

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.

Ease and Elegance — IN — Lounges & Divans.

FOR the bare space along the wall in this room, or an awkward angle in that room, why not get a really comfortable and handsome Lounge? We have a selection here that for luxurious ease, beauty of design and material and excellence of workmanship is unsurpassed. These Lounges and Divans are Oak framed, upholstered in Plush, Silk Tapestry and solid Leather in tufted and plain finish. Some of the very large upholstered Lounges are transformable at a minute's notice into full-sized beds, and all of them are thoroughly guaranteed for reliability and reasonable prices.

U. S. Picture & Portrait Co.,
COMPLETE HOUSE FURNISHERS.

20% OFF Great War Sale. 20% OFF

For four weeks only, beginning Thursday, October 15th, we will give 20 per cent. discount (for cash) off all purchases of Crockeryware, Glassware, Silverware, Household necessities and Fancy Goods. Now is your time to save money.

Toilet Sets.	Crystal Glass Table Sets.
Plain & Fancy Cups & Saucers.	Fancy Glass Water Sets.
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Plates, Bowls.	Ruby Glassware.
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Teapots, Plain and Fancy.	Toilet Soaps and Requisites.
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Headquarters for Potatoes, Oats, etc.

Ex S.S. "Morwenna" and "Cape Breton."

5000 bags P.E.I. Potatoes.

3000 bags Black Oats.

Also, Hay, Straw and Cheese.

GEO. NEAL

PATRIOTISM

demand that all things being equal, the products of the local industries should receive preference from the merchants and buying public.



Every local made
**Suit or
Overcoat**

bought during this war season means a helping hand to the employees of the clothing factories. Ask for the goods made by

The Nfld. Clothing Company, Ltd.

Biggest Liner Strikes an Iceberg.

And is Lost at Sea. See To-day's Nickel.

A two reel feature film will be shown at the Nickel Theatre this evening. It is the masterpiece of the Gaumont artists and is one of the most remarkable pictures ever shown on canvas. It is entitled: "The Perils of the Atlantic" and is of the greatest interest from start to finish. The staging is perfect, the plot deep and gripping and there is a pathos about it which will appeal to everyone. It tells of the maiden voyage of the Queen of the Waves the mammoth steamship "Colossus," the largest and most magnificent steamer ever built. The voyage ends disastrously, for the mighty "Colossus" which all thought unshakable, strikes an iceberg and goes to bottom in mid-Atlantic. The hour was midnight, and hundreds of fashionable passengers were enjoying themselves when suddenly there is a crash and all is confusion. See the sinking of the Colossus. This is a picture that everyone should see. It is the chance of a lifetime, so attend to-day.

Mr. Arthur C. Huskins has two beautiful songs for this evening. Wednesday there is a phenomenal three part film entitled: "The White Glove Band" dealing with aristocratic thieves. This is a wonder film, do not miss it.

Minard's Liniment Co., Limited.
Gentlemen,—Last Winter I received great benefit from the use of MINARD'S LINIMENT in a severe attack of LaGrippe, and I have frequently proved it to be very effective in cases of inflammation.

Yours,
W. A. HUTCHINSON.

"Great Britain at War."

Is depicted in a Gaumont graphic at the Crescent Picture Palace to-day, a film just received from London, showing scenes outside the London War Office in response to Lord Kitchener's appeal for 500,000 men, volunteers marching through London, etc.

"The Diamond Makers" is a great two reel detective feature produced by the Rex Company featuring Margarita Fischer, Queen of the Diamond Makers, and Bob Leonard, the Detective. Mr. Leonard has proved his ability as an actor on many occasions but rarely has he appeared to better advantage than in this remarkable drama.

A full reel of "Universal Animated Weekly," showing Gallic Sports in Chicago, Hensley Regatta, The Long Branch Baby Review, Fashions and many other interesting topics.

"Charlie's Little Game" is a lively Crystal Comedy featuring Pearl White and Chester Barnett.

Baldy Belmont figures as a Roman Gladiator in another side splitting comedy. Don't miss seeing this great show at the Crescent.

In the Camerons.

The following comes from a Lieutenant in a regiment now engaged in the Camerons: I spent two nights in Calabar, and then was ordered with a force of two companies and two guns to come up here, where there has been severe fighting at a place called —. We had taken the place before my lot arrived, and then had been driven out again; we had only 200 men and two guns, against 72 white Germans and 400 black German troops. Only seven of my old company have turned up so far out of nearly a hundred. I have not heard the news about the other company yet. However, we ousted 13 German officers and far more of their black troops than they did of ours. One of our subalterns came in yesterday. He had spent three whole days in the bush, trying to get back to us. He had no clothes on, no hat, and no boots, and also no food; his feet are all cut to pieces, but otherwise he is fairly fit. The Germans are arming the bushmen, and are making them shoot any of our stragglers. By god, they are doing some of the dirtiest tricks I have ever heard of. However, they are going to get it hot now! As we came up the river we passed all sorts of dead bodies floating down—Germans and our own—not a pleasing sight, as we are just going into the thick of the fun! Tomorrow I go off with my orderly to join another company.

