

HATS!

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and arguments."
MONEY.

RS,
Girls. Can be
ocket. Prac-
perfect.

ch. →

MONEY.

Y.



Fall Hats!

Direct from New
able to make best
from \$2.20 to \$8.00.

NEW COATS.

FALL COATS.
An advance display of new
Coats. This is our first an-
nouncement of new Fall styles.
We do not claim that coats are
complete, but every visitor will
secure from the displays on view
an idea of the fashions for Fall
that will prove of timely inter-
est.
Prices \$10.50 to \$30.00.

A NEW VELVET TAM.

You may not prefer certain
types of the new Fall Millinery
for one reason or another, but
the Velvet Tam is always in
favor. It is not too bold, yet
effective in the extreme, and be-
coming. Colors: V. Rose, Navy,
Light and Dark Saxe, White,
etc. Sale Price, \$1.28
each.

CHILD'S BOOTS.

In sizes 6 to 8. Some all lea-
ther, others with cloth upper,
while some more with grey kid
uppers; to be had in buttoned
or laced. We strongly recom-
mend this boot for present
wear. Sale Price, \$1.48
per pair.

MISSES' BOOTS.

A suitable boot for school
wear, strong and durable. Heavy
leather with cloth top, uppers
sizes 9 to 2 lace or buttoned.
Sale Price, per pair \$2.10

EVERYBODY APPRECIATES GOOD

goods. You should see our
Fancy Shirts at \$1.50. W.
GOOBIE, is just opp. Post Office,
aug1918

CHURCH PARADE.

The Col-
soldiers and ex-members of the
who have been on active service
turn out with the battalion in
church parade at 9:30
morning.

LASTING SURFACE!

A Varnish that will stand wear and
tear. Ramsay's Fine Floor Varnish
maintains a perfect lasting finish
under most extreme circumstances.
The scraping of furniture and the
stamp of heels is its daily test for
durability.
The fact that Ramsay's Varnish stands
this severe usage, proves its worth as
a preservative for your floors.
Ask any Ramsay dealer, or write
us for our descriptive literature.
The Right Varnish to Varnish Right!

**RAMSAY'S
VARNISHES**
A. RAMSAY & SON COMPANY
MAKERS OF FINE VARNISHES AND PAINTS SINCE 1861
1000 MONTREAL

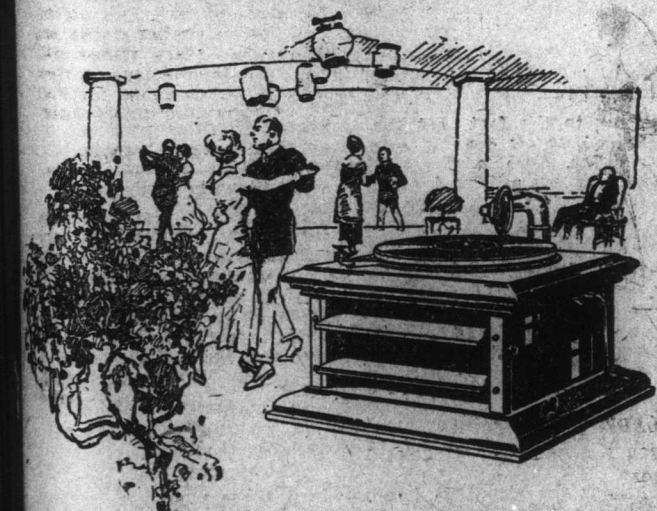


Nearly every man knows
how to use a saw—

HAVE you saws in your
tool-box adapted to ALL
your needs? We stock
them in many types and styles,
and all combine excellent
material with superior work-
manship. Let us supply you.

**Sportsmen's
Headquarters**

We have a complete stock of
Remington UMC cartridges. If you
own a rifle, revolver, shotgun or pistol,
we can supply you with the ammunition
that will give you the best results.



