VOLUME XXXVII. - PRICE ONE CENT. ST. JOHNS, NEWFOUNDLAND, THURSDAY, SEPTEMMER 23, 1915. \$3.00 PER YEAR. NUMBER 218.

# WHITE'S PORTLAND CEMENT. <br> GET OUR PRICES. <br> BOVVRING'S Retail Store. 



Auction Sales:


## For sale.     <br> $\underset{\text { Anetioneer. }}{\text { P. C. O'DRISCOL }}$

 Looks
WE MAKE
Repair Harness ! Heter is the Expert


## NEYLE'S

| DELICIOUS <br> lce Cream! <br> at shortest notice, by <br> quart or gallon. Just thing for party or outing. <br> Oyster Bay lee <br> Cream Parlors. <br> Phone 770a. 168 New Gower St <br> July $26,00 \mathrm{~d}, 2 \mathrm{mosi}$. <br> The Art of Selling for Cash <br> This little brochure explains fully <br> located. We mean it. Write to-day Well, bus <br> or exchange, and receive this book- let free. B. F. LOOS CO., 403 W . Wal- <br> jly $19, \mathrm{~m}, \mathrm{th}, \mathrm{tf}$ |
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MINARD's LINMEkT FO
A. B. LEHR, Do It Now!


We can Improve the

| FALL PLANTING! OBDER NOW Flowering Shrubs Hedge Plants. Fruit Bushes uit Bush A. E. CANNing, |
| :---: |
| $\frac{\alpha y}{6}$ | Municipal Board. Tenders for Hay



Soaip and Water and Hbow Grease
The only combination to keep a House Sweet, Pure and Wholesome. Use these Soaps:
PERFECTION,
CARBOLIC, Virginia Lake.

The Standard Mig. Co., Lid.,
 Furness Line Sailings!

| Stay |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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## 

Halt!
Give the Countersign.
Cash'sTobaccoStore
 Tole


JAS. P. CASH, Tobacconist,
water street.
The00000000000000000000
Gravenstein Apples!
Due tomorrow ex S. s. Stephano ONES, TWO's, THREE
TABLE PEARS in half barrels,

## EDWIN MURRAY.

20000000000000000000000

## OCTOBER PATTERNS!

 10 and 15 cents eich.
 GHARLES HUTTON, Sole Agent. Tow PaRcir jominson,




| FOR SALE! | sox |
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|  | $\xrightarrow{\text { For SALE-UTright Grand }}$ |
| S.S. "Senlac" |  |
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|  | For SALE-Several Ideal |
| Steams Ten Knots on |  |
| mall Consumption. |  |
|  | To LeT-That Residence |
| A. harvey \& Co., Ltd. |  |
|  |  | For Sale-A victoria CarHat in sod rinig oriar yill wo For SALE-A Well Bred


 T. A. BOWN,


 JAMES R. McCoUBREY, LOST-On SUnday last, a
 Skiner's Monumental Works.


 WANTEO-Two Gentemen
Help Wanted!
WANTED,-A Smart Boy
for Cash Desk Apply to MARSHALL WANTED-A General Ser-
 WANTED - A Cook and



WANTED-A Lining Mal:

 WANTED-Two Girls to go

 Maidewizu

THE EVENING TELEGRAM, ST. JOHN'S, NEWFOUNDL AND, SEPTEMBER 23, 1915-


## LITTLE RIVEVR, CODROY!

A New Set of $5 \times 7$ Photos showing many parts of the River, each print sells for 25 cts. THE LOG CABIN, Spruce Brook.
THE HOLLOWAY STUDIO, LIMITED, Corner Bates' Hill and Henry Street, St. John's, Newfoundland.
'Phone 768.
415th Day of the War
Latest
From the Front.
Messages Received Previous to 9 A.M.









## The British Theatre

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| 5c. The Crescent Picture Palace. 5c. |  |
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|  | Harvey collivś Irish Tenor, singing Classy Songs \& Ballads GOOD MUSIC-A WELL VENTLLATED AND COMFORTABLE THEATEXE. |


Rossley's East End Theatre!


