

## VALUE FOR YOUR MONEY.

Now as never before, is it essential for you to get full value for the money you spend. We have always held the reputation for giving the best St. John's value in the undermentioned goods:

**783 YARDS**  
**WHITE TWILL SHEETING**  
 60c. to 80c. yard.  
 80 inches wide, of the best English make.

**CIRCULAR PILLOW COTTON**  
 38c. yard.  
 40 inches wide, perfect goods.

**WHITE LINEN BEDSPREADS**  
 \$2.50 to \$6.60 each.  
 Double size, handsomely embroidered on best linen.

**1,000 YARDS**  
**WHITE CURTAIN NET**  
 22c. to 34c. yard.  
 Soft, lace-like attractive designs.

**WHITE SCRIM**  
 23c. to 47c. yard.  
 Plain and H. S. Borders, including the new Bluebird design.

**AM. ART CURTAINS, \$1.95 to \$3.50 pair.**  
 2½ yards long, lace trimmed.

**CHINTZ, 22c to 46c yard.**  
 All the newest patterns shown here.

**TABLE CENTRE PIECES**  
 White Embroidered, 45c. to 75c. each.  
 Col'd Linen, Silk Embroidered, 70c. to \$2.70.

**CUSHION COVERS**  
 White Frilled, only . . . . . 45c.  
 Col'd Sateen, only . . . . . 45c.  
 Linen Crash . . . . . 60c. to \$1.05  
 Cushion Cords . . . . . 16c. to 45c. each

**PILLOW CASES**  
 Frilled, only . . . . . 50c.  
 H. S. Embroidered . . . . . 40c. to \$1.00  
**CRASH COSEY COVERS, only . . . . . 20c. each**

**432**  
**CONGOLEUM MATS**  
 18 x 36, only 23c. each.

**STAIR OILCLOTH**  
**16c. yard,**  
 15 inches wide. Only three pieces left at this low price.

## BISHOP, SONS & COMPANY, LIMITED.

PHONE 484. MAIL ORDERS RECEIVE CAREFUL CONSIDERATION.

### War News.

#### Messages Received Previous to 9 A. M.

**FRENCH ADVANCE.**  
 PARIS, Nov. 3. The French are advancing between the Oise Canal and the region of Cerny and have reached the south bank of Ailette River, the war office announces. The Germans have retreated to the north bank of the river. The bridges across the Ailette were destroyed by the Germans since Oct. 21st. The French have captured 422 guns and 720 machine guns.

**NAVAL FORCES ENGAGED.**  
 LONDON, Nov. 3. The Admiralty announces that certain forces have been engaged in the Cattegat, an arm of the North Sea between Sweden and Denmark, and that prisoners are being brought in. A commerce raider which was disguised, and four German trawlers were sunk yesterday.

**RUSSIAN OFFICIAL.**  
 PETROGRAD, Nov. 4. (Official.) Northern and Southwestern fronts: There were fusillades and operations by scouting parties. In the Dvinsk region north of Kshohava there has been fraternization between Russian and enemy soldiers. In the direction of Buzco near the village of Kranchend the enemy patrols attempted to approach our trenches with proclamations, but were driven away by our fire. On the Caucasus front there is nothing to report. Our aviators bombed and set fire to Polizy Farm. We captured an enemy aviator in the region of the Village of Solimno.

**BOMBARD TURKISH COAST.**  
 CONSTANTINOPLE, Nov. 4. Hostile cruisers in the Mediterranean have bombarded the Turkish coast, the war office announced today. The repulse of a Russian attack on the Caucasus front is announced in the statement.

**ITALIAN OFFICIAL.**  
 ROME, Nov. 4. To-day's official statement reads: Along the line of Tagliamento there was artillery activity on both sides of the river. We replied with our fire and various counter attacks to intensified enemy pressure on our left wing. In the zone of Giudicaria after artillery preparation strong enemy detachments attacked our advance posts in Daone and Guinell valleys. They were repulsed after heavy fighting and left a few prisoners in our hands. During the night Nov. 2nd and 3rd our aviators flew back over the left bank of the Tagliamento and destroyed various ammunition depots not evacuated during the withdrawal. Yesterday two German airplanes were brought down at Aderuzzi and Codroipo.

