

# IT IS NOT A BIT TOO SOON

## To have that Photograph made to send him at Christmas.

'Phone 768.

THE HOLLOWAY STUDIO, LTD.

Corner Bates' Hill and Henry Street.

### Allies Defeat Germans Against Terrible Odds.

OPPOSE 700,000 MEN IN FIERCE THREE-DAY BATTLE.

Northern France, Nov. 5.—Fighting against terrific odds, our army has frustrated the gigantic attempt of 700,000 Germans to break their lines between Ypres and Lille. They gained a tremendous victory. So on Wednesday night a general advance of one of our positions to the north was ordered. It was a three days' battle, in which the storming of trenches and bayonet charges were hourly occurrences. The greatest effort of the Germans was concentrated on the British at Ypres. They had given up hope of defeating the Allies on the coast, and to envelope them by a turning movement. They were indeed in danger of being themselves enveloped. For three days the battle proceeded with charges and counter-charges by infantry and artillery. The first impetus of the German onslaught was easily brought to a standstill by our men.

#### TREMENDOUS LOSSES.

Tremendous losses were incurred in this mad charge, bodies littered two and three deep over the first hundred yards of their advance. In places bodies rose like hedges and impeded the progress of the second and third German assaults, but numbers must soon tell, and fresh battalions of the enemy, who always appeared behind their fallen friends, who had been wiped out by the hundred by our shot and shell arrived, through sheer momentum, of the charge by such a huge mass in the neighborhood of our trenches. Our men were prepared for this. About twenty-five yards in front of our trenches deep pits had been dug some twenty feet deep and some twenty feet wide. These were covered with branches and loose turf, just as at Bannockburn centuries ago. Into these the Germans fell in heaps, calling but pitifully when too late they discovered this stratagem of our troops, who watched their destruction with sangfroid and continued to bring down as many as possible before they reached the pits. In order that those should not be choked too quickly, but the Germans, though more than filled the pits came on in great numbers and sustained the charge with great vigor. The pits had now become the scene of appalling horror. The Germans struggled, cried and fought with one another, in vain hope of extricating themselves.

#### SHOT BY THEIR FRIENDS.

Many were accidentally transfixed by the barbarous jagged edged bayonets of those who had fallen before them, and others were shot by their friends' rifles. On one occasion a shot fell into one of the pits on the right wing of the British and a hundred of the mass of humanity were blown out of existence.

For a considerable time, still clinging calmly to the trenches, they hustled themselves in annihilating those unfortunate Germans who tried to step

over the bodies in the pit, and when this became impossible they prepared for a fight at close quarters with their bayonets.

I am informed that for nearly 24 hours the struggle for our first line of trenches continued. The carnage was not one-sided. Indeed, this desperate encounter and the trenches were filled with the bodies of German and British. Superior numbers, however, compelled our men to retire on the second day, for the fighting had proceeded with unabated vigor.

#### DASH AGAINST GERMANS.

We had to retreat about five miles when the third day of battle dawned. A general advance was then called and our regiments dashed against the Germans in a final shock. Their charges were irresistible and they swept everything before them. The Germans, however, had reckoned without the British supporting army, which came into action on Saturday, an army of fresh young men, like the London and Scottish, who were asked to join it at the eleventh hour, and an army that had not been fatigued in wet and muddy trenches. This army sprang to the attack and took the Germans by surprise. The sting of their onslaught drove the enemy speedily over the ground they had gained on the previous day. On and on they charged, over fifteen miles of country. After three days fighting the British troops are now nearly ten miles in advance of their positions of last week and the supreme effort of the Germans has consequently failed.

### Chest Colds and Hoarseness Quickly Rubbed Away.

"Nerviline" Gives Speedy Relief and Cures Over Night.

Got a cold? Is your voice raspy—is your chest congested or sore?

If so, you are the very person that Nerviline will cure in a jiffy. Nerviline is strong and penetrating. It sinks right into the tissues, takes out inflammation and soreness, destroys colds in a truly wonderful way. Rub Nerviline over the chest—rub on lots of it, and watch that tightness disappear. Nerviline won't blister, it sinks in too fast—doesn't simply stay on the surface like a thick, oily liniment would. If the throat is raspy and sore, rub it well outside with Nerviline as a gargle diluted with warm water. Just one or two treatments like this and your voice and throat will be quite normal again.

