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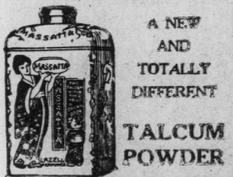
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 require no salesmanship, no arguing, no hot air, no expensive premiums.
 They sell on their merits. A customer accepts them without hesitation or quibble, because he knows that their standard reputation guarantees their ability to please.

Try a Glass of our Famous Arctic Soda Water before and after smoking.
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Use MOREY'S COAL.

Now landing, 682 tons North Sydney Coal. Also Anthracite Coal. We can now supply the best coal in the market. OUR COAL IS GOOD COAL.
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A NEW AND TOTALLY DIFFERENT TALCUM POWDER

Not only softer, smoother, more satisfying than any other, but distinguished by the "True Oriental Odor," a fragrance most valuable in its subtlety and character.

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Wholesale Indents promptly executed at lowest cash prices for all British and Continental goods, including Books and Stationery, Boots, Shoes and Leather, Chemicals and Druggists' Sundries, China, Earthenware and Glassware, Cycles, Motor Cars and Accessories, Drapery, Millinery and Piece Goods, Fancy Goods and Pertinence, Hardware, Machinery and Metals, Jewellery, Plate and Watches, Photographic and Optical Goods, Provisional and Office's Stores, etc., etc.
 Commission 2 1/2 p.c. to 5 p.c. Trade Discounts allowed. Special Quotations on Demand. Sample Cases from 50 upwards. Consignments of Produce Sold on Account.
WILLIAM WILSON & SONS
 (Established 1814)
 21, Abchurch Lane, London, E.C. 4, Docks 444-445, "Assualt, London."

W. P. A. Annual.

There was a large attendance at the first annual meeting of the Women's Patriotic Association held yesterday afternoon in the Methodist College Hall.
 At the outset Lady Davidson referred to the generous help offered by the Association generally and made mention of the excellent work the Association had done. It was agreed that last year's officers again hold office as follows:—
 President, Lady Davidson; Vice-Presidents, Lady Morris, Lady Horwood and Mrs. Pitts; Hon. Secretary, Mrs. Cluny Macpherson; Hon. Treas., Mrs. Geo. Emerson.
 The reports of the Secretary, Treasurer, Work, Cutting, Examining, Belgian, Visiting, Packing and Shipping and Aid of the Blind Committees were submitted and adopted. It was shown that \$1,746 had been subscribed to help on the work in connection with the Halifax School. The Financial Report is:—

Report of the Finance Committee. As Honorary Treasurer of the Women's Patriotic Association I beg to submit the report of the Finance Committee covering the period of the existence of the Association, namely, from August 31st, 1914, to date.
 As will be remembered the Women's Patriotic Association was launched by Lady Davidson at a meeting held in the British Hall on August 31st of last year. In consequence of this meeting an appeal was made to the public for subscriptions and the figures quoted below show how well that appeal was received.
 Turning to the balance sheet here appended, it will be found that receipts from all sources amounted to \$7,105.97. Under its several heads, this is divided as follows:—

Personal subscriptions in St. John's	\$5,779.90
Personal subscriptions outside St. John's	3,126.12
Money Boxes	1,645.45
Sale Patriotic Stamps	517.57
Sale Badges	1,275.42
Sale Housewives	432.57
Proceeds entertainments held in St. John's	1,610.53
Proceeds entertainments outside St. John's	402.52
Church services	72.85
Surplus money after supplying branches with material	1,584.44
Sale Princess Mary Books	555.55

I wish to emphasize in regard to this statement, that in all cases in which branches sent applications for material, a separate account was kept by the Honorary Secretary, whose replies will show how splendidly they have responded. She informs me that cotton and flannel were supplied them to the value of \$1,926.00, and wool to the value of \$2,871.00. A surplus remained after supplying these materials, of \$1,584.44, which has been taken by me and placed into this account. The individual subscriptions outside of St. John's of \$3,126.12, and the proceeds of their entertainments, \$2,042.52, brings the total for places outside St. John's up to the amount of \$9,910.08.

