## REID-NEWFOUNDLAND C ${ }^{\circ}$.

## Notre Dame Bay Service!

S S. "Clyde" leaves Lewisporte every Monday for South Side of Bay and every Friday for North Side of Bay.

Travel and Ship Your Freight by this route. RATES ON APPLICATION.
and

THE EVENING TELEGRAM, ST. JOHNS, NEWFOUNDLAND, NOVEMBER 15, 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 dozen- $\$ 3.00 . \quad$ one dozen- $\$ 5.00$.
Phone 7.68.
THE HOLLOWAY STUDIO, LIMITED, Corner Bates' Hill and Henry Streei, St. John's, Newioundland

In war times and in peace times
good times and in dull times,
In hot times and in cold times-
"Choose Jaeger" Smyth's, 286 Water St.

Ladies' Costumes Fall -1915-Sylyes.


Was there ever a more
fickle lady than Dame Fash fickle lady than Dame Fash-
ion? She is always making
changes, and this season has changes, and this season has
surely surpassed herself. I There is a more decised change in this Fall's styles
than has been known for many seasons. While ma-
terials are similar. Serga Gabardines, Tweeds, Cord, etc., the designs are abso-
lutely unlike any of their lutely unlike any of their
predecessors. Cats are of
many styles, chiefly a la milimany styles, chiefly a la mili-
taire, with high collars,
snug-fiting sleeves, and the snug-fitting sleeves, and the
entire coat in some instanentire coat in some instan-
ces is beautifully braided.
Skirts are much fuller, both pleated and gored, and are
worn very short.

If As descriptions are quite impossible, we can only say
that we carry the largest
and smartest line of Ladies'

J. S. Picture and Portrait Co.

Gas and Hospitality.


ST. JOHN'S GAS LIGHT COMPANY.



## Men's Underwear,

for the cooler weather. Amongst others we have, we wish to mention
here

Men's Fleece Lined Underwear,
Price now only 455. garment.
But while you may be considering your pocket,
in the long run you will find you will have more money by considering your health

## Wool Underwear,

STANFIELD or NU-KNIT.
We stock both of them, suits to suit everybody.
Then we are at the present moment offering
Men's Shetland Lamb's Wool Drawers. And as regards Underwear you can get nothing
better. Owing to the practical impossibilitity of getting shirtst match these this year, and ir so
at imposibe prices, ewe efrering this ol of tor
Drawers at 25 per cent. under last year's low years

## Henry Blair


Finfirlin
FRESH GROCERIES
Just Received per S.S. "Algeriana."

| English Icing Sugar. <br> Caster Sugar. <br> Van Houtee crystals <br> Fry's Breakfast Cocoa <br> Lyles Golden Syrup. Brown and Polson's Corn Flour. <br> Coffee and Milk. Cocoa and Milk. |  |
| :---: | :---: |
|  | Southwell's Lemon Crystals. |
| Morion's Potato Flour, lb. pkg. | $\begin{aligned} & \text { LAZENBY'S POTTED MEATS } \\ & \text {-in Glass- } \\ & \text { Chicken and Ham, Turkey and } \end{aligned}$ |
|  |  |
| BOTRING BROS. |  |
| 332 GR | $\begin{aligned} & \text { ERY. } \\ & \text { ne } \end{aligned}$ |


Kerosene Oil!
We sell only highest grade Genuine Petro-
We.sell all Oil in new oak ironbound casks. We sell per-imperial gallon-one-fifth more We can sell you
A. H. MURRAY. Advertise in the TELECRAMi


## Great 1-Day Sale

The Entire Gross Receipts for the Benefit of Our Boys at the Front.

Miss MAY FURLONG
will offer for one day her entire stock of High-Class Goods (from a twenty cent
bouquet to $\$ 100.00$ Garments), the entire proceeds of which will be for the benefit bouquet to $\$ 100.00$ Garments), the entire proceeds of which will be for the benefit
of "Our Boys" at the Front. Amongst this great display will be found something useful within the reach of all, rich and poor alike; the more you buy the more for the boys.
The Sale begins on MONDAY, the 22 nd inst., and will start at 9 a.m. and continue until 10.30 p.m., meal hours included. Come one, come all, and swell the


\section*{

## Bigger Work Less Effort <br> $\square$



Adventure From Far North
G. KNOWLING'S Hardware Dept.


