

Make Every Cent Count

When buying your supply of Fall and Winter Bedcovering, insist on getting

RIVERSIDE BLANKETS!

100 cents worth of value for every dollar.

Made by

The Riverside Woollen Mills, Limited,
Riverside, near Makinson's Crossing.

444th Day of the War

TO-DAY'S Messages.

11.00 A.M.

AEROPLANES INADEQUATE DEFENCE AGAINST ZEPPELINS.

LONDON, To-day. The fact that aeroplanes alone cannot be relied upon as an adequate defence against Zeppelins, that expert naval gunners have been attached to anti-air craft batteries and searchlight stations in London, were interesting statements made by Balfour, First Lord of the Admiralty, in the course of answering a running fire of questions in the Commons yesterday relative to the preparations taken to check air raids. Bad weather, he repeated, had hampered British aeroplanes during the recent Zeppelin attack.

BARBARIAN REPRISALS.

AMSTERDAM, To-day. The German authorities in Belgium have announced, says a despatch, on the occasion of any Anglo-French aeroplane raids on Belgian cities, that the inhabitants of the city will be held responsible if the bomb fall on the barracks of soldiers, according to the announcement to be billeted in civilian homes and a fine corresponding to the damage will be imposed upon the city.

ZEPPELIN WARNINGS SERVE NO GOOD PURPOSE.

LONDON, To-day. Sir John A. Simon, Home Secretary, replying to a question in the Commons last evening, whether it would not be possible to warn Londoners of Zeppelin raids, asserted that nine times out of ten the German airships were driven off, before they reached the coast. If the public was warned every time a Zeppelin were sighted on their way to England, said the Home Secretary, nine times out of ten they would be disappointed, because the

Government could not say which port would be visited, as the Zeppelin crews themselves have not the remotest idea where they are; and after all if the public was told, it would not prevent the dropping of bombs and would only have the effect, judging from previous experience, of bringing people out into the streets.

POMERANIAN ASHORE.

HAVRE, To-day. The Allan Line steamer Pomeranian, from Montreal for London, went ashore yesterday in a fog near Océville, 5 miles northwest of Havre. The vessel is lying on the shingle and appears not to be straining. It is hoped she will be got off shortly.

EARL DERBY'S APPEAL FOR CRITICS.

LONDON, To-day. The enlistment of recruits under the plan of the Earl of Derby, cannot begin until early next week, it is officially announced, as royal warrant is necessary before men could be passed into the reserve and classified in their proper groups. Meanwhile Earl Derby with the concurrence of Asquith and Kitchener, has sent a letter to every man eligible for military service who is not engaged in munition work in which he says Asquith has pledged the country to support our Allies to the fullest extent in our power. It was a pledge given on behalf of the nation and endorsed by all parties. Every man of military age and fitness must equally bear his share in redeeming it. "May I as director general of recruiting beg you to consider your own position and ask yourself whether in a country fighting as ours is, you are doing all you can for its safety, whether the reason you have hitherto held valid as one for not enlisting, holds good at the present crisis. Kitchener wants every man he can get. Will you not be one of those to respond to your country's call? Earl Derby has also addressed an appeal to employers to facilitate the enlistment of their employees. The appeal concludes: While making a most earnest appeal to secure men under the voluntary system, I cannot help pointing out to employers what must be the alternative if I fail. If they will only reconsider their position and act under the voluntary system as they would have to act in a compulsory one, the success of this present recruiting campaign is certain. I beg employers to assure any of their men who undertake the duties of a soldier that their places will be kept open for them to return to when the war ends.

2.00 P.M.

CANNOT AFFORD LONG WAR.

TORONTO, To-day. Asked by the Monetary Times in a special interview granted at Ottawa, yesterday, whether he thought the war would continue for several years yet, D. A. Thomas, Lloyd George's representative in Canada, said he did not think so. Nothing like it, he added. The government is particularly anxious that the German government, cannot afford it. The Balkan situation presents a setback, but it is not insurmountable. Thomas is optimistic as to the outcome of the struggle and is confident the silver bullet will win.

REPULSED TURKS AT SUVA BAY.

