TEN PAGES TO－DAY． THE＂PEOPLE＇S PAPER＂IS A LIVE DAILY IN A BUSY CENTRE－STUDY ITS NEWSY ADVERTISING．领珰 TEN PAGES TO－DAY； THE EVENING TELEGRAM．$=$ WOLUME XXXVII．PRICE ONE CENT．ST．JOHN＇S，NEWFOUNDLAND，TUESDAY，OCTOBER 12，1915．S3．00 PER YEAR．NUMBER 234． ज WSE BUFFALO FLOUR！ Sold at BOWVRINGS＇Retail Store．
All The Time Coming－－New Apples
Gravensteins，Wealthys，Sweets，
Emperors，Strawberry，
Wolf River，etc．
Red Ápples，Yellow Apples，
Green Apples．Best Prices at
EDWIN MURRAY＇S．
MU
M S

## Auction Sales： 

AUCTION． LATE JOHN COR Cormack， To－Morrow，Wednesday，







 et12，1． P．C．O＇DRISCOLL，

At the residence of
MR．N．PUSHIE， Friday Next，15th instant，
 ${ }^{\text {rapers．}}$ P．C．$O$ DRISCOLL，
Postponed Auclion！ The Auction of Grace Build ing as advertised has been post poned to Tuesday，
12 oclock noon． oct，10i，eod Auctioneer． $\frac{\text { actz，10i，eod }}{\text { AUCTION．}}$

On Wednesday，the 13 th inst
Messrs．C．F．Bennett \＆Co
230 brls．of Tront，
20 puas．of Trout．

## Now landing ex s．e．Har

A．S．RENDELL \＆CO．， $\$ 35$ Priváte Christmas Greet
 guitarve arread matin fow


The Direct Agencies Limited．

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cork－ERD pigs





M．CONNOLLY．
Grove Hill Bulletin
$\qquad$

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Prospero
Bowring Bros．，Lid．， THURSDAY，Oct．14th， at $10 \mathrm{a} . \mathrm{m}$ ．，


Houses Tor Sale！
 Building Lots
 Money to Loan

 Like to Read The Trey 0 you can get it now for we have just opened up a shipment of one hundrea copies of this Great Sensa－
tional Story． tionaloth bound，with numer ous illustrations，only 60
copy； 62 e．if mailed copy； 62 c．if mailed． Get your copy now，for
there will be a rush for them．
DICKS \＆CO．，Limited．
 Ex S．S．＂STEPHANO，

From New York
Tomatoes，Celery Tomatoes，Celery，
Bananas，Pears， Grape Fruiut，oranges，
Grapes，Leminn Grapes，Lembins，
Chicken，Turkeys Chicken，
Americen Corned
Beef JAMES STOTT Telegram Ads．Brine Results

## Paint for Inside Use

In addition to our regular Matchless Whi Paint，which has a glossy finish，we make an

## Inside Matchless White

which is particularly suitable for interior decor－ ation．It has a pure white，dull，fained appear
will not turn yellow，and gives a refined ance to the rooms．

The Standard Mifg．Co．，Ltd．
 2000000000000030600060003㛢S．S．＂SENLAC＂ will Sail
Wednesday Evening，Oct．13th，1915，
Sydney \＆Charlottetown， S．S．CASCAPEDIA＂for Montreal．

A．HARVEY \＆CO．，Limited 0000000000000000000000000 NOW FEADY：

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

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Halt！
Give the Countersign．
Cash＇sTobaccoStore
Thner is not the least dounta abut the ounaity of ourt



JAS．P．CASH，Tobacconist， water streer．

Why Burn Your Money？ Orrinary Lamps Bum Mones．
＂THE ALADDIN＂
Lamp Saves Money－The Best Kerosene Oil Lamp in CHESLEY WOODS，${ }^{\text {Worle }}$ ， 282 Duces More Thworth St．



the evening telegram, st. John's, newfoundl and, october 12, 1915-2


The Woman Who Takes
 BEECHAW'S PILLS
 vin
Enjoys A Clear Complexion



## IN SPITE OF



The Nild. Clothing Company, Lid


## 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 newes fabrics and smartest designs.
You can't judge such unusual values by'ou prices, so call, let us take your measure and

## Tailoring for Men.

J. J.Strang,

Ladies' and Gents' Tailoring,
153 Water Street, . . St. John's.

## Health and Ifficiency!

 Powers.
How to Get Strong by Blaikie, The Hour of Opportunity by Dr







Garland's Bookstores,

## SLATTERY'S

Wholesale Dry Goods House Being in close touch with the American Markets,
can quote the finest wholesale prices on all classes of
POUND REMNANTS and REGULAR PIECE GOOSS POUND REMNANTS and REGULAR PIECE GOODS,
FLEECE LINED UNDERWEAR, MATS, RUGS and CARPETS, etc.
CARPETS, etc.
Before placing your Fall Order,
ciate an opportunity to
iate an opportunity to quote our prices would appreSOLE AGENT for the Leader Overall Co. (Local

Slattery Building, Duckworth and Georges Streets, | ST. JOHN'S, NEWFOUNDLAND. |
| :--- |
| P. O. Box 236 . 522 . |

## 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- $\$ 3.00$. $\mid$ one dozen- $\$ 5.00$.

Phone 768. 434th Day of the War Latest From the Front. Messages Received Previous to 9 A.M.

