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It will cost you only a few cents to send us a letter. It may save you many dollars. It is to your advantage to find out about the splendid line of

POUND GOODS that we carry. We have every thing you need in this line AND OUR PRICES ARE UNEQUALLED, but best of all the quality is such that you will have no remnants left over. All will sell at a good profit.

ROBERT TEMPLETON,
333 Water Street.

WHY BRITISH SUITS EXCELL!

BECAUSE:—We produce the best ready to wear suits in that they not only fit and hang well when you put them on but continue to do so until they are laid aside.

To turn out such suits it is necessary to have everyone experts in their line—Knowing their work thoroughly—Having a taste for their work—Qualified by Experience and Observation—and trained to do such splendid work.

Such Experts are to be found only in our Factory trained by a manager who has had over 25 years Experience in the Chief Clothing Centres of the world.

BECAUSE:—We select only the highest grade wool cloths in each particular class having an eye to such patterns and designs as will satisfy each individual taste.

BECAUSE:—We have Expert cutters and give careful attention to Linings, Trimmings, and inner Constructions.

BECAUSE:—British suits are the ones with the best fit and longest life of any suits sold in Newfoundland.

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THE BRITISH CLOTHING Co., Ltd.
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"EVERY DAY" BRAND
EVAPORATED MILK

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Ham Butt Pork
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Granulated Sugar
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HEARN & COMPANY

St. John's, Newfoundland.

OFFICIAL REPORT OF ZEPP. RAID ON LONDON

Damage Done Was Slight, and the People in No Way Were Alarmed. Zepp. Raids Prove Failures in Many Respects.

LONDON, Oct. 22.—The following is an account of the Zeppelin air raid on Wednesday night of last week by the Home Office:

"On the evening of Oct. 13, another aerial attack was directed against London, which differed in no material respect from those made on previous occasions. The enemy's vessels, or vessels, flew high, and the darkening of the metropolitan area, together with the height at which the aircraft travelled, certainly prevented the enemy from discovering the exact position of places of importance.

"As on the last occasion, the official report issued in Berlin proves the raiders to have been grossly in error in most cases as to where they were dropping their bombs, and if they had really some definite objective, owing to the height at which they flew, they entirely failed to attain that objective.

"Except for one chance shot, the damage was exclusively on property not connected with the conduct of the war. Of the 127 persons killed or injured, none, save one or two soldiers, who were in the streets at the time, were combatants.

"As for the moral effect for which presumably the enemy was seeking that was all to his disadvantage. The raid occurred at an hour when practically no one, except children, were in bed, and though the shops in the principal shopping areas were closed, places of entertainment were full and the masses of the population were about the ordinary evening's pleasure or at business.

"The fourth district in which damage was done is one consisting entirely of what may be called working class property, with small low buildings, some of them used to house small shops of various businesses but in most cases occupied, and in many cases overcrowded, and by private residents of the poorer classes.

"In this area more bombs were dropped than in those previously described and the damage done was exclusively suffered by private traders or householders, who behaved with the utmost heroism and coolness, and who suffered damage and, in some cases, loss of life, with no compensating military value for the enemy.

"A very much larger number of people, therefore, were aware of the enemy's presence, but the population of London, though, hundreds of thousands heard the sound of bursting bombs and the guns, remained free from panic. There were, if possible, even less signs of excitement than on the previous occasions. The official warnings to take shelter were better observed, but when the aircraft passed and the guns ceased firing, most of the people who had been watching the bombardment went quietly to bed, and were undisturbed by the second raid, which took place about midnight in another part of the London area.

"In the theatres, from which the sounds of the firing and explosions could be heard plainly, there was a commendable absence of panic. Altogether the imperturbability of the people of London would appear to offer a striking contrast to the behaviour of the population on the occasion of rehearsals of aircraft attacks recently said to have been held in certain German towns.

Bombs Killed Innocents.
"When the results of the raid were examined next morning five distinct areas could be distinguished in which damage was done. The first of these is an area in which there is little or no residential property, some large buildings devoted to various kinds of business, and comparatively wide streets. In this area bombs were dropped containing high explosives, which in some cases fell upon the long thoroughfares, and in the fifth upon the back premises of one large building thronged with people.

