

BON MARCHE SALE!

Our Opening Week—a wonderful Success, and we are doing our best to keep pace with the demand. Staple Lines at Bankrupt Prices.

Collegiate Footer.

BOYS AGAIN VICTORIOUS.

The third game of the second round of the Collegiate football series, was played yesterday afternoon at St. John's. The St. John's team, who were the favorites, won the game by a score of 3 goals to one, which was the result of a very hard fought battle. The weather conditions were not ideal for football, but the players showed great determination and skill. The game was a very close one, with both teams showing great fighting spirit. The St. John's team, however, came out on top in the end.

FIRST HALF.

The teams took the field at 4 o'clock. The St. John's team, who were the favorites, won the game by a score of 3 goals to one, which was the result of a very hard fought battle. The weather conditions were not ideal for football, but the players showed great determination and skill. The game was a very close one, with both teams showing great fighting spirit. The St. John's team, however, came out on top in the end.

SECOND HALF.

The game continued in the second half with both teams showing great determination and skill. The St. John's team, however, came out on top in the end.

Cured Herring.

A marked revival of interest in the Scotch herring fishery, due to the fact that the Norwegians are going to this pack more extensively than in the past, has been reported by the Scotch herring fishery. The Scotch herring fishery has been reported by the Scotch herring fishery.

ASK COWAN HE PROBABLY KNOWS

Where you can buy what you want, or sell what you have to offer. Office 276 Water Street. Telephone: Office 244-1. Residence, 1383.

Hosiery Dept.

Ladies' Hosiery 19c. pair
Ladies' Wool Hosiery 40c. pair
Children's Hosiery 10c. pair
Boys' Wool Hosiery 50c. pair
Men's Socks 30c. pair

Shirts and Ties Dept.

Men's Necktie Shirts \$1.45
Men's Cotton Shirts 90c.
Men's Wool Shirts \$1.50
Men's Ties, Special 25c.
Men's Sweaters \$1.50

Heavy Dept.

36" Plain & Stripe Flannel 19c.
30" White Flannel 40c.
24" London Flannel 30c.
36" White Shirting 25c.
12" Bath Toweling 25c.
12" Bath Toweling 25c.
Bath Towels, large size 35c.
White Face Towels 16c.
Crash Toweling 19c.

Dress Dept.

36" Dress Material 25c.
45" Dress Melton 75c.
44" Navy All Wool Serge 90c.
50" Tweeds 90c.
A new shipment of all Wool Serges, at our prices for Ladies' and Men's wear. Ask for Samples.

Blanket Dept.

50 x 70 Cotton Blankets \$1.90 pair
54 x 72 Cotton Blankets \$2.50 pair
64 x 76 Wool Nap \$4.50 pair
English Wool Blankets \$9.50 pair (Large Size.)

Boys' and Men's Dept.

Boys' English Suits \$6.50
Boys' Macinaws \$5.50
Boys' Overcoats \$15.50
Boys' Velvet Suits \$6.50
Boys' (Police) 40c. pair
Heavy Wool Sox 30c. pair
Men's Suits—Special Prices.
Men's Overcoats—Special Prices.
Boys' Wool Jerseys \$1.55

Ladies' Dept.

Child's Sweater Coats 50c.
Ladies' Slip-Ons \$1.15
Girls' Sweaters \$1.15
Ladies' Sweaters \$2.50

Boot Dept.

Ladies' Boots \$1.50
Boys' Boots \$1.95
These are very Special.

Odd Lines.

Curtain Scrim 12c.
Curtain Net (English) 35c.
Ladies' House Dresses 1.15
Child's House Dresses 55c.
Men's Mittens 8c.

BON MARCHE.

oct19.1f

Slightly Overdone.

A man from the country entered a London hotel and saw a crab upon the service table. "What d'ye call that?" he said to the waiter. "That's a crab, sir," was the answer. "Looks good. Bring me one and a pint of ale."

His Illustration.

During a Bible lesson a teacher was trying to explain the parable of the tares. "Can anyone tell me any person who is like the evil one who sowed the tares?" A hand instantly shot up from the foot of the class. "Well, David, what person do you say?" "Please, ma'am, my mother."

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The Industries of Newfoundland.

TRIBUTE TO LORD NORTHCLIFFE

Lord Morris presided at a dinner given by the Newfoundland Club at the British Empire Club, St. James's Square, last evening, when a large company gathered to meet Sir C. A. Harris, the retiring Governor of Newfoundland, and Sir W. L. Allard, the Governor-elect. The Chairman, in proposing the toast of "The Governor of Newfoundland," said that Newfoundland "was the oldest of our Dominions. The Governor-elect, who like his predecessor, had had a long career of Colonial public service, would find in that island a people true to the core to the British connexion and ready to work with him in advancing the interests of the Empire. Industrially and in other ways Newfoundland had passed through a rather severe experience during the last few years, but he hoped and believed that she had turned the corner and that her great fishing, mineral, and paper-producing industries would be developed. Newfoundland was second only to Great Britain as a British mineral producing area. Nearly a million tons of iron ore would be exported from Newfoundland to Germany this year. Why? It was not landed in this country but would leave to the politicians to explain. Twenty years ago Newfoundland had no paper or pulp-producing industry. Then that great captain of industry, Alfred Harmsworth, came to the country and established one of the greatest paper mills in the world. Her resources awaited more enterprise and capital for further development and the settlement of thousands of people there. Sir C. A. Harris and Sir W. L. Allard replied. The latter remarked that Newfoundland had enormous resources, and that the more they could be developed the better it would be for this country as well as for the colony.