The Mid-Week Programme at the Recognized Home of Worth-While Attractions!
When We've Wound Up the Watch on the Rhine,"

| "the Milion dollar mystery" (Sensational Episode 18, | $\underset{\text { "THird }}{\text { trigue.) }}$ HAND HIGH" (A thrilling drama of love and in- |
| :---: | :---: |
| "THE NEWS PICTORLIL, (Interesting world events.) | "WILD WEst Love." (Chester Conklin in a Keystone.) |



## Genvine REDUCTIOUS on MEDCHNNDISE of Mrit or fridar

Smallware Snaps


Glove Bargains ${ }^{\text {LADIES }}$
cashmerette gloves. and dents kid gioves avem mix

Fall Hosiery Specials ladies black hose.
 Ladies black hose.




Helpful Savings in Household
Section.
WHITE LINEN
DUCHESSE SETS.


 WHITE PILLOW SHAMS



New Dress Fabries


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Extra Special Grocery Bargains




 COVERS.

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Hriday and
FANCY
Faturday ... FANCY
TABLE CENTRES.
White Muslin Table Cen
 dagonal cords. JAPANESE SLLK.

Maximum Values in Foolwear

## September Sale of Blankels!

Splendid Opportunities to Save Money.
We have about 300 pairs of Slighty Soiled Blankets-Union and all Wool-to be cleared out at substantial reductions, to make room for New Stock.

Does the cooling off of the weather bring up in your mind the sub ect or warmer bed coverings-Blankets? Isn't it high time that you Right in your Fall and Winter supply?
may never again be able to buy these qualities at these prices
Size $54 \times 70$. Reg. $\$ 5.00$ pair. Selling for
Size $60 \times 78$. Reg. $\$ 5.25$ pair. Selling fo
Size $66 \times 84$. Reg. $\$ 6.20$ pair. Selling for
Size $60 \times 78$. Reg. $\$ 7.20$ pair. Selling fo
Size $66 \times 84$. Reg. $\$ 8.50$ pair. Selling fo
Size $66 \times 84$. Reg. $\$ 8.50$ pair. Selling fo
Size $70 \times 88$. Reg. $\$ 9.65$ pair.
Selling for
$\begin{array}{ll}\text { Size } 70 \times 88 \text {. Reg. } \$ 9.65 \text { pair. } \\ \text { Size } 65 \times 84 \text {. } & \text { Reg. } \$ 10.00 \text { pair. } \\ \text { Selling for for }\end{array}$
Sind up To sil.3.0 a pait

## Extraordinary Value Giving

## RROOM.

 $2 \mathrm{za}=38 \mathrm{c}$ Satarday
LADIES,
NIGHTD






 LADIES
CORSET




 day.
MENS SHEIRTS.
sott
Pongee









GENTS' FURNISHINGS.
Another Remarkable List of Good Values MEN'S TWEED CAPS MEN'S COLLARS.


Six Splendid Values!

| Outing Flannels | Calicos and Shirings |
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|  |  |
| Twilled Sheetings | Plush <br> Door Mals |
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|  | cotay |
| Quills and | Tapesiry Hearth Rugs |
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## Granny's Day.


















Dumba's Stupitity.

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Americans in
the British Army

## Mail Orders

Orders for Goods listed here shoutd be accompanied by cash in every case Per-

[^0]
## TheRoyal Stores Itd.




## BOYS' KHAKI CAPS.

 Jist operat: A linited quantity of these quick sellers. Not replace able when the present stock is exhausted. Still at old price
## NEW FALL IMPORTS! <br> 

We are now ready with many Lines of Goods such as you require for Fall and Winter. Notwithstanding the many drawbacks and difficulties of obtaining Goods, still we have been very fortunate--being early in the markets--in securing many attractive lines.

## All Departmnets are now well stocked.

## Marshall Bros

MEN'S TIES

## Scarfs.

Seldom have we shown the assortment now on view.

Alof of High-class Goods at popular prices.



Martin Hardware Co., Ltd.
 Seplember Clearing




Prohibition.


## Here We are Again!

FULL LINES
$\mathbb{N e w}$ Goods! Ladies' SUITINGS,

Cloths, Tweeds and Serges.

## SEE THE

"Marvelette" Corduory
In Navy, Tan and Purple. The Very Latest for
LADIES' SUITS.

