

Liberals of Terra Nova!

Look to the Winter Ahead, and the Future Before You.

We are now well into the autumn season and so nearing the hard, cold winter months, the period of the year that bears most heavily on a large number of the population. The elections, now about to take place, will have such a bearing on these wintry times to come, and to all the future as well, that it is the duty of every voter to seriously consider as to how he should mark his ballot. To-day, on the eve of the election, all the industrial and manufacturing establishments of the country, with the present able Government in power, are working full time, and overtime in many cases, and to the full capacity of all their plants, thus affording plenty of employment and at good wages. The return of the Government means then a further continuance and expansion of all this work with the consequent demand for more help and the distribution of more wages to all employees. The approach of the wintry season then will have no terrors for the working people, and a brighter outlook for the future will cheer us in our work. The election of the factions now opposed to the present Government, would blast these prospects and chill the hopes of the people by a reversal to the inevitable stagnation sure to follow. The wintry season, then, would see people thrown out of work with no means to subsist on, for the wheels of industry would be stopped fearing the disturbance to trade that would be sure to follow the advent of a Government in the hands of Squires controlled by Coaker. The designs of Coaker have been exposed to the full, for he is out to use the public revenue of this Dominion in a manner that no business man will submit to without protest, or that none who have any industrial undertakings or manufacturing interests in the Dominion will hearken to, because involved in such a control. The upshot of all this will be that the wheels

of industry will be dislocated, that factories and all manufacturing concerns will shut down their plants and mark time for a prolonged period, awaiting the outcome of the hazardous risks and dangers that Coaker plans upon the public revenue of the Dominion. You have this issue then before you. Liberals of Newfoundland, upon what side do your interest lay? Are you going to vote so that there shall be no disturbance of present conditions with plenty of employment, under the present Government, or are you going to sacrifice all this to be cast out upon the street in the rough and rugged wintry weather, seeking employment that none will give? Are you going to prevent your families from obtaining the ordinary comforts of life and debarring your children from being reared, as you would desire them, just merely for the sake of catering to the whims of Coaker united to the hypocritical vapourings of R. A. Squires. This is the pair who tell you to turn, what they absurdly term, the grafters, out, but if you accept their advice you will only be letting in a pack of political wolves who will devour everything their capacious maws can swallow. They will be the means of stagnating trade, and then surely you will see the wolves at your door, not in imagination, but in substance and form. Disregard then all "baboo" cries such as those about the Reids, about confederation and all the other worn-out, stupid, impotent vapourings of factions who would tear each other to shreds before a year would be over, leaving nothing in their wake but the wreckage of broken homes and the shattering of all your hopes. Don't pursue a course that will drag you towards such a precipice of desolation; don't have your wives and helpless boys and girls upbraid you in the wintry days to come that you were bamboozled, that you fell for

the slick tricks of Coaker and Squires, and disregarded the interests of your own homes and families; don't bring yourself to this brink of ruin and fall headlong over it, for it may be that your nerves will be so shattered by the fall thereof that you will be unable ever again to get upon your legs and work for your home and family. Think over the words of our solemn and sincere warning; think not for the moment only, but for the days and years to come, of what you are about to do on the third day of November, and if you think seriously of it as we wish you to do for your own special benefit, we have that faith in the honor, the sense, the intelligence of the Newfoundland voter that we believe you will do what is right, right to yourself, right to your mothers, right to your wives, right to your daughters and right to the sons you are rearing to follow in your footsteps and to come into your inheritance. Your well-considered verdict then will be, we guarantee and pledge our faith, that you will vote, not for the candidates of Coaker and Squires, exponents of Toryism and Coakerism, but for the candidates of the present Government, the representatives of true Liberal principles.

Going to the Next Dance? DO and Make a Hit!

I don't know, feel sort of indifferent, could not get a proper dress, one that I feel is just right. She that black satin dress she had at the last dance? Would like something similar, she MADE SOME HIT. This is being said daily, remarked her friend. Do you realize, sayeth she, that at New York on Water Street, at the Grace Building, there are on display 650 Dresses, of Satins, Georges, Crepe de Chines, Serge and every other kind of dress made, and where she got hers, where you will get yours and make a hit, because every dress has been designed by an artist with individual ability. LONDON, NEW YORK & PARIS ASSOCIATION OF FASHION, 288 Water Street, St. John's. oct23,3t

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, Chill-Chasers, Set-In-Grates, Steam Radiators, and appliances to suit all requirements of the Home. ST. JOHN'S GAS LIGHT CO. Sept 25, oct 1t

"Syrup of Figs" Child's Laxative.

