

I AM THE NEWSPAPER

Born of the deep, daily need of a nation—I am the Voice of Now—the incarnate spirit of the Times—Monarch of things that Are.

My "cold type" burns with the fire-blood of human action. I am fed by arteries of wire that girdle the earth. I drink from the cup of every living joy and sorrow. I sleep not—rest not. I know not night, nor day, nor season. I know no death, yet I am born again with every morn—with every noon—with every twilight. I leap into fresh being with every new world event.

Those who created me cease to be—the brains and heart's-blood that nourish me go the way of human dissolution. Yet I live on—and on.

I am Majestic in my Strength—Sublime in my Power—Terrible in my Potentialities—yet as democratic as the ragged boy who sells me for a cent.

I am the consort of Kings—the partner of capital—the brother of toil. The inspiration of the hopeless—the right arm of the needy—the champion of the oppressed—the conscience of the criminal. I am the epitome of the world's Comedy and Tragedy.

My Responsibility is Infinite. I speak and the world stops to listen. I say the word and battle flames the horizon. I counsel peace and the war lords obey. I am greater than any individual—more powerful than any group. I am the dynamic force of Public Opinion. Rightly directed, I am a Creator of Confidence. A builder of happiness in living. I am the Backbone of Commerce. The Trail-Blazer of Prosperity. I am the teacher of Patriotism.

I am the hands of the clock of Time—the clarion voice of Civilization.

I am the Newspaper.

(From Address delivered by Joseph H. Finn, President Nichols-Finn Advertising Co., Chicago, before Associated Advertising Clubs of the World Convention, Chicago.)

SIZE, STRENGTH, LIBERALITY

The Sun Life Assurance Company of Canada, with over \$340,000,000 of business in force, has all the advantages that size can bring to a life company.

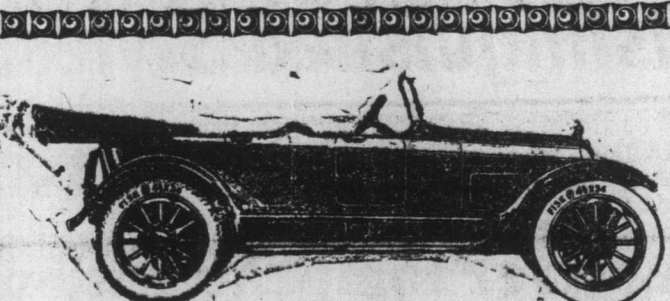
With assets of over \$97,000,000 and surplus of over \$8,000,000 it has decided strength and safety.

Its policy, conditions and dividend record have earned for it an enviable reputation for liberality, while its record for fair dealing is unexcelled.

For information communicate with

SUN LIFE Assurance Co. of Canada
D. JOHNSTON, Manager Nfld. Division.

oct 4, a. w. 12



Autumn driving in Newfoundland is delightful, but you need warm rugs. Call at MAC-NAB'S and get

A 'Chase' Motor Rug

Warmest and Most Beautiful.

Furness Line Sailings

From	St. John's	Halifax	St. John's	St. John's
S. S. GRACIANA	Sept. 13th	Sept. 22nd	Oct. 2nd	Oct. 9th
S. S. SACHEM	Oct. 4th	Oct. 12th	Oct. 22nd	Oct. 30th

The SACHEM is excellently fitted for cabin passengers. Passengers for Liverpool must be in possession of passports. For rates of freight, passage and other particulars apply to

Furness, Withy & Co., Limited
WATER STREET EAST.

For Sale!

Three Houses on Pleasant Street, freehold; two on Hamilton Avenue, freehold; one on Freshwater Road, freehold, 10 rooms, occupation immediately; one on corner of Cook St. and Cabot St.; House on Freshwater Road, in the course of erection, plastered throughout, nine rooms, fitted up with all modern appliances; terms of payment made easy; will be ready for occupation November 1st. One House on New Gower Street, suitable for business. Also I have cash purchasers for property in different localities. List your property with me if you want to dispose of it, as yours might suit where others would not.

J. R. JOHNSTON,
90 1/2 Prescott Street, Real Estate Agent.

P. O. Box 1219.

Real Estate Agent.

Advertise in the Evening Telegram

To-day's Messages.

KING USES AUTOMOBILE.

BALMORAL, Oct. 3. King George left to-day for London in a motor car, using the automobile on account of the interruption of railroad traffic.

DISAPPROVES OF BLOCKADE.