Rule Britannia.

When Britain first, at Heaven's command,
Arose from out the azure main,
This was the charter of the land,
And guardian angels sung this strain:
"Rule, Britannia, rule the waves;
Britons never will be slaves."

The nations not so blessed as thee
Must in their turns, to tyrants fall;
While thou shalt flourish great and free,
The dread and envy of them all.

Still more majestic shalt thou rise,
More dreadful from each foreign stroke;
As the loud blast that tears the skies
Serves but to root thy native oak.

Thee haughty tyrants ne'er shall tame:
All their attempts to bend thee down
Will but arouse thy generous flame,
But work their woe, and thy renown.

To thee belongs the rural reign;
Thy cities shall with commerce shine;
All thine shall be the subject main:
And every shore it circles thine.

The Muses, still with freedom found,
Shall to thy happy coast repair;
Blessed Isle! with watchless beauty crowned,
And mainly hearts to guard the fair:

"Rule, Britannia, rule the waves;
Britons never will be slaves."
—James Thomson.

A Request From Salisbury Plains.

for some of the Souvenir Books of the 1st Nfld. Regiment that are now on sale at PARSONS' ART STUDIO. nov21,61

Worth Money.

Folks often say of Jasper Hinks, "That man is worth a million plunks." Which means he has a mighty hard in some sly place of safety stored. His value, though, to fellow gents, would not amount to fifty cents. He never helped a human soul since he acquired his buiging roll; he never lets a dime get loose, on any pretext or excuse, unless he knows that it will earn another dime, and then return. He judges all men by their wads; the millionaires rank with the gods, and men who have no pile of kral to Jasper seem both cheap and stale. He kicks at every forward move; he hates to see the town improve, because he fears that better times may tax him for his sacred dimes. He never thinks of aught but cash; all other things to him seem trash; the only books he reads are those which tell of how a fortune grows; the only pictures which appeal to his old heart of rusty steel, are those which on banknotes are seen—which decorate the good long green. He's worth a million, so they say. Ods bodikins! Alackaday! I wouldn't give ten cents a throw for fifty Jaspers in a row!

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Cabbage!

We have a few barrels choice, tender, outport Cabbage, small heads,

per head

6c. and 10c.

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Turnips, Potatoes, Parsnips Carrots, Beet Root, Onions, Apples and Grapes.

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The Popular London Dry Gin is
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Embroidered Cushion Covers, 30c., 50c., 70c.,

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Embroidered Sideboard Cloths, 45c., 65c.

You Should Certainly Buy .

—AT—

A. & S. RODGER'S

The Crescent Picture Palace

Opens the week with a 2 Reel Detective Feature and a Gaumont War Graphic.

"The Diamond Makers,"

A detective feature in 2 Reels, produced by the Rex Photo Play Co. The Kimberley Diamond Syndicate become alarmed at the large quantity of diamonds being thrown on the market, and engage a famous detective to unravel the mystery. Robert Leonard and Marguerita Fischer feature in this great and exciting drama.

A whole reel UNIVERSAL ANIMATED WEEKLY, illustrating the principal events happening in the world around us.

CHARLIE'S LITTLE JOKE and BALDY BEEMONT, ROMAN GLADIATOR—two very fine comedies.

GREAT BRITAIN IN WAR—A new Gaumont war graphic, showing recruiting scenes in London outside the War Office, the rush to respond to Lord Kitchener's appeal for 500,000 men marching through London, Naval Volunteers drilling, and others.

The Rock-Steady Machine at the Crescent Projects Perfect Pictures.

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HIGHEST QUALITY AND LOWEST PRICES

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Why? Because our prices are simply irresistible. We bought factory and surplus stocks at sharply reduced prices, and we are determined to hold our leadership in giving the people of Newfoundland the greatest money saving values in Furniture.

Bargains! Bargains! Bargains!

That's the slogan of this store. No need to worry when you can get your home furnished at such low prices. Just think! Bed, Spring, Wool Top Mattress only \$5.95. A 3 Drawer Bureau, large Mirror, Surface Oak finish, only \$7.50. A large, massive Sideboard, worth from \$20.00 up, now offered for \$15.50; only a few left at the price. A beautiful Silk Parlour Suite, worth \$50.00 or more, now offered for \$35.00—the fruits of special purchase.

We are very strong on Springs and Mattresses. Having same made especially for us, we can offer all sizes and any price required, from 50c. each up.

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