Sir W. Goode, in submitting the toast of "Newfoundland and the Empire," spoke of the difficulties which Newfoundland had overcome in less than half a century, and recalled that when Sir Robert Bond, then the Prime Minister of the island, was struggling the streets of London, in search of a small loan, and wondering how industries other than the fishing trade could be developed, he arranged for a meeting with Lord Northcliffe, and that meeting resulted in the creation of Newfoundland's paper industry. The great services rendered to Newfoundland by the late Lord Northcliffe and his brother Lord Rothermere could not be measured in terms of money or tons of exports. By the death of Lord Northcliffe Newfoundland lost a true friend.

Sir R. A. Squires, the Prime Minister of the island, responded. Among those present were: Lady Morris, Lady Harris, Lady Allard, Lady Squires, Sir Glynn and Lady West, Sir James and Lady Allen, Sir Fabian and Lady Ware, Sir Richard and Lady Linthorpe, Sir James and Lady Connolly, Sir Patrick McGrath, Sir T. Berridge, Sir William Plender Sir John and Lady Wimple, and Capt. V. Gordon, the secretary of the club. —The Times, Oct. 17.

Breaks German Gliding Record.

Flying without passenger, the French aviator Maneyrolle remained in the air for three hours, 21 minutes, thus beating by 11 minutes the record made in the German competitions recently by H. P. Hentzen of the Hanover Technical School. Maneyrolle won a £1000 prize by his feat. Extraordinary Ability. Extraordinary ability was shown by the Frenchman in spite of ever changing winds. He occasionally glided into dangerous eddies, but always recovered. He flew in a Payer's monoplane. The other record was in flight with a passenger. In this competition G. R. Olley, gliding in a Payer's biplane, remained in the air for 49 minutes, or 38 minutes longer than the best previous record. When Maneyrolle launched his machine, Raynham, the Englishman who glided an hour and 53 seconds Tuesday also went up, but was forced to land within eight minutes. The Frenchman meanwhile calmly soared to and fro, always flying with his tandem monoplane headed toward the wind, but drifting steadily sideways so that the machine appeared to be gliding at right angles to the normal line of flight. Whenever he reached the end of his beat Maneyrolle steered the machine a quarter turn and retraced his aerial path, making the proceedings rather monotonous. The spectators noticed the absence of rolling and pitching movements, and also saw that when he climbed the glider appeared to move nose upward, like a power airplane. There was much excitement as Maneyrolle passed Raynham's record, and the thousands of spectators cheered. A few minutes later the Frenchman shouted: "I'll try to pass the German record," and continued to soar easily until sunset, despite numerous showers of rain. The previous world record for gliding with a passenger was 13 minutes, made by Anthony H. C. Fokker, the Dutch airplane inventor, in one of his own biplanes, at Gersfeld, Germany, on August 27 last.

Bluenose Designer.

While congratulations have been extended on all sides to the Bluenose captain and crew, the promoter of the schooner race, and others connected therewith, special honors are due W. J. Rowe, the young Halifax designer, who has made possible the production of such a craft as to carry off this cup. The honors he has achieved are all the more remarkable when it is considered that the Bluenose was built to defend the cup last year, while this season she was pitted against the Henry Ford, by McManus, the noted designer of fishing schooners, of Essex, Mass. (this being his 437th vessel), and has had the opportunity of seeing both the Bluenose and Mayflower.

Grand Hallows'en Dance in the C.C.C. Hall.

tonight. Could Cannon supper served by the Ladies of the Presentation Convent Association. oct21.1f

Down But Not Out!

BILLY'S UNCLE

WHAT'S THAT THING BILLY? GOSH, DUNNO! BUT BETCHA MY UNK DOES! I'LL BETCHA TWO GUMDROPS AGAINST FOUR PEANUTS THAT YOUR UNK DON'T KNOW! HE DOES—CAUSE EVERYTHING THAT DON'T KNOW HE KNOWS—BETWEEN US WE KNOW NEARLY EVERYTHING! —THEN WHERE'S CUBA? Y-CANT EVEN TELL ME THAT! CUBA?—CUBA? I'LL GUESS—THAT'S ONE OF TH' ONES THAT UNK KNOWS!

By No Means Miss to Day's Programme at the NICKEL!

THE BATTLE OF JUTLAND

"A most thrilling, authentic and striking representation of the greatest of all naval battles, giving a wonderful bird's-eye view of the action, and as such is extraordinary interesting. The story is alive with the drama and heroism of the battle, its interest is sustained right up to the moment when the last shot is fired."

A vivid picturization of the Great North Sea Battle which sounded the approach of Germany's Doom.

Also Showing--Dorothy Dalton in "BEHIND MASKS," A Paramount Picture



"Anchor your pipe to a good smoke."

Imperial Tobacco Co.

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LIGHT UP!

Don't make any mistake about

ELECTRIC LIGHT BULBS

Buy from us.

We handle only the finest.

William Nosworthy LIMITED.

If a chicken looks rather small for the size of the family, roast it and fill that have been warmed in the oven with plenty of good stuffing. It will dry in good shape and will go further.

BRICK'S TASTELESS, large bottle sufficient for ten days \$1.20 per bottle. oct21.1f

By BEN BATSFORD