



## New Fall Garments

Arrived by "Rosalind".
Prices Within Reach of All

m-

Be One of the Many to Secure Bargains at This Sale

## OHI of DR R SSS Tricolette Blouse Sale

All the Newest and Best Grades Included

### 2.98, 4.25, 5.95

## Sale of Suits and Skirts

Fall Suits-New Ideas. Models and Materials are up to the hour even though prices are very moderate.

## $22.98,24.98,28.00,30.00$ SMART SAILOR SUITS SKIRTS <br> Prunella Plaids - . . - 10,98 Pleated Plaids . . . . . 6.98 Serges : stunning styles to select from at this sale. <br> Sealettes, Silvertons, Velour, Broad Cloth <br> Save Money! Buy Coats Now!

Nevest Fall and Winter Dresses Navy Blue Serge Dresses - 10.98 Wool Tricotine Dresses, 12.98,16.98 Newest SIIk Dresses 19.98 \& 24.98

## Sale Soral, Plust and Clotil Calis

Special Sale of New Fall and Winter Coats. Buy Your Winter Coat Here Now. All new

| Store Open Every Night. | The Store that Gives Bii Values | "The Store of Greater Service." |
| :---: | :---: | :---: |
| $\begin{aligned} & \text { LADIES TEA APRoNS, } 20 \text {, } \\ & \text { "Get tat Summers?" } \end{aligned}$ |  | MENS CRIMSON SLLK HANDKERCHEFS, 70c "Get ${ }^{2}$ t at Summers". |
| BLACK WOOL, <br> 5 -ply Fingering, <br> 14c. slip. <br> "Get it at Summers?" |  |  |
| MEN' |  | "Getit at Summers". |
| MINTS STVEATMARS <br> ine quality, coat sty with military collar, two pockets and belt, "Get that Simmers? |  |  |
|  | OUTPORT ORDERS RECEIVE PROMPI ATTENTION. NO APPROBATION. |  |
| M. J. SUMMERS, <br> 330 Water Street. |  |  |

lon'tsay Paper say The Evening Telegram.
 $\frac{\text { P. \& T, BOARD, DRESSED CLAPBDARD. }}{\text { 2 and } 3 \text { Iif. PLAANK. }}$ Schr. "A. B. Bapteaux", Nand $^{\text {Nateaux", } 250 \text { tons: tons. schr. "Annie }}$
 now. Coal meighed. New Yooking orders for all kinds
Nild, Coal \& Trading Company, Itd. At the premises hately ocecpied by Alan Goodridgo
atamut

the evening telegram, st. John

## 5 essinM



For All the Family

Besides the "COLUMBUS" BOOTS for Men, there is a range of Rubber Footwear to suit every member of the family-
old and young. old and young.
of Styles anBUS" RUBBERS are supplied in a large variety of Styles and Qualities, the only
once, in Comfort and Economy.

From every viewpoint they are the most satisfactory. SEe them at your dealers.
The CLIEVELAND RUBBER COMPANY, Lttu.,
166 WATER STREET, ST. JOHN'S, N.F.

One Whole Week Devoted To Fall Specials.
Mail Orders Promptly Attended to.
Cotton Blankets
 $\$ 2.75$ pair.

| \$2 | r. | $\mathrm{rdi}$ |
| :---: | :---: | :---: |
| Children's Hose. <br>  suitable for present wear, only 25c. pair. | Boys' School Hose. <br>  <br> 50c. per pair. | Striped Flannelette. A good fuffy make, 36 inches wide; a large assortment of pat35c. per yard. |
| Men's Sweater Coats These arte of Himblher miture <br>  $\$ 2.90$ each. | Ladies' Brown Hose A few more dozen of thege popular shade Stockings fett Don't fait to seure a pair, onipa 28 c . per pair. | White Flannelette. <br>  <br>  38 c. per yard. |

ALEX SCOTT, 18 Ilew Gover st.

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M. A. BASTOW.

## Coastal Boats. govikMMENT




 TUNDREDS Of MEN ane nun wlar BENGALINE TIES.




## APPLES!

Reading the Cups.

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& \begin{array}{l}
\text { side down on the saucer. Remove } \\
\text { the eup ina moment or so no study } \\
\text { the positions taken by the leaves. } \\
\text { More in our next announcement. }
\end{array}
\end{aligned}
$$

Blue Bird Tea
Brings Happiness!
BAIRD \& Co., St. John's, Distributors for Newfoundland.

