2 THE EVENING TELEGRAM. READ BY OVER 40,000 PEOPLE EVERY DAY.

# USE BUFFALO FLOUR. $\Rightarrow$ 

Sold at BOVVRING'S Retail Store.

Fred. J. Roil \& Co.,


Have You Read This?





Dicks \& Co., Ltd


| American |
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| Granulated |

## C. C. C.

## Member. of the First New.

 Perez, Adju.; W. Oakley, Sec'y
Reserves; Tobin, Tecty C.C.
Boat Club; T. Ryan, Chas. Ellis. Tickets,
oct1,11
50 c .

## COAL, COAL

North Sydrey COAL.
Alo Bat panititr
ANTHRACTIE COAL
Furness, Egg, Stove, Nut.
M. MOREY \& CO.

Unlimited Sale of "Matchless" PAINT !
"Matchless" PAINT, population marks his only Paint Sales linitation.
No matter whether your store is the finest in a No matter whether your store is the finest in a
large city or the smallest in a limited territory, large city or the smalest in a limited territory,
customers in every station of life will find their customers in every sation of ont
way to yours tore for the Paint which is to to them way to your storer ort the Paine
the finest and most economical.

THE STANDARD MANUFACTURING CO, LTD.

## Keep out the Cold wilh a



BOWRING BROS, Ltd.
Hardware Dept.

We have Just Received Bendorp's Cocoa,

T. A. MACNAB \& CO.

PREMIUM MOTOR GASOLINE
Royalite and Silver Star KERUSENE
Ima all havirething Oils and Greases.
The Best Oil in the Best Packages.
A. II. MURRAY, Distributor








NOTICE!
 "FRANKLIN \& COMPANY"
will be carried on under the name and style of "THE UNITED COAL COMPANY."
All debts due on account of the
To HAN UNTED COAL COM-
PANX all debts due by the


## WARNING!

 in the inierest of THE PUBLC SAFETY.The Rifle Range on the The Rifle Range on the
South Side fill will be in South Side Bill will be in
constant use, from daylight
till dark, for musketry prac constant use, from dayighi
till dark, or musketry prac
tice, until our Regiment leaves for England.
All persons are therefore
prohibited from approachprohibited from approach-
ing the Rifte Range within
ig then ing the Riffe Range within
200 yards from either side
or within 1,000 yards of the


Any unatulhorized person
est, besides incurring seri
ous danger from rifte bullets.
A number of red flag
will be used to indicate the Danger Zone. This prohibi. tion does not extend to any
part of the Hills west of ${ }^{\text {the }}$ part of the Hills west of th
800 yards Firing Point.
By order,
JOHN SULLVAY,
ST. Jompector'S Reneril Const

- m . E ARSOCATION,

| Free <br> gtakantred American Silk HOSIERY <br> We Want You to Know These Hose <br> They stood others foot taiter $\qquad$ <br> seams s to rip loose <br> shape i They $\qquad$ $\qquad$ $\qquad$ $\qquad$ $\qquad$ $\qquad$ $\qquad$ $\qquad$ Dayton, Ohio, U.S.A.A. |  |
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## Red Cross Line.




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 "Star" Barrel.

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R. NEYLE.

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|  | T0 LET - Dwelling House No, 34 Freshwaier Road, at present occupied by Mrs. James Black, togeth- er with the Stable in the rear. For <br>  sep10,ti |
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|  |  |
|  | One or two Gentlemen can be accommotated with Room and Board, $\qquad$ |
|  | un- |
|  | WANTED-A Girl who un- <br>  tween on, and pimes Bridge Road. oc1,t HRVEY, King |
|  | WANTED-A General Servant, reference required; apply to octi,te |
| TO WHOM IT MAY CONCERN. | WANTED-A General Serrant; apply at 4 Maxse Strect. occ,tt |
|  | General Servant Wanted, where another girl is kept; apply to MRS CONROY, Allandale Road. octi,t |
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| $n$ with the Central |  |
| debts are to be paid to the un dersigned. | WANTED - Immediately, 2. Geiereal servints three in fanily (in chillaren) ; apply at wo Sounare sept30,it |
|  | Ifshed Rooms in East ind, with elec. tric light and heated; apply this of- |
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the evening telegram, St. John's, newfoundland, october 1, 1914-2


