Bloomers. | Child's H |
| , all wool Hose |  | ing fro |

Ladies' Underwear, good quality, at 35c.
throughout the city, we are showing the best line of Underwear at the price to-day in the city. Remember the pricê, 35 cents per garment.

## JOHN M. DEVINE,

 THE RIGHT HOUSE, Cor. Water \& A delaide Streets.
Adverise in The Evaning Telegana
the evening telegram, st. John's, newfoundland, october 20 , 1915-5

## THE TIGER

 and is a source of much danger to life.
## Sunlight Soap

## preserves and lengthens the life of your clothes, but it is a source of destruction

 all dirt and uncleanliness. The amount of destruction wrought by a tiger in a single night, cannot be compared to the amount of destruction wrought by inferior soap inof destruction wrought by inferior soap in
a single wash-day.

442nd Day of the War to call for nis servies for protection, TO-DAY'S Messages.






3 Pieces Damaged Dress Goods-Siightly damaged by water, nothing to hurt; colors: Navy, Green, and Grey Striped, 60c. Regular prices 800 ct to si.00 per yard.


Enamel People.
by ruth cameron.



## Latest Novelties!

The Return of Our American Buyer Brings Along
some very attractive and cheap lines of goods, a few of which are listed below. Others will follow. ROCK BOTTOM PRICES EVERY DAY.

| CHILD'S <br> AMERICAN MILLINERY, 80 c. to $\$ 2.20$, in Velvet, Fur, Velour, Corduroy and Felt. | Household Attractions ! | MEN'S <br> SOFT FELT HATS, \$1.75. <br> Steel Grey, Navy and Brown. |
| :---: | :---: | :---: |
| MISSES CORDUROY TAMS, 60 c . and 66 c . See our window for shad | Shelving Oil Cloth, <br> 7 c . and 11c. yard Spring Blinds, 29 \& 35c. ea. Congoleum Mats, $\qquad$ | MEN'S VELOUR HATS, $\$ 2.40$. <br> Navy and Green only. |
| $\frac{\text { BOYY', }}{\text { SNO }}+$ wNOW SUITS, | New Canadian Roompapers and Borders. | MEN'S FLANNELETTE PYJAMAS, $\$ 1.70$ suit. |
| $\begin{aligned} & \$ 2.00 \text { each. } \\ & \text { Sweater Coat, Cap and } \\ & \text { Pants. } \end{aligned}$ | Amer. Notion | white nightgowns, 95 c . and $\$ 1.60$. |
| LADIES' CURLING SETS, $\$ 2.70$ each. <br> Wool Tam O'Shanter and Scarf to match. | Button Hooks . . . .4c. ea. Bachelor Buttons. : 40c. doz Kid Curlers. . . . . .5c. doz. Bone Stilletoes ..... 5c. ea. Shoe Polish Outfits, 35c. ea. Bootlaces, 3 pairs for. . 10c. | BOY SCOUT GLOVES, 75 c . and 80 c . pair. CHILDREN'S KID MITTS, 75c. pair. |
| CHILD'S SWEATER COATS, fit 1 to 3 years, | AMERICAN WAISTS opening to-day. Particu- | MEN'S <br> OSTON GARTERS, <br> 28c. pair. |

## BISHOP SONS \& C0., Ltd.

| Triple | WALLACE 1835 Silver Plate! |
| :---: | :---: |
|  |  |


Grapes, Apples, Etc.
New Stock GREEN ALMERIA GRAPES and VALENCIA ONIONS
On hand-APPLES (Gravensteins) and other varieties.
Also, NEW CHEESE, BLACK OATS, HAY, etc
EDWIN MURRAY.






## Amusements.

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## PIT-PROP

Cutting Proposition.

## 1200

SUPERIOR PATTERN,
bright blade,
ronze mounted,
hickory handle, We offer the lot at 87.00 per doz. These
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days Retail Price, 6 conts each.

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## Do You need a

 New Overcoat?If soy you need one that is at one smart,
serviceable and reasonable in price
T. We can show vou Over oats that will fill the bill perfectly, of fine Chind
chillas and Friezezs in Navy, Grey, and Brown and in severall hew modeles.
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GLASSES MADE FOR YOU
We do not stop at merely
"Best Made" Glasses.
T. For Youths and Boys we have also
a very fine stock of overoctis in the above colors and materials in several
different styles and in all sizes.
U. S. Picture and Portrait Co.

TRAPNELL,


| $26 \times$ | $21 / 2$ | $28 \times$ | 3 |
| :---: | :---: | :---: | :---: |
| 30 x | 3 | 30 x | $31 / 2$ |
| 31 x | 4 | 32 x | $31 / 2$ |
| 32 x | 4 | 33 x | 4 |
| $820 \times$ |  | $820 \times$ |  |
| $875 \times$ |  | $880 \times$ |  |

Bishop, Sons \& Co., Ltd.

Everyday Eliquette.

Do It Now!
Ring up. write or end be
structions to call for sour
Laundry
when next you requr
done.
EXPERT WORKERS.
LATEST MACHINER
Globe Steam Laundry
Co., Limited.


rhe peoples paper-THE EVENING TELEGRAIM, OCT. 20th, 1915-8-read by eyeryone.
"WESTERLAND."
REDUCTION SALE OF FINELY BRED HORSES AND COLTS; , NEWFOUNDLAND PUPS AND
-
Saddle Mare, bay color, about 1100 lbs. at. . $\$ 275.00$

 Rubber Tired Governess Cart Pony Single Sleigh .
Rubber Tired Cut-under Buggy
1 Ruble Slireigh
Box Cart..
The above may he seen at
Harold Macpherson.


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JOHN R. BENNETT,
Colonial Secretary Department of the Colonial Sec-
retary, October 15, 1915.
oct16,18,20

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only furnish the


OR sone chops
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OURESHLY MADE
SUUSGEES
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Try some for hrearfast.
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FOR SALE.
Fresh Butter
Potatoes, Beets,
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Apples, Grapes, Onions.
200 Arrived to-day per steamers Florizel and Thabasco 100 barrels Choice Apples, No. 3's. 100 kegs Green Grapes. 60 cases Small 0nions.

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> 500 hlf-chts Thelma, 100 hlf-chts Lomax, 400 hlf-chts Hazlefield 100 hlf-chts Forest, Lowest Wholesale Prices.
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Something a little better and neater than the ordinary.

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Latest Styles just in.
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