

CRETTE"

ing BLOUSES
Georgette.

y Hand-Embroidered
at Various Prices.



HING FOR EVERY
AT THE PRICE YOU
ANT TO PAY.

Section has an enviable reputa-
want a really nice, low-priced
to us for it. When you want
of the thing for special occas-
come to us for it.

it been in the Store during the
probably haven't seen all the
-Embroidered Blouses that
ently. They are the loveliest
! And you will notice that the
enough to suit all individual
ies. We refer particularly to
er Blouses in Georgette, charm-
liness they are. For instance,
tiful New York Models.

awn Georgette with long roll
atin with tasseled ends. Square
ings of Navy Satin and buttons

Price: \$11.00

del comes in Flesh, with Saxe
ated full fronts, beautifully em-
headed, and with Saxe and Flesh
own front.

Price: \$10.00

es in three colors, Maize, Cream
ound neck, Saxe collar, hand-
dered and braided fronts, hem-
sleeves and cuffs.

Price: \$8.50

attractive models at prices
5.00.

James Baird
LIMITED

ic Influenza!

of death from Epidemic Influenza,
monia, burial must take place
and undertakers are hereby noti-
such cases, an antiseptic sheet
inside the coffin, and the latter
immediately

S. FRASER,
Acting Medical Health Officer.

New Fall and Winter Furs!

Our Fur Department is now showing large quantities of attractive, desirable and irresistible tailor made Furs, made from dependable, rich, handsome, selected skins, in the most popular styles and clever models.

Make your selections now from the most carefully assembled assortment of Furs to be seen in St. John's this season.

TWO PIECE SETS

of Black Dakota Wolf, Alaska Sable, Chinchilla, Natural Coon, Foxlene, Taupe Lynx, Natural Lynx and Squirrel,

\$31.30 to \$142.00 Set.

SEPARATE MUFFS \$2.40 to \$13.00
SEPARATE NECK PIECES \$2.10 to \$8.00

PHONE 484.

BISHOP SONS & CO., Limited.

P.O. BOX 920, ST. JOHN'S.



New Attractions Now Opening

Ladies' Costumes, Coats, Neckwear, Silk Scarves, Wool Scarves, Waists, Sweater Coats, Silk Skirts, Serge Skirts, Kid Gloves, Dressing Gowns, Ribbons, Silks, Van Raalte Vells and Veilings, and the celebrated Young's New York Beaver Hat for Ladies, also new shipment of Cutex and Mayis Toilet Requisites, etc.

This is going to be a busy week-end in these departments, don't wait until the above assortments are depleted.

See the Assortments Now.

Black Coney Seal Fur Coats, \$76.00 to \$88.00.

These Coney Coats were purchased when the Fur market was much below this season's price, and are now offering at slightly over half to-day's value.

Natural Muskrat Coats, \$255.00 to \$275.00.

For superiority in Furs, see these handsome well tailored Coats.



Mail Orders
Receive
Careful
Consideration.

Cable News.

LIGHTS ON IN HALIFAX.

HALIFAX, Oct. 26. The military authorities announced that the regulations prohibiting lights in the city at night time, a precaution taken at the time of enemy submarine attacks in the North Atlantic waters, are no longer necessary, these regulations are in operative.

HOLD THEM FAST.

LONDON, Oct. 26. German ships should not be set after the war to extend their share of the world's carrying trade and to profit by the losses which the government by means mainly naval have inflicted upon the ships of the Allies. This plan is urged upon the British government in a resolution adopted by the Council of the number of Shipping of the United Kingdom. The Council points out that any losses have been suffered by shipping companies at the hands of the Germans. Half of Germany's shipping is declared to be in neutral other ports.

PARIS, Oct. 27. A marked advance by the French in the sector between the Oise

and Serre Rivers is recorded in the official communication issued by the War Office to-night. Numerous villages have been captured and at certain points the advance amounts to about five miles. Since Oct. 24 the number of prisoners taken by the first army has reached 3,700. In the booty taken by the army in the same period were twenty cannon and several hundred machine guns.