Just think of it—for forty years the largest used family medicine in this country—Nerviline must be good, must quickly relieve and cure a hundred ills that befall every family. Try it for earache, toothache, coughs, colds, sore chest, hoarseness and muscular pains in every part of the body. Large family size bottle 50c.; trial size 25c. at all dealers.

Tomato sandwiches are delicious in the school lunch and a little celery salt sprinkled over the tomato makes them more delicious.

Safety Giant Junior Razor, 50 cents with four blades—extra blades 3 for 10 cents. Made in the U. S. and a great favorite for its simplicity and cheapness. CHESLEY WOODS, Sole Agent, 140 Water Street—sep30,14

### A Hundred and One Per Cent Efficiency.

By RUTH CAMERON.



"What a thought we spill a few grains of corn, or drops of oil from the cruse, these be the price of peace." From a Persian Poet. Is there not such a thing as being too efficient? Is it not possible to be so anxious to get the full value out of time, money, material, opportunities, etc., that we do not get the full value out of life?

I know a woman who is what I call a hundred and one per cent efficient in her use of time. She realizes its value and she cannot bear to waste a moment, and so she is constantly contriving to squeeze some little task or pleasure into some interval that to the ordinary mind appears too small to contain it. Sometimes she succeeds and sometimes she doesn't. And still again she succeeds and has to pay a big price for her success.

The other day a group of us were going on a pleasure trip. We gathered at a friend's home. The woman who is one hundred and one per cent efficient was one of the number. While we were waiting for the group to assemble, another woman telephoned that she had been unavoidably delayed and was just starting. The ultra efficient lady took out her watch and noted that it would take our friend twenty minutes to reach us. Her restless mind at once saw a use for that time. "I think I'll run up to

the Public Library for that book," she said, "I'll just have time."

She went. She was delayed; it took her twenty-five minutes instead of twenty. The other woman was picked up by a friend's automobile and reached us in five minutes instead of twenty, so six people had to wait twenty minutes in order that one person might save twenty. Incidentally we missed a car and made bad connections all the afternoon.

Of course the ultra efficient lady could not foresee that train of events, but that is not the only time her friends have had to pay the price of her ultra efficiency. Moreover I think she, herself, is paying a steady price for it in nerve strain.

To my mind thrifty use of money or material may also be carried to an extreme of efficiency that makes it a loss. Of course, when you are limited to certain resources it is a good thing instead of economizing simply by doing without, to make these resources cover a large field. But there comes a point beyond which the effort to utilize every little thing becomes a painful mental strain and that is the time when it is well to stop and see if you can't economize by simplifying and going without.

Training and exercise make a man strong, but there is a point beyond which they make him stale and weak. There is always a point beyond which the good, by excess, becomes the bad, and that idol of the twentieth century, efficiency, is no exception to the rule.

Training and exercise make a man strong, but there is a point beyond which they make him stale and weak. There is always a point beyond which the good, by excess, becomes the bad, and that idol of the twentieth century, efficiency, is no exception to the rule.

### Stop That Disgusting Sniffle! Soothing "Catarrhzone"—A Quick Cure.

The Rich Healing Balsams of Catarrhzone Are Death to Colds, Bad Throat and Catarrh.

Simply a marvel—you get relief so quick from Catarrhzone.

Try the inhaler and count ten—your throat and nose are cleared—you feel better at once.

Every breath you take is laden with the rich piney vapor of Catarrhzone—every breath is full of healing—full of soothing curative medicine that destroys sniffles and nose colds almost instantly.

Thousands are using Catarrhzone to-day who couldn't live without it.

Try it for your irritable throat, test it out for that bronchial cough, give it a chance to rid you of that chronic catarrhal condition.

Years of wonderful success and testimony from the best people of our land go to prove that nothing so far discovered is quicker, safer, surer, more pleasant than Catarrhzone. It is in its application purely scientific—is recommended only for certain ailments above mentioned—but that it does certainly cure.