On the side of expenditure the items speak for themselves. Practically all disbursements were made for material to be used in the making of the various comforts for the sailors and soldiers at the front, the fullest appreciation of which has been testified by the numerous letters received from those who have used them.
 The balance on hand now, at the end of our first year, is \$2,741.78.
 When the Association was formed we little thought that this terrible conflict would have continued to this date, and because of this, perhaps, individual subscriptions were not so large or so numerous as they might have been had we known then what we do now. It is a fact that should be known to those who have subscribed, that of the total of \$5,779.90 subscribed by individuals in St. John's, the sum of \$3,100 was donated by forty-three people.
 It is intended that a further appeal should be made to the public in due course, and I think it well in this Report to point out that from now on we cannot look forward to any material increase in our revenue from the sale of either stamps, badges or housewives, which have supplemented our income so considerably in the past. We are therefore thrown back on individual subscriptions, entertainments, money boxes, church services, and any other new source of revenue that may be found.
 If the work of the Association is to continue through the coming winter and spring with the same good results and success that have characterized its work during the past year, more funds must be forthcoming, and we confidently look forward to renewed and hearty support from the public, and if this is given those who have been working during the past year will, I have no doubt, give the same labour and attention to the work of making shirts, socks and other comforts which have marked their efforts since the formation of the Association.

Respectfully submitted,
KATHERINE EMERSON,
 Hon. Secretary, Women's Patriotic Association, Finance Committee.

In finishing up the general business of the meeting, Lady Davidson expressed the expectation of even better work this year than last. An appeal for financial help will soon be made, she said, and it is hoped that contributions will be generous. The contribution of \$52 from such a small settlement as Log Bay is striking testimony of the generosity of the people. Not only have the people given of their means, but they have given to the Empire two of its best sons, who have paid the extreme penalty, one

of whom was Thomas J. Kavanagh who was on the Clan McNaughton. An evidence of the work done last year is that in one afternoon 153 shirts were cut by the Cutting Committee. To the Examining, Shipping and Packing Committee credit is also due for they had to handle goods forwarded by 168 branches of the Association. The principal object is to provide comforts for the men of the Newfoundland Regiment and arrangements have been made with the Nfld. Association in London for supplies. A reserve stock was held by the Ambulance Association from last year's work, part of which may have been taken up, but details of the requirements of our soldiers who are now on active service are expected soon. Of course they will need a different kind in Egypt. Though we have to provide comforts for "Ours" the same may have to be done for those fighting in France. The first meeting of the Cutting Committee will be held at Government House on the 13th inst., and work parties on Tuesday, Thursday and Friday of the week following. To the Press, the Furness Withy Co. and all others who helped the Association in its work, votes of thanks were tendered.
 His Excellency then gave an interesting discourse on Egypt where our boys are now stationed. Having learned much of that country from his father who built the overland route from Alexandria to Suez, His Excellency described in detail the life of the subject. He vividly described the impressions the Newfoundland Regiment must have received on approaching Alexandria and on their meeting the inhabitants, whose characteristic he outlined at length. He next dealt with the trip to Cairo, and the sights to be seen there, the monuments of Pharaoh, the Pyramids and Sphinx. He said that "Ours" may go to the Dardanelles shortly, as every effort will be made to win the Dardanelles and sweep Constantinople. He mentioned the fact that the situation is far more hopeful than it was a year ago, and believed that a year from now the Allies will have such preponderance that they will be able to impose suitable terms of peace. The meeting closed with the singing of the National Anthem.

Economise!
 Use Coke for Kitchen Ranges, Furnaces, Hall Stoves, etc. Smokeless, cleanest, cheapest.
 The most economical fuel for Factory use. Experts say that with Coke you get 44 per cent. of the total possible heat, with coal only 19 per cent. Selling at \$5.50 per ton, sent home, for a limited period only.
 Send in your orders immediately, and avail of this low price. Fuel is bound to be dear this Autumn.
ST. JOHN'S GAS LIGHT COMPANY.
 -aug25,11

Netted \$100.
 Mr. Jones, the genial Superintendent of the King George Institute, who is ever ready to assist in any undertaking for humanity's sake, was foremost as usual last evening when Miss Hall delivered her address at the Institute. Mr. Jones sold the tickets and gave his attention to looking after the welfare of the patrons who assembled in gaily numbers. Mr. Stansfield Foster, in the employ of the Institute manipulated the magic lantern, "Stan" is deserving of praise. The Hall was given free by the Institute authorities and the proceeds amounted to \$100, which will go to the benefit of the Cot Fund for the Sick and Wounded Soldiers.

