EIGHT PAGES TO-DAY: THE EVENING TELEGRAM. READ BY OVER 40,000 PEOPLE EVERY DAY.
VOLUME XXXVI. PRICE ONE OENT.
 USE BUFFALO FLOUR. I

## Sold at BOWVRING'S Retail Store.


the evening teregram, st. Johnis, newfoundland, SEPTEMBER 12, 1914-2


## WilliamWallace-Scotland's Great Patriot ${ }^{\circ}$

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 They have helped to make the a nunual slese of this world famed brand exceed those of any oher beer by millions of bortles.

## J. D. Ryan <br> Distributor St. John's, Nfid. $54-1$ MeansModeration

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## Fall-1914 Styles.



## U. S. Pieture \& Portrait Co.








## Our September <br> Sacrifice Sale

means that practically our entire stock has been put to the knife to make room for New Goods constantly arriving.
HENDERSONS, Theatre Hill. Open To-Night. Come Early.

## Buys' Jesesy Suits.

A SPLENDID VARIETY OF NEW GOODS Colours:- Navy, Brown, Sax, White and Cardinal. Size: To fit from 2 years to 6 years. The correct thing for present wear.

## Robert Templeton.

Special ofter for Few Days Only

A. h. murray, Agent.

## Texaco Kerosene

Still the leader in quality, and continuing to give the perfect satisfaction as, when it appeared on the market.

The No Soet or Smoke oil.
GEO. M. BARR, Agt.

## Just Received : <br> GASOLENE,

COLIN CAMPBELL,
85 Water STreet.
divertise in Telegram.


The Germans On the Run!

The Kaiser's Army Fleeing Both in the East and West Theatres of War.

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JUST ARRIVED per S. S: "FLORIZEL."

## Preserving Plums, Green Tomaloes,

 Ripe Tomatoes.| CELERY | LOCAL PRODUCE. | TABLE PLUMS. |
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| CAULIFLOWER. |  | PEACHES. |
| CUCUMBERS. |  | PEARS. |
| PEAS | $\begin{array}{ll} \text { Turnips } \\ \text { Parsnips } & \text { Lettuce } \end{array}$ | GRAPE FRUIT. |
| BEANS | Potatoes Savoury | BANANAS. ${ }^{\text {? }}$ |
| MUSHROOMS. | Tomatoes and | ORANGES. |
| CORN. | Vegetable Marrow. | APPLES. |
| AYRE \& SONS, <br> Ltd., <br> Grocery Department. | New York TURKEYS. <br> New York CHicken. <br> New York DUCKS. <br> New York BEEF. | AYRE \& SONS, Lid., |

## New Autumn Dress Goods

LEADING FABRICS, in Popular Plain Colors. Shepherd and Fancy Checks. Tartan and Fancy Plaids. Also, a large variely of
Black
Dress
Goods.


All Selling at Popular Prices.
Steerg gros

Are you aware
that coupons mean premiums? If you're smoking " Gems" of course you're saving Coupons. If you're not smoking, are you collecting Cigarette Coupons? If not, why not?
Valuable Premiums for coupons only. amperialoblacenc.

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Messages Received
During the Night.


## St. John's Meat Company,

Water Street East. 'Phone 800

> Orders taken for FRESH FROZEN SALMON, 20c. lb. by the fish. Order one day in advance. Fine Selection of IMPORTED MEAT from Chicago and Toronto. Splendid quality at keenest prices in town. Finest ARGENTINE MUTTON. No advance in price. Legs, 20c. lb.; other cuts, 14e. up. Finest BEEF SAUSAGE, still 18e. per lb. Made daily from finest selected Fresh Meats. Very nourishing and appetizing. Try them. BOLOGNA SAUSAGE (unbeatable)....................... 20 c . per lb.

Bronches: Water Sireet East, Water Street West, Militrary Road Phone 800a


Reids' Boats.






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OFFICIAL
FRENCH NEWS.


