

NT!

OF EVERY
OUR AIM.

-Wear Hats.

D VELVET — BEAUTI-
S
to be charmed by their at-
them. Come and see them.

Bros

TURE!

need for us to go into
tion with regard to
quantity of Furni-
it is already well
the Island.

ounce the opening of
We are ready to fur-
rooms, Dressing-rooms,
ning-room, Drawing-
library, Living-room,
then with everything
ake your home abso-
in every detail.

ant just what is new-
Furniture, remember
ow is that of the finest
rs in Newfoundland.

e & Portrait Co.
Johns.

CHOICE
ED MEATS
st Arrived.

ce Spare Ribs,
oy's Family Beef,
oy's Special Family.

NEAL

To The Trade!

stock a full line of the following:
ckage Chocolates, Bar
d Icings, Cocoa, and a
f Christmas Novelties
er Confections.

prompt attention. These lines are
order.
SALE ONLY.

FEARN,

STREET, ST. JOHN'S.

in the Public
Evening Telegra

RAINY WEATHER WEAR.

Water Proofs, Oil Coats & Rubber Coats
MEN'S and BOYS'



Men's Fawn Cashmere
Waterproofs,
4.50, 5.50, 7, 10, \$13.

Men's Grey Tweed Rub-
berized Coats,
\$9.00.

Men's Blk. Dull Rubber
Coats, \$7.00,

Men's Black Oil Coats,
\$4.75 to \$10.00.

Men's Dark Khaki or
Olive Oil Coats,
\$4.50 and \$7.50.

Boys' Black & Khaki Oil Coats,
to fit from 6 to 16 years, \$4.20 to \$5.90

Boys' Black Dull Rubber Coats,
to fit from 6 to 16 years, 4.10 to \$4 60.

Boys' Fawn Cashmere Waterproofs,
to fit from 6 to 16 years, \$3.90 to \$4.40.

STEER Brothers.

Fashions of the Hour.

Never was there a more opportune time to fill Fall and Winter ap-
parel needs. Never were assortments more complete and comprehen-
sive, never were there greater opportunities for gratifying individual
taste in selection. We do not hesitate to say that our showing eclipse all
previous efforts; that garments of such grace and beauty combined with
practicability are seldom to be found on display.

TIME TO BUY COATS.

And these splendid garments, so rich in fabric, so admirably fash-
ioned and so delightfully trimmed, afford a wonderful opportunity to se-
lect a Coat that will meet every requirement of dress, and provide ade-
quate protection on cold, wintry days.

SPECIAL
\$12.95

R
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SPECIAL
\$16.85

SPECIAL
\$17.75

SPECIAL
\$19.50

MILLEY'S.

Great Rescue Home Scheme.

One of the great needs of Newfound-
land at present, is a large and up-to-
date institution for the taking care of
wayward and unfortunate girls. The
Salvation Army, the last winter, had
to turn away six girls in a week,
pleading for admission, and only late-
ly three more were turned away, two
of them without home and mother, be-
cause their facilities were not equal to
the demand. The Army answers this
question by inaugurating a scheme for
a new and up-to-date Rescue Home,
Maternity Hospital and Children's
Clinic, in the city of St. John's, for all
of Newfoundland, without regard to
denomination, so that any one in need
and distress on this line, can have the
full benefits of an institution that can
meet their needs. Mr. F. C. Alward,
the Manager of the Continental Life
Insurance Company, Toronto, has
been detailed by Commissioner Rich-
ards, the head of the Salvation Army
in Eastern Canada, Newfoundland and
the Bermudas, to handle the scheme.

Mr. F. C. Alward has had large ex-
perience in handling campaigns of this
kind, and in securing money for
great and worthy schemes. The Sal-
vation Army has Homes of this kind
in the principal cities of Canada and
America, and many other countries,
and has wide, hearty and successful
experience on this line, and work of
this character placed in their hands
is not a matter of chance, but by the
blessing of God an assured success.
Because of the worthiness of the ob-
ject and its great importance to this
increasingly important Dominion, the
building should be one to fully meet
the need. Now that the door is thrown
wide open for the meeting of its re-
quirements, the heartiest co-operation
of all classes should be given for the
consummation of so worthy an ob-
ject. The Army seeing what is re-
quired to meet the pressing demands,
is asking for forty to fifty thousand
dollars for this purpose. The need
cannot be properly met with less.
Some of the very first men and women
of the city, seeing the great need, and
the opportune time to be now, are giv-
ing their unqualified endorsement and
co-operation, and are subscribing to
the undertaking.

Seal Returns.