## Grapes,

 Onions, etc. THE HOLLOWAY STUDIO, LIMITED, Corner Bates' Hill and Henry Street, St. John's, NewloundlandA STRAY STRAW
Just shows how the Bargain wind is Blowing in Our

## Boot and Shoe Department.

The ten cent and mighty dollar travel a
long way in our Boot Department Our Styles and Prices will delight you. We have just opened a large stock of
Men's, Women's, Misses' \& Children's B00TS.
11 you want 1 s see Good styles and Cheap Goods come along to
339 Water Street.
BISHOP SONS \& CO., Ltd. H213


Hardware Department.

Advertise in The Evening Telegram

THE EVENING TELEGRAM, ST. JOHN'S, NEWFOUNDLAND, OCTOBER 12, 1915-4

the evening telegram, st. john's, newfoundland, october

434th Day of the War TO-DAY'S Messages.



## FALL SHOWVING <br> Ladies'Tailored Dresses


$W^{\mathrm{E}}{ }^{\text {are now Showing }}$ some Smart NEW MODELS in Ladies' Tailored Drésses.
Materials are the very newest of Serges, Tweeds, Worsteds, etc., in a wide variety of shades, all nice. ly trimmed. The styles are all up to date.

We are Offering Them at the marvellously LOW Price of
$\$ 5.75$.

## BLUE NAP!

We have just opened 300 yards of Navy Blue Nap Cloth.' Just what is required for Ladies' and Children's Coats. 54 inches wide. Prices:
$\$ 2.40, \$ 2.60$ \& $\$ 3.00$ per yd.
The Royal Stores, Lttl.

|  |  | $1$ |
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| $\begin{aligned} & \text { 虡 Don't be careless and sim. } \\ & \text { ply ask for Whisky. } \\ & \text { Ask for } \end{aligned}$ |  |  |
| a mellow full strength,10 Years 0ldScoteh -a favourite withthe public. |  |  |
|  |  |  |
| J. C. BAIRD. |  |  |
|  |  |  |
| Insure with the Good, Old, Reliable | Lumber! |  |
| QUEEN, <br> which has stood the test, | Pine, Spruce, Fir. <br> Cut to order. F. O. B. the R. N Co's. car. Prices on applicatior to | Garrett <br> Monkesler |
| $\$ 541,000$in the Big Fire, , 892. Absolutelyno trouble when a loss ocurs. |  |  |
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| MEN'S GARTERS. <br> AN EXCEPTION <br> veras Boten <br> SAVINGS <br> . | AN EXCEPTIONAL OPPORTUNITY FOR SAVINGS IN MEN'S REQUIREMENTS <br>  | MENS SOFT COLLARS. |  |
| :---: | :---: | :---: | :---: |
| A Lot of Gents Tie Pins Fine Rolled Gold, only ......... | Marshall Bros | Boys Khaki Caps.$\qquad$ |  |
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3 Pieces Damaged Dress Goods-Silghtyly damaged by water, nothing to hurt; colors: Navy, Green, and Grey Striped, 6 6e. Regular pries soce. to st.00 per yard.


How do you like the new Kismet
Blended Cigarette?
Don't say you haven't tried it yet,
because if you haven't yourre missing because in you haven't you're missing
an entirely new "Sensation in Cigar-
ettes."

The Kismet Blended is a real smoke, full of soothing charm, redolent of the dreamy mystery of the Orient. It is
delightfully cool,
flavored, leaverant and full flavored, leaves no dopey after-effect
and no unpleasantness in mouth or throat
Cigarectes but onty of one Kisod Turkish Cigarette. Ask for it and don't stop
until you get it.

Each box of 10 contains a lace moti
15c at all dealers.

## mperiol Jobaceck



The following sizes in stock
$26 \times \quad 21 / 2$
$320 \times 120$
820
$875 \times 105$
$880 \times 120$
Bishop, Sons \& Co., Ltd.

## A Word to the Wise.



Airmen are Sportsmen. No Demand for Them.

| Sport | No Demat - Mem. | the Nlilies we have got to bet in this |
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| The fate of an airman who comes | fan inicient at Luxemburg. In |  |
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## Rod and Gun

for October.


THE EVENING TELEGRAM, ST. JOHN'S, NEWFOUNDLAND, OCTOBER 12, $1915-8$



## REID-NEWFOUNDLAND Cㅇ. BAY=DE=VERDE BRANCH!

 His ALL FREIGHT CHARGES ARE TO BE PREPAID TO STATIONS ON THIS BRANCH.

New Fall SUITINGS!

Within the next few weeks you are going to
buy a new Fall Suit-that's certain. Perhaps buy a new Fall Suit-that's certain. Perhaps to-day, perhaps to-morrow, perhaps in a month -but you're going to buy it.
We think you ought to know why it's wise to are complete-you're bound to get more style 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
tylish patterns now on hand

## Chaplin,

The Store That Pleases.


F. SMALLWOOD,

THE HOME OF GOOD SHOES.
Advertise in the TELECRAM


## 

yout look well in youry Glasses.

TRAPNELL | $\substack{\text { The Eysight Speeialist } \\ \text { can } \\ \text { cill the eill }}$ |
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Do It Now!
Ring up, with or send us
structions to to call for sour
Laundry when next you require any w
done.
EXPERT WORKERS. EXPERT WORKERS.
LAEEST MACHEERY
PROMPT SERYICE PROMPT SERVICE. Globe Steam Laundry Co, Limited.


FOR SALE.
To arive per Train
Fresh Butter,
Potatoes, Beets,
Cabbage.
james r. kilght.