**TURKS CAPTURED.**  
 LONDON, Nov. 4. It was officially announced to-day that fifteen guns were captured at Beersheba, and prisoners to the number of 444, including 26 officers were captured at Gaza.

**ON THE BRITISH FRONT.**  
 To-day's official statement reads: Irish Fusiliers carried out a successful raid last night southwest of Havincourt. Two raids attempted by the enemy in the neighborhood of Monchy-le-Preux were repulsed in each case. On the battlefield small parties of our troops captured two hostile strong points, one east of Broodseinde and the other southeast of Poelcapelle.

**A POSSIBLE RAIDER.**  
 BOSTON, Nov. 3. A possible German commerce raider flying the American flag has been sighted off the coast of Canadian provinces. She is reported a suspicious looking schooner three hundred feet long, painted black or brown and flying the United States flag. She has been reported to the naval authorities by incoming liners the past few days. The location of the boat is given as about three hundred miles off Halifax and in a straight line 1,000 miles east of Nantucket. Rear Admiral Schreder of the hydrographic office says in a statement, that steamers and sailing vessels should maintain a sharp lookout for a large schooner of uncertain identity which has been sighted off the North Atlantic coast flying the American flag. Her location on Oct. 28th when last seen, was latitude 40 degrees 22 minutes north, longitude 50 degrees 13 minutes west. The vessel has three masts and one funnel well forward, it is believed the funnel is false.

**GERMANS CAPTURE AMERICANS.**  
 BERLIN, Nov. 4. The German official reports the complete withdrawal of their forces from the Chemin des Dames plateau, on the Aisne front, claiming the retreat had been intended for some time. American prisoners were taken at the Rhine-Marne Canal.

**AIR FIGHTING.**  
 PARIS, Nov. 4. Last night's French official reports French aviators fought 611 aerial engagements during the battle of Malmaison, bringing down 16 Ger-

man airplanes, and burning three captive balloons; fifty other German airplanes fell in enemy lines. Many successful raids were carried out yesterday. To-day two German attacks on the front north of Chateau Wood on the right bank of the Meuse were dispersed with heavy loss.

**ON TRIP TO ITALY.**  
 LONDON, Nov. 4. Premier Lloyd George has left for Italy, attended by General Smuts, General Robertson, Chief of the Imperial Staff at Army Headquarters, Major-General Maurice, Chief Director of Military Operations at the War Office, and Major-General Sir Henry Hughes Wilson, of the General Staff and other officers.

**GERMAN TRANSPORTS IN RIGA GULF.**  
 PETROGRAD, Nov. 4. General Verdervsky, Minister of Marine, has reported to Premier Kerensky the presence of big German transports near the Estonian shore, indicating a landing in force.

**LAURIER'S MANIFESTO.**  
 OTTAWA, Nov. 4. Sir Wilfred Laurier has issued his manifesto. In the document addressed to the Canadian people the Opposition Leader declares his policy and outlines his aims on all important questions of participation in the war. Sir Wilfred claims that a fundamental objection to the Government's policy of conscription is that it conscripts human life only and doesn't attempt to conscript wealth resources or the services of any person other than those who come within the age limit prescribed by the Military Service Act. The first duty of the Laurier Administration would be to find men, money and resources enough to ensure the fullest measure of support to our heroic soldiers at the front and to enable Canada to continue to the very end to do her splendid part to win the war. To this Sir Wilfred Laurier adds, "As to the present Military Service Act my policy will be not to proceed further with its provisions until the people have an opportunity to pronounce on it by way of a referendum. I pledge myself forthwith to submit the Act to the people and with my followers to carry out the wishes of the majority of the nation as thus expressed."

