



FOR SALE EVERYVVHERE

ARE CONFIDENT
OF VENGEANEE
Text of Proclamation Issued When it Left For France $\qquad$
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## $\qquad$ <br> ed only by its magnitude, a new ruial s added by the present circumstances.

"In order not to serve the plany
of the invaders, it it important tha
thie Belgian Government should tem
porarily

## Dvertise iv rim

Hull axp adpoeatr Don't Be Content To have your gar-
ments patched by ments
inexperienced woorkers; have them retailored as they C. M. HALL.
 24 theatre hil

## Fishermen!

Motors and Parts
Regal \& Fraser Engines Call at our wharf and see the most perect and most simple working engine on this Franklin's Agencies, Ltd.

## A 6 h.p.

## GUARANTEE Engine

Only used 1 gallon of Gasoline and 1 casks of Kerosene Oil for a summer's fishing on the Labrador.
Cheapest engine to run on the market,
Robt. Templeton, Agent

PORK, BEEF and RIBS.
ON THE SPOT
Ham Butt Pork, Lincoln Beef Bonel's. Beef, Sinclairs Spare Ribs

George Neal

## Satisfactory Upholstering

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The Elite Tonsorial Parlor,

F. ROBERTS, Proprietor


## For Sale:

A6h.p.Stationary Engine

Engine is fitted with a Patent Clutch
iley and regulated with a Governor,
is in first-class condition.
Price $\$ 150$.
Fishermen's Union Trading Co., Ltd.

## Men's Jersey SHIRTS.

A Good, serviceable working Shirt, combining warmth with neatness.

## $\$ 1.00$

In Navy Blue and Fancy Grey. A cheaper quality at $65 c$.

Anderson's, Grace Bullding.

## MADE CAPTURE <br> OF MOTOR CAR

| OF MOTOR CAR | (n)w |
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FISH
For Refailing
Large Labrador Codish Canned Salmon Canned Codfish
SuITHal.lil.








THE FIRE ALARM hurry and sourry and how

Its almost a sin to think you wo
when myurrance we write is so che
Sefore insuring see us.
Yo VRE ASSOL WELY SECURE
PERCE JOHNSON,

## A SPLENDID OFFER

We will mail the daily issue of The Mail and Advocate to any address in Newfoundand Advocate to any address in New found-
land or Canada from now until the end of 1915 land or Canada trom
for the sum of $\$ 2.00$ for the sum of $\$ 2.00$.
We will mail th
Mail the weekly issue of The Mail and Advocate to any address in New foundland or Canada from now until the
of 1915 for the small sum of Fifty Cents.

The weekly issue of The Mail and Adve cate offers splendid opportunities to busines cate offers splendid opportunities to business
men for advertising their goods as it is read men for advertising their goo
by 50,000 persons every week.

The daily issue of The Mail and Advocate has the largest outport circulation by 100 pe cent of any daily paper in the Colony. It ha only been published nine months, yet its out port subscription list exceeds by 100 per cen

The weekly issue of The Mail and Advo cate has subscriptions all over the Colony and is the cheapest weekly paper issued in the Co ony. We give our advertisers good value fo their money. They appreciate this fact and continue their patronage from year to year
Others should note this fact and advertise in the paper that is read by 50,000 persons.

THE BEST IS CHEAPER IN THE END


Job's Stores Limited.

Write For Our Low Prices
Ham Butt Pork

ALLANCE ASSURANCE CO, LTD. The Right Hon
Robert Levis. c.v.o. Chairma TOTAL ASSETS Exceed $\$ 120,000,000$.
Fire Insurance of every description effected.
LEONARD ASH, Carbonear,
BAINE, JOHNSTON \& CO.
BAINE, Agents tor Newtomuland. the paper that is read by 50,000 persons.

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## Fat Back Pork Boneless Beef Special Family Beef Granulated Sugar Raisins \& Currants <br> All Lines of General Provisions. <br> HEARN \& COMPANY <br> mank dompan

Mail and Advocate $\$ 2.00$ a Year.


The Mail and Advocate



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Two Big Two-Part Features For The Week-End Programme.


OUR 3rd ANNUAL SHOW.

## Poultry Association

Princes Rink on Nov. 18th, 19th \& 20th.
JOHN F. CALVER, Hon. Sec.

Furs! Furs!

Fur Goods, comprising:
LADIES' MUFES, SCARFS and TIES,
 And EAGH HVENING AFTER THIS DATE.
The Royal Fur Company, Itd.
anmannan
THE JUNIOR PARTNER.'
Featuring Flo LaBadie. There are great chase, race and
fire scenes in this thrilling two-part Thanhouser feature.

To-Day's Big Feature will be Selig's "THE UPHILL CLIMB."

