







AT THE THEATRE TO-NIGHT ! THE SUPREME FAVORITE, GLADYS KLARKE, 66 PEGGYO'MOORE." THE CASINO.

## To-Day's

## Messages.

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## WE OFFER MATCHLESS VALUES, <br> We anticipate your needs and make every possible effort to meet them. We aim to secure for you

 goods in large quantities, good quality and lowest possible price.| Curfaia Scrim Remnanls. 16c. to 22c. yard. |  | White Curtain Net. Selling at 014 Price, 22e yard. |
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| Remnants Hall Blind Net. | Only 75c. per pair. <br> Notice het Sall Qumitity and Low Pince | CRETONNE. Selling at old Price, 33c. yard. |
| American While Sheels. -75 c . per pound. | arshall@ros | White Twill Sheeling. <br>  |



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A Clever Swindle.


THE EVENING IELEGRAM, ST. JOHN', NEWFOUNDLAND, OCTOBER 22, 1917-

War Meys.


| New English Silks. <br> High grade all Silk, heavy firm even lustrous weave, the most desirable weight and texture for all uses. $\qquad$ <br> 38 inch <br> Duchesse Mousseline. Shades of Maize, Saxe, Ivory and Flesh, only $\$ 2.20$ yard. <br> 36 Inch Chifion Taffeta, Black, $\$ 2.10$ yard. Nigger Brown, $\$ 2.00$ yard. |
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## AN APPEAL

## To the People of Newfoundiand

Since the outbreak of the present great War, this Colony, in commor with rall other parts of the British Empire, has sent forth
her braest and bests sons to to uphold the her bravest and bests sens to uphold the glopions traditions of ouf Flag, and Empire. Amongst the fighting Forces of Great
Britain and her splendid Allies the mien of Britain and her splendid Allies the mien of the Newfoundand, Regiment have established a name and record for themselves and their belo ved. Country, that will live for generations to come, and will redound to the lasting glory and hhonour of this most ancient and loyat Colony.
Up, to, a; few months ago a steady number of recruits were available to fill up the gaps, in the ranks, that were continually occurring, owing to our Regiment being called upon to participate in all, or most, of the important battles in France and Flanders, as well as the earlier days in Gallipoli, But, unfortunately, for the thast few mionths there has not been sufficiefit men offering to replace those who are no longer able to hold their places in the fighting line, who have to retire through wounds or sickness - in addition to those who have laid down theiellives in the righteous cause for which we are fighting.
ome of these glorious soldiers of New oundrand, to turn a deaf earto the call for help that they are continually sending forth? Are we to let go fore naught the great and valiant deeds that they have accomplished, by holding back and failing to keep the gaps filled upi
In as much as the lads who have fought and suffered and died so heroically and nobly for us,-our Country and our homes the past,-are those who are left behind content to allow their deeds and sacrifices to go for naught, and have the world retho still rem at mor or as tictions in the Britioh line NW that there are hundredo of young-merver only want to be awakened to a realization only want to be awakened to a realization come forward and take the places of those who are gone or incapacitated, and tellese Who a time at least, those bravéboys, (s) cially those of the first five hundred) who have borne the heat and turmoil of the Battle, should be given an opportunity to return to their homes for that well earned rest which they naturally desire and long

We are about to start on an active recruiting campaign, and-recruiting parties will be sent to all parts of the Island, so that very man who is eligible for service will be given an opportunity to enlist. Every proision will be made for the comfort and care of those dependents whom they leave behind. In the case of married men and othle arid nces are provided under Regulations jus published

Pensions will be provided for those who are incapacitated through wounds or sick ness, as well as the dependents of those who make the supreme sacrifice. Therefore, I confidently appeal to the young men of the Country, who are of Military age to offer themselves as recruits for a Regiment that Everery man, be he Newfoundlander or otherwise, might well feel proud of. Do your duty now; play the man's part, and never let it be thrown in your faces or the faces of your children that you failed in your duty to your Country in her hour of greates trial. I appeal to the mothers, to the fathers, and to the sisters, to heip the boys to reaike their duty, and spur them on, to quit
ticipate in the great victory that is surely coming, and which cannot be delayed much longer.
If this appeal, and our present recruiting efforts are not fruitful of the necessary number of recruits before the end of the year, we will then have reached the parting of the ways; we must then take one of two courses-either withdraw our Regiment as a separate unit, which would be a most unfortunate and deplorable occurrence, or the Government of the Colony will be reluctantly compelled to consider other means of acquiring men to keep our fighting Forces up to the required strength. Prove, herefore, men of Newfoundland, that this ancient and loyal Colony is able, and is prepared, to keep at least one Battalion in the ighting line, composed entirely of voco already gained right through to the close of hostilities.

Men who are not altogether fit for active service will find an opportunity to do "their bit" by applying for admission into the Forestry Companies, which are also badly
in need of more men.

## Your Brothers in Arms Are Calling! Your Duty Is to Go!

J. IR. Bibivivirypre, Minister of Milifia.

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An Appeal to the People of Newfoundland!



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EIGHT PAGES TO-
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Reid-Newfoundland Co. 푸푸⽿ Four Main Things to be Remembered:







## J. J. LACEY \& CO., Ltd.,

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Better Because They Last Longer.
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 Great Britain Leading Transatlantic Liners. For further patticularsREDOHewfountana COMPANY: 0

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MR. JAMES STOT Water street on Wednesday next, 24th



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