

LET US FILL YOUR ORDERS FROM FRESH SUPPLIES.

ELLIS & CO., Limited.

Family Grocers and Delicatessen Market,
203 Water Street.

Fresh Smoked HADDIES.

Braised Pork.
Head Cheese.
Ham and Tongue.
Veal and Tongue.
Beef Loaf.
Boiled Ham.
Ox Tongue.
Cooked Corned Beef.
Nicely sliced, machine cut.

Fresh Eggs.

"White Rock" Water.
Delicious, Sparkling and Healthful.
Vichy Water.
Celestines.
The great aid to the digestive organs.

CHOICE SPICED LAMBS' TONGUES.

Fresh Supply Received
Nature's Greatest Laxative.

"LES FRUITS."

Every one should use it.
A veritable "Gift of the Gods."

A few barrels SIBERIAN CRABS.

Remember Our
Phone, 482 and 786

"The Kaiser As Knew Him."

(By Dr. Arthur N. Davis.)

Certainly one of the most important books on the War published to date. See what the Kaiser said to Dr. Davis about the Invasion of Belgium. About the Sinking of the Lusitania. About the King of England. About the Irish Question. About International Law. About Alsace, Austria, Italy, etc. See what was said to Dr. Davis by the Crown Prince, Prince Von Rupprecht, and Von Bethmann and other important personalities during his stay in Germany. Every page and every chapter an eye opener.
Crown 8 vo. Cloth, extra illustrations.

S. E. GARLAND, Leading Bookseller.

The Writing Paper for Particular People

Highland Linen

A Paper that represents personality that carries your personality. Paper that is fine and smart, stands for correctness in shape, texture and quality. Yet the price is moderate.

Dicks & Co., Ltd. High Class Stationers.

From Cape Race. CAPE RACE, To-day's steamers, fresh, weather, 29.90; ther. 48.

GOAL! GOAL!

Just arrived 200 tons Scotch N. Sydney Coal. Be sure to order your coal to-day. Phone 244.

TESSIER & Co.

Gentlemen!

Have You Seen Our Window

Display of Autumn

Wearables?

If You have not, do so at your earliest. It will surely prove interesting.

Let us tell You why:

Men's Wear, such as we are going to describe, is almost impossible for us to secure just now, and it is only keen foresight and early purchasing that enables us to put up such a complete display.

The down town window contains NECKWEAR of every variety, and you will certainly say that you have never witnessed a smarter line. Every known shade is stocked by us, and the refined tone for which our Neckwear is noted, and that better-than-the-average look that it bears, brings us a class of customers that will not go elsewhere when seeking Neckwear.

Then our Prices---Mark them: 50c., 75c., \$1.00, \$1.25, \$1.50.

Arrow Collars, all newest Shapes, 25c. each.

We are also showing a few

Swiss Silk Mufflers, the kind you see only at SMYTH'S, \$6.00 to \$12.50.

Now is the season for a light-weight Muffler. Secure yours early, we have only a limited number.

Our Western Window Contains the JAEGER ALL - WOOL DISPLAY.

Almost everybody knows that

JAEGER WOOLENS are like the British Navy---None Better!

Have you noticed the scarcity of All Wool Goods in town? We anticipated the shortage and sought the markets early. As a result we are nearly as well supplied with All Wool Goods as in pre-war times. Here we have

JAEGER ALL WOOL UNDERWEAR, \$10.50, \$12.00, \$15.00 per suit
"UNIVERSAL" ALL WOOL UNDERWEAR, \$3.50 gar., \$7.00 per suit

Jaeger Bed Socks . . . \$2.00 pr.
Jaeger Slippers . . . \$3.50 pr.
Jaeger Ladies' Slippers, \$3.50 to \$7.00

Jaeger Heavy All Wool Flannel Pyjamas . . . \$12.50
Jaeger Light Wool Taffeta Pyjamas . . . \$12.50

Jaeger All Wool Cholera Belts, \$3.00

Jaeger All Wool Gloves, \$2.50

Jaeger All Wool Mufflers, \$2.50, \$3.00, \$3.50

Jaeger All Wool Tweed Caps, \$3.00

Jaeger All Wool Chest Protectors . . . \$2.50
Jaeger Heavy All Wool Flannel Night Shirts . . . \$7.50