ATHENS, To-day. The newspaper Embrose says it learns from Mytilene Island that the Allies yesterday repulsed a Turkish attack in the region of Suva Bay and Kriklia and that Turkish losses were severe. Two torpedo boats entered the Straits and bombarded Balcopli. It is reported from Salonika that the Bulgarians have been repulsed between Tigripalanka and Stratin, as well as in the region of Volosso. The Embrose also says that the French troops have advanced beyond Domir Kapu and crossed the Varda River, and are threatening the Bulgarian army south of Ispit.

Volunteers Were Entertained.

The volunteers of Wesley Bible Class were entertained by their fellow members and their lady friends last night. An enjoyable programme of solos and recitations and an exhibition of club swinging were given, and were thoroughly enjoyed. A feature of the entertainment was an address on Trafalgar by Mr. W. Ash, who during his remarks evoked one of the medals made for the heroes of Trafalgar 110 years ago. To date Wesley Bible Class has given 26 volunteers to defence of the empire and some of these are already in the firing line. Following the address refreshments were served by the ladies and the singing of the National Anthem brought the enjoyable evening to a close.

STEPHANO LEFT.—The Stephano is leaving New York to-day for Halifax and this port.

The Dardanelles.

A large and appreciative audience gathered in the Grenfell Hall, last evening to hear Mr. W. H. Jones, Manager of the Institute, deliver his illustrated lecture on "The Dardanelles." In choice and forceful language the lecturer described the people, customs, lands, etc., of the Near East, which have played so important a part in the early history of civilization, and which to-day have an added interest because of the great struggle fought there by our own boys, to preserve the honor and stability of our Empire, and to safeguard our altars and our homes. During the evening the audience was delighted by solos of a patriotic nature rendered by Messrs. Chaplin, Trappell and Courtenay. Perhaps never had the singers appeared to better advantage and certainly never were their efforts better appreciated. At the close a hearty vote of thanks was presented to the lecturer and the other performers by the Chairman, Mr. J. W. Taylor.

Week End Bargains

Ladies' Hats.

Just opened, big assortment Ladies' Trimmed and Untrimmed Hats, styles up to the minute. Prices 75c., 85c., \$1.00 to \$5.00. PRICES RIGHT.

Ladies' Hose

Special line, 20c. pair.

Men's Soft Collars.

Regular 20c. Week-End, 10c. each.

The West End Bazaar.

51 Water St. West.
The West End Bargain Store.
oct22.21

Reids' Boats.

The Argyle left Burin at 9.30 a.m. yesterday, going West.
The Clyde left Lewisport at 11 a.m. to-day, for the North.
The Dundee left Port Blandford at 7.10 a.m. to-day.
The Ethie left Clarendville at 7 a.m. to-day.
The Glenora left Pashitrough at 8.30 a.m. to-day.
The Home arrived at Humbermouth at 7.30 p.m. yesterday.
The Kyle left Port aux Basques at 7.10 a.m. to-day.
The Meigle left Port aux Basques for North Sydney at 8.15 a.m. to-day.
The Sagona is north of Twillingate.

Wedding Bells.

HEALE-BISHOP.
At St. Thomas's Church, on Wednesday, the 20th inst., Mr. Walter Heale led to the altar Miss Mabel Bishop, both of this city. The Rev. Mr. Cracknell officiating. The bride was given away by her grandfather, Mr. John Carter, and was attended by Miss Ethel Bishop and Miss Thomas, who acted as bridesmaids, while Miss Carrie Heale acted as flower girl. The groom was supported by Mr. Fred. Heale. After the ceremony the bridal party drove to their future home, 124 Quidi Widi Road where the reception was held.

Report General Villa Shot.

Held Mexican Leader Lost His Life During Fight.
El Paso, Texas, Oct. 16.—A report that General Francisco Villa, leader of the Northern faction in Mexico, has been killed was brought to El Paso early to-day by a Mexican who just arrived from Casas Grandes.
According to the story, Villa was shot in a fight with a detachment broke out in the Villa army late yesterday.
Another report brought by an American passenger said that on Friday Villa was being tried by a court martial and that the trial was still in progress when he left Casas Grandes.

