

## fie evening telegram, st. John's, newfoundland, may 17, 1915-2




Special To-Day
69c. each.
WILLIAM FREW.

Most People
Are now Economizing in the
matter of Dress.




 | $\substack{\text { Merinces, } \\ \text { Rraersss }}$ |
| :---: |

The Nild. Clothing Company, Lid.

## June Patterns \& Summer Fashion Book. <br>  <br> CHARLES HUTTON,

To Consumers of High-Grade Tobacco!


CASH'S Tobacco Store, Water St.
Men's Negligee Shirts! A A pecial bargain offering of Men's Negligee

PHOTOGR

## W. B. Nuform Corsets <br> HENRY BL̇AIR'S. <br> america's leading corset <br>  <br> Sitting or standing W. B. Nuform Corsets give Comfort and Easy Grace. Gives the figure symmetry and supleness; that, sligh incure at wais, higher bust, , equisite length, boneless hip and shorter skirt; admirably realize Fash- ion's requirements <br> \$1.15 to \$3.25. <br> HENRY BLAIR

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Messages Receive Previous to 9


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## Grap

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digestion Gape-Nuts is sc digestion and assim ing, economical fooc
ready for oppor tunit

"There's a Re made in canada

## Grade Tobacco!

## ee Shirts

$\qquad$
69c. each

PHOTOGRAPHS of the First Company of Reserves for the First Newfoundland Regiment--Those that have iust left here !
We have individual Rhotographs of each man, Groups of each Section, and the Non-Commissioned Officers, men being inspected at Government House, Going aboard the Steamer etc., etc.
THE HOLLOWAY STUDIO, LIMITED,
'PHONE 768. Corner Bates' Hill and Henry Street, St. John's Nfld.


PARKER \& MONROE, LId., Sole Agents.


Will Opportunity
Find You Fit?
That's the idea-fit physically-fit mentally. includes the right kind of food.

## Grape-Nuts

ment of goo tas ment of wheat and barley, including the mineral
elements so vital for building sturdy bodies, brains and nerves.
digestion Guts is scientifically prepared for easy ingestion and asssmilation. A delicious, nourishready fonomical food for making one "fit" and
"There's a Reason" for Grape-Nuts MADE IN CANADA -sold by Grocerś everywhere.



## NEW ROOM PAPEAS!

## Exceptional Values:

8c. to 20 c . ROBERT TEMPLETON

## "Dexter" Weatherproofs.

"DEXTERS" stand for dependable protection, faultless fashion, moderate Price. Sold only at


Evening Telegram
 The American Note.



##  <br> 



th Day of the War.

G. KvOWLING, CENTRAL STORES.

VERY SPECIAL VALUES
In Women's and Children's Dresses, Robes, Sport Coats, Underskirts, Blouses
and White Shirting, etc. These are all fresh and new goods and would advise an early inspection of these

Bargains in Our Showroom Department

| SEE OUR NEW | LADIES' <br> Very Special Value |  | see our NEW |
| :---: | :---: | :---: | :---: |
| JACKETS, | Sports Coats |  | BLOUSES, |
| costumes, | We are now able to offer an exceptional line of Ladies' Silk and Wool Sport Coats, in plain coiors and slourins. |  | CAMISOLES, |
| dresses, |  |  | mightdresses, |
| japanese | \$2.20, \$3.50 |  | NaINsook |
| GOWNS, |  |  | AN |
| jackets, | $\$ 5.50$ <br> All sizes and colors, and would be good |  | LOngcloth |
| ETC. |  |  | underwear. |
|  |  | Women's <br> Dresses |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |

Underskirts

 ${ }^{\text {from }} 50$ cts., $\$ 1.00$, $\$ 1.50$ In ordinary times these good would be
chaer, but under present orondition they
are remarkably so and worth double regiare remarkably so and worth double regu-
lar prices.

| LADIES' |  | $\underset{\text { very }}{\mathrm{L}}$ | $\begin{aligned} & E^{\prime}{ }^{\prime} \text { Valu } \end{aligned}$ |
| :---: | :---: | :---: | :---: |
| Blouses |  | Underskirts |  |
| We can now offer a lot of about 150 Ladies' Maker's Sample Blouses in plain and fancycolourings, very dainty and newest styles amongst them at over one-third of regularprices. Prices are from |  |  |  |
| 40 cts., 65 cts. |  | $50 \mathrm{cts}_{\mathrm{y}} \mathrm{~S} \text {, } \$ 1.00$ |  |
| \$1.50 |  | \$1.50 |  |
| Regular values would be from 75 cts. to $\$ 2.20$, to be had in Silks, Sateens, Muslins, Cords, Zephyrs, etc. |  | In ordinary times these goods would be cheap, but under present conditions theyare remarkably so and worth double regular prices. |  |
| Ialies' <br> White Emad volie and <br> Semi-Ready | A marvellous opportunity to secure a richly embroidered White Voile or White Lawn, semi-ready Summer Dress at less than Half Price. Only a few of each prices and no two better grade in stock. Values $\$ 6.50$ to $\$ 25.00$. Our Prices |  |  |
| Robe Special | \$3.50, | , \$6.00, | \$7.00 |



## TwoSpecial Lines

The one is for Men the other for Housekeepers.
Silk Poplin Ties, Plain and Striped, Wide Ends, 45c., 50c. White Silk Emb'd COSEY COVERS, Selling Real Cheap, for 30c., This Week, at
A. \& S. Rodger's.

