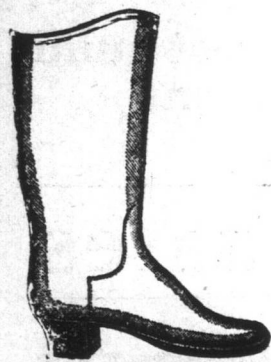


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EVERYWHERE.

How the British Ambassador Views the Influence of the Press.

The British Ambassador, Sir Auckland Geddes, in a recent address before the Southern Newspaper Publishers' Association, at Asheville, N.C., discussed the influence of the public press in shaping international sentiment, and the opportunity possessed by the press to foster peace and good will by promoting better understandings between races and nations. A detailed report of the Ambassador's address has been obtained by the Foreign Information Department of the Bankers Trust Company, of New York, and is herewith reproduced.

"It is with peculiar personal pleasure that I stand here to-day to bring to you a message of good will and friendship from all the peoples whom I have the honour to represent.

There is no need for our nations to gaze suspiciously at each other; there is every need for you, for us, for the whole world, that they regard one another with mutual respect and understanding. I know of no reason why respect should be lacking; the deeds which each has done proclaim the character, the resolution, the capacity of its citizens.

But I do know of many reasons why each at present does not understand the other. To begin with, each sees the other in a mental atmosphere coloured by misread or misrepresented history; each learns of the other's life mainly through press reports which naturally and inevitably record the most striking and unusual items in the list of the day's, week's and month's doings.

The Rise of Misunderstandings. Newspapers, by the law of their being, must report events which stand out like mountain peaks above the flat plains of the average man's due performance of his daily round and common task. This leads to no misunderstanding in connection with local news.

The reader has all round him the facts of his own and his neighbours' daily life, but when an untravelled Englishman reads in one issue of some sensation-loving English paper of a railway accident in Texas and another in Maine, shall we say, "Good Lord! It must be more dangerous to travel in an American train than it was to go over the top."

When the same unimaginative soul reads in the paper of his choice of motor car accidents, hold ups, divorces and murders here, and has nothing and no chance of getting anything to correct his impressions, the inevitable happens—he concludes that if you enter an American train you will probably be killed in an accident but that if you are not you will almost certainly be held up by a bandit and shot, and even escaping that you are sure to be divorced and thereafter killed by a motor car. With the parts reversed the same is true.

Triumphs of Contradiction. I solemnly read all the news that is printed about the British peoples and their public and private doings, and I find myself getting positively hypnotized into the belief that the British Peers are all either drowned or divorced, the Peers bankrupt, the Government effete and useless in its treatment of domestic affairs but diabolically cunning in International matters. When I read some American papers I am almost persuaded with a deepening sense of gloom that my fellow-countrymen left to their own devices, have gone mad in two directions at the same moment—mad with Imperialism and mad with Bolshevism.

But the greatest triumph of contradiction that we have achieved, according to the columns of one paper, is to be at the same moment bankrupt beyond hope of recovery, and a terror to the world because of our unrivalled financial resources. Of course, this is all nonsense.

A Confusing Picture. Yet clearly the daily press is one of the ordained and inevitable instruments for producing understanding of one nation by another. At present all I can say is that with the best will in the world the British press as a whole fails to convey to the people of England a picture of the American people whom I know and admire, and equally the American press as a whole fails to present a picture of the British peoples as I know them.

No sensible man would for a moment blame either press for this. I do not really see how it can be entirely avoided, but I do believe that if every newspaper man puts himself on his guard something, a great deal, can be done.

Some may say, why should newspaper men take the trouble to foster good-will and understanding between nations? Well, newspaper owning and editing is a solemn responsibility which in the vast majority of cases in England speaking countries is honorably assumed and honorably supported. I am not quite sure, however, that the international effects of day to day journalism are fully recognized.

There are journals which create distrust of foreign powers by the gentle art of innuendo. Here is a sentence from a recent issue of a rightly respected daily paper speaking of the position of Russia when she is reconstructed: "Will Great Britain hold oil fields which the Russians own?" The answer is "No, she will not then any more than she does now, and that is, not at all." But note the suggestion to the reader that Britain is now holding Russian oil fields, and he inevitably assumes that Britain has some reason to be hostile to the constitution and recovery of Russia.

Why Friendship Should Prevail.

Now I put it to you—Does the existence of mutual understanding between the British Commonwealth of Great Britain and the United States of America depend upon the fact that we are not at present at war? Would it be less costly for you to effect the expansion of your foreign trade in the teeth of British opposition? Would it pay you less if you effected it in reasonable co-operation with us? Would it cost you less to build a Navy commensurate to your needs in opposition to us or more in agreement with us? Would it help you to find difficulties largely of your own creation or reaction to your actions in Canada, Australia, New Zealand, South Africa, in India and in every land in which the British trader does business and the British banks have branches? Would it harm you to find friends there and have to meet only the sort of competition that exists between rival concerns of the same nationality?

The Cost of Hostility.

On the lowest basis, would it pay you if Britain were to develop cotton growing on a great scale in her African territories because of a sense of instability created by a feeling of American lack of friendliness? Would it help you toward a solution of your problems in the Pacific if Australia were to become hostile to your interests?

On the other hand, would it help us to be unfriendly to you? Again, on the lowest basis, would it pay us? The answer in every case is "No."

Then we have the great political and social-economic problems which require solution—problems as wide as the world and as deep as the human heart. Will they be helped if you and we are unfriendly and bickering with one another? Will it help you or us if large areas of the world lapse from civilization to semi-civilization because you and we fail to co-operate with one another and with the nations whose social existence is threatened by the economic chaos in which they find themselves?

