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THE EVENING TELEGRAM, ST. JOHN'S, NEWFOUNDLAND, OCTOBER 28, 1914-2



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Sent to any address in the Island. Guaranteed for three years.' Price: $\$ 2.00$. Joseph Roper.


CONFIDENTIALLY SPEAKING Tailor depends the success of every man's appearance. insures not only a successful appearance, but satisfactory service and long wear,

Come in and let us take your measure this week.
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Ladies' and Genls' Tailoring.
153 Water Street, St. John's.
$20 \%$ OFF Great War Sale. $20 \%$ OFF
For four weeks only, beginning Thursday, October 15th, we
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Crockeryware, Glassware, Silverware, Household necessities and Crockeryware, Glassware, Silverware, Household necessities and
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Crystal Glass Table Sets.
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Shaving Mugs, Mirrors. Shavots, Main and
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Pjetures. \& $\begin{array}{l}\text { Hirrers. } \\
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\text { Writing Cases, Dressing Cases, }\end{array}$ <br>
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177 and 353 WATER STREET. <br>
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 GEORER BTOWLINGoffers the balance of his stock of Choice Dutch Bulbs, including:HYACINTHS, NARCISSUS, CYCLAMEN, FREESIAS,
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### 1.15 P.M.

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beg to inform my friends and the buying public generally that I have opened a Retail Establishment'at 164 Water Street, in connection with my Wholesale Business, and intend to give the public the be
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I trust my offerings will get me your appreciation, and your support will mean

Backed by 18 years' experience, and after visiting every part of the Country, I have learnt many requirements, chief of which are: First Class Goods and Reasonable Prices.

To My Outport Customers:
I assure you of my attention to your interests as in the past, and re quest the continuance of your past patronage.

| EMBROIDERY ENDS. <br> Worth 5c. to $\$ 2.00$. Retailing at 1c. to 60c. | SILK BLOUSES. Worth $\$ 3.00$ to $\$ 6.00$. Retailing $\$ 2.00$ to $\$ 3.50$. | Ladies' Coats <br> Ladies' Costumes <br> Misses' Coats |
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| MUFF SETS. <br> Worth $\$ 5$ to $\$ 18$. Retailing $\$ 2.50$ to $\$ 10$. | SILK UNDERSKIRTS. <br> Worth $\$ 4.50$. <br> Retailing $\$ 3.90$. <br> 友 | Underwear- |
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Consider your family and use Windsor Table Salt

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Black Cow Aids
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 Bills in half by usingMore Light, Better Light, Cheaper Light.
We also carry a full line of Cord, AYRE \& SONS, Ltd.

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I know. You can get the best numbers here. Our prices are low, from 80c. to $\$ 2.00$ and sament
BISHOP, SONS \& CO., LIMITED.

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| Homesterir $\mathrm{Ta}, 40 \mathrm{c}$ : lb . |  |


| By SS. Morwenna, 20 'bxs Purily Bitter 20 cases Selected Eggs, 50 Hall Bags P. A. 1 . Potitoers. |  |  |
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Just Received:
Choice Prime Butter,
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 Beaver HATS(The Hat that Smartly Dressed Ladies will wear this season)

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 BLACK ONLYIn Large Variety of Shapes to suit all ages.
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Aerial Aet





Lord Bishop Arrives.



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## Cape Report.

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