Jaeger All Wool Socks, \$1.20, 1.50
Dressing Gowns . . . \$30.00
Jaeger All Wool Smoking Jackets . . . \$15.00

Jaeger All Wool Raincoats, \$45.00

Jaeger All Wool Top Shirts, \$6.00, \$7.50

Jaeger All Wool Vests, \$10.00

Jaeger All Wool Sweater Coats, \$10.00

Owing to British Government regulations, concerning woollens, these goods are practically unobtainable, even in England, until the War is over. Don't wait until our stock is depleted before making your selection.

Our Beck's Cove Window is showing

The All-Famous CHRISTY HAT,

in newest and most up-to-date styles,

which are to be had only from us, who are the regularly authorised "Christy" dealers. Price, \$5.00 each.

TRESS CAPS,

Which are unexcelled for a style and quality all their own.

Price: \$2.50, \$3.00

Walking Sticks,
Dents' & Perrins' Gloves.

OUR SERVICE IS UNEQUALLED AND VALUE UNEQUALLED AT

Smyth's

GEO. KEARNEY, Manager.

Imperial Red Cross Fund.

Yesterday was Tag Day, and the young ladies of St. John's secured a liberal amount for the Imperial Red Cross Fund and W. P. A. During the week the sub-committee appointed by the Board of Trade has been collecting from the Board's members, and find Water Street as liberal as ever, in many cases the subscribers adding to the amounts given to the Empire Day collection.

On Empire Day the whole Dominion raised about \$20,000, of which over \$20,000.00 was collected from the members of the Board of Trade, and if the target of \$100,000 set for Our Day, is to be achieved, that portion of the Dominion outside St. John's must do its part.

The work of the Women's Patriotic Association is known throughout our land, and it is unnecessary to repeat the splendid story, but these are the days of increasing costs, and wool, lint, gauze, flannel and all the materials required for this good work have advanced more in proportion than any other articles.

The work of the Red Cross is not so well known. Many imagine that it has but the supplying of bandages, and other necessities for the wounded, but this is only a small portion of its splendid efforts.

The Red Cross equips and maintains motor ambulances, hospital trains, hospitals in Great Britain and the Allied countries.

In France it has opened hostels, so that the relatives of those who have been so severely stricken may visit their dear ones, and have the sad consolation of bidding them farewell before they pass into the presence of the Great Commander.

The wounded and missing department, by a system of searchers which they employ throughout the various hospitals behind the battle front, endeavour to find out all possible information as to the fate of those who are numbered amongst the missing, while through this organization, news regarding the progress of the wounded is freely and quickly obtained. Usually the report of those being taken prisoners first comes to the Red Cross, and here again the good work is carried on. Immediately a prisoner is reported and his camp known, a parcel of comforts is sent him, either direct from headquarters in London or through the agencies at Copenhagen or Berne, while parcels containing food and clothing are continued at stated intervals, a service to which many of those who have been liberated, or escaped, say they owe their lives.

The Red Cross is everywhere: in Serbia, Mesopotamia, East Africa, Belgium, Salonika the symbol of mercy flies.

"That blood red cross on its ground of snow
Is woven in God's own crest I know."

The cost of the great work is ever increasing so that now almost one dollar every second is spent in its varying operations, and so much free work is given by its helpers that the administration expense is only 1-2-3 c. for every dollar spent, and 98-1-3 c. of every dollar collected goes to the relief of the wounded.

In Newfoundland there was subscribed to the Victory Loan three and a half million dollars, the interest payable being nearly a quarter of a million dollars.

If the interest for the period ending Dec. 31st would be given to the Red Cross the desired amount would be obtained, and the subscribers would realise on their investment more than the interest they would have obtained if the money had been allowed to remain in the Savings Bank, and they will have the added pleasure of knowing that their contributions to the Red Cross will do much to alleviate the suffering of those who are fighting our battles a further investment which will return them liberal dividends, not in money, which is only of passing value, but dividends in men, which will be payable until the end of time.