| G. Knowling. |  |  | C. KIOTINE |
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|  |  |  |  |
| HAVING received a new shipment of DRY GOODS, we are now offering for your consideration some Very Striking Bargains in Fancy Flannelettes, Dress Goods, Rugs, Ladies' and Children's Hosiery, etc. A glance over our list will convince you. |  |  |  |
|  |  |  |  |
|  | Ladies stocking Bargain. In this line we beg to draw your attention to the SPE- CIAL VALUE offered for 25c. The correct thing for Ladies' er that's approaching. All in while It lasts. | Child's stockinc Bargain. <br> A splendid chance to fit out <br> 12. <br> 12c. and 15 c . <br> per pair. <br> Navy Casherme Hose, and in sizes from 00 to 2 ; worth 17 c . to 30 c . Only a small quantity at these prices in stock. | London SmOKE Bargain. In the following colors: Dark Grey, Blue, and Fawn. 13. per yard. Splendid value during ond nany times, but now worth much more. Its wearing the purchasing public. |
| TOWELS-A remarkable nd Turkish Towe Startling values. |  | DRESS CLOTHS-Gre shrintable and un Worth 32c. per yd. | offer. This Clofh is Untable. Only 24e. per yd. |
| ame G. KNOWLING. ame |  |  |  |

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## Autumn and Winter STYLES.

HIRSI SHOW at HENRY BLAIR'S.

Ladibs new autumi and winter coats. matns new winter coats.
masses new winter coats.
LADIES' SHewErPReor coats. ladies costumes, maids costumes. LADIES FELT HATS, latest shapes, in Black and new wings and feathers. childrens pbelisses and punics. ${ }^{25}$ doz. Ladies ivory white newest styies ACE Collarss, cannot be repaated, from 15 c
FAMED FOR GOOD VALEE IN LADIES' COATS and SHOWERPROOFS.

## HENRY BLAIR



The Eastern Trust Company!

Dearr sirr,
We beg to draw your attention to the advantages ofrered, both In the way of security and privacy, by our Safety Deposit system most modern and complete that is known, and is deposited in:
vault of exceptional strength and safety. The boxes are indvid
 possession of the Company and of that in the custodid of the cus-
tomer. They are of sochid metal and are arrangod in neats of
fifty, so that no boz can be removed from the vault separately fitty, so that no box can be removed from the vault separately
from the rest. The boxes are rented at $\% 4,00,350,00$ up to
cording to size.
An inspection
The Eastern Trest Company,


## The Indication of Value

Plumbing is the Workmansip.
 to belleve that To are good. We have on hand a lar


PITTMAN BSPAN, of brescort spiems

Advertise in the TELEGRAM

THE EVENING TELEGRAM, ST. JOHN'S, NEWFOUNDLAND, OCTOBER


## Yar Nais <br> Messages Received Daring Early Morning.     <br> 






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CMMOTH AEROPLANE SHIPPED



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fore british officras kllued



many important operations and in the
defence of LLadsmith
CABLE CoNXECTIONS CUT OFF.



LONDON, O
espondent to Reuter says that four wounded men and two women were killed by a shell which piereed the the
roof of hatpithat Livere during
the German bombarament.

## Annomncement.

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You can obtain:-
Stafiords's Liniment
Stafford's Preseription staniords Preseritition "A",
Stafiord's Ploratone Cough At the same prices as you always






## SavingsWorthyof Consideration

 FOR FRIDAY \& SATURDAY.| WADDED <br> QUILTS. <br> Now is the time to buy Wadded Quilts. Prices are sure to advance. We offer full sized Sateen Covered Quilts, filled with good qual- ity carded cotton. Friday and siturciay trit the 2.08 |
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| Blay |
| Calico. |
| Here's good value in Blay |
| Calico, American manuracture; |
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| (neecial for friay and 9c |

Read every item carefully-there is surely something in this list that you need.
Why should you pay more than ROYAL STORE Prices for anything? Decide to come here Friday and Saturday-and come as early as possible.