After an absence of nearly twenty-
four days, the s.s. Seal, Capt. Randall,
arrived in port from Labrador yester-
day. She went to St. John's, where
Rev. Mr. Stewart landed. From
there he left on his 1,800 mile jour-
ney across the frozen Labrador to his
station in Ungava. Leaving here on
the 2nd inst., the Seal made good time
to Cartwright. She was detained
there from Thursday until Saturday,
having a large quantity of freight to
be landed for the Hudson Bay Co.
Thence, she made a direct run to Mac-
ovick, which was reached Sunday
morning, a terrible snow storm raging
at that time. She remained there be-
cause of the storm and a N.E. gale until
Wednesday. That night, she reach-
ed Rigolet and discharged the remain-
der of her cargo. She remained here
until Saturday, during which time a
storm, the equal of which Capt. Ran-
dell declares he never witnessed, rag-
ed. Bateau was not reached until
Sunday night. They stayed there un-
til Wednesday forenoon, when the ship
left and arrived at Battle Harbor that
night, having called at intermediate
ports. A little delay was experienced
at Twillingate owing to there being a
considerable quantity of freight offer-
ing. The Seal reports Spanish Influen-
za to be very prevalent on Labra-
dor. At Bolster's Rock, everyone was
ill, and one or two deaths had oc-
curred. Two deaths were registered
at Indian Riddle, and three at Cart-
wright. One case was also reported
at Rigolet. The following passengers
came by her: Rev. Mr. Pitcher, Mr.
J. T. Croucher, of Battle H., and the
latter's housekeeper and a man named
Dyson, who came south to join the
regiment. The ship is discharging
cargo at the Furness Withy Co.'s
wharf.

Klark-Urban Co.

George M. Cohen's mystic drama,
"The Seven Keys of Baldpate," in two
acts, prologue and epilogue, attracted
a full house last evening and every-
one present was delighted with the
play and the renditions of the play-
ers. The plot of the story is that a
novelist accepts a friend's wager that
he cannot write a ten thousand word
novel in twenty-four hours at a re-
sort agreed upon by both. The latter
proves to be his summer inn, which
is supposed to be haunted, and is
situated on the top of a mountain.
The novelist completes the novel in
the given time, naming it "The Seven
Keys of Baldpate." The C. C. C. or-
chestra, under direction of Mr. Arthur
Bulley, rendered excellent selections
during the evening. "Seven Keys to
Baldpate" will be repeated to-night.

Another Small- pox Case.

While visiting one of the Water St.
stores yesterday, Dr. J. S. Tait per-
ceived that one of the customers was
looking ill and ordered the man to
hospital as suffering from smallpox.
The patient, Joseph Matherface, came
here from Boat H., P.B., in the sch.
Western Annie, which latter was im-
mediately quarantined by the health
authorities.

Bank of N.S.

OPENS NEW BRANCH.
Lamaline business men and others
will be both interested and please to
learn that the Bank of Nova Scotia
will shortly open a branch bank at
that flourishing fishing town. This
will make the 19th branch of the
parent institution in Newfoundland.
The management is to be congratulat-
ed on the enterprise which has char-
acterised the conduct of the Bank of
Nova Scotia since its establishment in
Newfoundland.

For Sore Throat, Hoarseness,
etc., a good supply of Throat
Pastilles and Lozenges at STAF-
FORD'S.—Oct. 14, 1918.

MINARD'S LINIMENT USED BY
PHYSICIANS.

Goods are difficult to obtain but
we have a large stock at prices
that are bringing big business.

If you have difficulty in filling your wants, we may be able to help,
as we have goods which we know you will have great difficulty in obtain-
ing elsewhere, and our prices are primarily intended to make your money
go farther, so that you can and will purchase more from us. We have
just opened and are opening

Large Shipments of New Goods

which were unfortunately delayed in transit. These include:

LADIES' FELT, VELVET and VELVETEEN HATS at very Low Prices.
LADIES' HAT SHAPES, MISSES' HATS and HAT SHAPES.
MILLINERY VELVETS, VELVETEENS and HAT ORNAMENTS.
RIBBONS, SEWING and DARNING NEEDLES.

"W.B." CORSETS

The World's Leading Corsets.

LADIES' COSTUMES in Tweeds, Blacks, etc. Extra Special Values.
MERCERISED, SILK and WOOL MUFFLERS.

Furs and Imitation Furs.

We now have a splendid assortment of Furs, including:

WHITE HARE and ERMINE SCARVES, COLLARS and MUFFS.
IMITATION ERMINE SCARVES, COLLARS and MUFFS.
IMITATION FUR SETS in Very Newest Styles.
BLACK HARE NECKLETS, COLLARS, ANIMALS and MUFFS.
FUR STOLEs (Full Animals) and MUFFS in Foxes.
NATURAL AMERICAN OPPOSSUMS, BLACK WOLVES, MINK
MARMOTS, Etc., Etc.

Dress Goods in Large Variety.

We now have a large stock of Dress Goods and we ask you to call and
inspect the Special Values we offer.

WHITE SHEETINGS—TO OPEN.
WHITE and RED FLANNELS—TO OPEN.
MEN'S TWEED GOLF CAPS—Extra quality, at \$1.50 each.
MEN'S EASTERN WINTER CAPS—Best Values in Town.
STANFIELD WINTER UNDERWEAR for very large men. Shirts as
large as 50 inch chest measurement; Drawers 48 in. waist measure-
ment.

We don't mention prices here as this is only a service ad. to tell you
"We have the goods"; but we say again that it is our prices that are
bringing us Big Business.

HENRY BLAIR.

Don't Say Paper, Say The Evening Telegram.