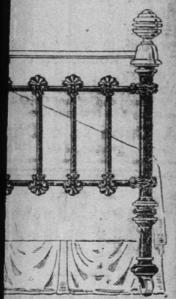


FER.



Co., Ltd.

to October 14, 1916.

The tired man's Comforter

MAYO'S

That's just what a pipe of Mayo's is, from the touch of the match to the last lingering draw.

Mayo's is a cool, fine flavored tobacco that has stood the test of many years, and is known to-day as an old favorite all over the Colony.

Imperial Tobacco Co. (Newfoundland) Ltd.

LONDON GOSSIP.

LONDON, Oct. 2nd, 1916.

PRINCE NO LONGER SHY.
Those who have been privileged to observe him in France assure me that the Prince of Wales has lost that shy manner which was such a charming characteristic of his boyhood and youth. Now, in vigorous young manhood, he is a different person. Modest of deportment he certainly still is, but that which nowadays first impresses those with whom he comes in contact is his amazing frankness, together with a simple, unaffected manliness that stamps him at once for a young English gentleman. The Prince is keenly observant, and that he will largely benefit from his present experiences no one doubts.

AN HISTORIC EARLDOM.
The Earl of Essex, who died very suddenly on September 26th at Lord Derby's Newmarket house, was not one of the richest of peers, nor prominent in public affairs, but he was very popular in his own circle, a great sportsman and a leading man in Hertfordshire. The earlier annals of the Capell family are full of incident. The founder of the family's fortunes, a great merchant prince in London, too

T. J. Edens

200 bags Whole Corn.
250 bags Bran.
100 bags P.E.I. Black Oats
200 bags Badger Dairy Feed.

200 bags Mixed Oats.
200 bags Corn Meal.
200 bds. No. 1 Hay.

25 boxes
P. E. I. BUTTER,
2 lb. prints.

FRESH TO-DAY:
New York Corned Beef.
Rolled Boneless Beef.
Fidelity Hams and Bacon.
Irish Bacon.
Kingan's Bacon.
Bologna Sausage.

THE SALES
of
BULLDOG AND DANAWALLA TEAS
keep on increasing. The value is there.

FRESH RABBITS.
FRESH EGGS.
By Rail daily.

T. J. EDENS.

Duckworth Street and Military Road.

Scotland Yard in the person of "Alf Ward."

THE NEW INDUSTRIALISM.

Excellent headway has been made during the past few months by the British Manufacturers' Association, whose aims are to secure the appointment of a Minister of Commerce and other reforms making for increased efficiency of production, now recognized to be the true foundation of industrial prosperity. Many of the manufacturers still cherish fears that dumping by Germany after the war may not prove so illusory as some people think. Information was placed before me which suggests that Germany has found means to maintain considerable supplies of raw material. Conversation with some of the leading manufacturers indicates that the problems of reconstruction and after will be approached in a new spirit and a new temper, which is the best augury for a smooth transition to peace. With the exception of a few who are content with filling in the form of membership, and sending a cheque instead of calling attention to the faults in their respective trades, the majority of manufacturers appear fully alive to the fact that they must actively assist in improving organization, in scrapping the old-fashioned methods, and in eliminating all waste and friction. These reforms can only be accomplished by a concordat between capital and labor in place of the latent antagonism which was all too prevalent in our social life before the war. Among the agenda items suggested for the first meeting of the council of the British Manufacturers' Association, to be held here on October 25, is the adoption of a minimum wage or profit sharing in every trade.

CONAN DOYLE'S WAR HISTORY.

As is known, Sir Arthur Conan Doyle has for more than a year been engaged upon a history of the British campaign in France and Flanders during 1914. The book is now about to appear, and it should be as interest-

Fresh Cream-daily

BISHOP

SONS & CO., Limited

Grocery Department.
N. Y. Chicken,
N. Y. Corned Beef
BELGIAN HARES
KILLED TO ORDER.