Used Continuously!
 Sydney, N.S., Jan. 22nd, 1900.
 Gentlemen:
 I take pleasure in stating that I have used DEARBORN'S PERFECT BAKING POWDER continuously since it was placed on the market. I have every confidence in it and consider it a superior article.
 (Signed)
E. LEROY WILLIS,
 Proprietor Sydney Hotel, Sydney N.S., Hotel Dufferin, St. John, N.B. The Belmont, North Sydney, C.B.
NFLD. REGIMENT SEEN AT ROSS-LEYS.

Rossley's was crowded last night and the audience was delighted with the splendid film of our soldier boys and many other very interesting subjects. Jack Russell spoke of the various scenes. This picture is very clear and every face distinct. It has never been shown here before and was brought to St. John's by the officers who returned here lately. The songs sung by Mr. Russell were splendid. Next Monday the greatest act ever brought to this country will be seen. The great Ian MacKenzie, Scotland's idol, the finest baritone singer in the vaudeville world. Ian MacKenzie and his company will appear on Monday 13th. The famous Scotch comedian Harry Lander said when working at the same theatre with Ian MacKenzie: "One man in vaudeville I will take my list off to, and that is my friend and countryman Ian MacKenzie."

Hot Roast Turkey and Chicken Suppers served at McGARRY'S Cafe until mid-night. Also, Afternoon Tea served for Ladies and Gentlemen from 4.30 to 6 p.m., aug31,11

It is said that the much loved kimonosleeve is at an end.

YOU CAN DEPEND ON THE NICKEL PROGRAMME—IT IS CONSISTENTLY GOOD.
 Opening To-Day for a Limited Return Engagement, the Popular Vocalists,
ARTHUR D. HUSKINS, Tenor; DEWITT C. CAIRNS, Baritone.
"THE HIDDEN LETTERS."
 A beautiful Vitagraph two-part social drama with Norma Talmadge, Julia Swayne Gordon, Antonio Morrenno.
"THE MAN WHO VANISHED"—A clever detective story
OUR MUTUAL GIRL "HIS FIRST FALSEHOOD"—One of these side-splitting Keystones.
 Ralph Hamilton unravels the mystery, while Margaret sees a great fashion display.
BERNARD SPENCER and MISS K. RING, at the Piano. JOSEPH F. ROSS, Master of Effects.
FOR A REAL PICTURE SHOW, THE NICKEL L. ALL THE TIME.

5c. The Crescent Picture Palace. 5c.
"The Riddle of the Green Umbrella."
 A thrilling detective drama, featuring Alice Joyce.
"THE FABLE OF HOW UNCLE BREWSTER WAS TOO SHIFTY FOR THE TEMPTER"—Written by George Ade, America's greatest humorist.
"HAPPY-GO-LUCKY"—A Vitagraph molo-drama, with Claud Kimball Young and Earle Williams.
"COUNTESS SWEEDIE"—A roaring comedy.
HARVEY COLLINS, Irish Tenor, singing Classy Songs & Ballads. GOOD MUSIC—A COOL AND WELL VENTILATED THEATRE.

Rossley's East End Theatre!
 St. John's Leading Vaudeville, Dramatic & Picture Theatre.
BIG PROGRAMME TO-NIGHT.
Farewell Week of the Russells.
 JACK RUSSELL will present his best Songs, Sketches and Recitals. There will be shown a picture of the Newfoundland Lads and several other Regiments.
 Coming on September 13th:
The Famous Ian MacKenzie & Co.
 NOTE.—Jack Rossley is in New York and making arrangements for the Best Films on the Market.

The British Theatre
 2.30—TO-DAY—7.30.
Madame Olive Timmons
 At 8.30, 8.30 and 10 o'clock, will sing
 (a) "PERFECT DAY" and (b) "THE KERRY DANCE."
ARTHUR PRIESTMAN CAMERON (by request) will sing at 8, 8 and 9.30.
 Mark Sheridan's Latest Song—
"BELGIUM PUT THE 'KIBOSH' ON THE KAISER"
Accompanied Mr. A. H. ALLEN.
 Five Superb Photo Plays and the Beautiful Local Productions
 "Mount Cashel Garden Party and Sports" and
 "On Zephyr's Wings."

Gasolene
 On Spot and to Arrive.
 Prices are
Away Down.
T. A. MACNAB & COMPANY,
 Telephone 444. P. O. Box 785.