Extra Saturday Matinee Pictures for the Children at the Nickel.

ARTHUR C. HUSKINS, Tenor. SINGS-(a) THE LITTLE GREY HOME OF THE WEST.
(b) ROSE IN THE BUD. "RILEYS DECOYS." A Biograp

Just received another shipment of excellent Coloured War Slides.

BUY
Riverside Blankets.
These Blankets are made from selected
wool only. Ask your dealer to show you a pair.

For
Real Warmth
and Comfort




## Butter $\mathcal{E}$ Cheese

Choice Creamery Butter
30 Boxes Cheese, Twin
Colin Campbell

## Phone 349 : Established 1891

## A.B.LEHR,

 The Senior Dentis

Our Price is $\$ 12.00$ per Set.


Extraction 25 cents.
Remember the address
Dr. A. B. LEHR, 203 Water Street, Opp. McMurdo \& Co.

## Strangers

 OUR REPUTATION FOR "Bargain Prices Below Wholesale Cost"Has been established in the two weeks of our Sale with the buying public. Our third week starts Today with such Reduction in Prices as to make it the

Mail Orders Are Our Specialty. Write ts About Your Wants: Our Guarantee is Your Protection
Come Early to
Avoid the Rush no goods on approbation.

## Greatest Challenge Sale Ever Held inSt.John's

Our Exhibition


We invite your kind inspection. Come early if you can and avoid the rush. Get your Costumes at a Price which means a saving of Dollars to You.
ALL OUR PRICES MARKED IN PLAIN FIGURES


GIGANTIC SALE OF LATEST STYLE Ladies' Sarnple Blouses BELOW WHOLESALE COST.
This Sale, starting tomorrow, represents the most-up-to-date
and Stylish assortment of LADIES' SAMPLE BLOUSES in new-
 est shades of the follow
Delaine, Crepe Cloth, etc.
WVe We, cannot attempt to give you a description, as not two of
these SAMPLE BLOUSES are alike. W. We invite inspection and comparison with Blouses shown any-
where in St. Johns. Or prices range from 39 c ., 72 c. , 78 c ., 98 c ., $\$ 1.48, \$ 1.98, \$ 2.28$,
$\$ 2.48 \$ 2.98, \$ .48, \$ 4.98$, up to $\$ 10.00$.
Here is your at a Saving of 50 per cent. Come early and avoid the rush. $\bullet$ All

## Our Ladies' Winter COATS

The Talk of the Town.
We show the LATEST CREATIONS-ADVANCE STYLE SAMPLES of leading Manufacturers-at prices far below the Wholesale Cost.
 $\begin{array}{llll}200 . & " & " & " \\ 300 & " & " & " \\ 400 & " & " & "\end{array}$ 7.50
8.00
8. 9.55.
10.50
13.50. 22.50
25.00 4.00.
5.25.
600.
700.

Not Two Coats Alike-All SAMPLES. Come Early and get your particular choice, and remember ALL OUR GOODS ARE MARKED IN PLAIN FIGURES.


Misses and Children's Coats.

BARGAINS AT OUR
BARGAINSATOUR NOTION





Ladies'
Top Skirts
In Navy, Brown, Grey and Coloured Fancy Tweeds and Serges: they Retail in St. John's from $\$ 1.50$ to $\$ 5.00$ each Oür Sample Bargain Price
98c. to $\$ 2.48$ Each.


## Ladies' Silk <br> Umbrellas

A Sample Collection of Original Designs as never shown before in
St. John's. Not two alike-worth Our Sample Bargain Price
$\$ 1.48,1.98,2.65$
2

Ladies' Sweaters
We Are Proud Of Our Assortment our Knitted Silk Sweater at $\$ 3.9 \mathrm{~s}$ We have them in higher grades $\$$ up to
\$10.00, equal to qualities shown elsewhere for $\$ 15.00$.
Ask to see our All Wool Sweaters with Caps to Match, they are the
smartest novelty that came here this
season. OCR CHALLENGE PRICES
for these $\$ 1.48,1.98,2.48 \& 2.98$

Exira Specials For Men MEN'S BRACES Police and Firemen's

MENS KHAKI OVERALLS Coats and Pants

MEN'S BLUE OVERALLS Sterling Brand
$\qquad$
STRIPED OVERALIS
STRIPED OVERALL Coats and Pant EDISON Wire Drawn TUNGSTEN LAMPS



THE SAMPIE BARGAIN STORE
J. P. Maher \&s Co., Ltd. 167 Vater Street, East.

LADIES' UNDERWEAR We invite special atten tion to this department We show a complete line of Underwear of every deing of 50 per cent to YOU


Stoves! Stoves!
Tinware! Tinware!

## STOVES

"Star Stirling," "limproved Success," "Improved Standard."