ROME, Oct. 27. The official statement issued by the War Office to-night says the advance of our tenth army across the Piave in the area of the island of Grave di Pandopoli commenced at 6.45 o'clock this morning. The Italian troops on the right met with strong resistance. According to the latest reports after heavy fighting this resistance was overcome and the advance successfully commenced. On our left the British troops are advancing satisfactorily and have reached their first objective according to the programme, overcoming strong resistance.

LONDON, Oct. 27. The Germans launched heavy counter attacks against the British south of Valenciennes to-day, but were repulsed with losses, Field Marshal Haig reports from headquarters to-night.

LONDON, Oct. 27. It is understood in authoritative

quarters that the Allied governments will not reveal their armistice terms until Germany has replied to President Wilson's last note. Premier Lloyd George and Foreign Secretary Balfour, accompanied by naval and military officers have gone to France.

BASEL, Oct. 27. Austria's rejoinder to President Wilson's note is ready, according to Vienna papers. It was submitted to authorized parties to-day. It will be sent this evening or to-morrow to Washington. It is couched in the most conciliatory terms.

LONDON, Oct. 26. The German Government is not contemplating at the present time any further note to President Wilson, says an Exchange despatch from Copenhagen. It is probable that the Government will make a declaration in the Reichstag to the effect that Germany is awaiting the peace conditions of the Allies.

COPENHAGEN, Oct. 27. (By the A.P.)—Germany's answer to President Wilson's latest communication says the German government has taken cognizance of the answer by the president of the United States. The President is aware of the far-reaching things which have been carried out and are being carried out in the German constitutional structure.

and the peace negotiations are being conducted by a people's government in whose hands rests both actually and constitutionally the power to make the deciding conclusions. The military powers are subject to it. The German Government now awaits proposals for an armistice which will be the first step towards a just peace as the President has described it in his proclamation. Signed SOLF.

Spanish Influenza!

A gargle which has been approved of by the most eminent authorities as a safeguard against infection of the germ and also a curative and preventative combined—if systematically used about four times a day—can be obtained at Stafford's Drug Store, Theatre Hill.

Price 25c.

Postage 15 cents extra.

This gargle is supposed to last for one week, using about a tablespoonful at each time of gargling.

Dr. F. Stafford & Son,

Wholesale and Retail Chemists and Druggists, St. John's, Newfoundland.

OPEN EVERY NIGHT UNTIL 9.30.

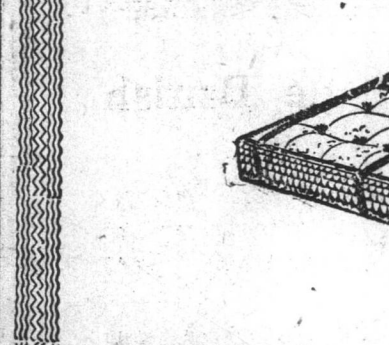
TALK ON PRIVATION.



Are claims of sacrifice all fibs? I see around me men and women who have much fat upon their ribs, and costly rags upon their frames. They are silks and feathers still they flaunt, and wear fine linc upon their domes, and talk of how the wolf of want is howling by their humble homes. We eat as much as in the times when peace was here, with all its charms, before the Prussians beastly crimos led Uncle Sam to take up arms. And when we've stowed away a steak, and packed some pie and pudding down, we think we've made some tyrant quake because the bread we ate was brown. The clothes we wear, it seems to me, are just as gaudy as they were before our boys went o'er the sea to fill the air with German fur. We're just as keen to blow the moon as though we hadn't any foes; we take in every brand of fun from prize fights down to movie shows. We talk as though our souls were set on putting Wilhelm on a crutch, but have you seen a fellow yet who looks as though he'd suffered much? We'll talk of sacrifice, no doubt, until the morn of peace has dawned; and meanwhile every loyal scout should miss no chance to buy a bond.