When September breezes blow. O'er the landscape's pleasant miles, Maidens chatter in a row, Of the coming Winter Styles.
We are exhibiting a magnificent assemblage of beautiful

## Millinery \& Ready-to-wear Hats

The collection shows a distinctive beauty and originality that will not fail to delight the most discriminating feminine taste. Any attempt at description here would be useless.

We count it no small pleasure to be able to invite everybody to view our first showing of beautiful Hats for Fall and Winter.
The ROYAL STORES, Ltd.

## II Catches the Eyy!

that dainty display of BOYS' JERSEY SUITS and SWEATERS, Embroidered Collars, 15,25 \& 35 c each, Lace Collars, . . . 25c. each, Colored Silk Bows, - 25c. each, Charming Tea Aprons, 25 \& 35c. each, Fine wide width Embd. Insertion, 12, 16 \& 20c. $y d$.

SHOWING TO-DAY AT
A. Q S. RODGER'S.

Advertise in The Evening Tolegram

## FALL ANNOUNCEMENT! !

We take pleasure in announcing to our patrons our readiness for Fall business.
We now open the Fall season with the Choicest and Largest Stock of

## Ladies' and Children's JACKETS

We have ever brought into this City, and have made preparations to serve our patrons with the best.
Our present showing eclipses any of our previous eflorts in this line.
MARSHALL BROTHERS.


Rom Helen Hessons Fueste.















| The Name | Fresh |
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| It's quality made, and |  |
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|  | riage Candles, |



## Have Your Photograph Taken-To-Day.

THE HOLLOWAY STUDIO, LTD.
Corner Bates' Hill and Henry Street.
'Phone 768.

## The Silent Briton.

An American Tribute.

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Come up to DEVINE'S on the Corner of Water and Adelaide Streets.
BIG TEN DAYS SALE all Goods Marked Down. Great time to BUY Men's Shirts,


THE PROGRAMME for the WEEK-END at THE NIGKEL. "THE SEA ETERNAL."
 e Pathe All-Star Cast in a Two-Part Prouct - THE DE
 the actress and her jewels-The constables daughter-the barbers cure.



Perfect in Quality and Style.

5 PICTURES.

## The Crescent Picture Palace.

"The End of The Trail- 2 Reels. tre RIRE SPRCCIIVEXS-A rare butterfy is sent to some naturalists; the specimen escapes. Imagine




Rainproof Coats
For Ladies. Special Price: $\$ 4.20$.
Perfect Cut. Worth \$6.00. See Window.
Just Opened
Large \& Varied Assortment of Ladies'
rablan ralwpoof coats,
Travellers Samples. Prices from
$\$ 5.00$ to $\$ 10.00$ each.


## BLACK DIAMOND LINE!

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 $=5$
harvey \& CO., LTD., Agents Black Diamond Line.
nae peopies paper-THE EVENING TEIEGRAM. SEPT. 12th. 1914-8. -rand br eveatom



## Southern Shore Excursion.

Train leaves St. John's Station at 5.30 p.m. on Saturday, September 12th, and returning leaves Renews at 7 a.m. on Monday and Tuesday mornings.
RATE: ONE WAY FIRST CLASS FARE.


SPORTING GOODS!

## Ross Rifles!

Breech Loading Guns-single and double barrels. Muzzle Loading Guns. Kynoch Cartridges. Eley's Cartridges. Game Bags. Cartridge Belts. Gun Caps, etc.
BOWRNG BROS, Ltd.
Hardware Dept.


IN STOCK, Ex Stephano. 750 cases 4. Crown RASNSS, 50-1b. boxes.

750 cases 2.Crown RAISINS, $50-\mathrm{lb}$. boxes.

HARVEY \& Co. Linited.
No Need to Worry !



Sunday Exeursion. Tor's Cove and Kelligrews.
Tors cove Leaving st. John's at 2.00 p.m, and returning, leaving Tor's Cove at 7.30 p.m.
KELLIGREWS-Leaving St. John's at 2.30 p.m., and returning, leaving Kelligrews at 8.07 p.m.


[^0]:    Dieks \& Co., Lid. Advertise in the Evening Telegram