Royal Lentils in Tomato.
Spinach.
Dandelion.
Asparagus Tips.
Champignons.
Petit Pois.
Succotash.
Sauerkraut.
Cut Okra.

Moirs Slab Cake.

Pin Money Pickles.
Cambridge Pickles.
Diploma Pickles.

AMERICAN BEAUTY BUTTER.

Crystallized Cherries.
Glaze Cherries.
Angelica.

Real Ox Tail Soup.
Cream Tomato Soup.
Cream Celery Soup.
Cream Pea Soup.

Caper's Capucines.
Caper's Nonpariel.

Gravy Browning.
Cassarino.

Diabetic Flour.
Diabetic Biscuits.
Diabetic Harley.
Diabetic Cocoa.
Diabetic Flaked Wheat.
Diabetic Macaroni.
Diabetic Saccharin Crystals.

Red Grapes.
Pineapples.
Greenpeas.
Oranges.
Bananas.
Grape Fruit.
Pineapples.
Lemons.
Vegetable Marrow.
Squash.
Lettuce.
Radishes.
Red Cabbage.

Abdulla Cigarettes.
Abdulla Tobacco.

'Phone 679.

YOU CAN'T

cure skin troubles by applying ointment to the surface skin. You must reach the underlying tissues where the disease has its roots. Ordinary ointments cannot do this, and that is why the relief they give is only temporary. Zam-Buk, on the contrary, has such power of penetration, combined with unusual germ-destroying properties, that it reaches and destroys all germs in the underlying tissues. Then the healing essences promote the growth of new flesh, which gradually develops until the diseased patch is entirely replaced by new, healthy tissue, and a complete and permanent cure is effected. Zam-Buk is best for eczema, and all skin troubles, ringworm, ulcers, abscesses, salt rheum, chronic sores, blood-poisoning, boils, piles, cuts, burns, scalds and all skin injuries. All druggists, or Zam-Buk Co., Toronto, 50c. box, 3 for \$1.25.



ing as it will be authoritative, for Sir Arthur has had access to all sorts of information. "It will be my privilege," he says, "to tell for the first time the story of these great deeds with exact reference to the regiments concerned." The accounts of the various actions are based upon very numerous documents, and have in the more important instances been submitted to and endorsed by some of those who took a prominent part in them.

THE SPORTS SUIT.

The sports suit is the latest form of smart war-work attire, both coat and skirt being carried out in knitted fabric, stockinette, or artificial silk. This novelty is presumably introduced because the smaller range of colours and materials now carried by the shops makes it difficult to match in frieze or homespun a sports coat bought in the knitted goods department. The coat, which is quite long, and girdled with a sash at the waist, is trimmed with fur, which should match the colour of the suit. White stockinette suits, for instance, are trimmed with white rabbit skin, that women, in a new-found enthusiasm are using to the exclusion of ermine. Mole colour is trimmed with mole skin, nigger brown with skunk, grey with squirrel.

THE HUNS "UNDERGROUND."

Men home from the front have wonderful tales to tell of the elaborate trench works constructed by the Germans, and now in our possession. The enemy had made up his mind evidently that he was to remain where he was until peace came, and had gone about the business of underground palace and fort making with characteristic thoroughness. One work discovered by our men was a long subway, wide enough to permit two motor lorries to travel abreast, lighted by electricity, and fitted with electric fans and with an apparatus for driving fresh air through it. The service lorries, it would appear, came down the slope from the surface level, and discharged their loads into recesses on each side of the subway. When the shells or other stores, including food and drink, of which at this particular spot there was abundance, were required for the trenches above, it was carried up in lifts electrically worked. It is not known how many of these subways there are. This one, in the opinion of our men, was perhaps a special safeguard at a particularly important point of the German line, but the evidence of extensive preparations for a prolonged residence by the Germans all along that part of their front which they have now had to surrender was very striking. Their "impenetrable trench fortresses" have been captured, and their subterranean palaces, upon which they lavished so much ingenuity in construction and expense in equipment, will afford welcome shelter to our soldiers.