A Vacation With Music

For those jolly, informal dances out under the
stars; for delightful days by the seashore, lake or
river—take along a Columbia Grafonola. With
voices sweet and clear, playing records of all the
staple, catchy music you like to hear, the most
popular entertainers will be

**Columbia
Grafonolas and Records**

Make this a musical vacation. You have no
idea how much added pleasure it will mean for
yourself and your friends. Come in and see the
Vacation Models—compact, sturdy, light travelers
—and hear the newest novelty dances, the latest
war song hits, all the lively cheerful music you
want for your vacation.

**U. S. Picture & Portrait Co.
Grafonola Department.**

advertise in the Telegram

**Nfld. Scotch
Cured Herring.**

The marked difference in the quality
of the Newfoundland Scotch cured
herring received in New York during
the past few weeks has naturally had
a tendency to destabilize the market.
The fact that there was a considerable
proportion of spoiled goods re-
ceived in the last shipment might
have been expected to give a firmer
tone to the market, but as there was
also a proportion of inferior stocks
as well as a quantity of dry and slack
packages, transactions since have dis-
closed a wide range of prices. Some
goods were sold as low as \$15@17
per barrel, these, of course, repre-
senting a distinct loss to the import-
ers. The remainder of the stocks of
prime quality are held at \$24@26 per
barrel, and in a few instances it is
possible that the price may reach
\$28. After assaying the lots receiv-
ed, however, it has been found that
there is only a limited quantity of
this herring that can be offered with
any degree of hope that it will bring
the full price. Reports from New
foundland during the week further
affirm earlier advices that the supply
held in St. John's is very limited.—
N. Y. Fishing Gazette, Sept. 7th.

**Barber's
Itch**

Annoying, isn't it? But
you can soon get rid of this
form of eczema by apply-
ing Dr. Chase's Ointment
after shaving.
This soothing ointment
heals the irritated skin and
keeps it soft and pliable.
By its antiseptic influence it
prevents the spreading of
skin trouble.
You will not suffer from
tenderness of the skin if
you apply Dr. Chase's
Ointment after shaving. It
acts as a food for the skin,
keeping it smooth and vel-
vety.

**Chickens Come
Home to Roost.**

Breslau Volkszeitung: We permit
ourselves the honor of recalling to
the memory of the Secretary of State
for the Navy, Admiral von Capelle,
the words by which he gave public
utterance in February, 1917. They
were these: "From a military stand-
point, I regard the effect on our ene-
mies of the entry into the war by the
United States as nil. First of all the
off-mentioned hundreds of thous-
ands of volunteers will have to be
found in America. Supposing even
that hundreds of thousands of men
are really gathered in America, how
can they possibly get to England?
If they did contrive to secure the
men, what a magnificent quarry they
would offer to our U. S. hosts! Yet
to-day there are many hundred thou-
sand Americans on French soil, and
of the American transports which
conveyed these troops not a single
one has been torpedoed. Heaven
save us in future from these pro-
phets, even if they wear an admiral's
coat."

**Bull Durham Cigarette
Tobacco.**

You can make for yourself with
your own hands the mildest, most
fragrant, most enjoyable cigarette in
the world. Machines cannot imitate
it. The only way to get that fresh-
ness—that lasting satisfaction—is to
roll your own with Genuine Bull Dur-
ham Tobacco, 10c. sack. For sale at
CASH'S East End Tobacco Store,
Water Street.

**Two New
Schooners.**

Halifax, Sept. 16.—Baine Johnson
and Co., of St. John's, Nfld., have tak-
en over their new tern schooner Ruby
W., built at Lunenburg, last March.
She will be commanded by Capt. Ken-
edy, formerly of the Attila. Ship-
ping circles in St. John's are not satis-
fied in their praise of this fine vessel.
This schooner was built for Captain
Wrightson, of St. John, and pur-
chased from him by the present own-
ers. The Ruby W. is 287 tons net.

There will be launched from the
yard of the Noel Shipbuilding and
Transportation Company on Saturday,
the tern auxiliary schooner "Samuel
Courtney," the first of its kind ever
launched in Nova Scotia. She is
built for George M. Barr, of St. John's,
Nfld. The schooner is of 500 tons net
fitted with twin screws, crude oil, 190
h.p. each Fairbanks and Morse en-
gines, and is fitted with electric lights
throughout and modern improve-
ments. She will be used in the trade
of the colony. Mr. O. J. O'Brien of
Noel and George Donmore, master
builders are to be congratulated up-
on such a fine vessel. She will be
commanded by Samuel Courtney, of
St. John's, Nfld.

