

New Picture Framing!

WALL MOULDING,
PLATE RAIL
Picture Frames

Prices and Samples on application. Large stock.
Prices of FRAMING—6c, 7c, 8c, 10c, 12c, per foot.
WALL MOULDING,
5c, 6c, 8c, per foot.
PLATE RAILING,
15c, per foot.

FRAMES,
size 16 x 20, in gilt and cold,
65 cts. each.
Size 8x10 in gilt and colors, with
glass, mat and back ready
to put picture in,
35 cts. to 60 cts. each.
Mitre Boxes . . . \$2.20, \$6.25
Back Saws . . . 55c, 70c, 80c.
Mitre Box Saws, 22 in. . . \$2.20
Corner Clamps, 25c. and 65c. ea.

G. KNOWLING LIMITED.

sep28,oct3,10,17

Evening Telegram

W. J. HERDER, - - - Proprietor
H. A. WINTER, B.A., - - - Editor

FRIDAY, Sept. 28th, 1917.

The Autumn Offensive.

The renewal of the British attack in Flanders last week and its continuation almost without pause during the past few days have come as a relief from misgiving to some, as the fulfilment of expectation to others. There had been a feeling, engendered by simultaneous quiet on all fronts, that the campaign for the year had passed its zenith and would be permitted to peter out without any further great results. It has been a mistake; if no great results are achieved, there is little doubt that they will be attempted vigorously before winter interposes its ban. Haig is now engaged in bringing into his possession the last important high ground facing the British along the entire extent of their front. When he has taken the last ridge he will have a jumping-off ground from which it is likely the most stupendous attack of the war will be launched. It is more than possible that it will be launched this autumn.

The Toronto Star well summarises the salient reasons that favour such an effort on every front before winter. They are as follows: (1) The enemy's resisting power is strained to the utmost, and should be hammered hard before winter gives him time to recuperate. A year ago the weather just saved the Germans on the Somme from a debacle; it came, but softened by intense preparation, in March. The Allies through their victories on the Messines, Vimy, Aisne and Moronvillers heights are this year in a far more favourable position. (2) A great effort might drive the Germans, at a psychological moment, from their submarine bases in Belgium, compelling them to remove them far back to the German coast. (3) A smashing blow on the West front would weaken the aid that Germany could give to Austria on the Isonzo, where the Italians are almost within reach of the greatest victory of the war. (4) Attacks on these fronts would distract Germany from Russia, and prevent her from pressing home her present advantage there. (5) Events during the war may leave Russia impotent next year and permit Germany to transfer all her troops westward. This by no means fanciful danger points the value of improving the western position to the utmost now. (6) Generally, Germany will work feverishly this winter upon the Russian situation and war weariness among the other Allies to manoeuvre the acceptance of her peace proposals. The surest antidote is military victory of a sort which will bring the final triumph far more clearly into view.

Can that victory be achieved this year? What remains of the fighting year will rapidly tell. Meanwhile the desperate nature of the resistance the enemy is offering is an infallible index of the importance he attaches to the retention of the positions wrested one by one from his grasp. The keynote of final victory is in three words "wastage of reserves," the words in which General Maurice sums up the effect of the present offensive upon Germany. It must be remembered that the war will end in one way, for

one reason, alone—the depletion of enemy man-power. The day that Germany's effective reserves fall to repair the inroads upon her armies, that day the war will be as good as won. It may be near or far—no-one knows—but it will be found in the end that the victories of Vimy, Messines, Ypres, Chemin-des-Dames and Verdun have been of far less value in the ground they redeemed than in their effect in hastening that day. Haig brings it yet nearer with every powerful blow that he delivers.

W.P.A. Christmas Fund

Amount acknowledged . . . \$277.70
Mak, Dorothy, Jess and David 10.00
Mrs. R. H. Trapnell . . . 5.00
Geo. S. Marshall . . . 5.00
Mrs. John Barron . . . 5.00

\$302.70

Holyrood Welcomes Home Lieut. T. R. Dwyer, M.D.C.M.