ROME, Oct. 3. The National Council of Fiume has sent a message to Foreign Minister Tittoni protesting against the blockade of Fiume, declaring it is bringing about starvation in the city.

PLAYING THE GAME.

BERLIN, Oct. 3. The Berlin police and troops of War Minister Noske's force prevented the thirty Independent Communist demonstrations, which had been planned for eleven o'clock this morning on behalf of the striking metal workers. The Government forces in accordance with the warning issued Wednesday, policed the halls in which the meetings were to be held and dispersed the crowds gathered about the buildings.

Coastal Boats.

Government:

S.S. Portia arrived at Fortune at 6.45 p.m. yesterday.

S.S. Prospero arrived at Twillingate at 7.40 p.m. yesterday.

F. H. Ellis & Co.:

S.S. Sun left Gander Bay at 11.15 p.m. yesterday, going north.

Cresbie's:

S.S. Earl of Devon sailed from port yesterday.

Reids:

Argyle arrived at Placentia at 6.30 p.m. yesterday.

Clyde left Herring Neck at 5 p.m. yesterday, outward.

Dundee left Port Union at 9.15 p.m. yesterday.

Ethie left Bonne Bay at 5.30 a.m. yesterday, going north.

Glencoe arrived at Port aux Basques at 8.05 a.m.

Home arrived at Lewisporte at 8 p.m. yesterday.

Kyle left Port aux Basques at 9.15 p.m. yesterday.

Meigle left H. Breton at 10 p.m. on the 2nd, coming to Placentia.

Sagana at Rumbu yesterday.

Petrel left Clarendville at 5.10 a.m. yesterday.

Shipping Notes.

The schr. Jean and Mary cleared from Marystown yesterday, with 5,559 qts. codfish, for Oporto.

The schr. Alice M. cleared from Moreton's Hr. with 6,332 qts. codfish for Oporto.

The Tommy G. entered at Gaultois to load fish for Alicante.

The Viola may entered at St. Jacques to load fish for Europe.

The General Horne cleared from Grand Bank with 4,486 qts. codfish, shipped by S. Harris, Ltd., for Oporto.

Note of Thanks.

Mr. and Mrs. Chas. Lewis and family wish to thank the following friends and relatives, who sympathized with them in their recent bereavement, during the illness and death of their beloved son Charles V. Lewis, who died after a short illness of meningitis and was buried on his 20th birthday, the 26th of September: Mr. and Mrs. J. Barrett, Mr. and Mrs. LeGrow, Mr. and Mrs. W. Littlejohn, Mrs. L. Bugden, Mr. R. Campbell, Mr. Geo. Lewis, Mr. and Mrs. L. Lewis, Mr. and Mrs. A. Norburg, Mrs. A. Jones and family, Mrs. J. Williams, and family, Mrs. Rev. L. Severn, Petty Officer Kehoe, Mr. Fred Hayward, Miss Power, Mr. and Mrs. W. Richards, Mr. W. Richards, Jr., Mr. J. Butler, Mr. W. O'Neill, Mr. C. Newbury, Mrs. L. Pike, Commandant Ogilvie, Adjt. Sainsbury, Adjt. Tilly, Adjt. Woolfroy, Bowring's employees, Knowlton's employees, Mrs. Snow, Mrs. Capt. Bartlett, also the following for the beautiful wreaths: Miss Power, Mrs. W. Russell, Mrs. J. Williams, Mrs. M. Downton, (The Boys), day, the 5th October, Mrs. J. Bradbury, Miss Jessie Kent, Mrs. Alice Hall, Briggs; Mr. Herbert Crocker, R.N.R.; Mr. Cecil Martin, R.N.R.; Mr. Alex. Campbell, Com. Ogilvie, Adjt. Sainsbury, L. E. No. 2 Guards, B.A. and officers and crew, and Royal Naval Reservists of H.M.S. Briton, and all others that called and offered service in any way.—adv.

IN LOVING MEMORY

of Pte. Gordon C. Lewis, 20th birthday, the 5th October, who died of wounds received in France January 28th, 1917, at Cambes, France; also little George's 8th birthday, the 6th October, who died of diphtheria five months previous.

From Cape Race.

CAPE RACE, To-day. Wind N.N.E., blowing strong, weather clear. The steamer Sachsenheim passed east at 7.30 and tern schooner Arcticon inward at 10 a.m. to-day. Bar. 29.95; Therm. 47.

Price of Fish.

We gave particulars in our issue last week of how the fishermen were all holding back their fish. This was commented upon in many quarters and the truth of this article was verified in many ways.