FIELD GLASSES.—Mr. Eric A. Bowring acknowledges receipt of glasses from the following: Mr. F. E. Harvey, Steer Bros., Mrs. Augustus Harvey, the Masonic Club, Mr. H. J. Duder. Over seventy glasses have been donated thus far. It is hoped that the hundred mark will be reached by the end of the month.

PILES
You will find relief in Zam-Buk! It cures the burning, stinging pain, stops bleeding and brings ease. Perseverance, with Zam-Buk, means cure. Why not prove this? All Druggists. *—The Bee.*

Zam-Buk

Address all applications for samples and retail orders to T. McNEIL & CO., St. John's, Nfld.

Prohibition Campaign.

The Prohibition Canvassing Committee were at work again last night and the canvassers met with a hearty reception everywhere they went. Additional canvassers came forward and they will assist in the work this evening. The Finance Committee held a meeting at headquarters and the reports submitted showed that a generous response is being given to the appeal for funds. A big meeting for young voters will be held in the T. A. Armoury on Monday night next.

Here and There.

FOGOTA.—The Fogota left Tilting at 9.45 a.m. to-day, coming South.

FRENCHMAN ARRIVES.—Another French vessel arrived here to-day from Cadiz with a load of salt.

WEATHER.—A strong southwest wind prevails along the line of rail-roads, and the temperature ranging from 40 to 48 above.

TRAFALGAR DAY FUND.—Though the day has not yet in, there is every indication that the Trafalgar Day Fund will exceed \$10,000.

BOWING'S SHIPS.—The Prospero left Tilt Cove this morning, coming south; due Sunday. The Portia left St. Joseph's last night, going west.

ANOTHER metal check was found in LYNCH'S BREAD by Mrs. Wm. Bell, Nagle's Hill, for which she got one dollar's worth of groceries from T. J. Edens.—oct22.11

HOME ARRIVES.—The s.s. Home, Capt. G. H. Reid, arrived at Humbermouth from the Straits service at 7.30 p.m. yesterday, having made all ports of call to Battle Harbor going and returning. Captain Reid reports continuous gales during the whole trip.

KYLE'S PASSENGERS.—The Kyle arrived at Port aux Basques at 7.10 a.m. to-day with the following passengers in saloon:—Mrs. A. Mackenzie, A. J. Topp, A. Hild, Mrs. E. J. Tovan, Mrs. R. Rodgers, George Marsie, P. F. Moore, D. F. Percey, A. McInnis, Mrs. M. Pike, W. and Mrs. O'Brien.

Take Stafford's Phorator Cough and Cold Cure for the every day cough characterized by much phlegm or where a particularly palatable remedy is desired. Price 25c., postage 5 cts. extra.—oct16.tf

Fads and Fashions.

Satin-faced fabrics are very much liked.
Front-laced corsets are increasing in popularity.
Crepe poplin is fashionable for tailored suits.
Beads are a dominant item among dress trimmings.
Even little velvet bags are now trimmed with furs.
Purple is being used with natural pounce in millinery.
Cut steel is much in vogue for millinery purposes.
Double-breasted sweaters are made of striped silk.
There is a new kind of mocha glove which washes.
Concord blue is one of the new shades of the season.
Jackets with shirred waistlines are among the prettiest.
Patent leather buttoned shoes have gray kidskin tops.
Corded broadcloth is a fabric considerably used for skirts.
Floral patterned velvet is used for some novelty handbags.
Norfolk jackets of dark brown suede are a French novelty.
All kinds of puffings and ruffles are used for evening dresses.
A lovely novelty silk is in pink and white with silver designs.
Upstanding wigs are a frequent decoration of chic little hats.
The use of lace on evening de chine undergarments is increasing.
For waists, two colors that match the skirt are an admirable choice.
Silver is preferred to gold for the decoration of evening gowns.
Chiffon plush is a beautiful fabric for rich suits and evening wraps.
Forest green velvet is a beautiful material for a fur-trimmed wrap.
The coat like a riding coat is frequently seen among tailored suits.
Dark crepe blouses are seen with white collars and edges for relief.
For afternoon dresses, favorite shades are tan, garnet, rose, gray and blue.
Plaid bone buttons are used for the trimming of a navy serge tailor-made.