**Germany Alarmed Over Allies' Air Preparations.**  
 Allies Have The Upper Hand in Air Mastery—Major-General David Henderson Leaving British Air Board.  
 (By Associated Press.)  
 London, Oct. 27.—Major-General David Henderson, who is retiring as head of the British Air Board, to undertake an important "special duty," in an interview to-day with the Associated Press, said:  
 "I shall not say much to you about the plans of the British air service for the immediate future. That would be giving information that the enemy is very anxious to obtain. The Germans are acutely alarmed over the preparations that the Entente Allies are making for the air war next year. They are under no illusions about it, and they are bending every effort to counter it by a stupendous program on their side. But we have had the upper hand of them in the air from the very beginning and feel sure, especially with the help of the United States, that our mastery will grow stronger, notwithstanding all their efforts."  
 The British Flying Corps is from seventy to a hundred times larger to-day than at the start of the war, and we have made this tremendous augmentation at the same time that we have been carrying on a war that involved heavy losses and continual replacements from the very first day."  
**Increased Casualties.**  
 Asked whether it were true that the British casualties in air training had increased considerably in recent months, Sir David said:  
 "The total number of our training casualties increased heavily, but that was mainly because so many more men were training. It must be admitted, however, that the actual percentage of casualties in training also increased slightly owing to the fact that our training has grown so much more comprehensive."  
 "Looping the loop has come to be almost a kindergarten exercise in air training, and the man training to be a fighting pilot must practice the side-slip, the tail-slide, the nosedive and other aeronautics of a most complicated character, until he is able to do almost anything with his machine."  
 "Actual field exercise is most valuable training for the airman," said Sir David, continuing:  
**Learn by Experience.**  
 "No bravery or native skill can compensate for a lack of experience and training in actual war. The best airmen in the British army, speaking generally, are these who have been at it the longest. For instance, one of our squadrons contains eighteen men who have downed 200 enemy machines in six months, and won a victory over that superb German aviator, the late Lieut. Vosse. The leaders of that squadron are men who have had long experience at the game. They are just as daring as anybody, but they have learned by that very experience how best to protect themselves while inflicting the greatest damage on the enemy."  
 In connection with the American air programme, Sir David warned against the danger of standardization in aircraft, and expressed his anxiety that the American planes may not be permitted to hinder the present work of the British Air Service, which is depending to a considerable extent on materials and training machines ordered in the United States.

**WOLVERINE ENGINES.**—We are now taking orders for this engine, one of the strongest, most durable heavy duty engines on the market to-day. Call or write for particulars. L. M. TRASK & CO., 140 Water Street. nov3,61

counter it by a stupendous program on their side. But we have had the upper hand of them in the air from the very beginning and feel sure, especially with the help of the United States, that our mastery will grow stronger, notwithstanding all their efforts.

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As used in the Royal Household of His Most Gracious Majesty King George Vth.

— HENCE ITS NAME. —

## Royal Household

The Flour of Royalty.

**Imperial Red Cross.**

**"OUR DAY" APPEAL.**

Amount acknowledged . . . . .	\$ 27,322.84
H. D. Windler . . . . .	25 00
United States Picture and Portrait Co. . . . .	50 00
J. R. Bennett . . . . .	50 00
J. T. Croucher . . . . .	10 00
E. Burry, Glovertown . . . . .	5 00
Blair's . . . . .	30 00
Amount collected at Lumsden, per Jas. Robbins . . . . .	4 00
Donation from the ladies of the Holy Trinity Church, Gunridge, Bay Bulls, per Mrs. Pack . . . . .	20 00
Schr. 'Springdale' of Twillingate . . . . .	5 00
Bank of Nova Scotia . . . . .	500 00
Canadian Bank of Commerce . . . . .	250 00
Bank of Montreal . . . . .	500 00
Proceeds of dance at Conception Hr. per Magistrate O'Toole . . . . .	61 51
Proceeds Patriotic Entertainment held at St. Leonard's, Placentia, W. per Misses Laura T. Rogers and Ida Leonard . . . . .	29 00
A. P. McNiven . . . . .	10 00
<b>Total</b>	<b>\$ 29,561.25</b>

F. H. STEER, Treasurer.

**Here and There.**

**When you want Minced Collops, try ELLIS'.**

Children's patent leather shoes will not break and scar so badly if after wearing they are wiped off with vaseline.