"One of the bombs, which apparently was of large size, penetrated the street into the subways, containing gas and water mains, and, in exploding, melted the gas pipes, setting alight a fire which, though slight in extent, lasted for several hours. The explosion of this bomb damaged the buildings round about considerably and destroyed almost all the glass in the neighborhood. It also was responsible for a number of casualties, which will be the subject of an inquest. Those killed were either sitting in the front rooms or were working or walking in the streets.

"The second area contains a large block of residential flats, some of which are occupied as offices. Like many other blocks of flats in London, this one had a stretch of garden behind the buildings, and one of the enemy's high explosives bombs fell in this garden close to the flats themselves. One or two rooms on the ground floor were totally wrecked and on the first floor considerable damage was done. Another bomb fell on top of one of the buildings, demolishing the top storey. In this area there were no casualties.

"The third contains two damaged business premises. The first of them is a large, modern building constructed of reinforced concrete and with steel and concrete roof and flooring. Two bombs were dropped on the roof and one on the pavement immediately beneath, the floor-way. The bomb on the pavement appears to have exploded sideways. At any rate, the damage done which consisted chiefly of broken glass and plaster, occurred mainly in the house on the other side of the street. The bomb which dropped on the roof of the building itself did little damage. In the same area a bomb was dropped on the roof of a small hotel, the ground floor of which was occupied as an office. In this case the strength of the building, which was an old one, and not sufficient to withstand the force of the explosion, and the whole of the hotel which consisted of three floors of the building, was entirely blown up. Fortunately in this area those indoors had been warned by the sound of previous explosions, and by taking refuge in the lower flat they escaped injury altogether. In this area, as by a curious coincidence in one other, the effect of the bombs was severely felt in a small restaurant opened in the interests of Belgian refugees.

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"In this area more bombs were dropped than in those previously described and the damage done was exclusively suffered by private traders or householders, who behaved with the utmost heroism and coolness, and who suffered damage and, in some cases, loss of life, with no compensating military value for the enemy.

"A Short Bombardment.
"The actual period of bombardment did not last a minute, and the distance from the spot where the first bomb dropped to the last could not have been more than six hundred yards. Within sixty yards no less than five fell together, while nearby three fell in a single garden which did not measure more than thirty yards square.

"The striking and fortunate feature of the bombardment in this district, and, indeed, of the whole attack on this occasion, is the number of cases in which the bombs dropped, not on the buildings, but on the ground. In

OPENING ANNOUNCEMENT
A. S. WADDEN wishes to announce to his Patrons and the General Public, that his New Store 368 Water Street West (2 doors West of old stand) is now open with a full line of Tobacco, Cigars, Cigarettes, Fruits, Confectionery, etc. All orders personally attended to. Satisfaction guaranteed.

A. S. WADDEN
368 Water Street West

only three cases in this suburban area were houses actually struck, though, of course, the force of the explosions was sufficient to destroy whoses, even at a considerable distance.

"Here there were many astonishing escapes. In one instance a bomb fell on a narrow passage separating two houses, the entire fronts of which were blown out, causing the upper bedroom floors to collapse. In one of the upper bedrooms a mother and daughter were sleeping. They were thrown out onto the street through the place where the ground floor window should have been, both escaping with their lives.

"In the next house a little boy, lying in his cot, was buried under the debris of the wrecked roof of the house and in order to release him the whole roof had to be lifted up so securely was the cot pinned down.

"A large house a few yards away suffered very severely. A bomb fell right on the centre of it, killing instantly two children and severely injuring a third child and the father and mother.

"At another point, where a bomb fell in the street, a young man was saying good night to a woman at the front door of the house. He was killed immediately by a fragment of the bomb, and the woman was severely injured. At this point also an old man, who was walking on the pavement, had his arm blown off and died in the hospital shortly afterwards."

A Kindhearted Scotchman

Ayr, 28 Park Circus,
Ayr, Scotland,
30 Sept., 1915.

