ten Pages to-day.

# PRICE ONE CENT. <br> REID-NEWFOUNDLAND C ${ }^{\circ}$ 

## Heart's Content Branch!

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



THE EVENING TELEGRAM, ST. JOHN'S, NEWFOUNDLAND, OCTOBER 27, 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-Half dozeII- $\$ 3.00$.
one dozen-\$5.00.
Phone 768.
THE HOLLOWAY STUDIO, LIMITED, Corner Bates' Hill and Henry Street, St. John's, Newioundland

499th Day of the War

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## From the Front

Messages Received
Previous to 9 A.M.

$\square$

More American Goods!
At Prices that are Irresistably Low.

| LADIES' NECKWEAR 40 c . to $\$ 1.20$. |  | $\xrightarrow{\text { countion }}$ Turkhit Wash Cloths, gc, eaChild's Waterpoof Bibs, Washing Slip Ribbond Xmas Holly Ribbon, 13c. bdil Books of Safety Pins, ben Child's Satin Purses, |
| :---: | :---: | :---: |
| Very attractive, consisting of Collar and Cuff Sets, Fischues, Ruffs and some Fur effects. |  |  |
| DIES an |  |  |
| $\begin{aligned} & \text { In Elastic, Leather and } \\ & \text { Fur Trimed suede; all } \\ & \text { The latest shades. } \\ & \hline \end{aligned}$ | HOSIERY SPECIALS. Child's Rib Cashmere, <br> 16 c . to 26 c . Ladies' Cashmere, 30 c . to 45 c . Men's Half Hose, 20 c. to 40 c. 20c. to 40 c . |  |
| $\begin{aligned} & \text { LADIES' KIMONOS, } \\ & \$ 1.50 \text { to } \$ 3.50 . \\ & \text { In shade of Mauve, Pink, } \\ & \text { Saxe, Navy and Helio. } \end{aligned}$ |  |  |
|  | FLEECE UNDERWEAR. Boys' Sizes, 24 to 34. Girls' Sizes, 24 to 32.Price 38 c. up Ladies' for 28c., 38c. up to65c. 65 c. | SPE |
| LADIES <br> SLLK CREE WAISTS <br> S1.80 to s3.60 <br> Roman <br> stripe, <br> collars of <br> Hilitary cut. |  |  |
|  |  | $\begin{aligned} & \text { ATERPRO } \\ & 25 . \mathrm{e} \\ & \hline \end{aligned}$ |
| CHILDSAMERICAN COATS,fit 2 to 6 .years, only\$.2.0.Corduroy Velvet in shàdesof Red, Navy \& Brown. | INFANTS' BATHROBES, 95c. to $\$ 2.25$ Shades of Pink and Sky only | $\mathrm{Nco}$ |
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|  | (easy) Z WAISTS, <br> fit 2 to 13 years. Price 28 c . up. | 50c. |

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These Goods being reduced in price should be very attractive to tradesmen who know the value of good tools and who know how to use them. See our window.

AYRE \& SONS, Ltd.

| EUROPEAN AGENCY. | $\begin{gathered} \text { Use } \\ \text { MOREY'S } \end{gathered}$ | Whisky |
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| sale Indents promptly execu- | COAL |  |
| Contiontar soods |  | Don't be careless and simply ask for Whisky. |
|  | Now landing, 682 tons | Ask for |
|  | North Sydney Coal. | ouse of Lords, |
|  |  | a mellow full strength, |
| is | thracite Coal. |  |
|  | We can now supply the best coal in the market. OUR COAL IS GOOD COAL. | ch - a favourite with |
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| WILIAM WISTSON\& SoNS |  | J. C. DAIN土. |
|  | GET IN COWS. |  |

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5c. The Crescent Picture Palace. 5c. "The Sirength of the Weak."
"THE GiRLL AT YeLAN's"-A vitagraph western drama, with
Margaret Gibson. IN Delmar, the Popular Crescent Voealist, singing Norelty


 ROSSLEY'S EAST END THEATRE!

To-Night ! Important Anoouncement!
 The Great Posing Marble Statue Act.