Use the complete dollar outfit of Catarrhzone; it always does the work; small size, 50c.; sample trial size, 25c.; sold by dealers everywhere.

### French Officer Praises Work of British Army.

ENGLISH CAVALRY DESCRIBED AS MAGNIFICENT WHILE AVIATORS ARE SAID TO HAVE SHOWN KNOWLEDGE OF NEEDS OF WAR THAT HAS BEEN A VERITABLE REVELATION.

Paris, Nov. 6.—A French officer's appreciation of the efficiency of the British expeditionary force in France is given in the Figaro, over the name of M. Frantz-Reichel. It has been sent to the Morning Post by its Paris correspondent, and is as follows:

"The famous 'legme britannique' does not disappear in the battlefield, and any one who has seen the English at work cannot but be enthusiastic and feel an increased admiration for a people whose courage has always been legendary. In a few days of active service the British troops had adapted themselves perfectly to the exigencies of modern warfare, and in battle they display prodigious tenacity, ingenuity and sangfroid, unequalled dash in advance, and unwavering vigor in the retreat.

#### DISCIPLINE IS REMARKABLE.

"All the qualities acquired by the English in their sports find ideal application in modern war. Their discipline is remarkable. If the relations between officers and men do not reach that extent of camaraderie which exists between the French soldier and his chiefs, the English officer looks after his men with attentive care and that correctness of attitude which is so essentially an English characteristic.

"The English soldier clings to his habits with astounding determination. He is most anxious to be as smart and clean as possible, and even under fire, if he has a few minutes respite, he will find some spring or stream for his ablutions; even in the trenches he may be seen shaving himself. On the march he likes to take his meals as if he were still in time of peace, and if the battle has upset the hours of his meals, at the first halt between two wagons he cooks his eggs and bacon.

"The commissariat of the English troops is remarkable. They are abundantly provided with excellent tinned meat and jam. Their uniform is extremely practical and their general equipment is first rate. The system of ammunition supply is admirable and the men charged with this work carry out their task under the heaviest fire with amazing dexterity and sangfroid.

"The British artillery is first rate; their heavy guns are quite extraordinary, and it must be said that they have rendered invaluable services to the allied armies on account not only of the efficiency of their material, but also of the splendid qualities of the men who serve them. The English cavalry is magnificent, perfectly mounted, and the men are incomparable horsemen.

"Finally, the flying corps has been of the greatest service. The English aviators have shown a knowledge of the practical application of the aeroplane to the needs of war which is a veritable revelation. The technical side of the new arm has been studied perfectly on the other side of the Channel. The English aviators are absolutely unsparring in their efforts, and those efforts have proved most useful. The reports drawn up by them concerning the missions on which they have been sent are perfect models of their kind."

### Rhymes of the Times

#### Number Two.

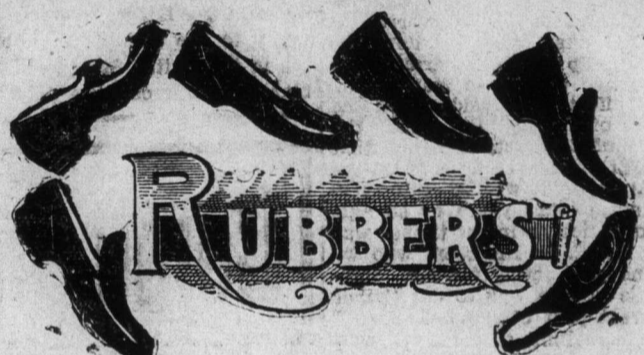
Little Baby Gramophone,  
Makes a lot of fun;  
In the name of fortune  
Why don't you get one?  
Don't cost you a nickel,  
All you've got to do,  
Is just to save all the coupons  
And then—here's what you do—

Bring 'em right along to our Premium Dept.—and we'll exchange them for a Baby Gramophone, and six double-sided records. (This machine takes any ordinary 10-inch records.) Isn't that easy? Just a matter of saving coupons, that's all.

Imperial Tobacco Co.  
(Newfoundland) Ltd.