Tin Kettles, Boats Kettles, Measures and Funnels.
Local Councils and Union Stores requiring such goods
should order at once.
Fishermen's Union
Trading Co., Limited.


Advertise in The Mail and Advocate

## 

 Good MorninWe Are Introduc
American Sille

> HOSIERY





 The INTERNFTIOWAL HOSIERY CO DAYTON, onion us.

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POPES Furniture and Mattress Showrooms, Est. 1860 George \& Waldegrave Sts.

## MALINES, CATHEDRAL CITY, NOW SGENE OF DESOLATION

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MOTOR BOAT F.P.U.

## For Sale!

Motor Boat F.P.U.

Built for R. H. Silver, Esq., at their premises, the last two summers during his cruises North. Boat is fitted with a 27 h.p. Fraser Engine, which has given splendid satisfaction. The boat is 40 feet long and 9 feet wide, and would make an ideal mission boat. four, and tanks for 250 gallons of fuel. Nine-
tenths of the fuel consumed by the engine tenths of the fuel consumed by the engine
The reason for selling is, the boat is not The boat cost about $\$ 1800$, and is well fitted in every respect. She is provided with sails. She
would make a fine boat for collecting hait or for fishery uses. Apply to
W. F. Coaker.


## FERR0 Marine Engines and Repair Parts. <br> Meitz \& Weiss Kerosene Engines Silver Star and Royalite Brand Kerosene Gasoline \& Lubricating 0il A. H. MURRAY, <br> St. John's.

Chairs, Chairs, Chairs


CRicheters chimen life. $\qquad$

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while sitinn on the steps of a house, Mail
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It was at Montmirail wher
 TALK IS CHEAP Advertisisng is also very cheap, in
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Advertise in The Mail and Advocate
If You Advertise For Prompt Results.

THE MAIL AND ADVOCATE, ST. JOHN'S, NEWFOUNDLAND, OCTOBER 23, 1914-7
BRITISH MADE SHORT WORK RhodesScholarship GERMAN NATION FORCED OF THE GERMAN DESTROYERS

Rhodes Scholarship GERMAN NATION FORCED
For 1915.
Amount To 700,000 The qualifying Examina-

TO SHOULDER HUGE BURDEN
 The qualifying Examina-
tion for the 19915 Rhodes
Scholarship has been deferred till Marh 1915, and
the election will take As a Leading Manufacturing
Country, She Will Suffer



Readers of the Fisherman's Paper!

## FLOUR

 ${ }_{0}$ you. Pork and Beef, 150 Barrels Granulated Sugar, 150 Puncheons and Brls. Best Molasses.
-AlsoTeas and all other Groceries. N.B.-Goods sent with
dispatch to any part of dispatch to any part of
the City or Train.
J.J.St. John 136 \& 138 Duckworth St.

## Fishermen's Union Trading Co. Lid.

A large, varied and well-selected stock of the following goods now on hand at our Central Stores. BEST and sure to give satisfaction to every purchaser.

Individual orders carefully attended to, but cash must accompany all such orders. Be sure to state how goods are to be shipped.