It is the old, old story; the people of England have taken up the challenge of a mighty and evil foe, and for the sake of country, and for the sake of humanity, they are submitting to conditions, which—before the war, they would have regarded as intolerable and impossible. It is in that way that England has been re-discovered, and it needs only "a long pull, a strong pull and a pull all together," for us and our Allies to bring the war to a victorious conclusion.—Lloyd's Weekly.

RED ROSE TEA "is good tea"

German Submarine War a Failure.

Captain Persius, the Berlin Naval Writer Admits That Enemy's Undersea Campaign is Disappointing.
 New York, Aug. 30.—In line with English intimations of a growing dissatisfaction in Germany over the diminishing results achieved by the Von Tirpitz submarine campaign is an article by Capt. L. Persius, the naval expert of the Berliner Tageblatt published in its issue of August 10, just received here. The article is the more notable since Capt. Persius has in the past been one of the most ardent champions and praisers of the U boat warfare.
 "It is to be recalled," he says, "that at the beginning of February hopes in the submarine warfare rose high, and it was widely believed that just as the British fleet had cut off our imports from overseas, so our submarines would have little difficulty in doing the same to England. A part of our press, unfortunately, is responsible for the exaggerated expectations which the public frequently hitched to the submarine warfare on merchant shipping. It was often emphasized here that with an expert estimate of the submarine weapon and particularly with consideration of the quantity, etc., of our submarine fighting forces, the results and effects of the new method of warfare could be gathered only after a considerable time. Over and again we counselled patience.
 "How necessary this was is shown by the simple fact, which it is to-day considered unwise to conceal, that the result of the activities of our submarine warfare on commerce is regarded in wide circles—let us say—as 'very modest'.

Toll of Submarines.
 "According to announcement by competent authority, there were sunk up to July 25 by our submarines 229 English and 30 other hostile ships: that is to say, about 15 ships a day since February 18. The line of the submarine warfare results ran in strong curves. There have been weeks in which scarcely a single enemy ship was torpedoed, others in which one or more dozen ships were destroyed. Thus the Reuter Bureau reported that in the week ending August 4 six English merchant and nine fishing vessels were sunk by German submarines. It was added that 1435 ships had arrived at the ports of the United Kingdom and departed from there. One may regard this number as possibly too high, and may think that probably they were in many cases the same ships. But it is probably not to be doubted that at all events at least 1000 ships traffic with British ports in a week. If we consider the results of our submarine activities up till now—that is to say, of these 1000 ships 10 were destroyed, it is understandable that many a one will not declare himself satisfied.
 "To attack about 1500 vessels which visit English ports in a week requires not a small number of submarines. According to the Nauticus of 1914 we had in May, 1914, 28 finished submarines. The statements of the book are also based upon official sources. There is no reason why they should not have unqualified belief. Now, it is often assumed that 'such a little submarine' can be completed in its briefest time. But a modern high seas submarine is by no means 'small.' It displaces 1000 tons or more, and is thus considerably larger than a torpedo boat. Inasmuch as it represents a collection of the most subtle miniature mechanisms, and in view of the fact that everything aboard a submarine must be fashioned for the smallest possible

Fads and Fashions.

Odd velvet coats will be worn with cloth or rep serge skirts.
 Slashed coat skirts over velvet or silk are a charming fashion.
 Satin-faced cloth and velvet make a good half-season combination.
 Coats will be of every length, as far as it is possible now to guess.
 Many autumn models have pointed corsages over full skirts.
 Chiffon sleeves seem to be as much as ever in favor for fall dresses.
 Children's hats may have animals cut from velvet and appliqued on the brim.
 Gray and yellow is a distinguished feature of some combination of colors.
 We are promised a great fur season, and beaver will be especially favored.
 The normal waist-line with full gathered skirts below it is most in evidence.
 Little girls' dresses show plain-colored belted blouses worn over plaid skirted.
 Charming little party frocks are made for the small girl, of dainty colored silks.
 Short puffed and long full sleeves are a feature of afternoon- and evening toilettes.
 Some tailored suits have coats that drop below the hem of the accompanying skirts.
 Astrakan and braiding will be a feature of some of the short coatees for early autumn wear.
 The school girl's dress should have pockets, because they are both practical and fashionable.
 Grosgrain silk promises to be a favorite silk in the fall, though it can hardly be recommended for young girls.