

## Business in 1917



thing Co., Ltd.

## of d Ends

After have difficulty in  
which we always have.

et Cotton, all numbers,

et Cotton, all numbers,

se all colours, 5c. card.

l colours, 2c. card.

ge sizes.

er Streetings.

es' coats and Costumes.

ile 7c. per dozen only.

re Bucks, Buffers, Nail

et lowest prices.

erfumes such as Phil-

udent, Shem-el-nessim,

we specialise in

erwear and

Wear

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always do well by buy-

Blair

## Shipments of Sea Products.

The following is a statement of our fishery products shipped from Newfoundland last month:

### FROM OUTPORTS.

To Europe . . . 43,191 qts. dry cod  
To U. S. . . . 40,233 qts. pkid. cod  
To Canada . . . 1,396 qts. pkid. cod  
To France . . . 5,305 qts. pkid. cod

### Also:

To Canada . . . 7,026 barrels herring  
To U. S. . . . 2,536 barrels herring  
To U. S. . . . 3,472 pounds halibut

### FROM ST. JOHN'S.

To Brazil . . . 9,887 qts. dry cod  
To Europe . . . 13,258 qts. dry cod  
To W. Indies . . . 4,700 qts. dry cod  
To U. Kingdom . . . 6,901 qts. dry cod  
To U. S. . . . 56 qts. dry cod

Total . . . 39,302 qts. dry cod

### Also:

To U. Kingdom . . . 500 qts. dry cod  
To U. S. . . . 1,956 qts. dry cod

Total . . . 2,456 qts. dry cod

### Also:

7244 Brls. herring.  
421 Brls. turbot.  
49 Brls. codroes.  
1/2 Brl. squid.  
1/2 Brl. caplin.  
46 Brls. salmon.  
52 Tierces salmon.  
316 1/2 Tuns cold oil.  
215 1/2 Tuns cod liver oil.  
328 1/2 Tuns seal oil.  
10 Tons cod liver oil guano.  
5 1/2 Tons seal stearine.  
1 1/2 Tons cod oil stearine.  
15230 Lbs. cod liver oil guano.  
7396 Lbs. cod liver stearine.  
73783 Lbs. seal stearine.

## Magisterial Inquiry.

INTO MOTOR CAR TRAGEDY AND  
MANSLAUGHTER-CHARGE.

The preliminary inquiry into the motor car tragedy, which occurred on the Goulde Road on Sunday afternoon, August 25th last, and in which Mrs. Theodore Chafe and her three year old son Douglas lost their lives, began at three o'clock yesterday afternoon at the Magistrate's Court before Judge Morris.

Private John Parker, who is charged with manslaughter, was present with his counsel, Mr. W. J. Higgins, Mr. C. H. Hutchings, K.C., Deputy Minister of Justice, and Mr. J. A. W. McNelly, on behalf of the Crown; Mr. Dunfield, B.L., representing Mr. Chafe, husband of the woman who was killed; Supt. Grimes, Detective Byrne, who arrested the accused, and a few press representatives.

Two witnesses were sworn and examined by Mr. Hutchings, K.C. The first was Mr. Francis H. Balfour, Surveyor at the Crown Lands Office, who submitted a plan which he took of the surroundings where the tragedy occurred. The next to be sworn was Battalion Sergeant Major John Gardner, who was in company with the accused on the day in question and seated in the front part of the motor car at the time of the tragedy. Witness Gardner gave a detailed statement of all that happened.

There was no cross-examination of either witness. By consent of the counsel for prosecution and defence, the inquiry was set down for further hearing on Friday afternoon.

## McMurdo's Store News

WEDNESDAY, Sept. 5, 1917.

McMurdo's Menthol Plasters have the reputation, which no doubt they deserve, as being the strongest medicated, as richest in the essential ingredient, Menthol; and for this reason they may be regarded as the plaster which best exhibits the pain relieving and soothing qualities of Menthol, which are very well known. Each plaster enclosed in an air-tight envelope which keeps the strength intact. Price 25c.

Mentholated Bronchial Tablets show Menthol in another light—as a soothing antiseptic for bronchial and throat irritation, and for slight coughs and sore throat. Admiration for tickling cough. Price 20c. a box.



## OPPORTUNITY SALE OF Ladies' American FALL COSTUMES

in  
Cloths, Serges and Tweeds, etc.

Nearly all of these Satin-Lined. Don't  
judge the quality by the price. You'll find  
Costumes here worth

\$15.00

for

\$4.98

No  
Charging

James Baird  
LIMITED

No  
Appro.

## In Milady's Boudoir.



FOR THE MOTION PICTURE GOER.

Almost every woman enjoys motion picture shows, but few realize how injurious the flash like shifting of the film is to the eyesight. For protection against bright light and sun glare and wrinkles, various colors of glass are now in use. The old fashion-

ed, so called "smoke glass" is about as good as any. The goggles made for automobile use seem to have become a very useful article for people in various walks and works of life.

The engineer finds them good, the long distance swimmer finds a pair set in rubber frames an excellent thing to keep the salt spray out of the eyes, and the worker in dust or metal particles is glad to be able to wear a well-fitting pair. A kind intended to serve by night as well as by day, have insets of smoked glass in the lower part to protect the eye piercing glare of motor searchlights, as well as the sun glare upon white roads and snow. Such an idea might well be duplicated in glass, it would seem, if the one who wears such glasses must confront the same conditions.

Well fitting, well chosen glasses, neither too large or too small, too round nor too low, worn not crookedly or too far away from the eyes, are not unbecoming. Indeed, they are an adjunct to the beauty in some cases where the eye happens to be ill set,

of hard expression or indeterminate color.