## BOWRING BROS., Ltd.



Having shown where we excel in the Bedding Line, we wish to add one
word more on Our New Idea Bedstead. Having installed machinery the past month for the punching, boring, \& c., of our Beds, we can now fit our Oxaltogether, mer Spring to any Bed as required. This does away withe wood every way, to the old, as it is made into the Bed and can be removed and packed
very closely-a great convenience when removing. We also have the Combi-
Another Special Value To-day.
 Hardwood throughout, not
a bit of softwood in same
Very heavy massive leg extends 6 to 8 . Warth
specially for us. Worth
$\$ 12$ to $\$ 15$, now offered for
$\$ 9.95$.
A real bargain. Quantity


415th Day of the War TO－DAY＇S Messages． 11.30 A．M．

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 TELEPRONES．NoS． 482 and 786.
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## 1．30 P．M．

## London，To－day

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In Milady＇s Boudoir！

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Here and There．

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## 7 Seated

 Touring Car． W．V．DRAYTON
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## Fresh Supplies

New York Turkeys
New York Chicken
New York Beef
Tomatoes
Egg Plant

| Bananas | Water Mel <br> Pineapple |
| :--- | :--- |
| Plums | Cucumbers |
| Celery | Peaches |
| Cert | Pars |

> Green Tomatoes，Preserving Plums， Green Peppers．
Hso，loal produce in stock including
Potaloes，Carrots，Beet，Parsnips，Turnips．
AYRE \＆SONS，LTD．， Grocery Department．


## LadIES＇COATS！

All this Season＇s Newest
Designs ready for your INSPECTION To－Day．

## S．MILLEY．

A true saying is that
－＂QUALITY COUNTS．＂
to all who are interested in Men＇s Fleece Knit Shirts and Pants， 55 cents each，

We say，buy this，week from
A．\＆S．RODGER．

Farmer Gored by Bull


## Economise！




 Trinity Arrivals．

Here and There． MISS HORNOOD
 Puxos
 Suetwornh stroet－ausz7．tions，

 Stafords Phoratone Cough and Cold cure is a good prepar－
ation for all Coughs，Colds． Bronchitis，Asthma and various age jc．extra．－sep21，tf
Canibot pievitict－From pary





Good Novels，15c．each

## breves boonstore．














Garrett Bymne；


# REID-NEWFOUNDLAND C… 

## AUTUMN EXCURSION TO BOSTON !

Excursion tickets will be sold from all points on the Reid Newfoundland Co's. System to Boston. Good going up to Oetober 16th, and good for 30 days from date of issue. SPECIAL REDUCED FARES.

## AUTUMN EXCURSION TO MONTREAL!

Excursion tickets will be sold from all points on the Reid Newfoundland Co's. System to Montreal. Good going from St. John's Sept. 14th and 16th, also good going Tuesday, Sept. 28th, and Thursday, Sept. 30th. For tickets going Sept. 14th and 16th return limit is leaving Montreal Oct. 4th, and for tickets roing Sept. 28 and 30 th, return limit to leave Montreal Oct. 18th. ONE Thursday, Sept. 30th. For


## ITOW REJFADTY

Ladies', Misses' and Children's FALL COATS and HATS.

## WILLIAM FREW.

Our First Shipment of Ladies' Ameriean FalliHats Only the Very Newest and UP TO TEE MINUTE.
Robert Templeton
 Gravenstein
APPLES:
Due to arrive per Stephano this week
250 brls. No. 1 Gravenstein Apples.

## GEORGE NEAL.



## Most People

Are now Economizing in the matter of Dress.


The Nild. Clothing Company, Lid.

| Fu niture for the Home. | The Big Furniture Store. |
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## 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. E. Strang,

Ladies' anil Gents' Tailloring,
153 Water Street, • ' 'St. John's.

GRAVENSTIEN APPLES, etc.

## To arrive Thursday ex Stephan <br> To arrive Thursday ex 100 barrels GRAVENSTEIN APPLES. 30 boxes ORANGES-California <br> 30 boxes ORANGES-California. 30 sacks SIVERPEEL ONION

BURT \& LAWRENCE, 14 New Gower Street.
Over 40,000 People Read The Telegram


[^0]:    fect satisfaction guaranteed