It isn't wise to hide a truth behind a cloud of doubt.
'Tis all in vain to love a girl unless she finds it out.
And yet some men will own a store, with goods all closely packed,
And never think it worth their while to advertise the fact.

PUBLICITY.

This morning, after a long illness, Mary (Lily), the youngest daughter of James and Catherine Dunn, aged 24 years, leaving father, mother, three sisters and two brothers to mourn their loss, died on Sunday at 2.30 p.m., from her late residence, No. 2 Hayward Avenue.

MINARD'S LINIMENT CURES GARTER IN COWS.

List of Unclaimed Letters Remaining in the G. P. O. to Oct. 8th, 1915.

Anstey, John Nelson, care G.P.O.
Atwell, Mrs. John, Pleasant St.
Andrews, A. W., Bond St.
Anthony, Joseph, John St.
Anthony, Robert, East End Fire Hall
Austin, William, Cookstown Road
Allen, P., Allen's Square
Andrews, Charles, Pennywell Road

B
Blackmore, Henry J., Water St.
Barnes, Harvey, late H. Grace
Baley, Abraham, New Gower St.
Balfour, Mrs. Wm.
Brandbury, Miss Annie

C
Cannell, A. S.
Cannell, Mrs. Mary, Military Road
Brown, L. L.
Brown, Miss Janet, Franklin Ave.
Cogan, Miss A. R.
Brown, James, Gower St.
Butt, Wm., Field St.
Butt, John, George's St.
Butt, Mrs. Wm., Pennywell Road
Burt, Miss Fannie, Duckworth St.
Burt, Mrs. Amelia J., East End Post Office

D
Daker, Mrs. Robert, Barter's Hill
Brown, W. J., William's Lane
Butt, Mrs. W. R., Pleasant St.

E
Eadsey, Miss Elsie, LeMarchant Rd.
Emberley, Annie, ret'd.
Elliott, Robert, New Gower St.

F
Francis, Miss Gertie, care General Delivery
Fraser, Stanford, West End
Ferguson, Mrs. D., Springdale St.
French, Nellie, Freshwater Road
French, Frank, Military Road
Flewelling, Aubrey, Queen's Road
Field, J., Allandale Road
Pitzpatrick, Miss Lydia, care Mrs. Geo. Coleman
Pitzgerald, Edward, Bond St.
Pitzpatrick, Mrs. Stephen, ret'd.
Fitzgerald, T. E.
Frazee, Mrs. Thomas, Hutchings' St.
Foley, Mrs. E., card
Furlong, Miss Rose, Gower St.
Freeman, Miss Violet

G
Gardiner, Miss Mary, East End Post Office
Graham, Mrs. Rebecca
Grace, Mrs. G., Military Road
Green, Laurence, Allandale Road

H
Harding, Miss Esther, care Albert Harding
Harlan, Jack, care General Delivery
Hickey, Miss Agnes, card
Hansan, Nils, Water Street
Hayward, Mrs. Mary
Hawco, Mrs. James, 4 — St.
Harris, Martha, care Capt. Diamond, Gower St.
Harrison, Mr., Water St.
Halligan, C., card
Harvey, Miss Margaret, card, Barter's Hill

I
Hennebury, E. S.
Healey, Edward, Bambrick St.
Hennebury, Mrs. H.
Hennessey, John, Angel Place
Hogwood, Francis, Barter's Hill
Hodder, Frank, Water St.
Holmes, Mrs. John, Pleasant St.
Holman, F. E.
Hogan, P. J., Barter's Hill
Horwood, Miss Laura, Waterford Bridge

J
Jones, A. K., card
Jackson, James, care George Jackson
Jerrett, Richard
James, Miss Lilly, Military Road
James, Mrs. W. C., care General Delivery
Johnson, Mrs. Marian S.

K
Keane, Miss Evelyn, Mullock St.
Kavanagh, Mrs. Garrett, Central St.
Keeping, John W., Water St.
Kenney, J. S., King's Road
Kearney, M. T., Duckworth St.
Keane, Weston, Normal School
Kink, Henry
Kiely, Wm., Pilot's Hill
Kiely, Mrs. Emily, Greenhill Cottage
Kennedy, Mrs. Annie M.
Kiely, Mrs. Michael, Monroe St.