When you want something in
a hurry for tea, go to ELLIS—
Head Cheese, Ox Tongue, Baked
Ham, Cooked Corned Beef, Bo-
logna Sausage.

**"The Finest
Victory of the
Whole War."**

THE GREAT SURPRISE BY GEN-
ERAL HAIG AND HIS MEN FROM
THE HOMETOWN, THE DOMIN-
IONS AND THE UNITED STATES.

"In the last three weeks Marshal
Foch's star has risen higher in the
ascendant, with every test of battle.
The Germans in the West have been
out-generalled and out-fought as never
before since the war began."—The
Observer.
"The German defenders have been
knocked into a cocked hat. They have
suffered great losses and are com-
pletely routed. Many of their higher
staffs have been taken, and our in-
telligence service will gain much val-
uable information from the documents
found."—Col. Repington, in the Morn-
ing Post.
"The British (including the Cana-
dian and Australian) and the French
infantry have been the soul of the bat-
tle. They have shown that in the
'war of movement' they can outman-
oeuvre and outfight the Hun."—Daily
Mail.

A Bolt From the Blue.

"If a bolt from the blue could de-
scend with pleasing effects or a
bombshell drop to disseminate good
news instead of scattering explosive,
only such abrupt and heavy phenom-
ena could symbolize the astonishment
and satisfaction of the country in the
news of the last days," says the Ob-
server.
"I know no ordinary illustration
adequate to the sudden movement of
national feeling or its sense of gratifi-
cation and relief.
"Our troops from the Mother Coun-
try and Dominions, with a French Ar-
my and American contingents acting
under the British command of Sir
Douglas Haig, have taken a main
hand with a success not merely
trenchant but awe-inspiring. The British
Army itself has won since Thursday
morning (August 8) what is beyond
all comparison its finest victory in the
whole war. This, whether the
achievement is measured by the num-
ber of prisoners and captured guns,
by the extent and importance of
ground taken, by the lightness of our
losses in proportion to results, by the
fast time-table, or by the scientific
handling of the latest operation and
mastery of the latest tactics."

What the Empire's Men Did.

"There is lacking no element for
gladness that the Empire could de-
sire, though its mood was never fur-
ther from incautious jubilation, and
unhastened complacency will never
return.
"By Friday night the Allies under
Sir Douglas Haig had made an aver-
age advance of eight miles on a front
of twenty-five from a point just north
of the Somme to south of Mont Didier.
Up to Saturday morning the extreme
progress in the main direction up to
Lihons towards Chauines was twelve
miles, covered in less than forty-
eight hours. Within that time 24,000
Germans had been made prisoners,
and nearly three hundred guns were
taken. Three-fourths of the captures
of men, material, and ground belong-
ed to the British share.

And the French.

"But then on Saturday morning the
French suddenly extended their of-
fensive by a breadth of sixteen miles
more. They went forward an average
of four miles in six hours. They re-
captured Mont Didier itself, the
enemy's whole front south of the
Somme is menaced almost as immin-
ently as his position south of the
Aisne was jeopardized by the General-
Foch's first counter-blow in the mid-
dle of July.

"The British Army has wiped out
the score of the St. Quentin disaster,
as the French had already settled the
reckoning for the defeat of the Chem-
in-des-Dames. The greater part of
Ludendorff's success after March 21
is totally annulled, and not only that,
but the results of his advances are
chiefly turned to his detriment. In three
weeks he has probably lost in three
weeks a total of nearly 70,000 prison-
ers and nearly 1,000 guns, besides the
heaps of his dead. No Allied military
achievement in the war has approach-
ed the continued, consecutive great-
ness of Marshal Foch's counter-
offensive. What then may he not yet
do?"

So Proud a Command.