**IMPROVED FERRO MARINE MOTOR ENGINES.**—We have a full stock of 5½ and 7½ h.p. and others arriving within a few days; also a full line of repair parts. We have not had a single complaint from users of these Engines. Write or ask for particulars. Complete satisfaction guaranteed. L. M. TRASK & CO., 140 Water Street.—nov3,61

**T. J. EDENS.**

100 Sacks  
**CORN MEAL, \$4.50 Sack.**

100 Sacks  
**GLUTEN MEAL, \$4.50 Sack.**

20 cs. BAKEAPPLES—in tins  
 50 cs. No. 1 SALMON.  
 20 cs. No. 1 LOBSTER.  
 100 cs. BOYER'S TOMATOES.  
 100 cs. EARLY JUNE PEAS.  
 50 cs. CAMPBELL'S SOUPS.

**CANDLES**  
 for Altar purposes.  
 Pure Wax, Stearine,  
 Sperm, London Wax.

500 barrels  
**ROBIN HOOD FLOUR**  
 now landing.

FRESH by Steamer to-day:  
 10 boxes PURITY BUTTER.  
 10 boxes P. E. I. EGGS.

100 barrels APPLES—  
 Kings and Gravensteins.

**Dill Pickles, in tins.**

30 cases  
**SWEET JUICY ORANGES,**  
 200 and 215 count,  
 \$1.50 case.

**T. J. EDENS.**

Duckworth Street and  
 Bawlin's Cross.

### OL' DAD MARTIN—Whoey! He Gets the Order—But Do They Eat Today? By A. MILL

WELL-DAD, ITS LUCKY THAT THIS 15000 JUST CAME AFTER CASHING THAT DRAFT FOR THE COUNT YESTERDAY IT LEFT ME AS FLAT AS AN IRON

TAKE IT FROM ME IF WE DONT GET THIS BUSINESS FROM THE COUNT ILL SPEND THE NEXT SIX MONTHS DOING THE SHERIFF

AM, GENTLEMEN, IT EES I LOVE YOU SO MUCH, SUCH ACCOMODATIONS WHAT YOU ALREADY BESTOW

GOOD-MORNING COUNT TAKE THIS CHAIR

BRING IN THE BOTTLED GOODS BOY

YOU SAY MESTAIR BOSS, THAT YOU HAVE 25 CARLOADS OF MAGNETOS FOR ZE IMMEDIATE DELIVERY? VER GOOD, TO-MORROW I ISSUE ZE REQUISITION-LA-LA

THEY ARE ALL THAT I CAN MANUFACTURE UNTIL I CAN GET SOME MATERIAL FROM EUROPE

NOW MY FRIEND, I WANT TO TAKE YOU INTO MY CONFIDENCE. I HAVE HERE ZE FRANCO GOVT BOND WORTH 200000 I LOVE YOU SO MUCH YOU TAKE FOR YOU 3 5000

OH, MY! COUNT YOU ARE REALLY TOO KIND, AND ARE THEY NEGOTIABLE?

FOR THE LOVE OF MACKEREL, HOW DOES BOSSA EXPECT TO LAST TO-DAY

NO-NO, I CANT SEE YOU NO FURTHER 37CENTS WOULD BUY A CAR—LOAD MY FRIEND!

COME ON COUNT OUT, DONT ARENE NO MORE-TAKE IT THATS ENOUGH TO BUY A PLATE OF BEANS

MON—

World Color Printing Co., St. Louis, Mo.