LOOK AT TONGUE! REMOVE POISONS FROM STOMACH, LIVER AND BOWELS.



Accept "California" Syrup of Figs only—look for the name California on the package, then you are sure your child is having the best and most harmless laxative or physic for the little stomach, liver and bowels. Children love its delicious fruity taste. Full directions for child's dose on each bottle. Give it without fear. Mother! You must say "California."

Britons All!

A SONG FOR THE TIMES.

(By Arnold Galsworthy.)
We've got to stick together now the Peace flag is unfurled,
For there's a lot of work ahead for us to do;
We've got to put some patches on this maimed and battered world,
And that's a job for all of us, for him—for me—and you!
Our King and country need us as they needed us before,
We've got to make amends for what has gone;
There's a motto for the workshop and the study and the store—
It's the one the soldiers gave us—"Carry on!"

Refrain:
So let us roll our sleeves up, every one,
And finish off the job that we've begun,
We are not going to forget,
And we'll show the old world yet
That Britain's watchword still is—"Duty done!"

We can have our fun to-morrow, but there's work to do to-day,
And it's up to all of us to see it through;
We've got to help each other and to stick it anyway,
Though it's not perhaps the work we want to do.
But the land we love is calling us each one to do his bit,
Though thereby be the path we tread upon.
So give a British cheer, and show your good old British grit,
And shout a glad "Aye, aye, Sir!" to the order, "Carry on!"

Church Lads' Brigade.

The Battalion paraded at 8.15 sharp. Lieut. Col. R. F. Goodridge in Command, Major Bailey, M.C., Adjutant, Rev. J. Brinton, Battalion Chaplain, Captains Outerbridge, A. Goodridge; Lieutenants Miles, Rendell, Fred Emerson, (Educational Dept.), Paymaster Ash, Sgt. Major Reid were on duty. A few recruits were sworn in by the Battalion Chaplain. The following officers have been recently promoted: 2nd Lieutenants Frank Miles, Phil Rendell G. House, Rev. E. H. Fletcher, W. Colley, to be Lieutenants. Corporal Hammond has been transferred to the Recruiting Department. Mr. W. Anderson, late of the Royal Newfoundland Regiment, to be temporary Lieut., attached to E. Co. Mr. French to be Sgt. of E. Coy.; Mr. O. Feaver late of the Royal Newfoundland Regiment, to be Sgt. of E. Coy.; Mr. W. White, late of the Royal Newfoundland Regt. to be Corp. in charge of drums of E. Co. The last news we had from Bell Island is that P. Co. paraded on Oct. 6th, for Divine Service, when an appropriate sermon was preached by Capt. the Rev. Clayton. The Wabana C. L. B. Armoury is now having the ceiling and interior fittings completed in an up-to-date style. The anniversary celebration committee met last night and finalized arrangements for 11th, Nov. next. The lady holders have promised to provide for 360 lads' teas on Armistice night.—Q.

About Your Bones.

Do you know how many bones you have? Probably not; for we have such little curiosity about ourselves and our composition that we generally know very little beyond what we can see. You possess two hundred and forty-six bones from tip to toe. They are distributed about you as follows: Your ears have six (three each). Your head has eight. Your face has fourteen, and your teeth comprise thirty-two. Your backbone with its base, has twenty-six bones, and so has the area of your expansive chest. Your legs and your feet have sixty-two, your arms and hands sixty-four. The grand total is reached by the addition of eight small movable bones. There are more muscles in your body than bones. They number 527. If you are curious for further knowledge regarding your bones, you will be interested to know their composition. They include phosphate of lime, carbonate of lime, phosphate of magnesia, fluoride of lime, chloride of sodium, cartilage, and blood-vessels. The next time you say you "feel it in your bones," you might remember this!

QUALITY and SERVICE.

This Store rests squarely and firmly on the Foundation of "Conscientious Clothes Service" plus

Extra VALUE-Giving.

We are now demonstrating this to every young lady of St. John's and those who come here from outside towns for their clothes.