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| JOB Children Shoes. | Cotton Blankets. |
| :---: | :---: |
| A job line comprised of a | You can spend your |
| 㑑 | comfort with a pair of these Californian Blankest, soft finish |
| Black Kia Vamps; sizes from 00 |  |
| to ${ }^{2}$ Values 2 2c |  |

Bed
Tickings.


BRAND NEW FALL MERCHANDISE.

| bargain prices on |  |  |
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| BRAND NEW FALL MERCHANDISE. |  |  |
| TANGO | Children's Headwear. - |  |
| Heary Kniter |  |  |
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| CRETS. | (100 ench. |  |
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| day $x$ saturuas, part: 92 C |  | KNICKERS. |
| Wey DUST CAPS. |  |  |
|  | arabl Priay aid sat. 25 c |  |
|  | TAFFETA RIIBBDN. |  |
| CHILDREN'S |  | NECKWEAR |
| FLEECED KNILCKERS |  |  |
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| BARGAIN PRICES ON |  |  |
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| BRAN |  |  |
| TANGO | Children's Headwear. |  |
| WOOL VESTS. <br> Heavy Knitted Tango Vests to | Children's Headw | ar. |
| Caart; in assortred colors. |  |  |
| \$2.10 eachi fray friay 1.90 |  |  |
| D. \& A. |  |  |
| CORSETS. |  | 85c |
| Sutil bodies, long hips, low | NURS DORA |  |
| busts, 6 garters; sizes 20 to 26 | NURSE DORAAPRONS. | JERSEY KNIT KNICKERS |
| inay \& saturday, pair.: 92 c |  |  |
| NEW DUST CAPS. | White Linen, ample skirts, | Fleee lined, divided skirts, |
| , |  |  |
| Everyhousekeeper should wear one | urday |  |
| ${ }_{\text {and }}^{\text {and }}$ Saturiay, each .. 12 c | TAFFETA RIBBON. |  |
| CHILDREN'S | All Silk Colored Tafteta, in | NECKWEAR |
| FLEECED KNICKERS | Brown, Reseada, Emerald, Coan | SPECIALTIES. |
| White Twilled Cotton Knick- |  |  |
| ers, American make, lace trim- med; to fit enildren of to |  | wear in various new designs, |
|  | FALL BLOUSES. | Bows in Silk and Tulle, Ties in |
| HAT | FALL BLOLS Cotton Poplin Blouses, | one priey reiliay and 12c |
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| of pretty colors and de? signs. Speeial, each |  |  |

Damask
Table Cloths.

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| Job Gloves. | Ladies' Cashmere Gloves. |
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| 1 Gloves that don't | Best Milanese finished Glores, |
|  | 2 dome fasteners, in colors of |
| se Gloves will give a to | ver, Brown, Grey, |
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Seotch Hearthrugs.


| Boys |
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| PANTS. |


Job Collars. Men's \& Boys.

$\xrightarrow{\text { Odds and Ends: Notions. }}$

## STRIKING VALUES IN MEN'S FURNISHINGS,





| MEN'S HALF HOSE. <br> A big collection of Cashmere and Worsted Hose in Black and Colored, plain and ribbed; well spilced soles and heels: all sizes Reg. 50c. pair. Yriday \& 42C Saturday ........... 42 | GENTSS GLOVES. <br> Soft Grey Suede Gloves, 2 dome fasteners, well cut, gussetted fingers. Regular $\$ 1.10$ pair. Friday and Satur- 94 C day .. .. ... .. .. .. |
| :---: | :---: |
| MEN'S | MEN'S TIES. |
| PIQUE COLLARS. | new lot of Ties worth see- |
| Aq yod assortment of White | ing. Knot Ties with stud and |
| smart styles, two buttons |  |
|  | Oriday \& Saturiay . .. 17 C |

Cash
Receipt Books
Handy

## She Royar sborrag tad.






## Volunteers

Are required to shoot their coupons straight into our Premium Department. Any number of coupons over 35 will be accepted.
Valuable Premiums for coupons only.