Mr. K. W. Dean,
Botwood, Nfld.

My Dear Sir,—I asked your son Norman on Sunday last for your address and permission to write to you and Mrs. Dean to let you know how the lad is getting on away so far from home. We are in such strange and stirring times that I felt sure you would appreciate a few lines from me.

It happens that our Parson is Chaplain to the Depot in Ayr of the Royal Scots Fusiliers—the Presbyterians only—and those of Newfoundlanders of what we call Presbyterians or Dissenters worship with us on Sundays in the forenoon. It was, as a deacon, one Sunday evening 4 weeks ago, that I came across Norman who asked me for a seat and I fixed him right between my wife and I, and after service he came home with us and had a bit of supper and a crack till time was up to go back to his barracks in a fine new school about a mile from the house.

He has been out every Sunday night since and it is unnecessary for me to say he is very welcome, and my wife, self and children are delighted to have him. He had a chum with him on one occasion but last Sunday his chum did not turn up as I expect he went home from church with some other party. I think the lads are enjoying their new experience and I can see quite a difference in the soldierly appearance already. For lads who are new to it they are good.

We had a meeting of the Church Managers on Tuesday of this week and we are going to try and arrange that all the lads who care will spend the time now that the winter evenings (Sundays) are creeping in in our Church Hall where we can have a social hour with tea or coffee and some hymns and a short address and general conversation.

You people in Newfoundland will be having an anxious time with the boys and the terrible war raging. We have our's here too. I have two boys, the eldest a trooper, in Rodesia, South Africa and the second a Lieut. in the 23rd Scots Fusiliers but not at the front yet; he is only in his 20th year.

I lost a nephew, a Lieut. in the Navy, by the torpedoing of H.M.S. Aboukir in the North Sea. I had another lying in hospital in Sheffield with a shattered arm and my sister has had a postcard from her only boy this morning saying safely through again. He is one of the lucky ones as his regiment is down in the year—Glasgow Highlanders—from 1400 to 250.

It is a great time and our lads have come lately nearer God than they might have done in times of peace. "God bless them every one" as it is for us and our dear ones they are fighting. It is a big thing they are doing, it is not only for the Empire, it is for the world to make it a sweeter place to live in.

With kind regards,
Believe me, yours sincerely,
—MALCOLM McCALL.

Beautiful Old English Oak and Leather Furniture

Very handsome is the fine Old English Famed and Mission Oak Furniture we are exhibiting in our first floor showrooms. Upholstered in genuine Leather in Green, Brown and Crimson, and showing in its severely handsome design the acme of furniture-craft, these fine examples are "fit for a king."

We give below a list of some of this furniture and draw our customers' attention to the fact that although some of it is in sets, any single piece of furniture will be sold if requested.

Diningroom Sets. Arm Chairs.
Library Sets. Morris Chairs.
Lounges. Rockers.
Hall Settees. Fireside Stools.
Hall Mirrors. Screens.

U.S. Picture & Portrait Co.

RED CROSS LINE.

S. S. STEPHANO and S. S. FLORIZEL

INTENDED SAILINGS.

FROM ST. JOHN'S: FROM NEW YORK:
Stephano, October 30th. Florizel, October 29th.
Florizel, November 6th. Stephano, November 9th.

Passenger Tickets to New York, Halifax and Boston.
Fares including Meals and Berths on Red Cross Steamers:

	First Class	Return	Second Class
To New York	\$40.00	\$70 to \$80	\$15.00
To Halifax	20.00	35.00	9.00
To Boston (Plant Line)	29.00	51.00	18.00
To Boston (D.A.R.)	30.00	51.00	18.00

CONNECTIONS AT HALIFAX FOR BOSTON:
PLANT LINE - Midnight Saturday.

DOMINION ATLANTIC RAILWAY: Through the beautiful land of Evangeline to Yarmouth and thence by the Boston and Yarmouth S.S. Co. Wednesdays and Saturdays.

Luxurious accommodation and excellent cuisine by either route.

Full particulars from:
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