L
Langton, Ronald F.
Lane, Laurence A., Flower Hill
Luke, Miss Clotilda, Pleasant St.
Lamb, Miss Katie, New Gower St.
Lewis, F. J.
Learning, Miss Maria
Lilly, Miss Gertie, care Mr. Quinn
Lynch, Patrick, care Miss Nora Peddie
Lockyer, Miss Sarah, LeMarchant Rd.
Lowe, Mildred, card
Lumsden, John T., Gower St.
Lush, Malcolm, late s.s. Bruce

M
Martin, James, Newtown Road
Marshall, Winnie
Makins, Richard, Gower St.
Mayors, Miss May, care Gen'l Delivery
Matthews, Mrs. Annie
Merner, Statia
Mews, Miss Jean, care Mrs. Robertson, McDougall St.
Mercer, Miss Lizzie, care Mrs. Thistle, Theatre Hill
Merner, Mrs. A. S.
Miller, James, care Gen'l Post Office
Moore, Mrs. Allen, Barter's Hill
Moore, Wm.
Moore, Fred B., care A. G. Hutchings, Hamilton St.
Miller, Mrs. Mary F., Gower St.
Moore, Miss Catherine, LeMarchant Road

N
Norris, Mrs. J., card, Gower St.
Nolan, A. M., George's St.
North, Miss Julie, Prescott St.
Norman, L., George's St.

O
O'Mara, Mrs. B., Military Road
O'Neill, Miss S., card, Queen's Rd.
O'Leary, Miss Lizzie, care Barron, LeMarchant Road
O'Keefe, Philip, care General Post Office
O'Connor, Miss Margaret, care General Post Office

P
Parsons, Miss Gertie, Mullock St.
Parsons, H.
Parsons, Joseph
Payton, Richard, Gilbert St.
Peddie, Mrs. Archibald, Lime St.
Peddie, Miss D. A., Water St.
Peddie, Albert, care Gen. Delivery
Pekham, Mrs. Wm. Moore St.
Pike, Miss L. B., late St. John, N.B.
Pitcher, Mrs. H., card, Pleasant St.
Pine, J. J.
Pitman, Emily, Flower Hill
Porter, Miss Minnie, St. John's East
Pomeroy, A. J., McKay St.
Porter, Mrs. James, George's St.
Power, Edward, Nagle's Hill
Poddister, Chesley S., Gilbert St.
Prim, Matthew, Cabot St.
Peddie, Mrs. Archibald, Pleasant St.

R
Ryan, Miss Katie, Military Road
Randell, Miss Fay, care G.P.O.
Randell, George
Randell, Miss E., care Macandie
Roberts, Mrs. J., card, New Gower St.
Ross, Miss Ida, Waterford B. Road
Roche, Mrs. John, Cuddihy St.
Roife, E.
Roberts, Fred, Water St.
Roberts, Hubert, Allandale Road
Roberts, G. Post Box 385
Rowe, Rebecca, Rose Bank
Roberts, Mrs. 2 — Street
Rodgers, Mrs. (Mother Jack)
Ross, Miss Margaret, LeMarchant Rd.
Rideout, Miss Minnie
Richardson, James
Rose, Nettie, card
Russell, Mrs. Stephen

S
Skains, Mrs. John James' St.
Sparks, George, care G.P.O.
Stamp, John
Smallwood, Chas., care Gen'l P. Office
Steed, Mrs. Agnes, care B. Garland, Carter's Hill
Stearns, J. R., Scott St.
Shears, Mrs. Wm., Nagle's Hill
Sheppard, L. P. O. Box 273
Steed, Miss E.
Sheehy, John James
Stevenson, L., Water St.
Sweetapple, Mrs. Wm., Hayward Avenue