| OIL CLOTHES <br> We keep the Goodyear Brand only (Black Color) | Large variety of MEN'S TWEED SUITS <br> Made with superior linings that make them | Splendid selection of LADIES' BLOUSES In Light and Dark Cottons, Delaines, Lawns. | Blue Denims, Brown Duck, White Cotton Duck, Regattas, Flannel ettes, Grey, Red and | Handsome designs in FLOOR CANVAS 6 feet wide | Children's, Youths Boys, Girls, Women's and Men's SOLID LEATHER |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Made up according to our own special instruc- | undoubtedly the BEST | Cashmere and Silk | White Flannel, Blay and |  | FOOTWEAR |
| tions, which have given universal satisfaction. Unequalled for dur- | value ever offered to the public. | BLOUSES <br> In Cream and Black | White Sheetings, Red Tick, Cotton Blankets, White H.C. Quilts, Mar- | TIMEPIECES <br> with 10 minute alarm and stem shut off | Wood and Tinned TRUNKS |
| ableness, very soft and double-stitched all thru. |  | ed and L | ce | - | SUIT CASES <br> All sizes and grades |
| A voating of Linseed Oil preserves them for years | patterns. Medium and high qualities. | COTTON OVERALLS | Buff and Green Window Blinding, Curtain Mus- | WRITING TABLETS <br> Letter size and Ruled | POUND GOODS |
| West Prices | BOYS' AND YOUTHS' <br> TWEED SUITS <br> In Rugy and Norfolk styles. | Large variety of designs in Light and Dark colors. | lins (Tassels and Plain), White and Fancy Dress | ELOPES | - -in- <br> Regattas, Flannelettes, |
| Men's Soft Black <br> CAPE ANN OILHATS |  |  | White and Fancy Dress Muslins, Cotton Cash- | rubing | White Check Muslin, Fancy Cottons, Tweeds, |
| Anchor Brand HERRING NETS 30 ran up, in $2 \frac{1}{4}$ $23 / 8,21 / 2$ in. mesh | styles. <br> MEN'S <br> LINEN COLLARS | PINAFORES <br> Trimmed with Insertion Hemstitched | meres, Lustres, Melton Cloth, Poplins, Venetians, Serges, Ottoman Cloth. | Shoe <br> Stove $\qquad$ | Fancy Cottons, Tweeds, Calico, Shirtings, Towels, Towelling, Sateens, Velvets, Misprint, Denims, etc., etc. |
| Steam Tarred Line COTTON TWINE HEMP TWINE \& MANILLA ROPE | All prices and qualities -inMEN'S AND BOYS' JERSEYS | CORSETS in all Sizes and Prices Women's, Boys' \& Girls' | DRESS TRIMMINGS All Colors STAIR OIL CLOTH | TABLE KNIVES AND FORKS POCKET KNIVES | Motor Boat SUPPLIES KERO OIL |
| Mustad's <br> TRAWL HOOKS <br> in sizes No. 14 and 15 | Ladies' White Linen and Lawn <br> BLOUSE ROBES | Men's Black \& Colored SOCKS | STAIR CANVAS <br> 48 inches wide | $\frac{\text { AND SCISSORS }}{\text { OOL CARDS }}$ | AXES, STOVE TINWARE |
| Best Quality TEAS | New shipmen | LAMP BUR | ISCL |  | HORSE HARN and TRACES |
|  |  | LANTERN GLOBES |  |  | BEEF, IRON \& WINJ SLOAN'S LINIMEN' |
|  | Fine Granulated SUGAR |  | STERLING BUTTER | PRICOTS | F.P.U. LINIMENT PAIN RELIEVER |

The Fisherrnen's Union Trading Company, Ltd.

## SPECTACULAR PEEFORMANCE of an AVIATOR

Dropped Hand Grenade On Its Ammunition MEN NICKNAME THEIR TRENCHE Which are Usually Well Pro vided with Shelter Agains
Weather and Shells

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$\qquad$
W.C.T.U. ELECT BRITISH HAVE
THER OFFICERS A HARD TASK

ing and Unloading at the
Union Trading Company's Premise
, Advantage

##  <br> NOTICE.

 There will be a meeting ofthe Patriotic Association of
Newfoundland in the C.L.B Newfoundland in the C.L.B
Armory on tomorrow (Fr day), 23 rd inst., at 8 p.m.
V. P. BURKE,

## NOTICE!

## All persons holding

 receipts for fish shipped to me on the Labrador to my office at Catalina for paymentOn no account what ever will they be paid a

PHILIP TEMPLEMAN.

## WESTERN

FISHERY
 Signs of Good Fall Voyas
Of Both Codisis and


We have just opened an especially handsome shipment of Embroidered Art Novelties, in HANKERCHIEF SACHETS, HANKERCHIEF BOX ES, PIN CUSHIONS, TEA COSIES SOFA CUSHIONS, HAIR TIDIES, HAT PIN STANDS, WALL POCK ETS, JEWEL BOXES, etc.

##  <br> 

All the Signs Point to the perserverance解 Absolue Failure of the German Attempt to Secure
a Footbold in Western
Belgium and Northwest mean Franc

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The Daintiest
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kind we have
ever shown.

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| hold, and the Allied army pressed him | The Fisheries Department had a | ollicking comedy-"His Tired |
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| broken front, and a possible line of <br> The Third Act. <br> The third act comprised the at- | Commissions for the Collection of Rent, Overdue Ac |  |
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| The third act comprised the at- tempted advance of the Germans |  |  |
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|  | FORSALE |  |
| now reaches from Armentieres through Roulers to Nieuport, which is |  |  |
| on the coast about halt way betwenn Otend and Dunkrif Mceoriug to | A Truc |  |
| a |  |  |
| $\begin{aligned} & \text { German heavy artilfery, brought } \\ & \text { from the siege of Antwerp presum- } \\ & \text { ably bombarded the front from } \end{aligned}$ |  |  |
|  | sound condition in wind and limb, about seven years old. Apply at this office.-oct17 |  |
| Nieuport to Vladslo, which is about ten miles from the coast. Allies Make Progress. |  |  |
|  | FORSALE | The Sch |
| The Allies also have made progress |  |  |
|  | feet long, equipped with new |  |
|  |  | 38 Tons. |
|  | Kerosene Adapter and Re- |  |
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