

## Gossage's Soaps!

In stock the following well known brands:  
**GOSSAGE'S WHEEL.**  
**GOSSAGE'S HOUSEWIFE'S FRIEND.**  
**GOSSAGE'S MAGICAL.**  
**GOSSAGE'S PURIFIED CARBOLIC.**  
 All size boxes in stock.

**GEO. M. BARR, Agent.**

## USE

# Gold Soap!

**\$4.60 Box of 100 Cakes.**

**Biggest and Best Value on the Market.**

Made in Canada.

## The EASTERN TRUST COMPANY

Authorized to act as TRUSTEES under appointment of COURTS, CORPORATIONS and PRIVATE INDIVIDUALS. EXECUTORS and ADMINISTRATORS, TRUSTEES, GUARDIAN of CHILDREN and their ESTATES, etc.

AGENTS for registration, issuing, counter signing and payment of CORPORATION and COMPANY BONDS.  
 Act as RECEIVER, LIQUIDATOR or ASSIGNEE for benefit of CREDITORS.

AGENTS to BUY, SELL, APPRAISE, INSURE, SECURE DESIRABLE TENANTS, COLLECT RENTS, EFFECT REPAIRS, PAY INTEREST, WATER RATES and INSURANCE and ASSUME FULL MANAGEMENT OF REAL PROPERTY.

RECEIVE FUNDS OF INDIVIDUALS, CHARITABLE, EDUCATIONAL, FRATERNAL and RELIGIOUS ASSOCIATIONS, ESTATES and CORPORATIONS.

UNDER the system of MORTGAGE INVESTMENTS guaranteed by the Company, sums of \$100.00 and upwards for periods from one to five years are received and invested in FIRST MORTGAGES on IMPROVED REAL ESTATE producing REAL ESTATE. WE ABSOLUTELY GUARANTEE THE RETURN OF THE PRINCIPAL sum at the end of the period and PROMPT PAYMENT half yearly of INTEREST from date of deposit at the rate of FIVE PER CENT. per annum.

SAFETY DEPOSIT BOXES TO RENT.  
 The Company is working under the AUTHORITY of the NEWFOUNDLAND, NOVA SCOTIA, NEW BRUNSWICK, QUEBEC and P. E. I. COURTS. It costs no more to employ the Company than an individual.

PAID UP CAPITAL, \$1,000,000.00. RESERVE, \$250,000.00. ESTATES HELD IN TRUST NEARLY \$17,000,000.00.

WRITE or CONSULT us about any matters. NO CHARGE FOR INFORMATION OR ADVICE. ALL COMMUNICATIONS TREATED WITH ABSOLUTE CONFIDENCE.

Head Office, Hollis Street, Nfld. Branch Office, Pitts Bldg., Halifax, Nova Scotia. Water St. St. John's, T. H. GRIFFITHS, Manager.

## Men's Overcoats!

Fall--1916--Models.

Just opened—and ready for your inspection and approval, a fine range of Men's Winter Overcoats in Chinillas, Tweeds, etc., in Navy, Grey, Brown, and some very smart mixtures.

These Overcoats, perfectly cut and tailored, are all Fall 1916 Models, and are the productions of first-class English and American tailoring houses.

**U. S. Picture and Portrait Co.**  
 Water Street.

## Fads and Fashions.

Stockingnet appears nowadays in checks, and is used chiefly for country suits.

A novel sport hat is made in Italy and is of silk braid with chenille interwoven.

Felt, plush, velvet and cloth are all

being used on the simple millinery shapes.

A skunk neckpiece may be fastened by a gold motif or a velvet flower.

A new evening gown of silver embroidery has a draped overdress of black velvet.

The chief colors among autumn worsteds are browns, greens, taupe and burgundies.

## 1st Nfld. REGIMENT.

### Casualty List.

7 P.M. OCTOBER 7TH, 1916.  
 No. 22—Private John Elliott, 35 Goodview Street. Previously reported Missing, now reported Killed in Action, July 1st.  
 No. 1599—Private Joseph Martret, 25 Prince's Street. Do.  
 No. 181—Private Joseph W. Evans, 41 John Street. Do.  
 No. 255—Private Michael F. Kennedy, 10 Pleasant Street. Do.  
 No. 1012—Private Robert Meadus, 26 Scott Street. Do.  
 No. 1170—Private Leo M. Burke, 8 Barron Street. Do.  
 No. 1226—Private Donald Templeman, 49 Duckworth Street. Do.  
 No. 364—Private Frank Woodford, 7 Convent Square. Do.  
 No. 1574—Private Maxwell Barnes, Topsail. Do.  
 No. 1044—Sergt. Sidney G. Barry, Greenspond. Do.  
 No. 1476—Private William G. Ivany, Gambo. Do.  
 No. 1222—Private Allan Lyons, Ayondale. Do.  
 No. 1586—Private Cecil Parmiter, Topsail. Do.  
 No. 1794—Private David Brent, Botwood. Do.  
 No. 258—Private Martin J. Cahill, Bell Island. Do.  
 No. 1791—Private Joseph Martin, Burin, North. Do.  
 No. 1538—Private Matthew Rossiter, Cape Broyle. Do.  
 No. 393—Private Harry Coombs, Carbonear. Do.  
 No. 589—Private Henry C. Dawe, Topsail. Do.  
 No. 81—Private William Fowlow, Upper Goulds Road, Brigus. Do.  
 No. 2477—Private John James Butler, Harbor Buffett, P. B. Seriously ill, Heathfield Hospital, Ayr, pneumonia.  
 Received 10 a.m. 9th October.  
 789—Private William Edward LeShano, 27 Power Street. Previously reported missing; now reported killed in action, July 1st.  
 J. R. BENNETT,  
 Colonial Secretary.