The Fund will remain open for a few weeks in order to give the outputs an opportunity to contribute their quota.

More Hun Stupidity.

(From the Philadelphia Record.)
Only a Teutonic mind can grasp the psychological processes of the German military and navy leaders who, facing overwhelming defeat and disaster, seem determined to exasperate their foes to the last degree by their brutal and senseless destruction of cities and towns, their cruel deportation of the population and their outrageous conduct in submarine warfare such as firing upon defenceless persons seeking safety in lifeboats. Germany must be made to pay for all the sins against humanity and civilization, and that can only be accomplished by forcing unconditional surrender. The Hun must be taught a lesson that he will not forget for centuries to come.

As groceries are put away they should be checked up to see that everything came in good condition. Take two parts pork sausage to one part raw white potatoes, grind, season with salt and bake in a hot oven.

Pears' Soap

MATCHLESS

FOR THE

COMPLEXION



A. & F. PEARS, LTD., LONDON.

To Much Fuss Over Germany.

(From the Shoe & Leather Reporter.)

Entirely too much is being said and written about conditions in Germany after the war. This is not our problem except as we must defend ourselves from the frenzied efforts Germany will make to reconstruct her industries through the purchase of raw materials. In our own trade we are well aware that not less than three millions of cattle hides would be needed to fill the empty vans and restore the German tanning industry. The new and enormous demand for hides coming upon an already depleted market might develop panic conditions. It would seem plausible to see in other trades as well as ours the period immediately following the war will be surrounded with dangers and difficulties which can only be survived through inter-Allied control. We must consider the rehabilitation of ourselves and our allies. If our enemies were to win the war our interests would not receive consideration, hence it is difficult to understand why apprehension of their fate should take precedence of sensible plans for our own recuperation. Indeed it should be evident to all that the Teutonic menace to the peace of the world will not be removed until the

Exorable logic of events has demonstrated to the German mind that the state policy which led up to the war has induced poverty instead of prosperity, commercial isolation instead of world domination. The great conflict will have been in vain if Germany is permitted to escape the natural consequences of her acts.

EE SPEAKING FROM EXPERIENCE EE



EE STEEDMAN'S SOOTHING POWDERS Contain no Poison EE

EARL OF DEVON.—The Earl of Devon sailed to-day for the northward, taking a full freight, and the following passengers:—Pte. Budden, Miss V. Uorman, K. Fleet, S. Ford, Hall, S. Budden, and several in steerage.

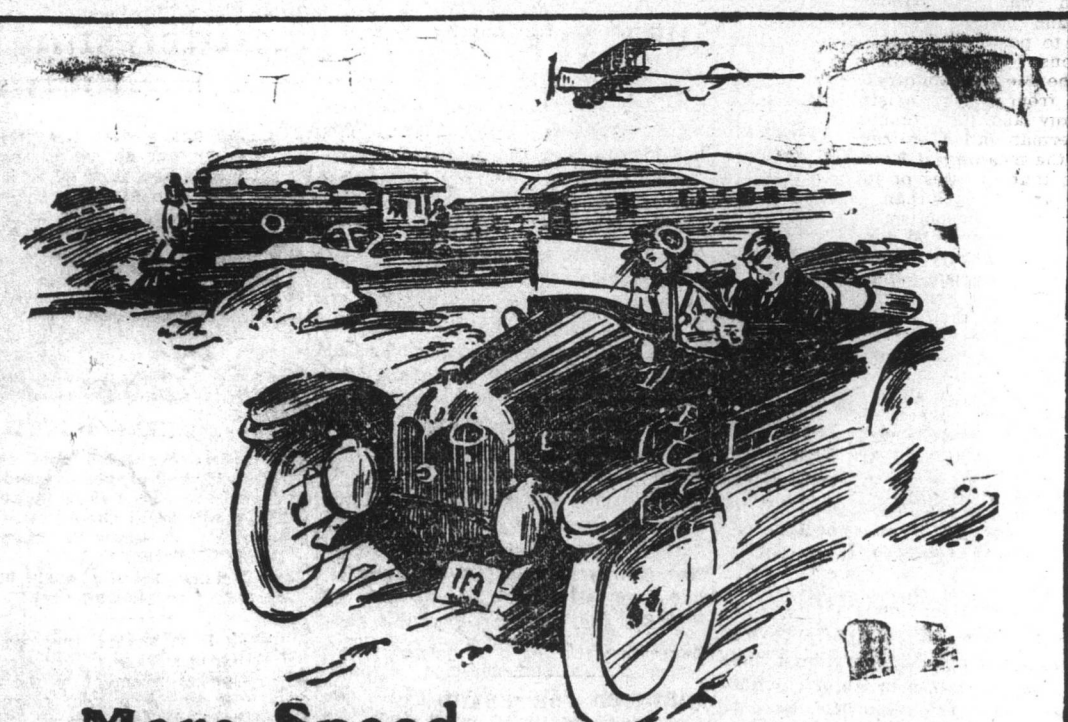
Hymn of Haste.