Lieut. Dwyer arrived on leave at Holyrood by Monday's express. He was met at the station by the Officers of the Star of the Sea Association in regalia and a deputation of the Holyrood Knights of Columbus and presented with an address of welcome. President Walsh read the address to which Lieut. Dwyer briefly and aptly replied. Bunting was generally displayed and was floating gaily to the breeze. The cannon belched forth its thunderous welcome and volleys of guns greeted the returning soldier. Three hearty cheers were called for by President Walsh and lustily given. He was then escorted to the home of his father, Mr. R. Dwyer, J.P., by the deputation, the firing serenading him in the meantime.

Before enlisting, Lieut. Dwyer spent a year in one of the leading Canadian Hospitals as Home Surgeon, and since enlisting in the C.A.M.C. he has been doing transport duty for the Canadian Admiralty Service. After a brief holiday he leaves for Bramahot, England, to do overseas service.

Holyrood, Sept. 26th, 1917.

Don't Scold, Mother! The Cross Child Is Bilious, Feverish.

Look at tongue! If coated, clean little stomach, liver, bowels.

Don't scold your fretful, peevish child. See if tongue is coated; this is a sure sign its little stomach, liver and bowels are clogged with sour waste.

When listless, pale, feverish, full of cold, breath bad, throat sore, doesn't eat, sleep or act naturally, has stomach-ache, indigestion, diarrhoea, give a teaspoonful of "California Syrup of Figs," and in a few hours all the food passes out of the bowels and you have a well and playful child again. Children love this harmless "fruit-laxative," and mothers can rest easy after giving it, because it never fails to make their little "insides" clean and sweet.

Keep it handy, Mother! A little given to-day saves a sick child to-morrow, but get the genuine. Ask your druggist for a 50-cent bottle of "California Syrup of Figs," which has directions for babies, children of all ages and for grown-ups plainly on the bottle. Remember there are counterfeiters sold here, so surely look and see that yours is made by the "California Fig Syrup Company." Hand back with contempt any other fig syrup.

Kellogg invades Newfoundland Market.

Mr. W. S. Ware, Canadian manager of the Kellogg Toasted Corn Flake Co. spent last week in St. John's in the interest of his company, introducing Dominion Toasted Corn Flakes, Wheat Flakes, Wheat Biscuits, Krumbies, Drinket, Rice Flakes and Bran, all of which are products of the original Kellogg Toasted Corn Flake Co. of Battle Creek, Mich., U.S.A., and Toronto, Canada.

On account of the persistent demand for the "Original" Kellogg's cereals, Mr. W. K. Kellogg, president of the company, found it necessary during 1916 to erect a branch factory in Toronto, Canada, from which to supply these delicious and health-giving cereals to the Canadian and foreign markets, and as soon as the St. John's dealers receive their shipments of goods the public will then be able to secure the above original W. K. Kellogg products, which heretofore they have been unable to do. Every original W. K. Kellogg product is packed WAXTITE, which keeps the good favour in and all other flavours out, so the public should demand W. K. Kellogg cereals packed WAXTITE if they wish to secure the original products.

J. B. ORR CO. have been appointed agents for Nfld.

Hearty Welcome Accorded our Returned Heroes.

A whole-souled and enthusiastic welcome was given our battle-scarred soldiers, who reached the city to-day at noon in charge of Majors Carty and Paterson. Virtually all the heroes are suffering from severe wounds and are unfit for further active service.

Names of Heroes.

Lieut. Bemister, Lieut. Lewis (C.E.F.), Corporal O'Reilly, Lance Corporals Manuel and Ryan, Privates Fitzgerald, Brazil, West, Coombes, Sparkes, Sheppard, Kenny, Benson, Morrissey, Whelan, Redstone, Tracey, Moss, Rees, Dunn, Ryan, Humphries, Grieve, Shears and Bradbury, and 6 wives of the soldiers and two children.