Eyeglass making is, indeed, a fine art these days. Styles in rims, in shapes, in the bridge used to set them upon the nose—all of these things do their part in making the up-to-date pair of eyeglasses things of beauty as well as usefulness.

## Fashions and Fads.

Suit jackets will be long. The vamps of the latest Paris shoes are very short.

Double-faced silks and woolsens make charming gowns. There are a few pointed bodices among evening gowns. We will see a great many deep yokes on winter skirts. Separate coats will be distinguished by partial belts.

Middy blouses are deservedly popular for school girls. Evening gowns will not be so formal as they have been. Jade and other green stones are favored for jewelry.

## Patriotic Football.

C. E. I. PUT STARS UNDER.

One of the most exciting and hardest fought contests for the season took place last evening, witnessed by a fairly large gathering of spectators. The C. E. I. and Stars were the opposing forces, the former coming off victorious by one goal to nil. During the first half hour there was a noticeable lack of combination but after the breathing spell the exhibition by both sides was better. No scoring had been done up to two minutes before the close when the C. E. I. put forward their reserve energy and by good combination of their forwards beat the Star goal keeper. Mr. Foster (St. Andrew's), refereed. Churchill, Winter, Jerrett and Reid played well for the C. E. I., whilst Duggan, Hart, Bell and McGrath put up a fine game for the Stars.

## Ankle Bloomers Coming!

According to the American Fashion Art League.

Chicago, Aug. 27.—Fashion has been tamed. This is the word that went forth at the opening of the Fashion Art League of America when the draperies were drawn aside for the advance showings of the Autumn here to-day.

"War has tamed Dame Fashion," Mme. Marguerite said. "Woolens must be conserved. Our soldiers must have warm clothes, so our women must be content with just about half the amount of cloth in their tailored attire. Coats are to be shorter, skirts narrower, lapels only lines and not a patch pocket."

The demonstrator then turned to another model. "But there are exceptions," he said. "Here is something daring, more daring than ever before," and out of the dark chamber strutted a young woman reminiscent of the harem. The skirt was rich in Oriental colors, but the eye would not stay on the skirt, for it parted on either side and displayed ankle bloomers of a radiant hue.

"The evening gowns will be full of ribbons—American-made ribbons," she continued. "You know the industry was threatened last year, thousands were thrown out of employment. Now we are going back to them to revive the industry."

"Gowns with only one sleeve will be fashionable, and even the silhouette will be in vogue."

"Paris no longer dictates American fashions," Miss Winifred Burns, of Duluth put in. Miss Burns last year won the prize given by the League for the best American design.

## AT THE POPULAR CRESCENT.

A splendid holiday programme is on at the Crescent Picture Palace to-day. Gretchen Hartman features in a touching story of the underworld entitled: "Fit for the Burning," produced as a Biograph special feature in three reels, a fine travalogue film, scenes in the famous "Yosemite Valley." The fearless George Larkin in "A Mission of State," a most exciting adventure of the great detective series, "Grant, Police Reporter," and a corking Es-say Comedy: "A Dollar Down." Crescent patrons will be delighted with this great big holiday show.

Printed satins are used in making chic afternoon dresses.

## Do You Suffer with Night Sweats

—and awake in the morning feeling all fat? There are thousands of men, women and even children suffering from this dreaded symptom of consumption and don't trouble about checking it. Are you one of them? If so, ask your druggist for a bottle of the famous Zetec, a sure, quick and reliable tonic.

Your doctor will tell you that the ingredients of Zetec contain all the elements of the human body. Zetec is compounded from food and tonic essences—as a body builder, and its powerful action in reviving nerve force, restoring vitality and strengthening weak lungs—will give you a new health by means of this scientific food-tonic. Every body needs this spring and fall tonic. Accept no substitutes, insist on Zetec. LOGGIE, PARSONS & CO., For Building, Toronto, Distributors for Canada. SOLD BY T. McMURDO & CO.

## Here's \$36.00 for a Present

To any person who has \$100 in the Bank at 3 per cent. we make this offer. Give it to us for one year at least. We will allow an immediate discount of \$2, and a dividend of 1 per cent. per month, and then buy it back for \$125, totalling \$139 cash received, or \$36 MORE THAN BANK INTEREST.

The shares may be worth much more, but we guarantee that amount at least, if you wish to sell.

A postal will bring you the fullest information.

**J. J. LACEY & CO., Ltd.,**  
Investment Specialists, - City Chambers.  
(Over Royal Bank of Canada.)

## HARVESTING TOOLS!

English and Am. Scythes,  
Grass Hooks,  
Hay Forks, Hay Rakes,  
Cultivators,  
Digging Forks,  
Scythe Snaths, Scythe  
Stones, Lawn Mowers,  
Pruning Shears,  
Grass Clippers.

**BOWRING BROTHERS, Limited,**  
Hardware Department.

July 16, m. w. 411

## No Advance in Price

The New Fall Showing  
—of—  
**Christy and Stetson**  
Hard and Soft  
**HATS.**

Tried and proven for half a century, is  
now open for your inspection at

**SMYTH'S.**

They fit like old ones.

## IN STOCK:

50 barrels Choice N. S. Green Cabbage,  
80 crates Silverpeel Onions.  
70 barrels New York New Potatoes.  
100 cases California Oranges—all counts  
80 bunches Bananas.

**BURT & LAWRENCE,**  
14 NEW GOWER STREET.

Salmon, well minced and mixed makes a delicious filling for sandwiches with a yolk of egg and sufficient lemon-juice. It is equally good with onion, pepper and salt to season well, white or brown bread.

## BULL RUN

Poor Bull saw Such a Long Row of Buttons That It Must have Started His Bean to Whirling!

BY CARL ED



nder,  
r, St John's, Nfld.  
Telegram  
's Paper.