THE EVENING TELEGRAM, ST. JOHN'S, NEWFOUNDLAND, MAY 17, 1915-5



| A Rara | Avis. | Ready for Delivery. | Patriotic Concert. <br> Editor Evening Telegram. | Activity of Newfoundlanders | East End Rossley's Theatres West End $\square$ St. John's Leading Vaudeville and Moving Picture Theatre, |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | MATCHES. <br> 750 gross Sea Dog Matches. |  |  |  |
|  |  |  | Wimore ante |  | "A Married Martyr.' |
|  |  | TINNED |  |  |  |
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| Asomed mix |  |  |  |  | THE BOER WAR." |
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|  |  | rea |  |  |  |
| day of our lives. One Thing Everybody Likes to Give. Nobody, to Receive. |  | frem toall sufferers |  |  |  |
|  |  | Wumatiov |  |  |  |
|  |  |  |  |  | The Best Show for Some |
|  |  | Alar |  |  | Our Mutual Girl." |
| Whereas, giving one's opin |  |  |  |  |  |
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|  |  |  |  | Marsmomis | Fiximem |
|  |  |  |  |  |  |
| Homestead <br> Tea always finds a Weleome Reception | assorted kinds, 20c. each PUDDINE, |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  | BRITISH THEAT |
| Homestead |  |  |  |  | Monday and Tuesday's Programme. |
|  |  |  |  |  |  |
| Homestead, $50 \mathrm{c} . \mathrm{lb}$.$\qquad$ |  | 0 Arcives. |  |  |  |
|  |  |  |  |  |  |
| C. P. EACAN. <br> duckworth street \& quegger roan. |  |  |  |  |  |
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and
me proples papre-THE EVENING TELEGRAM, MAY. 17th, 1915-8-read by everrone

## AMERICAN SUITS!

|  | Season-1915. |
| :---: | :---: |
|  |  |
|  | 㑑 |
|  | $+5$ |
|  | In Pure Wool Tweeds and Serges, in choicest Greys, Burwws, Miuen and stock we have ever handled. |
|  |  |
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|  | ${ }^{\text {P }}$ The reputation we have eatained |
|  | sential features which assure satis- faction in wear and a well-dressed |
|  | 墭 |
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| S. | Picture \& Portrail C |


dress cloths, venetians, POPLINS, TWEEDS,
 french canvas, , Mbroiteries,
 Corton BL.ANKETS and Pound goons of all linds GARNEAU, Limited.



Aboul Your Shoes, Sir!
 .
F. SMALLWOOD,
the homit of good shoes.

## POTATOES are Cheaper

at THE POTATO HEA
"Blue Nose" Potatoos,
Iontived to-iday ex Eriee
F. MCNAMARA, Queen Street.


## Birch Junks

For Sale. Phone 561.
The DIRECT A GENCIES, Itd

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COLIN CAMPBELLDisfribuior.

## SCLATER'S,

Water Streel, Foot of Queen's Street, would call attention to the fact that, having decided
on making some changes in the working of the business, which will neeessitite some alterations in the premieses they intend mank dich have been carried ove
present in stock, and which have winter, to the lowest popular prices.
This Sale will be on for one month only from date,
and will consist of Costumes, Coats, Men's and Boys Clothing, Hats, Caps, Ties, Gloves, \&c., \&c., along with the usual stock of Dry Goods carried. All new goods coming now will be marked down to
the lowest possible prices, taking into account the the loweed cost in foreign markets. This being a CASH SALE, no approbation will be
allowed, except to those who have accounts with the

## SCLATER'S.

## \$

$W^{\mathrm{E}} \begin{gathered}\text { are showing just now some } \\ \text { really handsome Pendants and } \\ \text { Necklets }\end{gathered}$
 Engagement and Welding Rings ! $\square$



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Whan in ened of ony artide of of evememenen thene T. J. DULEY \& CO.

Over 40,000 People Read The Telegram


We are Buyers of Herring packed in the Scotch Method; also, Round Herrings.
Highest prices given.
Write us before selling your pack.
BISHOP,


Southwarth Library!

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Garrett Byrne,



## P. E. I. Blue Potatoes.

Arrived To-day, - - May 17th, Big Shipment Choice P. E. I.

Blue Potatoes! GEO. NEAL

Fconomy in Dress!

 UNGAR'S LAUNDRY \& DYE WORKS, Haliax. MESSES. NICHOLLE, Chafe \& INEPEN, Agents,
St. John's, Nild

## Armada

 Tea is winning Golden Opinions from everyone. Just Try It and be convinced. FOR SALE EVRYYWHERE.FRESH GROCERIES Juŝ̂ Received


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