## TWLLVE PAGES TO-DAY THE "PEOPLE'S PAPER" IS A LIVE DAILY IN A BUSY CENTRE-STUDY ITS NEWSY ADVERTISING. TW TWELVE PAGES TO-DA THE EVENING TELEGRAM. $=$ NUMBER 248 VOLUME XXXVII. PRICE ONE CENT. ST. JOHNS, NEWFOUNDLAND, THURSDAY, OCTOBER 28, $1915 . \quad$ S. SUMBER PER YR. 248. ज USE BUFFALO FLOUR! <br> Sold at BOWVRINGS' Retail Store.



Holland Bulbs!


FOR SALE!男o oritaid
LLodge Tasker


Houses.


 Fred. J. Roil \& Co.,


Trenches,


BIOCOIATOS

Celebrated SCHRAFFT'

## A. Fair Showing,

garments of our tailoring make and we are always glad to show visitors examples of our high-class workmanship, as well as the newest fabrics and smartest designs.

You can't judge such unusual values by our prices, so call, let us take your measure and prove the merits of work in

## Tailoring for Men.

## J.J.Strang,

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

2R20.

## North Sydney COAL.

The S. S. AMANDA has landed a splendid carices.

## ANTHRACITE COAL.

To arrive in a few days. All sizes at specially reduced prices while discharging. We can save you money on your Winter's
A. H. MURRAY, Beck's Cove. 0000000000000000000000000 Advertise in The Evening Telegram

"ECHOES of the Past;

## The Recompense of

 Love!"Itchy Nose And Running Eyes Cured
In Five Minutes By "Catarrhozone"

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and


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boys sleepily shaktinet, the mats
sweeping out the shops stopping
${ }^{1200}$
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ized the hopeesesness, the unwisdom
of his impulse of the night before; it
was better that they should not mee
saw

She was walking a little ahead o
him down the lane. His heart leape
and his pulse quickened as he caugh
nd his pulse quickened as he caugh
ght of the slight, eraceful figure
nd all the old love, which had only
veen steeping, rose within him like
an ardent flame, a flame that tortur-
d as it consumed him. She wore a
as it consumed him. She wore tam-0 - -shanter, and she carried her
loves in her band as it she had
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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 -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
satisfaction out of a broad choice than a narrow ne-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.

Do You need a New Overcoat?

If so, you need one that is at once smart,
serviceable and reasonable in price.
"Wi We can show you Overeats that
 Thees overcoats, which can be had il all sieses are suse to please the mest particicuar drese
${ }^{9}$ F. For Youths and Bys. we have also

U. S. Picture and Portrait Co.


The lace blouse of three years ago
can be brought to light and worn



## THE BIC FURNITURE STORE!

Great Clearance Sale to make room for FALL GOODS. All Odds to be sacrificed. Call and see the Bargains we offer.

## Here are some of the BARGAINS:


\$16.00 Dressing Case and Wash Stand Now $\$ 12.00$ \$17.75 Dressing Case and Wash Stand,

Now $\$ 13.20$
\$20.25 Dressing Case and Wash Stand, Now \$15.25
\$4.50 White Enameiled Bedsiead for - . $\$ \mathbf{3 . 1 0}$ $\$ 6.00$ White Enamelled Bedstead for - - $\$ 4.25$ $\$ 10.00$ White Enamelled Bedstead for - - $\$ 7.25$

Maitresses and Springs too numerous to mention.

$\$ 6.00$ Machines, $\$ 8.80$ Machines, \$27.00 Machines, $\$ 30.00$ Machines,

Sideboards and Buffets.
$\$ 8.50$ Sideboard, \$11.50 Sideboard, $\$ 16.00$ Sidéboard, Sewing Machines, Hall-Price

now 3.00 now 4.40 now 13.50 now 15.00

20 to 331-3 per cent. Reduction on Carpets, Rugs, Mats, Curtains, Blankets, Sheets, elc. All to be disposed of.