Have your office made comfortable for you



WM. NOSEWORTHY, Ltd., Water Street West.

## 

 ORANGES!

 ${ }^{75}$ Kegs ETTOCK: HEATY


Soper \& Moore

DR. LEHR, Dentist,


YOUR-TEETH-
prorrata 1 git.



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 JJJ. Dooler WEKNDINFIOW contin

East End Feed \& Produce Store.

Diamond " C" Soap Does better work and goes further than an other laun

White Borax Naphta Soap A combination of na-
ture's products for every household use.

## Ring 812.

East End Feed Store.
Bricks Tasteles can be pur

and


# Mens' Twead and Serge Suits <br> BELOW COST AT P. C. MARS' 

"A dollar saved is a dollar earned." Save Your Dollars by getting Your Fall Suit from us. We are offering Men's Suits in several shades of Grey, Brown and Green Heather Mixtures in all sizes, and in the smartest styles, including the popular pinch-back effect.

Also a splendid line of Men's Sults in good Navy Serge, woll cut and finely tailored, in snappy styles and in all sizes.
$\longrightarrow$ Prices from $\$ 11.90$ to $\$ 35.00$
Terms Strictly Cash No Exchange. No Approbation. P. C. MARS open saturday nights till 9.30 Duckworth Street Head McMurdo's Lane.

## NEW ARRIVALS!

| BEEF |
| :---: |
| 200 Barrels of Choice New <br> York Boneless are just to |

200 Barrels of Choice New
hand per S.S. Sable I.

## Fishery News



## DOIS IT PAY TO RTIAL SUGAR?

З2иан
Grocers who have figured out the cost of retailing out of a barrel say that bags, twine, time plus loss of
weight amount to from 75 cents to one dollar per hundred pounds. weight amount to from 75 cents to one dollar per hundred pounds.

FIGURE TT UP YOURSELF. STOP LOSLGG YEONEY. STOP GUESSING AT YOUR PROFIT. BUY
LANTIC AND KNOW YOUR PROFIT.
Jraory
If your clerks agreed to work in your shop on hotidays putting up sugar in bags for you to retail and fur ther agreed to supply the bags, the twine and to pay you for ail lost weight if you would pay them one-half
cent for every pound of sugar put up, you woufd considersicha deal a good one for you.

Understand now, you would only have to pay your clerks $1 / 2$ cent per pound on all sugar put up. For this half cent your clerks would supply everything required and in addition would pay you for any shortage of sugar. Whilst your clerks would be doing this work they wouldn't be getting any pay other than the half
cent per pound on sugar. You WOULD accept a proposition of this sort, wouldn't you? Shoud shay show.

Well that's the Lantic Sugar proposition, we shall supply you with the finest and cleanest and best sugar in 2 pound and 5 pound packages, guaranteed full weight, at one-half cent ( 50 cents per 100 lbs .) over the price of sugar in barrels. The usual difference is 75 cents, but we're doing it now for 50 cents.

If you're a BUSINESS MAN you'll sell Lantic in pack ages, because it is the only sugar which can be retailed
at SURE profit. It's better for you make a half cent on Lantic than to lose a quarter cent on retailing at SURE profit. It's better for you make a half cent on Lantic than to lose a quarter cent on retailing out of a barrel.

## Brick'sTasteless

- THE ONE WHO TAKES IT MUST EAT


Health and Happiness




Dr. F.STAFFORD \& SON,

## Here for Water.

BRICK'S TASTALASS can be purciased itgom Staflord's Drag Store, Theatre Hill, for 5.20 bottle, Postage 20c extra, Ovee 2000-bottles arrived a few days ago.

Wholesale and Retail Chemists and Draggists, St. John's, Newloundiland



Stop that Hack And cure that cold. It debilitates to disease. Brick's Tasteless tones up the system, increases the vitality and acts as a general bracer.


Tune Up Your Syslem
 ell-what you need is a new supply $f$ rich-red blood. Bricks Tastelese elps the system and aids mature. It
is a sofe medicine that makes good

บ.l. Don't blame him, he can't help it he's had a headache for a week. But re could fix him right away. Brick cases. It has never yet failed. Try a bottle.