General Haig A Great Leader.

A rumor, probably baseless, has been circulated to the effect that Sir Douglas Haig is to be retired at his own request, and this gives the New York Times an opportunity to pay tribute to the British Field Marshal. "Modest and indifferent to fame," it says, "he will be reckoned among the great commanders of the greatest war in history." This is no more than the truth. Sir Douglas Haig has had a task that is one of the greatest ever laid on the shoulders of one man. Yet he has not weakened under it. So far as we may judge from the frequent photographs we have seen of him, his face shows little sign of the terrific strain he has been under since Lord French retired and left him in charge of the British armies. Often he is seen smiling, and he is in the very prime of life, and looks younger. He has been described as a "consummate horseman," and his daily rides, which have been but rarely interrupted for many years, may probably explain the slight stoop of his shoulders. Correspondents say that



We make them from Bunk Size up. Prices from \$2.00 to \$18.50.

The C. L. MARCH CO., Ltd.,

Corner Water and Springdale Streets.

he is as fit physically as any man in his army.

As the Times remarks the wonder is that he has gone through this ordeal and the final escape of the army was hardly short of a miracle. On one occasion Haig said: "We shall have to hold on here for a while if we all die for it," and hold on they did, those Glorious Contemptibles. On another occasion Haig and his little escort of the 17th Lancers rode back along a road where shells were falling thick and fast for no other reason than to encourage his men, the place of a general being behind the line. He stood with Sir John French near Gheluvelt, after the order to retire had been given, and to him came the messenger that it was the Germans who were in retreat. This was the time when Sir Charles Fitzclarence with the Worcester Regiment stemmed the enemy advance and turned the tide of battle.

"Lucky" Haig the Marshal used to be called in the army, because of his rapid promotions, partly, and because he was a favorite at Court and in Mayfair. It was through the influence of the general Duke of Cambridge that he secured his commission after he

had been rejected through defective eyesight. Lord Roberts saved him from drowning in the Modder River. But luck does not explain his career. He is a great soldier, and more than that, a soldiers' soldier. It is said that when it became generally known in the army that Lord French, then Sir John French, was to retire, there was but one man on the soldiers' lips when the question of his successor was discussed, and the name was Haig. He is loved by the men because he knows the men. Only such a commander would have dared to issue that famous "back to back" order. Only a British army could be trusted with the admission that the case was so desperate. What followed proved what British valor could do when called on for the supreme effort by a trusted leader.

Didn't Know he was Running.

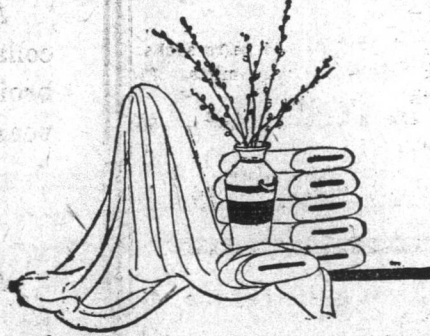
(From the Louisville Courier-Journal.)
"I was talking to my colored man of all work the other day," said James Yates Mellen of Cleveland, "and I asked him if he went to church every Sunday," he said, "Are you a member?" "Yesuh," "What church?" "Presbyterian," "Do you believe in the doctrine of election?" "Yessuh." "Do you think I am elected to be saved?" "Law, Mr. Mellen, I didn't ever know you all was a candidate."

When you want Sausages, why get ELLIS'; they're the best.

Coatings Just Arrived.

MAKE YOUR COAT OF THESE SOFT-PILE COATINGS

AT \$4.50 A YARD.
An answer to the problem—how to keep down the cost of the New Coat. The November fashion sheets have solved this problem for you, showing several beautiful coat models fashioned of plain tweed coatings, etc. With a pattern costing 10 cents you will be surprised how easy it is to make the coat yourself and, furthermore, you have the choice of color and style you prefer. We have just received some new Tweed Coatings in Navy, Fawn and Grey shade, width 52 inches. Price, per yard, \$4.50.