LORD HARTINGTON FOR CANADA.

I understand that Lord Hartington will accompany the Duke and Duchess to Canada, and, as he is now in the ranks of eligibles, there are already speculations over there on the possibility of a Canadian Marchioness of Hartington and future Duchess. The second son, Lord Charles Cavendish, will probably remain at Eton, though Canada is not too far off for long vacations.

Amusements.

AT THE CRESCENT.

Lloyd V. Hamilton, the funniest man in the movies, and Bud Duncan, are featured in the laughable comedy: "Millionaire by Mistake," at the Crescent Picture Palace to-day. George Routh and Helen Wolcott in "The Scarlet Chastity," a wonderful Latin feature in three reels. To-day's issue of "The Selig Tribune," the world's greatest news film, is a splendid and most full of interesting and instructive news items including a solemn procession in London, England, in commemoration of the sinking of the Lusitania, Roosevelt's Headquarters in Chicago, etc. etc. Professor McCarthy playing the latest and best music.



Ladies' Fur Coats

\$45.00 to \$120.00.
A rare collection of superior quality Furs in Seal, Wolf and Musk, distinctive styles, new shape Cape Collar and wide at skirt.

Ladies' Fur Lined Coats

\$36.00 and \$45.00.
Grey Tweed and Navy Cloth Coats, lined, with large Squirrel Collars of Pony and Natural Opossum.

Ladies' Tweed Coats

\$6.40 to \$39.00.
Striking patterns of best Tweeds, large cape collars, fur trimmed. Another shipment just to hand.

Bishop Sons & Co., Limited.

Telephone 484.
MAIL ORDERS RECEIVE CAREFUL CONSIDERATION.

FURS for the WINTER!

This Week we are showing extra special value in Ladies' FUR COLLARETTES:
Black, \$2.80, \$3.50, \$3.80, \$4.50. Brown, \$4.50.

Also, to Match,
MUFFS, in Brown and Black,
\$2.80, \$3.20, \$3.80, \$4.00, \$4.20,

A. & S. Rodger's

The Men of London.

At the outset of the war the doctrine spread abroad that men who went from London streets to the front were pasty-faced, anaemic specimens, unfitted by long confinement at desks in offices to meet the burly, beefy foemen. It is not chauvinism and it is not a thronical vaunt that inspires the testimony of Sir Douglas Haig, of the Bishop of London, or of the correspondent Philip Gibbs and others as to the superior performance of the metropolitan recruits. "These young

Ladies' Fur Sets and Scarves

40c. to \$21.50.
In Squirrel, Marmot, Seal, Hare, Wolf, Opossum, etc.; an unusually large assortment, full of that dash and smartness which is so much desired.

Children's & Misses Fur Sets

\$1.00 to \$21.50.
Ermine, Plush, Teddy Bear, Squirrel, Cream Bearskin, etc.

Children's & Ladies' RAGLANS

\$6.20 to \$13.40.
A positive necessity in this changeable weather; all sizes and styles in stock.

Ladies' Hats and Shapes

90c. to \$3.50.
Untrimmed and ready-to-wear in White, Black and all this season's newest shades.

Wool Snow Suits

\$3.60 to \$6.50.
Grey, Copenhagen, Rose, Cardinal and Tan. Cap, Sweater Coat, Mitts and Overpants; fit 2 to 5 years.

Ladies' Costumes

\$10.00 to \$40.00.
Plaid Velour, Black & Navy Serge, Plum, Black Nigger and Green, Gabardine and American Broadcloth; very stylish and dressy, warmly interlined throughout. Special for this trade.

What Are You Doing for that Eczema?

"Nothing; I've about given up trying to cure it."
"That is not wise. Do as I did and you will probably be cured in a short time. I used Zylax and Zylax Soap with it and my Eczema began to improve at once. A couple of boxes cured. You can get Zylax at your druggists."
Zylax, 50c. a box; Zylax Soap, 25c. a cake.
Zylax, London.