BLACK DIAMOND LINE!
passenger rates heldong meais aid betibs to and from homtrbal

 harvey \& CO., LTD., Agents Black Diamond Line.

[^0]This Date
in History остоввв. Full Moon- the.


TRAPPED!
 - PAGE AUTOMATIC WIRE STRAINER. The best tool made for erecting and repairing wire fences of FOX TRAPS. Genuine Blakey \& Lamb, with Chain.
No. 2, $\$ 3.95$ per doz; No. $\mathbf{3}$, 55.20 per doz.; No. $4, \$ 6.10$ per doz.
FOX NETTING. FOX NETTING. 16 Gauge, 2 " mesh. 24 ", $\$ 4.50$ per roll. All sizes up to 72 ", COMBINATION FENCING TOOL-Wire Cutter, Wire Twister, Knotter, staple Drawer and Piers. AYRE \& SONS, LTD.

## Baby's Comfort!

Get one of Our Infants' Dainty and Cosy BEARSKII COATS

And Protect Your Child from the Cold Weather.

Special Price


These Coats are worth $\$ 3.00$, which means a Saving to You
NOW DISPLAYING IN WEST WINDOW. DONT MISS THEM.

## S. MILLEY

## New Hats! New Hats!

Specially and charmingly designed. Neatily and Nattily Trimmed. Prices extremely Low.

SEE THEM TO-DAY.
A.\&S.Rodger

## THE HOLIOWVAY STUDIO PHOTOGRAPH

Of the Newfoundland Reservists leaving H.M.S. "Calypso" to board H.M.S. "Niobe" is a complete list of those who did so, as it shows each Man clearly, and we think is the only one in existence.
Price 40 cents unmounteq- 5 cts posiage. . - 1 Price 75 cents monnted- 10 cts, postage. THE HOLLOWAY STuDio, LTI.

Corner Bates' Hin and Henry Street.
Phone 765.


tim promes paper - THE EVENING TELEGRAM, OCT. ist. 1914 -10. - Ren be kubrones


## Fishery Gear!

WE ARE MANUFACTURERS of the GILL WE ARE MANUFACTURERS of the GILL
NETS, used by Messrs. Job Brothers \& Co. in the Straits this year. They have been successful at a time when traps had partially failed. We make them in all sizes to order

WE ARE MANUFACTURERS of COTTON DRIFT NETS, such as are used in the North Sea Herring Fishery. As the catch of Herring will be interfered with during the war, a good epportunity

WE ARE MANUFACTURERS of the celebrated STANDARD brand of Herring Nets, which is universally acknowledged to be the very best Net on the market. We are now making the CRESCENT brand Herring Net, which is the best and strongest LOW PRICED NET MADE. It is mounted just the same as the Standard Net, and it is barked for preser
dyed like other cheap Nets.

WE ARE MANUFACTURERS of SQUID TRAPS, which are now legal; we make them in any size required, to order

We manufacture TARRED COTTON durable and easily handled.

We make COD TRAPS, COD SEINES, CAP N SEINES, ETC., to order, in all sizes.
All the above fishery gear we can strongly recommend, and we would urge our fishermen to patronize articles of home manufacture, in
order to give employment, which is so much needed this year.
COLONIAL CORDAGE CO, LTD.

## Furness Line Salilings!

 is finiso $\qquad$ furness withy a Co., Ltd.,

The Elite Tonsorial Parlour,
en, narr Rasmior Crome
F. ROBERTS, Proprietor,
 full line of Cigars, Cigarettes, Tobaceos, ete.


## Removal Notice!

 We have removed our business from 349 Water St. worths Streets, almost opposite old store. We still continue our business of Hardware, Stoves, Grates, Mantels, Plumbing, Steam and Hot Water Heatin, store ready and willing to cater to their various needsin our line. Estimates for Plumbing and Heating GEAR \& CO.

IN STOCK, Ex Stephano.

750 cases 4.Crown RAISINS, $50-1 \mathrm{~b}$. boxes.

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| :---: |

HARVEY \& Co. Limited,


J.J.Stirang,

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



[^0]:    Painted Faces.