I know of no human good which might not be gained for ourselves and for the world by your and our cordial co-operation one with another.

Co-operation Urgently Needed.

Here is the problem: Co-operation which is urgently needed between us is only possible on a basis of friendship and friendly trust. International friendship is only possible on a basis of mutual respect and understanding.

You gentlemen and all of your profession have it in your power, as have no other to foster that respect and understanding between nations. Practically everybody reads some daily or

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Continued to End of Month

NOTHING RESERVED--Absolutely every article in our stock at Reduced Price. This sale means that you get a Dollars worth for Eighty Cents. Below we list just a few of the many bargains.

HOSE.

Ladies' Fleeced Hose Special, for present wear. Only a few dozen of these left. Reg. price, per pair, 50c.

Now 40c.

LADIES' BOOTS.

A large assortment of Ladies' Boots that we want to clear. These Boots sold at from \$5.50 to \$6.50 pair; sizes 3 to 5½.

Now \$4.20.

Items of Interest

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COTTON BLANKETS,	\$5.00.	Now.. \$4.00
WOOL-NAP BLANKETS,	\$8.00.	Now.. \$6.40
WOMEN'S L. S. VESTS,	\$1.35.	Now.. \$1.08
WOMEN'S S. S. VESTS,	\$1.80.	Now.. \$1.44
LADIES' BROWN MUFFS,	\$12.00.	Now.. \$9.20
WHITE TURKISH TOWELS,	48c.	Now.. 37c.
WHITE HUCK TOWELS,	40c.	Now.. 32c.
LADIES' FLETTE NIGHTDRESSES—		
	\$4.70.	Now.. \$3.76
CHILD'S WOOL CAPS,	75c.	Now.. 60c.
MEN'S SWEATER COATS,	\$3.60.	Now.. \$2.88

MEN'S WOOL UNDERWEAR.

Having a large stock of Men's Wool Underwear, we have decided to clear the lot at a 20 per cent. reduction; sizes 36 to 44; Vests and Pants. Regular \$2.50 garment.

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MEN'S WINTER CAPS.

While sizes are complete and assortments large, we advise you to select your Winter Cap now. Regular price, each, \$1.90.

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ALEX. SCOTT,

18 NEW GOWER STREET

weekly paper. A few read bound books. A mere handful studies history. On you and your fellows throughout the English speaking world the burden is laid. By force of circumstance, by the nature of your calling, you cannot escape.

In your hands largely is the making of International relations of the future. The hope of mankind that the last great war has been fought could be turned by you either to cruel mockery or advanced toward realization.

An Appeal For Good Will.

With all the earnestness at my command I beg you in the name of all who like myself are devoting their lives to the furtherance of the cause of international peace, to enroll voluntarily in the army of the international peace makers. Try with all your skill and arts to make the nations realize their common essential humanity.

Let them see each other as they are, groupings of plain simple people who love and hate and fear and live and die very much in the same way in all the countries whose civilization is based on Europe. Get them to see that civilization is indissolubly linked at its foundations with Christian ethics—other civilizations were not and are not, but ours is, and assumes in all its customs and conventions a fair distribution of effective Christianity among the people.

Get your readers to realize how civilization has advanced by the genius of the few whose life works have benefited the many without regard to national frontiers. I wonder what percentage of adult American citizens could answer these questions—"What did Pasteur discover and how have his discoveries affected your life?" "What did Schwann discover and how have his discoveries affected your life?" "What did Galvani discover and how have his discoveries affected your life?"

I have chosen a Frenchman, a German and an Italian for my short questionnaire because I venture to urge that it is important for the people to realize that our Western Civilization is not the property of one race or people. We who are Europeans by blood and civilization, though perhaps American or Antipodean by birth and residence, are bound the one to the other by ties of thought and gifts of genius individually as slight, as weak, perhaps as gossamer but so numerous that collectively they form the bonds and framework of the society and social organization by which and in which we live. They have been spun out generation by generation from their original beginnings in the eternal city—Rome.

Civilization Belongs to all. Rich and precious is our heritage but we hold only a life rent in our possession. It belongs to our children and to theirs and to the unnumbered generations of the future.

If you and we stand firm together the heritage will be safe, even though the world we have known should crumble around us, but if the unspeakable horror of conflict should arise between us the heritage will be destroyed. You who mould the public thought are among the most influential of the world trustees. I beg you more consciously and more actively day by day and year by year to serve the trust and dom and human liberty.

The C.L.B. Memorial Association will hold a Sale of Work in the Presbyterian Hall on Tuesday, Nov. 30th, at 3 o'clock. There will be Fancy Pantry, Candy and Flower Stalls and Mince Meat will also be on sale. Admission 10 cents. Afternoon Teas will be served—

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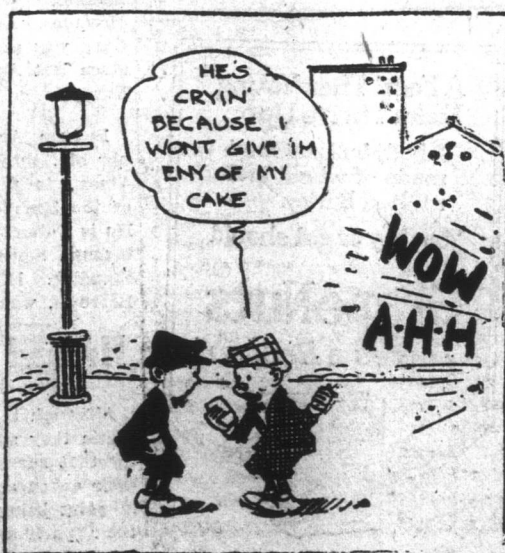
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