The returned soldiers on arrival were met by the Ladies' Reception Committee and Hon. Dr. Lloyd, Acting Premier, who, on behalf of the people of Newfoundland and the Government, extended a cordial welcome home to the men who had done their duty well both in Gallipoli and France for their King and Country. In a stirring address Dr. Lloyd made a stirring recruiting appeal to the men, exhorting them on their return home in the different districts in the Island to instil patriotism into their friends and get them to enlist and take their places at the front. At the close of his speech Dr. Lloyd called for three cheers for the returned heroes and the response was vociferous from a dense crowd of people. Following hearty cheers for the Acting Premier, the returned soldiers were treated with cigarettes by Mrs. Winter of the Reception Committee, after which they were driven in carriages to Government House where they were again cordially received and welcomed by His Excellency the Governor.

The following first class passengers got off here with returned soldiers:—From New York:—J. H. Dwyer, J. R. Fox, Mrs. N. Fox, Mrs. W. Kennedy, Misses Kennedy (3), Miss W. Harvey, Miss W. Templeman, Mrs. P. Templeman, Mrs. S. Facey, P. Phelan, E. Warren, H. Wheeler, F. Crane, Rev. Bro. Kelly and 15 second class. From Halifax:—C. Silver, C. Patheringham, C. P. Fleming, R. Smith, H. Cockburn, G. Angleson, R. B. Mrs. and Master Brown, J. J. Norris, H. Prowse, M. Channing, J. R. Saunders, Mrs. J. Rossley, F. Rice and child, N. P. White, Mrs. Olsen, Mrs. M. Mitchell, Miss Hanlon, E. Howe and 33 second class.

Discourtesy or Bad Management.

We would again draw the attention of those responsible for the discourtesy meted out in a certain quarter to newspaper men generally, such as was in evidence to-day at the arrival of our returned soldiers. Some people seem to think that when a reporter tries to get as near as possible to any live event of public interest that is going on he is looking for something for himself. On the contrary, his sole object is to get "copy" to give to the public. At to-day's ceremony newspaper representatives were given the last consideration and kept furthest away from the premises. In support of our argument we might point out that we actually saw certain reverend gentlemen not being accorded the privilege and courtesy they were entitled to, in other words, getting "turned down," whilst at the same time we also had ocular demonstration of some fops and non-descripts being given a "front seat." We trust that the complaint will be remedied.

Gentlemen:—

The Royal Stores, Ltd., have a splendid line of Cigars and Tobaccos. They are selling Queed, a very fine quality of Plug Cut Tobacco, manufactured by Mr. Patterson of Virginia, who eliminated the bite and made pipe smoking a luxury. Try a package of Queed, it will please you.

Soldiers Get Government Positions.

During the past month three invalided and discharged soldiers have been given positions in the Postal service: Private Brett as clerk in the Postmaster General's office, Private James Curnew as letter carrier, and Private Frank Levinge as night watchman. The P. M. G. is, we understand, endeavouring as far as possible to fill all vacancies in the Postal service with returned soldiers. This is a practice that for long has been carried out in England, especially in the letter carrier department.

McMurdo's Store News

FRIDAY, Sept. 28, 1917.
Some people who have been troubled with indigestion, especially the kind which is associated with wind in the stomach or flatulent pain, have found Anti-Dyspep of very great value in relieving the pain and discomfort, and in toning up the digestive system. Anti-Dyspep is slightly laxative, and in most cases an improvement in the appetite may be noticed after taking a bottle or so. Price 25c. a bottle.
Weyths of Philadelphia and Montreal put up a very satisfactory combined Menthol Pencil and Inhaler, which is good not only for neuralgia, nerve pains and headaches, but for cold in the head, and catarrh. The appliance is simplicity itself and cannot get out of order, while it can be used instantly whenever required. Price 50c.

Reid's Boats.

The Argyle arrived at Placentia at 6.10 p.m. yesterday.
The Thetis left Hr. Grace at 4.30 a.m. to-day.
The Clyde left Greenspond at 1.40 p.m. yesterday.
The Ethie leaving Humbermouth to-day.
The Home left Little Bay at 7.20 p.m. yesterday.
The Wren leaving Clarendville to-day.