The Good Genius of the Sick Room.


 When chiarien are convalecent but still confined to on


ST. JOHN'S GAS LIGHT GOMPANY.

## THIS WEEK'S SPECIALS

Men's and Boy's Suits, Overcoats and Pants;


WILLIAM FREW.
 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 Enamelled Bedsiead for - . $\$ 3.10$ $\$ 6.00$ White Enamelled Bedstead for - . $\$ 4.25$ $\$ 10.00$ White Enamelled Bedstead for - . \$7.25

Mattresses and Springs too numerous to mention.

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

Sideboards and Buffets. $\$ 8.50$ Sideboard, . . . now \$7.00. \$11.50 Sideboard, . . . now \$9.50. $\$ 16.00$ Sidehoard, now 12.25
Sewing Machines, Hall-Price

now 3.00 now 4.40 now 13.50 now 15.00

20 to 33 1-3 per cent. Reduction on Carpets, Rugs, Mats, Curtains, Blankets, Sheets, etc. All to be disposed of.

## Callahan, Glass \& Co., Ltd., Duckworth and Gower





THE EVENING TELEGRAM, ST. JOHN'S, NEWFOUNDLAND, OCTOBER 27 , 1915-9



Something You Should Know

## RIVERSIDE BLANKETS

Are made in the same factory as the famous River ide Yarns used so extensively in knitting socks for The Riverside Woollen Mills, Limited, Riverside, near Makinson's Crossing.

Get Ready for Christmas!
Stamped Linens for F'cy Work, Table Cotre Work
Table Centres, Work Bags, Laundry Bags, Runners, Cosies, D'Oyleys, Etc. In White, Black and Colored.
Prices are the lowest possible. You will be pleased with them, so would your friends.
Robert Templeton.
Do You need a New Overcoat?

If so, you need one that is at once smart,
serviceable and reasonable in price.
W. We can show you Overcoats that will fill the bill perfectly, of fine Chin-
chillas and Friezes in Navy, Grey, and chillas and Friezes in Navy, Grey, and
Brown, and in several new models. Thewn, and overcoats, which can be had in all sizes, are sure to please the most

I For Youths and Boys we have also above colors and materials, in several different styles and in all sizes.
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 Fresh Stock Hartley's Jams and Marmalade Just Arrived.
Breakiast Cereals! BUTTER!


BOWRING BROS, Ltd. 332 'Phone

| No Sportsman's Kit <br> CLARK'S <br> Pork and Beans <br> with Tomato Sauce. After a breakfast of <br> CLARK'S PORK \& BEANS you can walk thirty miles <br> after the birds if necessary <br> for supper when you get back. <br> Ask your Grocer for them. <br> P. E. OUTERBRIDEE, (Agent for Newfoundland) 'Phone 60. |
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 which has stoodpromptly paying $\$ 541,000$
in the Big Fire, 1892. Absolutel
no trouble when a loss occurs. GEO. H. BALLEY,
 A Century of Methodism in St. John's, Nild,







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Accompanying the Photographs is a

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sending it to UNGAR'S to be Dry Cleaned. sending it to UNGAR'S to be Dry Cleaned. Look over
your wardrobe and see if there is not some soiled or spotted garment that has good material in it. Do not discard your garments but send them to UNGAR'S and you will
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and like new
Mesm ncholle, inken \& chafe, Agents, Nad UNGAR'S LALIDRY \& DYE WORKS, Haliliax.

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100 barrels
LIGHT H. B. PORK.
100 puncheons Choice Barbados MOLASSES.

GEO. NEAL
Kings \& Gravenstien Apples
Now in Stock.
Prices Right.
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One case LADIES' FELTT HATS-These are sample
and every Hat is different. Price $\$ 1.00$ to $\$ 3.00$. Ladies, Costume skirts in Blacks, Navys and Ladies' flannelette wear-Fine assortment of Nightdresses and Knickers, and a splendid
Sample Lot of Ladies, Flannelette Nightdresses,
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Overall. The lady who doos her work wearing
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