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## Cochrane St. Centennial Church.

"I am the light of the world," an old and familiar passage from St. Matthew's Gospel, was the text chosen by the Rev. H. Royle for the morning service at Cochrane Centennial Church yesterday. Mr. Royle in a short and practical sermon referred to the aggressiveness of the Christian Church of to-day, there is to be no retrenchment, but a steady pressing forward until the forces of evil are conquered.  
 A grand Rally Day Service was held in the Sunday School in the afternoon, 470 officers, teachers and scholars being present, also a number of parents and visitors. The subject of the service was the "Banner of the King," as published by the Sunday School Board of Toronto. The service was in charge of the Rev. Dr. Bond and the new Superintendent, Mr. Peters. Five minute addresses were delivered by the Rev. Dr. Bond, Miss Giles and Mr. H. N. Burt. Misses Bowden and Pike rendered a duet and Master Wylie a recitation. After prayer by the Pastor for King and Country that the right may triumph, the reign of Love be ushered in, the power of Hate be overthrown and the Princes of Peace be crowned King of Kings over all the world, the meeting closed by singing the National Anthem.  
 A very large congregation assembled at the evening service, when the popular new pastor delivered one of his forceful and convincing sermons on, "Denial slaying a lion in the pit in time of snow." The lions of strong drink, impurity and gambling were ably dealt with. The choir rendered the anthem "Sun of my Soul," with solo by Miss Vincent. Mr. Spry presided at the piano in the absence of Mr. Kew's Organist, attending the Sessions of the General Mission Board now sitting at Toronto.

Minard's Liniment Co., Limited.  
 Dear Sirs,—I can recommend MINARD'S LINIMENT for Rheumatism and Sprains, as I have used it for both with excellent results.  
 Yours truly,  
 T. B. LAVERS,  
 St. John.

## C. M. B. C.

The fall and winter seasons of the C. M. B. C. opened yesterday with Corporate Communion at 8 a.m. in the Cathedral, many communicants attending. At 3 p.m. the class attended special service at the same sacred edifice and listened to an impressive sermon preached by the Rev. Canon Field who chose as his subject: "Go Forward," reminding his congregation that only by following the commands of God can we attain salvation. The Lord Bishop of Newfoundland read the Lesson and Rev. J. Brinton, Spiritual Director of the Class, conducted the service. Special hymns were chosen and sung in a hearty manner.  
 The Class will hold its first meeting for 1916-17 next Sunday at the Synod Building.

Always turn salt fish skin side up when soaking.  
 Layer cakes require a hotter oven than loaf cakes.  
 A glass lemon squeezer is the safest kind to use.  
 The most effectual bait for a rat trap is old cheese.

## T. J. Edens

By S.S. Sable I.

100 bags P. E. I. BLACK OATS.  
 50 boxes CHEESE.  
 10 bxs. P. E. I. BUTTER—  
 2 lb. prints.

STRAWBERRIES—  
 Preserved whole, 1 1/2 lb. glass  
 RASPBERRIES—  
 Preserved whole, 1 1/2 lb. glass  
 GREEN PEAS—1 1/2 lb. glass.

GRAVENEIN APPLES—  
 1's, 2's and 3's.  
 ALMERA GRAPES, 16c. lb.  
 CATAWBA GRAPES,  
 3 1/2 lb. basket, 50c.

CRANBERRIES.  
 CALIFORNIA ORANGES.  
 BANANAS.  
 CALIFORNIA LEMONS.

Chinese Laundry  
 Starch, 12c. lb.

retail.

Golden Pheasant Tea,  
 1 lb. and 1/2 lb. tins.  
 Bulldog Tea . . . . . 45c. lb.  
 Panawalla Tea . . . . . 35c. lb.  
 Just in by a.s. Rappahannock.

SPECIAL:  
 Smoked Salmon.  
 Bakapples in tins.  
 By Rail to-day.

9 cases FRESH COUNTRY EGGS.

T. J. EDENS.

Duckworth Street and Military Road.

# Great Big Values

THIS WEEK IN

SAILOR COLLARS . . . . . 30c.  
 PATRIOTIC HANDKER-  
 CHIEFS in Khaki . . . . . 15c.  
 MEN'S SPECIAL QUAL-  
 ITY KHAKI SHIRTS . . . . . 90c.  
 MEN'S FLEECE LINED  
 SUITS . . . . . \$1.00

CHILD'S CASHMERE SOCKS  
 in Tan and in White. Prices:  
 22c., 25c., 28c. and 30c. per pair  
 Sizes 1, 2, 3, 4.  
 MEN'S BRITISH MADE SOFT  
 BOSOMED SHIRTS, in neat  
 stripes . . . . . \$1.20  
 COTTON BLANKETS only  
 \$1.25 pair. Size 54 x 74 ins.

EXTRA SPECIAL VALUE IN MEN'S WINTER UNDERWEAR  
 for \$1.20, \$1.50 and \$2.00 per garment, at

# A. & S. Rodger's

## The Preserving Season

Is in full swing. Now is the time to buy your Fruit, Vegetables, etc. We have a fresh stock just in, all in splendid condition.

Plums, Damsons, Greengages,  
 Peaches, Pears, Crab Apples,  
 Green Tomatoes, Red Cabbage, Onions,  
 Pickling Spices,  
 Jars, Covers, Parawax.

Prompt Delivery. **Ayre & Sons, Ltd.** Satisfaction Guaranteed.  
 GROCERY DEPARTMENT.

# LADIES' Rubber Coats

(Black only)

**\$6.00** each.

Also, a large variety

# OIL HATS,

In Assorted Shades, from

**75c. to \$1.20** each.

# S. MILLEY.