## Callahan, Glass \& Co., Ltd.,



Red RoseTEAisgood teat

THE EVENING TELEGRAM, ST. JOHNS, NEWFOUNDLAND, OCTOBER 28, 1915-4



G. KNOWLING.

EveningTelegram

 The Cheapest Kerosene is

## Texaco Oil!

## Because it is sold in full barrels, and because it burns longer, giving off no smoke, soot or

 it burns longer, giving off no smoke, soot orsmell. In 8 -hoop
steel barrels.

NO DEARER THAN THE ORDINARY KINDS.
GEORGE M. BARR.


## 1st Nfld

 REGIMENT
## Casualty List

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 Here and There.




## One of the Greatest Collections

A List of Golden Opportunities that no one economically Inclined should miss
Friday \& Saturday BLACK CASHMERE HOSE

<br>

a GREAT SALE OF Plain and Fancy Linens Cottons, \&c.
Everything advertised is of the highest qualit and prices are lower than you can buy equal qualitiee


Extra Special Value in FALLFOOTWEAR


Specials in the Garpet Room
TAPESTRY HE RTH RUGS


THE SHOWROOM SECTION
Is replete with Seasonable Goods at prices

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Cushion Covers

Table Cloths
 Table Napkins Roller Toweling


## Extra Special Values

Direct from New York

| \$3.00 Hand Mirrors | 75c. Wallets and Bill Cases |
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|  | Hilut bime |
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| 60c. Bay Rom | 5te Pearl Ear |
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| \$1.50 Chain |  |
| Purses | 86.03 Perfumes |
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New Corsets
D. $\mathcal{E}$ A. CORSETS.



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Cream Japanese Silk


 that there is always a little undis
solved al the time. Care should b
taken not to break the



## of Inducements we there Offered!

This Store is Filled with Bargains in Seasonable Goods for Fall and Winter.


## SMALLWARES

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## Don't Miss these <br> Specials in Hardware




## Men's and Boys' Wear. <br> \section*{MENS HALF HOSE. PYJAMA SUTTS.}

 MENS FLETE SHIRTS.
 PRESTENT
SUSPENDERS




High Class Jewelry Extension Bracelets ${ }^{\text {BAND }}$ BND BRACELETS.


SALE OF


## GROCERY ITEMS

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## CROCKERYWARE

## 



## Curtain Ends.

250 JOB LACE CURTAIN ENDS, 2 yards long, 45 to 66 inches wide;

## Pillow Cases.

5 doz. WHTTE PILLOW CASES. Value for
Now 14 cents.
A LITTLE JOB LOT. Value for 30c.
Now 22 cents.

## Window Poles.

doz. WOOD WINDOW POLES, Oak and Mahogany, with fittings complete, for

## Cushion Tops.

w. white frilied cushion tops, worked ready for us

## HOUSE FURNISHINGS

For the whole country at prices that defy competition are to be found at

## Mlaustiall Bros

American White Sheets ancm wr mam

American White Quills


## Spring Window Blinds.

doz. SPRING WINDOW<br>doz. SPRING WINDOW bLINDS, Plain with Fringed Ends in Cream \& Green Shades, 30 c . doz. SPRING WINDow bLINDS, Inser. with Fringed Ends in Cream \& Green Shades, 40 c . doz. SPRING wINDOW BLINDS, Insertion with Lace Ends, Green Shades . 4 doz. SPRING ROLLERS. Regular Price 10c. each. NOW

## American Scrims

20 pieces AMERICAN SCRIMS, very dainty pat terns; the very newest for window Curtains, 10 c . to 35 c . per yard.

## Art Serges

Crimson, Sa
45 to 70 cents per yard.

## White Turkish Towels.

250 lbs. WHITE TURKISH TOWELS,
50 cents per pound.

## Tapestry Carpets

0 cents to $\$ 1.00$ per yard.

28020

## Needles and Pins.

 by ruth cameron.



## 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.

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

the peoples papbr- THE EVENING TELEGRAM, OCT. 28th, 1915 - 12 -read by everyone.

## REID-NEWFOUNDLAND C…

## Heart's Content Branch!

Commencing Monday, November 1st, train will leave Heart's Content at 7 a.m. and will leave St. John's at 8.45 a.m. Daily except Sunday.