T
Sinclair, George, care Mr. Richmond
Smyth, Mrs. John
Smith, George, card, Gower St.
Smith, S. S., Theatre Hill
Smith, Miss Ethel M., Cochrane St.
Smith, John, care Gen'l Delivery
Smyth, Mrs. Mary, Pleasant St.
Smith, Miss S., Water St. West
Smith, F. A.
Stittson, Miss Elizabeth, care General Post Office
Smith, Mrs. E., Long's Hill
Shortall, Miss Blanche, Duckworth St.
Soper, James, care Gen. Post Office
Snow, F. W., Freshwater Road
Spina, R. H.
Stuckey, Miss Minnie
Spurrell, Richard, Thorburn Road
Shute, Robert, Duckworth St.
Spurrell, Miss Alice, Hayward Ave.
Squires, Robert, Barnes Road
Squires, Robert
Squires, Miss Laura, card, Spencer St.
Sutton, Mrs. Wm., William St.

V
Vater, Miss Sarah, care G.P.O.
Vincent, Wm.
Vincent, Miss Mary, LeMarchant Rd.
Vator, Miss Lizzie, Pennywell Road
Vardy, Miss J. S., New Gower St.

W
Walsh, Thomas, Long Pond Road
Walsh, Martin, Long Pond Road
Walsh, B. J., Summer Street
Walsh, Miss Christina, Theatre Hill
Walsh, Mrs. Wm., Prescott St.
Walsh, Miss M., Freshwater Road
Wareham, L., late Humber
Walsh, Private Michael, care General Delivery
Weir, James
Wellon, Jas. W.
White, Stanley, Freshwater Road
White (and) Shivering, Freshwater Road
White, Corbett, Sebastian St.
Winter, Miss L., late Mahone Bay, Nova Scotia
Wills, Miss F., Queen's Road
White, J. H.
White, C., Card, Sebastian Street.
Woodford, Elsie B., Prescott St.
Woodman, Edward
Woon, Master G. C., care G. P. O.
Webber, John, George's St.
Weir, Jas., Newtown Road.
Winsor Norman.

Supreme Court.

The case of the King vs. Kung Wah and Hong Wee for larceny was concluded in the Supreme Court before the Chief Justice yesterday afternoon. The jury after a short absence returned to court with a verdict of "not guilty" whereupon the prisoners were acquitted. Mr. Howley, K.C., conducted the prosecution, and Mr. Gibbs, K.C., represented the prisoners.

PROMOTED.—Mr. Herbert Power,

of the Nfld. Regiment, who left here with E. Co., and is now at Ayr, Scotland, has been promoted to Sergeant. A message to that effect having been received by his parents to-day. When leaving here he was only a private and has since made good to the extent of having received three promotions in turn. We congratulate the young soldier and hope that his next promotion will be to the rank of officer and be equally as speedy as the others.

NOT REPORTED.—The s.s. Dufferin,

which has been chartered to bring freight here for the Reid Nfld. Co., has not yet been reported as having left North Sydney.

POLICE COURT. (Before Mr. Morris, K.C.)—A drunk in charge of a horse was fined \$2 or 5 days; a drunk and disorderly had to give bonds of \$20 for 10 days; two drunks were discharged; a 25-year-old resident of Little Bay, drunk and disorderly, was fined \$2 or 5 days.

T. J. EDENS.

Partridge Berries!

By Rail to-day:
5 bris. Partridge Berries.
5 cases Country Eggs.

25 cases Campbell's Soups,
12c. tin.

Jams, assorted; tumbler,
\$1.40 doz.; 12c. ea.
Marmalade, tumbler,
\$1.20 doz.; 11c. ea.

10 bunches Ripe Bananas.
5 cases Porto Rica Oranges.
20 kegs Almeria Grapes.

100 sacks
P. E. I. BLACK OATS,
4 bushels, \$3.60 per sack.

BONNIE BELL BAKING POW-
DER, 1 lb. tin, 20c.

By s.s. Senlac:

10 boxes BUTTER,
3 lb. prints.
50 boxes CHEESE.

7 lbs. Rolled Oats . . . 28c.
7 lbs. Can. Oatmeal . . . 28c.
7 lbs. Hand Picked Beans . . 45c.
7 lbs. Am. Gran. Sugar . . 45c.

N. Y. TURKEYS,
N. Y. CHICKEN,
N. Y. CORNED BEEF,
FRESH SAUSAGES.

T. J. EDENS,
Duckworth St. and
Military Road.