"Home troops, Canadians, Australi-
ans, Americans, have co-operated
with the First Army of the gallant
French. When did any British lead-
er hold so proud a command in the
field as this, which it is Sir Douglas
Haig's privilege to exercise for the
time? Not let us continue the sum-
mary of results. Main railway com-
munications between Amiens and Par-
is, as between Amiens and the north,
is either restored or relieved. Above
all, Paris and Amiens alike are
equally delivered. It is hard indeed
for us to realize the magnitude of the
change worked during the last three
weeks by the initiative of Marshal
Foch's genius, or to measure the ex-
tent of the enemy's discomfiture.
"Great as are the practical gains,
let us be pardoned for dwelling a
moment on a more. It is not a whit
too much to say that these tidings
bring a new soul into the nation."

Pears' Soap

**MATCHLESS
FOR THE
COMPLEXION**

A. & F. PEARS, LTD., LONDON.

Second to None.

"Nothing whatever is dearer to the
heart of the nation and the Dominions
than the repute of their new armies.
We want them to be in all respects
second to none and to prove it. That
is what they have done since last
Thursday morning. It is not for our-
selves that any of us care, but for the
signal vindication of our good men.
The world is now doing more justice
to the British Fleet. Let it do jus-
tice also to the British Army. It has
borne its full share of the brunt in its
time and without it the Allies' whole
military fabric would have gone down
long ago.

The Machinery of War.

"Never had the machinery of mod-
ern warfare descended on him so
ruthlessly, skillfully—in such various
forms or in more perfect combination.
Swarms of aeroplanes, fleets of the
new Tanks, armoured cars, cavalry
went on for some miles in advance of
the infantry. Germans were rounded
up in thousands until there were more
than the cages prepared could hold.
German officers were seized as they
sat at breakfast in villages. Shots
through windows were the first warn-
ing of their emergency. Others were
taken on the field before they had
time to destroy their papers. A Ger-
man railway train was captured com-
plete as it stood in a station with
troops aboard. War leaguers up and
down the ground was littered with
abandoned stores of all kinds.

"Aeroplanes flying low, taking
the risks of cavalry—and paying the
price when brought down by fire from
below—did what cavalry could not
smulter. In brilliant and astounding
ways following the photographing
they had done in advance of the bat-
tle, they guided the guns, covered the
advance of the Tanks by throwing
down smoke bombs, brought up am-
munition for advancing troops, at-
tacked strong points directly by bomb
and machine gun. Our armoured cars
burped railway trains and drove into
transport columns. Cavalry proper
had its big innings. Our artillery
pushed up with so much swiftness and
daring that in one case at least a
British and a German battery were
brought point-blank at each other with
open sights.

As for the Tanks.

"As for the light tanks in their
hundreds, who shall give them due
praise? They are fast, nimble, kill-
ing machines of a type vastly improv-
ed since the original models made
their monstrous appearance two years
ago. The new Whippets can go fifteen
miles an hour and turn in their own
length. Beating by number and speed
all German devices against them, the
Tanks have clearly had a main share
in all the success of the action. They
imposed on military conservatism.
Now we are ahead of the enemy in
Tanks as in aircraft. We may count
on keeping and increasing our advan-
tage in both. The fullest devel-

Results of Two Great Strokes.

"What we have got from the two
great strokes of the last three weeks
is handsome enough, and far sur-
passes the most sanguine expecta-
tions before they were delivered,"
says the Westminster Gazette. "We
have been relieved of two great perils.
The threat to Paris and the threat to
Amiens; we have gained invaluable
ground for manoeuvring purposes;
we have recovered the initiative and
put the enemy in the position of hav-
ing to parry our blows instead of our
having to parry his blows; and we
have worn down his reserves to the
point at which he can no longer
dream of a decision or of knocking
any of the Allies out of the war."

The Change Which Has Come.

"No spectator of the drama on this
side of the Channel can entirely ac-
count for the change which has quite
suddenly come over the theatre of
war and the contending armies, but
it seems that a number of circum-
stances have contributed to the trans-
formation," says the military corres-
pondent of the Daily Telegraph. "Very
important has been the arrival of the
Americans, not only on account of the
immense accession of material
strength they have brought, but also
because they have brought new men
with fresh ideas, with scepticism of
worn-out methods, and with immense
energy and daring for tactical and
other experiments. Such an electrical
current inevitably puts life into the
somewhat exhausted frame of the Al-
lied Army."