CHEER UP! BRACE UP! Brick's Tasteless will bring relief
at once. It is a tonic that run down
at once. It is a tonic that run do
ystems need. Costs only $\$ 1.20 \mathrm{~b}$ systems
the. Postage 20c. extra


## Physical Development

And its Bearing on Health and Strength.

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|  |  | When we sa back to 1914 day prices for Boots |
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$\$ 5.00$.
This lot comprises Women's all Black Kid Boots, high cut laced, Cuban
all Black Kid Boots, plain toe; High Cut Buiton, Cuban heels. Regular heel; all Black Kid Boots, plain
$\$ 7.50$ Boots for $\$ 5.00$. All sizes.


PARKER \& MONROE, Limited

## Five Dollar Boots

FOR WOMEN


## 1200 Pairs

Women's High Grade Boots,

## $\$ 5.00$

he pa
ck Kid B
sopt2pets.

## SPORTING COODS:

CARTRIDGES-Black Powder, 10 and 12 G, BB, 1, 2,3, 4, 5, 6, 8 .
CARTRIDGES-Smokeless, 10 and $12 \mathrm{G}, \mathrm{BB}, 1,2,3,4$, 5, 6, 8 .
BRASS and PAPER SHELLS, 10 and 12 G.
CARTRIDGES, $303,3030,44,4570,32,22$, Long and Short. CAPS. POWDER, SHOT, WADS-Felt and Cardboard. RELOADING SETS, RE-CAPPERS, EXTRACTORS WHSILES
22 C. RIFLES, BRGECHLOADING GUNS, PUMP GUNS AUTOMATIC RIFLES, 44 WINCHESTER RIFLES REVOLVERS, ETC., ETC

## BOWRING BROTHERS. LIMITED

Hardware Departmen



## WE HAVE IT:

Our large shipment of lantic Sugar arrived by S.S. Sable, in cases containing $50-2 \mathrm{lb}$. packages and in cases of $20-5 \mathrm{lb}$. pkgs. A Case Contains 100 lbs. of Lantic Sugar READY FOR Groers-anticit inaclapes RETAILING and bither mod iso sinis Phone Your Order Without Delay.
Every 2-lb. \& 5-lb, package of Lantic Sugar IS GUARANTEED FULL WEIGHT. GEO. NEAL, LTD.

## WHAT WILL \$12.25 00 ?

It Will Buy a Ladies' Coat Worth \$20.00!



## WOMEN'S High Laced Boots, At 1914 Prices. <br> LADIES BLACK KiD 9 inch BOOTS-Price This boot make has a gooo sensibes an ideal walking boot and boot for $\$ 9.75$ last year <br> LADIES 9 inch TAN CALF Boor, with Tan Cloth Top. Price only $\$ 6.00$ per pait Only 200 pairs of these boots at $\$ 6.00$. <br> a pair today, 300 pirs CHER BOESS BOOTS <br> CHER BOOTS, only $\$ 3.99$ per pair <br> Special price on case lots for cash. Mail orders receive prompt attention. <br> F. SMALLWOOD, <br> The Home of Good Shoes, 218 \& 20 Water Street.



## Hardwood Flooring!

Birch,Beech and Maple.
We are now booking orders for a carload of Maple Flooring below pre-war prices.
C. A. hubley,


## Great Realization Sale, FANCY SCRIMS, 23c YARD.

Advertise in the "TELEGRAM."

## "Down She

 Goes Again."Last week we announced a sharp decline

## Sole Leather,

and our customers took advantage of low prices offered and quickly bought up our shipment ex S. S. Rosalind. We have On Thursday's steamer from New York and hope to be able to sell it even lower than the last consignment if possible.
TO-DAY we announce a decline in the
price of our popular "BERKSHIRE" brand of
Hams \& Bacon
and are now prepared to sell and deliver these fancy smoked meats at much lower
prices than you paid for your lastpurchase GET OUR QUOTATIONS.
F. McNamara, QUEEN STREET.

PHONE 393


## Molasses!

We havea consignment of MOLASSES,
in Puncheons and Tierces, which must be disposed of immediately. No reasonabl BAIRD \& CO., Water SL, East.




## Reid-Newfoundland Co., Limited

 $\qquad$


## Passengers and Freight.

| One Way Fare $\$ 30.00$ including Meals and Berth. HARVEY \& CO, Ltd. FAROUHAR \& CO. Ltd,St. John's, NAd. FARQUHAR TADDNG CO., LTD. |  |
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Furness Line Sailings

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