French and Russian they matter not,
Nothing matters a single jot,
If only we put the Rhine between
Ourselves and the foes that lurk un-
seen.
We'll steer as one, we'll fear as one,
We'll run as one demented Hun.

He is known to you all, he is known to you all.
The foe that brings about our fall.
He lingers still in Russian hate,
He lurks within the Prussian gate,
In Italy on every hand,
Throughout the French and Polish land,
And far away in U. S. A.
And England.

The Day! The Day! Come, toast the Day
When we are in Berlin to stay!
Haste through water, and haste through fire,
Haste through barbed and tangled wire,
Through galling lead and falling dard
We'll blindly grope and plunge a-
head,
One thought we have and only one—
To run like one demented Hun.
—Ylvis-Saurage Owens, in the New York Times.

THE NEW FRENCH REMEDY.
THERAPION No. 1
THERAPION No. 2
THERAPION No. 3
No. 1 for Bladder Catarrh. No. 2 for Blood & Skin Diseases. No. 3 for Chronic Weaknesses.
SOLD BY LEADING CHEMISTS. PRICE 2/6 PER BOTTLE. DR. LECLERCQ & Co., 11, rue de Valenciennes, N. W. London.
SOLE TRADE MARKED. WORD THERAPION IS OF SOLE GOVT. STAMP AFFIXED TO GENUINE PACKAGES.



More Speed More Speed More Speed

SPEED UP! Speed up! This is the slogan everywhere. In factory and warehouse, in office and store, at work and at play, it is more speed, more speed. There are orders to be filled, and the goods must be turned out. Help is scarce, so those who are on the job must be speeded up.

The men at the head are working, yes, and worrying, strenuously. And so it is among the men and women all down the line. They must make more money, and so there are long hours of overtime.

It is this continuous strain that is breaking so many men and women, both mentally and physically. The hours for sleep and recreation are cut short, and so there is little chance for the restoration of the depleted nerve cells.

Nerve force is necessary for the healthful working of the heart, the lungs, the stomach and other digestive and eliminating organs of the body. If the nerve force is consumed in mental and physical work, in worry and anxiety and continuous nervous strain, the action of these vital organs must surely lag.

And so it is that you begin to lose appetite and relish for food. The stomach fails to digest the food because the nerve force is lacking that should control the flow of gastric juices. The liver, the kid-

neys, the bowels lack vigor and strength to perform their necessary functions.

You are driving the human machine too hard. Energy is being consumed more rapidly than it can be replaced. Physical bankruptcy is certain.

But what are you to do? The cost of living is high. You cannot afford a long rest.

There is a way in which the nervous system can be restored. That is by the use of Dr. Chase's Nerve Food. You can help this treatment by taking things easier. Get all the rest you can. Refuse to be worried and excited. Persist in the regular use of this great nerve restorative, and you will soon find yourself gaining in health and vigor.

If your nervous system is greatly run down a little patience is necessary at the beginning, but once you begin to feel the tingle of new energy and vigor through your system you will be encouraged to keep on with this food cure until your health and vitality is fully restored.

Dr. Chase's Medicines are sold by all Druggists and Dealers in St. John's and the Outports. Wholesale quotations from GERALD S. DOYLE, Water St., St. John's, Sole Agent.