None of the merchants have any collectors out looking for fish as in former years and this should be sufficient proof to the fishermen that the demand for fish is not in existence this year like it was while the war was on.

There is no change in prices for Shore fish. No. 1 Hard Merchandise is worth \$12.00 and Madeira \$10.00 per cwt.

There is so little Labrador fish arrived home yet that we cannot give accurate figures.—Trade Review.

Winter is Coming.

Already the chilly days of Autumn are here, and you should not risk the chance of catching cold in a house where the fire is out, or where a great delay of time is necessary to start them on a frosty morning. A little Gas Heater, Gas Grate, or steam radiator will furnish you with just as much heat as you require, and just as little, by simply turning a tap.

We have Radiant Fires, Chili-Chasers, Self-In-Grates, Steam Radiators, and appliances to suit all requirements of the Home.

ST. JOHN'S GAS LIGHT CO.
Sept. 25, 1919.

Here and There.

When you want Steaks, Chops, Cutlets and Collops, try ELLIS'.

CAPE SPEAR—Wind N.N. East, fine and clear. Bar. 29.80; Ther. 38.

WEATHER ACROSS COUNTRY—Calm and dull. Ther. 35 to 48 above.

NO LABRADOR REPORT.—The Marine and Fisheries Department did not receive the Labrador report up to press hour.

POLICE COURT.—An assault case was heard. The defendant had to pay \$2 and enter into bonds for \$200; the plaintiff having to do likewise.

AT THE CROSBIE.—Mrs. E. Wilcox, W. J. Sullivan, H. Beverley, Dr. W. E. Jones, S. C. Milfin, Miss M. Wilcox, A. A. Christolem, Chas. King.

C. E. BIBLE CLASS OPENS.—The Cathedral Men's Bible Class will hold their annual service on Sunday, Oct. 12th, at 3 p.m. The C. L. B. band will attend the opening of the service.

C.C.C. BAND CONCERT POSTPONED.—The Casino Band Concert which was to be held last night in the Casino was postponed owing to some of the players being out of town.

St. Joseph Vegetable Sale will be held in the New Hall, Plymouth Road, Wednesday and Thursday, October 8 and 9. Teas and refreshments served.
oct 4, 21, a. w.

AT THE BEE-HIVE STORE, 27 Charlton Street: Cooking Butter, 43c. lb.; Choice Creamery Butter, 45c. lb.; Blue Nose Table Butter (quality brand), 75c. lb.—f.s.m.t.

For the Motorist who enjoy these lovely Autumn days in the country a "Chase" Motor Rug is an essential. We notice that MacNab's are offering a new lot of very beautiful ones. To see them is to buy them. Have a look at their window.

Just Landing,

A Choice Cargo of

North Sydney COAL.

Best Screened Quality.

M. MOREY & CO.
Phone 370 or call at 10 Queen St.

Ladies and Gentlemen!

If you want to pay a high price for a new suit or overcoat, that's your business; making your old clothes look as good as new, that's our business. Now is the time to have your old suit or overcoat fixed up. Ladies' and gent's clothes French Dry Cleaned, Repaired and Pressed.

Clothes called for and delivered.

O'KEEFE BROS.,

Master Cleaners,
(Opp. T. & M. Winter's)
200 DUCKWORTH STREET.

The Douglas Photo Studio.

317 WATER STREET.
Night and Day Photos, Enlargements, Copies, Frames and Films finished. sep 15, 2m, eod

Clearance Sale of Organs.

The Following rebuilt and second hand Organs are offered at Bargain Prices.

REBUILT ORGANS:

- 15 REBUILT ORGANS, 9 to 12 stops, high back, by Bell, Thomas, Karn, etc. \$100
- 1 BELL ORGAN, 7 stops, medium high top. \$75
- 1 THOMAS ORGAN, 16 stops, massive high top, fine walnut case \$125
- 1 PIANO CASE ORGAN, six octaves, beautiful mahogany case \$150
- 1 THOMAS ORGAN, high back and mirror, 10 tops \$85

MUSICIANS' SUPPLY CO.

Duckworth Street, St. John's.

JEYE'S FLUID,

Just received 31 cases, consisting of
192 dozen 1 gallon size,
144 dozen small size,
36 dozen cyllin.

- 300 dozen Sunset Soap Dyes.
- 50 cases Jams.
- 50 cases Sugar Corn.
- 200 cases 3's Tomatoes.
- 100 cases 2's Tomatoes.
- 50 cases Libby's Jellies.
- 300 cases Libby's Evap. Milk.
- 400 cases New Evap. Apricots.