WARRANTED HANDLED AXES-Collie King-Underhill. EASTERN STAR, MONARCH, LIPPINCOTT DOUBLE BIT AXES. CROSS CUT SAWS, AXE, PICK, SLEDGE, ADZE HANDLES.
Seven Tons Slide Shoes. get our prices.

## G. KNOWLING.

NEW SPECIAL OFFER.
Premium FOUNTAIN PEN.

We have added to our Premium List a Diamond Point Guaranteed 18 Kr. Fountain Pen for Premium Checks trom 15 Lbs. of DEARBON'S PERFECT BAKING POWDER. Ghecks in all size tins.
DEARBON \& CO.. Ltd. . . . . . ST. JOHN, N.B

## LADIES WEEK! <br> Special Attention will be given this week to our Ladies' Departm ${ }^{n t}$ :

LADIES' BLUE and BLACK
SERGE COSTUMES.
Ladies' Tweed Costomes,
All this Seasons Styles, and very Smart
Ladies' and Children's Mantles, Large Stock and low prices. A Full Range of FURS and FUR SETS.

Some Very Excellent Value in this lot. Come and see us, you will find Good Styles and good values.

## BISHOP SONS \& C0.,Ltd.

| Here and There. GASPE LEFT.-The barqt. Gaspe,Capt. Vatcher, left Brazil for this port on Saturday las | Here and There. <br> EXPREGS ARRIVES. - The Kyie express arrived in the city. at 3 p.m. to-day. | Household Notes. <br>  wrapped in tamel, matice a very gooi |
| :---: | :---: | :---: |
|  |  |  |
| , |  |  |
|  | WEATHER.-It is fine all over the line of railway to-day with a strong northwest wind prevailing; the tem- perature ranges from 20 to 35 above. |  |
| Reichi |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
| on Wood Hall, Wednesday |  | mixarys |

## 'INVICTUS'

## The Best Good Shoe

has been given a place of honour in our store, and our suggestion is that Shoes you give us an opportunity to Shoes you
show you

## Invictus,

(Manufactured by We always carry a good stock of
this well known Manufacturer's
Footwear.

## Rubbers! -- RUBBERS!

Just what is needed at this season, a pair of New Rubbers. We have just received a large shipment, including the well known Merchant's Brand. No Rubber has given greater satisfaction in the past than this well known Brand. In stock
250 pairs CHILD'S LOW RUBBERS.
250 pairs CHILD'S STORM RUBBERS
LOT OF CHILD'S WHITE and TAN RUBBERS. 200 pairs MISSES' LOW RUBBERS

200 pairs MISSES' STORM RUBBERS
1200 pairs WOMEN'S LOW RUBBERS
1000 pairs WOMEN'S STORM RUBBERS. 100 ' pairs WOMEN'S TAN RUBBERS.

850 pairs MEN'S STORM RUBBERS
A FULL ASSORTMENT OF CHILD'S, MISSES' WOMEN'S, MEN'S AND BOYS' LONG RUBBERS.

## Marshall Bros



|  | w Stock Tinned Goods! |
| :---: | :---: |
| Tinned Tomatos |  |
|  |  |
|  |  |
| ${ }^{40}$ cases Ematy June |  |
|  |  |
|  |  |
| 150 sacks SILVERPEEL |  |
|  |  |
|  |  |
| Soper \& Moore. |  |
|  |  |
|  |  |
|  |  |

Here and There.



## 




Anniversaries of


Here and There.


