

New VEILS

of undeniable charm, exclusive patterns, that are to be had only at

Bishop's

New Evening Dresses.
New Semi-Evening Dresses,
New Serge Dresses and Silk Dresses for every occasion.



New French Blouses, \$16.00 to \$40.00.

Just opening, direct from Paris, Rich Ninon and Nets that silken their way into rare designs of novel charm.

THE ORIGINAL PARIS MODELS.

Paris Underskirts, \$22.50 to \$37.00,

For evening dress occasions. No gown is complete without one of these. You should also see our specially selected Evening Dress Scarves.

Girls' American Coats, \$3.60 to \$30.00,

Fit 2 to 18 years. A glance will convince you that these are the most beautiful styles and qualities ever shown in St. John's.

See our Grey Chinchilla Coats. They are better than ever.

Ladies' New York Coats.

Absolute distinction in dress is assured by a choice from the original creations shown here.

Ladies' Suits.

Each the production of one or another of the most famous designers in America.

Fur Coats and Fur Sets.

Superbly rich skins, selected first hand in the heart of the great fur-bearing North-West. Difficult to obtain elsewhere, except at higher prices.

Bishop, Sons & Co., Limited,

Phone 484. Mail Orders Receive Careful Consideration.

Facing the Facts of Public Ownership.

The argument has been advanced that public ownership on a small scale is safe; that where the enterprise can be closely watched by the representatives of the people efficiency can be maintained. This has been regarded as offsetting the failures in the operation of railroads and telegraphs and other national services in various parts of the world.

Evidence accumulates, however, that many so-called municipal successes have been merely so on paper and that eventually the realities must be faced. Guelph and Port Arthur have been two Canadian cities which have recently learned the truth about their enterprises after years of unsound financing. The Toronto municipal abattoir is another proposition in the same class.

One of the great weaknesses of public ownership is that politicians hate to give the people unpleasant facts—private enterprise must show results or the shareholders will soon know the reason why. American civic authorities, however, seem to have more courage than those in Canada in judging public ownership results by business standards. The following item from the Albany Evening Journal tells what happened in the village of Attica, N.Y., after two years' experience in operating a lighting plant:

The public service commission today made an order approving the plans of the village of Attica to sell its municipal electric lighting plant to the Genesee Light and Power Company for \$12,500, the price the village paid for the plant two years ago. The village trial that municipal ownership of the plant was not a success as it failed to earn operating expenses. The Genesee Company will take over the plant and will furnish public and private lighting service in Attica. Village President French informed the commission that the village had tried hard to run the plant, but found that it would be a good proposition for the village to sell it.—Financial Post.

Spencer Club intends holding an Afternoon Sale on Saturday, Nov. 15th, for the sale of Fancy Goods, Home Cookery, Dressed Dolls and Candy. Afternoon Tea will be served. Sale opens at 3.30 p.m., closing at 7 p.m. An informal dance will be held from 8.30 to 11 p.m. Admission fee for Sale—Adults, 10c.; children, 5c. For dance, 50c.—11

A Kodak Album.

You keep taking pictures, but how do you keep the pictures you take? Pictures neatly mounted in a KODAK Album are safe against loss and injury and appropriately displayed, on the Album pages, both in interest and effect. We have just received a big shipment of KODAK Albums. What you want is at

TOOTON'S,
The Kodak Store,
320 WATER STREET.

COAT SALE!

600 Coats, lately received, are now on sale.

Reductions of 20 to 25 P. C.

SEALETTES, BROADCLOTHS, SILVERTONES, TWEEDS, ETC.

The very finest selection of Coats we have ever assembled. Styles and colors to suit the most exacting demands. You are sure to find in our assortment a coat that will specially appeal to you. Such a variety of styles to choose from, such excellent tailoring that gives it that touch of respect and refinement—and such low prices, you'll find them irresistible.

This is a genuine opportunity for the women of St. John's to provide themselves with a Winter Coat at a great saving.

YOUR DOLLAR BRINGS TWO IN VALUE AT THIS SALE.

WYLAN BROS.,

Wholesale. 314 WATER ST. Retail.

Ella Wheeler Wilcox.

POETESS OF PASSION.

New York, N.Y., 4.—Ella Wheeler Wilcox, poet and author, died at her home, The Bungalow, Short Beach, Conn., yesterday. At her bedside were her intimate friends, Mrs. Frank C. Randall of New York City, and Mrs. W. H. Ritter, of South Beach.

Mrs. Wilcox had been seriously ill for several weeks following a general nervous breakdown, which resulted from overwork in Europe where she went as a representative of the Red Cross in 1918. Her body was taken to Springfield, Mass., where it will be cremated to-day. Her ashes will be placed beside those of her husband, Robert M. Wilcox, to whom she was married in 1884. He died three years ago. She leaves two sisters, Mrs. Williamsen, and Mrs. Bond of Ord, Neb., and a brother, Marcus Wheeler, of Windsor, Wis.