Lowest Prices.

Steer Brothers.

NOTICE!

Newfoundland Government Coastal Mail Service.

Freight for North Coast.

Freight for "PROSPERO" for usual Northern Ports of Call will be received at the wharf of Messrs. Bowring Brothers, Limited, from 9 a.m. to-day, Saturday

JOHN C. CROSBIE,

Minister of Shipping.

Labrador Mail Service.

The S. S. SEAL will sail from Messrs. Furness, Withy & Company's wharf on Monday, the 6th inst., at noon, making the usual ports of call. For freight and passage apply to

Messrs. Furness, Withy & Company.
FREIGHT RECEIVED TO-DAY.
oct 4, 11

Fashion Plates.

A PRACTICAL PLEASING COMBINATION GARMENT.



2294—This comprises a comfortable corset cover and a dart fitted one-piece underskirt or petticoat. One could use flouncing for both the models, or batiste, nainsook, lawn, dimity, crepe, washable satin, silk and crepe do chene. The ruffle may be omitted. The Pattern is cut in 4 Sizes: Small, 32-34; Medium, 36-38; Large, 40-42; Extra Large, 44-46 inches bust measure. Size Medium requires 3 1/2 yards of 36 inch material, with 3/4 yard for the ruffle.

A pattern of this illustration mailed to any address on receipt of 10c. in silver or 1c. and 2c. stamps.

A GOOD WORK APRON.



2274—This is a model that is excellent for gingham, lawn, seersucker, drill, linen, percale or alpaca. The pockets may be omitted.

The Pattern is cut in 4 Sizes: Small, 32-34; Medium, 36-38; Large, 40-42; Extra Large, 44-46 inches bust measure. Size 38 will require 5 1/4 yards of 36 inch material.

A pattern of this illustration mailed to any address on receipt of 10c. in silver or 1c. and 2c. stamps.

No.

Size

Address in full:

Name

Street

City

State

Country

Day

Month

Year

Signature

Enclosure

Postage

Return to

Box

Post Office

County

Province

Country

Day

Month

Year

Signature

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A T

LA

SATURDAY OUR

Readymades,

Side T by Ruth C

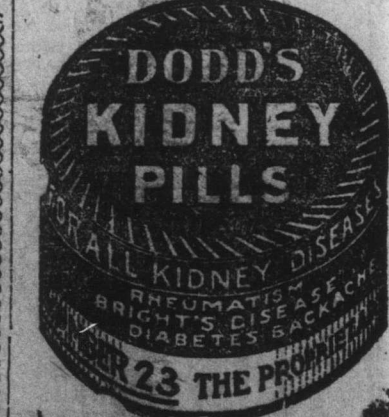
A TENSE ATMOSPHERE? Don't you hate a tense atmosphere? No matter what creates it. For instance, don't you hate to visit at any place where people are too eager to please? One appreciates their kindness, but at the same time one can feel their tension, and it makes an unnatural atmosphere.

A man who was at the head of a big organization, and who used to dine week-ends with some of his subordinates, told me that there was one place which, though the surroundings were pleasant, he hated to visit. "Because," he explained, "if anything goes wrong, his wife is so upset about it that it makes us all uncomfortable. The roast wasn't done enough one time, and she said so much about it and seemed so distressed that it spoiled the day. Of course, I don't care for an underdone roast, but I don't mind it half so much as I do a distressed hostess."

When Husband and Wife Squabble Another form of tension which is most unpleasant is that created by the disagreement of any two members of a family. You know how a husband and wife who are ill-bred enough to say disagreeable things to each other in public, can spoil any gathering. And I never had a more wretched week-end than that I once passed through when I was entertaining a mother and daughter who never agree about anything. The mother is always trying to arrange the daughter's life for her, and the daughter is always resenting the interference in a way that makes all the by-standers feel most uncomfortable.

When the Maid is Cross. Nothing in the world makes a more thoroughly disagreeable atmosphere than to have a sulky servant in the house. I know people who will keep that sort of a helper who have a "such a good cook" or "so capable." For myself, I would rather put up with any kind of inefficiency than insufficiency of good temper.

MUTT, REPORT TO THE GUARD AND GET GENERAL PERSHING'S COMPANION WILL TAKE THE PARADE TO THE GENERAL HEADQUARTERS.



MINARD'S LINIMENT CURES RHEUMATISM, BRUISES, ETC.