There's a reason for everything—nothing ever "just happens"—and so we emphasize that this is the big, live outstanding reason behind the growth of our store.

Ladies who know and want the best will find assembled here the very latest and most artistic in fashionable designs.

200 New York Costumes, \$60 to \$125.—Works of art.

600 Specialties in Coats, \$30 to \$195.—All exquisite.

450 Dresses of all descriptions, Serges and Silks. All that are needed for the Morning, Afternoon, Evening or the street.

Then there are our Ladies' Sweaters—The daintiest ever displayed in St. John's. All prices ranging from \$7.50 to \$29.00.

Magnificent assortment of Hats such as worn by the elite of New York.

Inspect our goods and be convinced that ours are the BEST.

S. LEVITZ,

Water Street, St. John's,
Opposite Bank of Nova Scotia.



The users all say for Solvay
Positively none better.

Imperial Tobacco Co. Ltd. and
Sole Importers for Newfoundland & Labrador

SHOES FOR EVERYBODY

We are now showing some very fine New Fall Models in Footwear for Men, Women and Children.

Rubbers for Everybody!

We have just finished opening up our big stock of Rubber Footwear. Black Rubbers, Tan Rubbers, White Rubbers, Low Rubbers, Storm Rubbers, High Heel Rubbers, Low Heel Rubbers. Secure a pair to-day.



JUST IN:
LADIES' BLACK SATIN PUMPS.
LADIES' BLACK SATIN OXFORDS.
Just the thing for evening wear; also a big stock of Genuine Rhinestone Shoe Buckles.

Have you seen our New Styles in Ladies' High Cut Footwear? They're absolutely perfect models of High Class Footwear. Also a big assortment of Misses' and Children's High Cut Boots.

ALL MAIL ORDERS RECEIVE PROMPT ATTENTION.

F. Smallwood,

THE HOME OF GOOD SHOES,

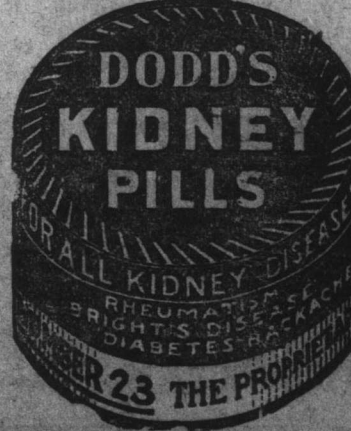
218 and 220 WATER STREET, ST. JOHN'S.

Naughty Nations.

A novel inquiry has lately been held in America. Which is the "naughtiest" of all the foreign nations represented in the United States?

The method adopted to decide this question has been to take a census of all the people who have been imprisoned for breaking laws, and the fairest record is held by Switzerland. Only 0.31 per cent. of the Swiss in the United States have been in prison.

Mexico is the bad boy of the family, with 2.3 per cent., or just over one in fifty. Ireland is only a fraction better,



2 per cent, and Scotland is third from bottom with 1.2 per cent. Following these, each country being better than the last, come Austria, England and Wales, Canada, France, Italy, Russia, and Denmark.

What about Germany? Prepare for a nasty blow. Omitting Switzerland, Germany comes top!

TINNED FRUITS at THE BEE-HIVE STORE, 27 Charlton St.: Strawberries, Grapes, Cherries, Peaches, Apricots, Apples, Plums, Pineapple, Baked apples.—t.s.m.1t

THE TO-N



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Nippon Taffeta Silk.

White, Grey, Navy, Dark
Light Pink and

One of the best offerings of quality Nippon Taffeta, even finer than that which will appeal to the most up-to-date, durable blouse and dress silk to be had at the price is not matched of Regular \$4.00 yard. Sale Price

Chin-Chin Crepe.

White, June Cream, M. Azure, Pink, Apricot, Old Iosa, Peanut Fawn, French Brown, Russian Myrtle, Purple Black.

A very fine quality soft cloth looks much like Crepe de Chine. Large quantities for Blouses, wear and Millinery Trimmings wear beautifully. Reg. \$2.50 Sale Price

Tamora Silk.

Grey, Saxe, Navy, Dark

Would make most serviceable rough finish gives it a most and it will give most satisfactory wear beautifully. Serviceable can be made from this desirable wide and looks like a very tung. Regular \$3.60 yard Price

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proves better than