Here and There.

There will be no practice for Gower St. Choir to-night.—11

TRAIN MOVEMENTS.—Yesterday's outgoing express left Badger Brook at 6.40 a.m. to-day. The incoming express left Port aux Basques this morning.

Nothing finer than ELLIS' Pork Sausages, Beef Sausages, Tomato Sausages. Try them.

OFFICERS RETURNING.—Hon. J. R. Bennett, Minister of Militia, Major Walter Rendell and Lieut. Gerald Byrne, M.C. are passengers on the incoming express, which left Port aux Basques this morning. On arrival of the train, possibly to-morrow afternoon, the Ladies Reception Committee and Hon. Dr. Lloyd, Acting Premier, will extend an official welcome to Major Rendell and Lieut. Byrne.

It costs less to buy where CLEANLINESS and SANITATION is the first consideration. Try ELLIS' SAUSAGES, they have made a name already.

EXPRESS PASSENGERS.—The following are on the incoming express: Rev. T. A. Moore, W. H. Cave, P. H. Ryan, Miss H. Adams, Thos. Roberts, Mr. and Mrs. Anderson, J. R. and Mrs. Ewing, Mrs. J. Buckland, Thos. and Mrs. J. Carter, Major Rendell, Lieut. G. Byrne, Hon. J. R. Bennett, G. W. Rabbits, W. J. Moore, Mrs. J. C. Lamb, Miss C. Joyce, Miss G. Rieley, Leslie and Mrs. Butten, Mrs. J. Downey, Mr. and Mrs. W. Knowling and son, M. Chaplin, Mrs. J. Blackmore, B. Duffield, Rev. H. Scott, Mrs. M. Dragg.

If you need stylish, perfect-fitting and well-made clothes—in Suit or Overcoat—and reliable Cleaning and Pressing, call or phone SPURRELL, 365 Water Street. Phone 574.—cod,tf

CATTLE CARGO ARRIVES.—A cargo of cattle and produce arrived here to-day from Charlottetown.

New Goods!

G. Knowling, Ltd.

We have just opened and are opening every day new items from our

Large Shipment

of which the following are some of the numerous sea:

Seasonable Necessities.

Ladies' New HATS. - Children's New HATS.

It is going to be difficult, to secure Winter Clothing, etc., this fall; we would therefore advise large purchasing.

Ladies' Coats. Caracul, Plush, etc.	Children's Coats. Fancy Tweeds, etc.	Ladies' Costumes. Tweeds, Serges, etc.	Children's Costumes. Tweeds, Serges, etc.
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FURS. GLOVES. BLOUSES. CORSETS

Silks. Velvets. Veilings.	Dressing Gowns. Camisoles. Nightdresses.	Pram Covers. Terry Cloth. Sanitary Towels.	Ladies' Pyjamas. Child's Pyjamas. Men's Pyjamas.
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FLOWERS. FEATHERS. BUTTONS. INFANTS CLOTHING.

The above are only a few of many items now being opened.

G. KNOWLING, Ltd.

Some Special Values in New Fall Goods.