### New Rubber Footwear!

TO FIT ALL CLASSES OF BOOTS and SHOES. All with Low, Medium and High Heels.



GENT'S STORM. Prices . . . . .	\$1.00, \$1.05, \$1.25, \$1.30
GENT'S CROQUET . . . . .	\$1.20
LADIES' STORM . . . . .	80c., 90c., \$1.00
LADIES' CROQUET . . . . .	75c., 80c., 85c.
LADIES' TAN CROQUET . . . . .	\$1.20
YOUTH'S STORM, sizes 9 to 13 . . . . .	60c. to 68c.
BOYS' STORM, sizes 1 to 5 . . . . .	70c. to \$1.00
CHILD'S STORM, sizes 6 to 10 . . . . .	46c. to 52c.
MISSSES' STORM, sizes 11 to 2 . . . . .	53c. to 80c.



We are Closing Out the following Lines of

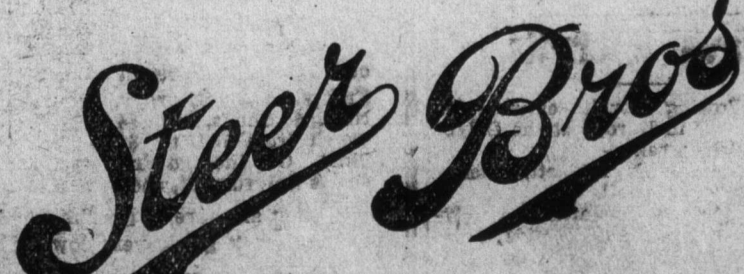
### Rubber Shoes,

At these Low Prices.

GENT'S STORM. Former Price, 85c.	Selling now for . . . . .70c.
GENT'S STORM. Former Price, \$1.00.	Selling now for . . . . .78c.
LADIES' STORM. Former Price, 65c.	Selling now for . . . . .51c.
LADIES' STORM. Former Price, 70c.	Selling now for . . . . .56c.
LADIES' CROQUET. Former Price, 55c.	Selling now for . . . . .46c.
LADIES' CROQUET. Former Price, 65c.	Selling now for . . . . .53c.

### Rubber Shoes,

At Low Prices.



### Household Notes

Select a hen turkey in preference to a cock turkey.  
To whip cream quickly, add a pinch of baking soda.  
Bran muffins are better than griddle cakes every morning.  
The better the flour, the better the bread made from it will be.  
Part milk used in mixing bread improves both flavor and quality.

For very delicate fabric, which will not take starch, try sugar in the rinsing water.  
Tie a knot of red ribbon on scissors and keys if you want to find them easily.  
Never put much sugar in bread; it is only used at all to help the yeast ferment.  
Celery leaves should always be saved—even dried, if necessary—to use in soups.

If a teaspoonful of borax is put into the last rinsing water when washing clothes, they will be very much whiter.  
It is most helpful to have a bowl of cooked rice in the ice chest. There are so many uses for rice in making up left-overs.  
Never choose a turkey too fat—the flavor of a fat bird is never so good as the flavor of one just moderately plump.

We want to see the people who are careful about the quality of Tea they drink. In buying we select only Teas of well-known merit and value, and if they are not just as we represent them to you, we will cheerfully take them back. ON THAT BASIS WE INVITE YOUR TRADE.

Our Brands: STAR. HOMESTEAD. ROSALIND. BALMORAL.

<b>Apples, Etc.</b> Nos. 1, 2 and 3 KINGS. Nos. 1 and 2 RIBSTON. Nos. 1 and 2 GRAVENSTEIN. ALMERIA GRAPE. Spanish Silverpeel ONIONS. NAPLES LEMONS. FOSTER'S WRINKLED PEAS.	<b>Irish Butter.</b> Fresh supply ex s.s. Durango: "Enniskean"—Prints & Bulk. CHEDDAR CHEESE. No. 1 SALT HERRING. Specially packed in Green Bay, of good size and well cured. SMOKED SALMON. FISH SOUPS. PICKLED TROUT, 4c. lb.
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**C. P. EAGAN,**  
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