Prgsoniti-Mr. salt




FBEE TOALL SUFFERERS THERAMVON





## Dorotiy Doidd

SHOES<br>For LADIES

need no introduction. Year in, year out the demand continues. Lots of Shoes are built for looks only. vice as well as style and snap

We have just opened another shipment of this popular Ladies' Footwar.


| The Untiring Energy |  |
| :---: | :---: |
| of the Wolf is proverbial. Practically no enecty is required where Sevneght Soap is <br>  |  |
|  |  |
| Sunlight Soap |  |
|  |  |
| is the enemy of all dirt. It is the friend of |  |
|  |  |
|  |  |
|  |  |
| does away withnecilesrubing |  |
|  |  |
|  |  |
|  |  |
|  |  |

$\overline{\text { Hr. Grace Nores. } \text {. Back From the West. }}$



 unopened packages.
COLIN CAMPBELL. . 2




## BRITISH THEATRE

The Rose-Bush of Memories,
 SIX Moxith ro LIVE.
The Trey O' Hearts.

> 5c. The ${ }^{\star}$ Crescent Picture Palace. 5c.
> "In Spite of All."
> $\overline{\text { "SOR THE CASE"-A Biograph drama. }}$
> dis comedies G00D MUSIC AND EFFECTS-A COMFORTABLE AND WELL on Wedineday-"THE GIRL AND THE EXPLORER"-A 2 ac

## recevel novr 12th.

500 Sacks Yellow Corn Meal
400 Sacks White Hominy Feed, Homeo Brand.
300 Brls. Ham Bult-Pork,
200 Brls. extra Plate Beef,
100 Brls. Meota Graham Flour, Whole Wheat.
100 Hali-brls. Meota Graham
Flour, Whole Wheat.
HARVEY \& Co., Ltd.

## PENS

Esterbrook Pens, in 40 809. and 85c. the famous anchor Fine, Medium and Broad,
in flat and turned-up

## $\$ 1.35$ and 1.50

ROYAL STATIONERY CO


- M.t.mit - .

Books Just Received From decland \& amerid.
 Neflithiberacele sermons by Rev: ;







 Garland's Bookstores, $\xlongequal{172 \& 33^{3} 3 \text { Water St, st. Johnts. }}$

## CLARK'S

 PORK and BEANScan be ontained in Grand Falls from The Meat Store,
F. W. LAKE,

Wholesale from
P. E. OUTERBRIDGE, St. John's:
$\qquad$
 Soard of Tride Revilidin

## Special Selection

 MENS OVERCOATS !WARM ENOUGH FFR A EAB-DRIVER-STYLISH
ENOUGH FORA BANK CLERK. ENOUGH FORA BANK CLERK. It will cost you nothing to call and see them. It
meay seve you sto.00 on yourr winter verercoat if we can
please youl may save you
please you.
Remember Remember these are a Special Lot, newest style,
and omod qualily mmerial; but perhaps the most spe
cial thing is the price

Robert Templetoin.


100 kegs Grapes 175 cases Onions.
CHIC NHAK


## New Fall SUITINGS:

Within the next few weeks you are going to buy a new Fall Suit-that's certain. Perhaps
to-day, perhaps to-morrow, perhaps in a month -bo-day, perhaps to-morrow, poing to buy it.
We think you ought to know why it's wise to "Do it now." The best reason is that our stocks satisfaction out of a broad choice than a narrow one-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.

NOW IS THE TIME TO BUY!
We are showing a great variety of good
Ladies' Imitation Fur Sets.
Smartest styles, at $\$ 2.70, \$ 3.50$ and $\$ 4.00$,
Blacks, Beavers and Moles. Ladies' Imitation Leopard Sets, worth $\$ 3.50$ for Ladies'
Ladies' Black Imitation Fur Sets at $\$ 1.40$ set.
As Regards Real Fur
We have just received a shipment of Marmot Mink and Skunk Sets.

## Some 0dd Furs at

Halt Price and Less.
We have a lot of Fur Scarves and Necklets i Grey Squirrels, Mole Squirrels and Marmots,
and a lot of Sable, Russian and Marten Hare Scarves and Storm Collars,
you at Half Price and less.

## Henry Blair

Wagner Apples, etc., etc.
30 boxes choice califorNu oravems.
100 bris, APPLEs - Clwice Wagners.