LADIES' APRONS. Despite the high price of Lawns and all cotton goods, we are offering this week a special line of Ladies' White Lawn Aprons, bodies trimmed with embroidery. They would be good value to-day at 50c each. Special Price . . . 33c	CRUSHER HATS. Ladies' Crusher Hats, just the thing for fall wear; a regular knockabout hat but stylish. Made of Wool Felt, with corded crown and plain rim, trimmed with a striped ribbon band; to be had in Red, V. Rose, Navy, Sage and White. Special Price, each . . . 95c	EXTRA SPECIAL OFFERINGS IN SILK WAISTS. We have just opened a special line of Ladies' White Silk Blouses, they are fashion's newest ideas in beautifully trimmed Waists, low neck and long sleeves. Special Price, each . . . \$2.69
LADIES' UNDERWEAR. We offer you a splendid saving chance to get one of these Fleece Lined Vests at a low price. All Fleece Underwear have advanced from 20 to 50 per cent. since last year, and we consider ourselves fortunate in securing these at . . . 45c	CORSETS. A perfect fitting Corset, made of good wearing material and fitted with suspenders. A saving chance that you can ill afford to miss. Sold in the regular way for 85c. pair. Sale Price . . . 79c	LADIES' HOSE. In Black Llama finish, with hem at top; full length Hosiery that will give satisfaction in wear; most suitable for early fall wear. Sale Price, 42c per pair . . . 42c Also a line of Ladies' Tan Hose, which we are offering at an unusually low figure. Sale Price, per 18c pair . . . 18c
CASHMERE BLOUSES. The very newest styles in Black Cashmere Blouses, the right weight for this season of the year. They are stylish, made and trimmed with self materials; assorted sizes. Sale Price . . . 98c	LADIES' RUBBERS. Sizes 3 to 6, in Storm or Low Rubber Shoes, Cuban or low heels. Be protected from the dampness and wet weather by securing a pair of these at reduced prices. Low—Special Price . . . 59c. Storm—Special Price . . . 69c.	LADIES' GLOVES. In Grey, Brown and Cream Colour Cashmere; assorted sizes. Just a few pairs of each size left. Don't wait until these are all gone. Sale Price, per pair . . . 39c
Flette Nightdresses. These come in Flannelette of good quality; some are trimmed with plain facings and some trimmed with flannelette, embroidery and insertion. Prices: \$1.60, \$1.80 and \$2.25 each.	MAIL ORDERS for these goods promptly and satisfactorily attended to.	LADIES' BOOTS. A few odd lines which we are clearing at greatly reduced prices. Patent Leather Boots with cloth tops, and Vel Leather Boots, button and laced styles; to be had in the following sizes: 3, 3½, 4, 4½ and 5. Reg. \$2.40 & \$2.70. Sale Price . . . \$1.98 Reg. \$2.50 to \$3.80. Sale Price . . . \$2.98

"Remnant Sale"

Our Remnants Counter is loaded with bargains in White and Blay Fleece Call-co, White, Grey and Striped Flette, White Shirting, Blouse Goods of assorted materials, Black and Coloured Dress Materials, etc. Be here with the early purchaser to-morrow and get what you require while the assortment is large.

ALEX. SCOTT, The Popular Drapery Store

18 New Gower Street.

Advertise in the "Telegram."

Excelsior

CROCKERY
White and Blue
Cups and Saucers
Regular 25c
for . . .
Large Brown
pots, Reg. 50c
each for . . .
White and Blue
China Tea set
9 cts. each
for . . .
White Stoneware
Bowls, Reg. 25c
each for . . .

Wash House



UNDERWEAR

PILLOW CASES
That will give you the hardest work, good strong, finished with hemstitched popular size, 18x22, 25c. each. 1-day

MARCELLA TOILET
Good quality, great service, beautiful raised edge, new patterns, small loops, 70c. each. 1-day

WEAVING SHEETING
Snowy White, twilled. Here you should take into quantity it limits. tional consideration. 78 and 80 inch. Friday and Saturday

HEARTH
In pleasing, narrow borders, are composed of in good large sizes to your floor. \$3.25 each. Friday

MANTEL

Painted Plush grounds, with floral and scalloped edges, 50c. yard. Friday

TAPESTRY
MANTEL
Here's a beautiful woven design, exceptional when cannot be bought price below. These beautiful woven grounds and yard for Friday

HUCKABACK
Convenient, soft, pure hemmed edges, our most popular sure to please. day and Saturday

CUSHION
Made from extra quality batting, in shades of Green and Blue, \$1.25 each. Friday

Women's

Assorted weight ribbed styles. These are sure to wear great satisfaction of sizes. Reg. 50c. Friday and Saturday

WOMEN'S

Fine Cashmere seamless shaped garter tops. Stock will not be able to come. Reg. 35c. Friday and Saturday

CREAM LACE CURTAINS
Here's an opportunity for good quality lace. This is the best value of the come in Cream and 3/4 yards pair. Friday