Value Giving Items Listed Here!

VELVET TAMS.
These are made with good silk velvet, fitted with elastic. Colors: Saxe, Royal, Rose, Navy and White. Only a few more left. Sale Price, each **\$1.28**

GLOVES.
These come in Grey and White only. Washable, in the two clasp style and well sewn. Double tipped; well known make. Sale Price, per pair **85c**

WOMEN'S HOSE.
These are again to the fore. You no doubt know that this store specializes on Hosiery. These are all full length, with ribbed top; heavy fleece lining. Sale Price, per pair **69c**

LADIES' HOSE.
One of the best values to be found in the Hosiery section this week will be a basket of warm Fleece Stockings of a dark black color. We advise you to see this lot. Sale Price, per pair **49c**

SWEATER COATS.
For men: Colors: Grey and Heather. No man need trouble his wife to knit a sweater for him when he knows that this store can supply at a reasonable cost. Sale Price, each **\$2.40**

BLOUSES.
Dainty Muslin and Voile Waists at a reasonable figure. In this group you have several styles to choose from; all new models, prettily embroidered; assorted sizes. Sale Price, each **\$1.60**

WOMEN'S NIGHTGOWNS.
Sure to interest you! A new lot of Flannellette Nightgowns at \$2.10 each. These are galon trimmed and feather stitching; V neck style. Worth in the regular way \$2.50 ea. Sale Price, each **\$2.10**

LADIES' UNDERWEAR.
Be prepared, now is the time to buy Underwear. There is no longer the slightest doubt but that winter is right ahead. A job line of Women's Fleece Underwear in Cream and White. Vests—high neck, long sleeves, pants ankle length. Sale Price, per garment **79c**

LADIES' UNDERWEAR.
Also a line designed especially for the woman who wants Underwear light in weight because she is wearing a heavy coat and possibly a warm dress or suit besides. Sale Price, per garment **98c**

MEN'S WOOL UNDERWEAR.
In Shirts and Pants. October is warm underwear month, a time when most people change to heavy underwear. Don't take chances in this kind of weather. We can supply you with Stanfield's make of the best warmest giving kind. Sale Price, each **\$2.35**

CORSETS.
A few odd lines grouped together under one price. These Corsets are made of fine, dependable materials, painstakingly finished; sizes 22 to 30. suspenders attached. Sale Price, per pair **\$1.10**

WOMEN'S BOOTS.
A line of Ladies' Kid Boots with patent leather toe pieces; sizes 3 to 8, laced. These we are placing on our bargain table at a cut price for one week only, beginning to-morrow. Sale Price, per pair **\$3.45**

CORDEUROY VELVET.
Two pieces of Corduroy Velvet that offer excellent value. In Saxe and Green only; is 30 inches wide. Would make splendid dresses. Sale Price, per yard **\$1.35**

TOWELS.
A special line of large size White Turkish Towels. We recommend this lot because they are indeed cheap compared with present prices. Only a few more left. Sale Price, each **39c**

HUCK TOWELS.
Also 10 doz. of Huck Towels that we bought while prices were low. These are a medium size and are good value. Sale Price, each **22c**

COTTON BLANKETS.
Anything that has to do with keeping us warm these days meets interested ears. What about Blankets? Well, we have just received some Cotton Blankets by the pound, these are a little soiled but are extra large and heavy. Sale Price, each **\$2.50**

Fall Millinery.

An impressive collection of New Hats at \$3.00 each. It is generally supposed that if you want an impressive, individual hat you must pay a price accordingly. So you will find that practically every Hat in this group is modeled after styles created this year, and shown at \$15.00 to \$25.00. We have grouped these together under one price, viz: \$3.00 each.

Store
Closes 9
p.m. Sat-
urdays
10 p.m.

Store
Opens
8.30 a.m.
ALEX. SCOTT,
18 New Gower St.