Ella Wheeler Wilcox was born at Johnstone Centre, Wis., in 1885, and was educated at the University of Wisconsin. The very first writing she did was when she was eight years old. This childish effort was a novel of sixteen pages. The heroine's name was Minnie Tighthead. Mrs. Wilcox always treasured this novel. She was about the age of fifteen when she wrote the first poem for which she received pay; she sold it to Leslie's for \$6. Thereafter, Mrs. Wilcox contributed regularly to magazines and, later, began her work for the New York Evening Journal and Chicago American. Her "Poems of Passion" has remained perhaps the best known of her books.

Mrs. Wilcox wrote thirty-one books, "The World and I," an autobiography, was published last year. She completed a work a few months ago which, prophetically, she called her swan song. It is a translation from the French of "Life and Destiny," a psychic treatise by Leon Denis.

PILES

Do not suffer another day with itching, bleeding, or protruding Piles. No surgical operation required. Relief is at once obtained. Sample box free if you mention this paper and enclose 10c. stamp to pay postage.

Winnard's Linalum Cures Piles.

To-Night's Social.

The social evening being held to-night by the Ladies Aid Society, should prove a big attraction. An interesting programme has been prepared and Mr. Dunbar, of Toronto, will lecture on the need of a Maternity Hospital in St. John's. The admission is free.

Special Value in BROWN and BLACK SEALETTE, 48 inches wide. BOWRING BROTHERS, LTD.—nov. 13, 1919.

T. J. EDENS,

151 Duckworth Street. (Next to Custom House.)

THE RETURN OF BOVRIL & VIROL.

During the war Bovril was so indispensable to the soldiers, wounded, and the people of the United Kingdom that it had to be retained in the British Isles where it is made or sent to the fighting fronts. It has now been released and we have a limited quantity of both BOVRIL and VIROL for sale.

APPLES.

50 bris. No. 1 WAGNERS.
100 bris. No. 1 KINGS.
25 bris. No. 1 BEENHEIMS.

SKIPPER SARDINES.
NORWEGIAN SARDINES.
VI COCOA.

High Class ENGLISH CHOCOLATES,
1/2 lb., 1 lb. and 2 lb. boxes.

FRESH EGGS.
FRESH RABBITS.

T. J. EDENS,

151 Duckworth Street.

A Lighthouse Without a Keeper.

Of recent years we have had automatic lights, and even automatic lighthouse with a powerful fog signal is the recently completed Platte Fougere Lighthouse, marking the entrance to Russell Channel, leading to St. Peter's Port, Guernsey, a spot which figures in Victor Hugo's romance, "The Toilers of the Sea."

This tower, built of ferro-concrete on a wave-washed rock, is of irregular octagonal shape 80 feet high. The room below the gallery contains many ingenious electrical devices the invention of the late engineer-in-chief, by E. O. Cottford, controlled from the shore by a submarine cable nearly a mile and half long. This cable is of immense strength, being eleven inches in circumference and weighing forty-five tons to the nautical mile. By its aid the fog-horn and siren are regularly blown—they have been heard thirty miles away on the French coast—while the current it carries also controls the light in the lantern. For illuminating expenses of coastline where the erection of an ordinary tower would be prohibitive on account of its cost, this type of lighthouse has certainly much to commend it. The Platte Fougere installation involved an expenditure of only £10,000.

It is proposed to use this type of automatic lighthouse for illuminating the Hudson Bay and Hudson Straits in connection with the opening of these waters, and the carriage of wheat by the new railway to Port Churchill on Hudson Bay. The various South America Straits have also considered the proposal of establishing similar lights on the more exposed and barren coasts of South America.—Ex.

Olfactory System in Fish

A fish hasn't a true nose, but it can smell. Experiments have proved this says a scientist writer. What is more, these experiments have proved that odor travels through water just as it does through air. Anglers have laid so much stress on the need of exciting a fish's interest by the look of food that the effect of scent has been overlooked. A shark will bite at a hook containing a piece of fat pork that does not look like any kind of fish that swims the sea. Why, then, should the trout be expected to be interested only in an artificial "grey hackle." It may be heresy in angling to suggest that a "fly" should smell like a fly. These scientific experiments show how large a part smell plays in the food pursuit of fish. Bait, such as small crabs, was found and eaten by the fishes three times as rapidly when the shells were broken. Bait, placed inside a gauze bag, was smelt within three minutes of being lowered in the water, and almost at the same time all the fishes began nibbling at the bag. When cotton was stuffed into its so-called "nostrils," the dogfish would seldom observe the food that came near them. If they saw other dogfish eating, those whose nostrils were stuffed up would join them and take a share in the feast, but when kept by themselves they starved in the midst of plenty. Several score of species were experimented with, and in practically all cases it was determined that fishes are possessed of a sense of smell, though their olfactory system is as yet but little understood.—Exchange.