"Less than a month ago the Ger-
man Command, with every advantage
at its disposal, gave Marshal Foch his
opportunity," says the Telegraph.
"To-day its whole campaign is in con-
fusion, and along with the gravest
losses in men, material, positions and
prestige, it has suffered the worst loss
of all—that of the initiative. It ought
never to be regained."

Foch's Patience.

"It was never likely that Marshal
Foch, having regained moral ascend-
ancy and the initiative by brilliant
daring following not less brilliant
patience, would willingly allow these
surprising advantages to pass again
into German hands if he could pre-
vent it," says Col. Repington in the
Morning Post.
"The Phase of patience during
which the French Commander-in-
Chief of the Allied Forces on the
Western Front waited and watched
is that to which we must ascribe
the highest merit. We were num-
merically and materially at a disad-
vantage when Marshal Foch assumed
command."

A Victory for Haig.

"We have become too wary in the
affairs of war to dream of predict-
ing how it is going to develop," says
the Morning Post. "We merely say
that so far it is a signal victory for
Sir Douglas Haig, and adds greatly
to the strategic strength of the Al-
lied lines. We may rejoice that in
this battle of the Somme British Gen-
erals and British troops are wiping
out the stain of the spring retreat."

and are giving the enemy at least a
good now as they got then. If we are
human enough to rejoice in that as-
pect of the victory we hope we shall
not be called 'militarists' by gentle-
men who think it a virtue to make
war without glory and achieve vic-
tory without rejoicing. The British,
we are content to remember, have
always been a military nation, and
will doubtless be a military nation to
the end of the chapter."

A Victory of the Mind.

"Apart from the illustration it has
given of the immense advantage of
the united command, what are the
lessons of the Allied victory?" asks
the Times correspondent on War.
"The Germans are complaining that
the numerical superiority of the Al-
lies was not so great as to lead them
to expect such a defeat." Exactly. It
was a victory of the mind. The mathe-
matical causes of the victory were
the superiority of our air service and
the small 'whippet' Tanks.

Now They Know.

"The German have never till now
imagined that they could be beaten,
and seldom doubted that they would
win," says the Westminster Gazette.
"In the blackest moment, which was
in the early autumn of 1916, after the
Verdun failure and our Somme offen-
sive, they still believed that they had
an infallible remedy in the submarine,
and throughout 1917 they had both
that and the defection of Russia to
booy them up and carry them through
their various difficult stages. It is
only now, on the morrow of the great-
est successes they have had on the
Western front since the first weeks of
the war, that they find themselves
suddenly in a position in which, apart
from gross blunders on our side, they
can have no serious hope of retriev-
ing their position."

"To win the war we have to beat
the German Army, not to march so
many miles on the map, or to take
back town by town and village by vil-
lage what the enemy has taken from
us."—Public Opinion.

**In
Old
Age**

Health and comfort in
old age depends largely on
keeping the liver and kid-
neys in healthful action.
Pains and aches, stiffness
of the joints, lumbago and
rheumatism tell of poisons
left in the blood by slug-
gishness of the liver and
kidneys.
People in advanced years
hold Dr. Chase's Kidney-
Liver Pills in high esteem
because of the promptness
and certainty with which
they awaken the action of
kidneys, liver and bowels.

**Wilhelm Yet
Responsible.**

The Washington Star: The Crown
Prince is being held responsible for
recent Prussian military reverses.
German resentment is gradually
working around to where it will do
the utmost good.

Here and There.

When you want Roast Beef,
Roast Veal, Roast Mutton, Roast
Pork, try ELLIS.

When a black dress becomes stain-
ed and spotted, try sponging it with
some strong cold tea. This should
cause the blemishes to entirely disap-
pear.

WANTED—A Vest Maker;
apply to SPURRELL the Tailor,
365 Water Street.—sep10,ed,t

**For
Twenty-five
Years**

"SALADA"

The Tea with a Reputation

**Sealed Packets Only.
Black, Green or Mixed.**

**BAIRD & CO. WHOLESALE AGENTS
ST. JOHN'S**