AT THE CROSBIE.—The following are guests at the Crosbie: W. E. Procuier, Lamaline; S. Miffin, G. W. Doherty, G. Hierlikly, Bay Roberts; A. M. Coffin, Sydney; George S. Oxley, Quebec; O. Lemotat, Moncton; N. Corbuden, St. John, N.B.; G. N. Sloan, Toronto; A. Hart, Toronto.

Ladies' Wear.

Hats.

We have just received another lot of Ladies' Black Velvet and Velvet Hats in very smart shapes, at

\$3.50 to \$7.00 each

Also a range of Hat Shapes in up-to-the-minute styles.

Blouses.

Smart Silk Blouses in Black, White and Pink.

Black Silk Poplin Blouses in medium and large sizes.

Tussore Silk Middy Blouses and Skirts to match.

Pull-On

Sweaters.

Smart American styles in fine wools, sleeveless, with sailor collars, only

\$5.00 each.

Cashmere

Underwear.

In Stanfield, New Knit and other good makes, in Vests, Knickers & Combinations.

HENRY BLAIR.

WARNER'S Rust-Proof Corsets!

The value in Warner's Rust-proof Corsets has always been one of their features. That is why we are able to guarantee them to you.

Our new models have arrived and among them are unusual values, in the latest fashion lines such as are here shown for average figures.

We have also many specially recommended styles for stout figures and slender—all guaranteed not to "RUST, BREAK or TEAR".

Price from \$2.00 pair up to \$5.50.

Marshall Bros

Sole Agents for Newfoundland.

NEW VESSEL LAUNCHED.—Yesterday a splendid banking vessel of 138 tons, was successfully launched at Bay L'Argent, Fortune Bay, for Harris & Co., Ltd., Grand Bank.

NOTE OF THANKS.—Mr. and Mrs. Jas. Snow, of North River, wish to thank Dr. Rendell, Miss Gibbons and the nurses of the Sanatorium for their kindness and attention to their daughter Jessie, while at the institution.—adv.

STYLE EXPRESSION FALL FOOTWEAR

We have a splendid assortment of the newest designs and want long and slender and the top heels are Military, French and others will fascinate women who are particular about the style and exclusive. Very reasonably priced, too.

Distinctive Nine Inch Kid Boots.

Shapely High Heels.

High Cut Laced Walking Boots. Skin, wing tip High Cut Black Kid Laced Boots. High Cut Grey Kid Laced Boots. \$6.50 to \$9.50.

High Cut, Tan Calf Laced Boots to \$14.50. High Cut Cherry Red Calf heels High Cut Havana Brown Kid Cloth top, spool heel CORRECT STYLES

Parker & M. THE SHO

TESTIMONY

The White Clothing Mfg. Co., Ltd. GENTLEMEN.—We received your letter and let me congratulate you on your workmanship of the clothes. I inspected the suits and they can show this letter to your work just came from the States and I am grateful, and we can assure you that we are good at these you can be assured. Hoping you will do all of our very much, I am, resp.

We received the above testimonial from our outport merchants. We are on to our many customers. Testimonials like the above have many difficulties essential to the WORKMANSHIP have been the main driving points for four months' operation as the LEADING CLOTHING MFG.

THE WHITE CLOTHING CO., LTD.

June 6, 1919.

FROM FLOWER'S COVE.—Rev. Dean Richards, with his wife, and family, left for St. John's on the 10th inst. They brought along letters for admission to the Insane Asylum.

and the Worst is



A List of Fresh Supplies Just Received.

ELLIS & CO.,

Limited. Family Grocers and Delicatessen Market, 203 Water Street.

Fresh Oysters.

Choice Fresh Ducks. Choice Fresh Chicken. Finnan Haddie. Kipperd Herring. Smoked Cod.

Something Nice for Tea. HAM & TONGUE. VEAL LOAF. SPICED BEEF. MEAT LOAF. OX TONGUE. BRAISED PORK. BOILED HAM.

ARRIVED AT LAST.

Fresh Shipment "SAVORY'S" Celebrated CIGARETTES. Special Straight Cuts. in boxes 100's, 50's, 25's. No. 3 Turkish Plain, in boxes 100's, 50's, 25's. No. 1 York Brand Egyptian in boxes 100's, 50's, 25's.

BAIRD & CO'Y, Agents for The Andrew Jergens Co., Manufacturers of Toilet Soaps and Perfumes of Highest Degree.

Coughs and Colds are prevalent at present. Try Phlegm atone at STAFFORD'S, The Hill.—2016/19

MINARD'S LINIMENT. CURE FOR RHEUMATISM.