

During the War

You may mail Tobacco and Cigarettes to the men at the front

Duty Free

According to a notice published in the London Times.

What greater treat can you give **Your Boy**, who is fighting for his King and Country, than to **send him** a pound of his favorite tobacco?

All parcels must be addressed as stated in the notice issued by the Postmaster General.

Imperial Tobacco Co.
(Newfoundland) Ltd.

LADIES!

Don't put off buying

Your Underwear

Buy it now and from us.

Vests and Pants.

Good weight for Autumn and Winter wear
in White or Cream,

30 cents per garment.

Xtra Special lot of Girls Underwear,

to fit Girls up to 14 years, in White or Cream,

For 25 cents per garment.

When you need Underwear **buy from us.** We give you what you need and save you money besides.

S. MILLEY.

New Representative Appointed.

By the a.s. Tabasco from Liverpool, Mr. George Halley received his official appointment as Newfoundland Agent for the Queen Insurance Company, succeeding the late Mr. Halley served as Assistant for twenty-six years. In the new representative a worthy section has been made, and Mr. Halley, by his business acumen and ripe experience, will, no doubt, prove himself a worthy successor. He is a native of the town and in wishing him a full measure of success we congratulate him on his promotion and hope that he will get the patronage that he so well deserves.

Stafford's Prescription "A" is one of the best stomach preparations for sale in Newfoundland. Price: Small size, 25c.; post, 5c. extra. Large size, 50c.; post, 10c. extra.—sep19,tf

MINARD'S LINIMENT CURE

Salvia Hair Tonic. Makes the Hair Beautiful.

That dandruff is caused by germs is accepted by every sensible person. Dandruff is the root of all hair evils.

SALVIA will kill the dandruff germs and remove dandruff in ten days, or money back.

It will stop itching scalp, falling hair, and make the hair thick and abundant. It prevents hair from turning gray; adds life and lustre.

SALVIA is a hair dressing that has become the favorite with women of taste and culture, who know the social value of beautiful hair. Only 50c. at leading druggists.

DIGNITARIES RETURN.—His Grace Archbishop McCarthy of Halifax, accompanied by his Chaplain, Rev. Fr. McCallion, who came here to attend the funeral ceremony of the late Archbishop, left by the a.s. Stephano last evening for home.

Stafford's Phoradone Cough and Cold Cure is the best preparation for all kinds of Coughs and Colds. Price 25c. a bottle; post, 5c. extra.—sep19,tf



EXPLAINING THE VALUE

of the protection afforded by fire insurance should not be necessary. Everybody knows of instances where the lack of it has resulted in ruin. So we won't waste time in arguing. We simply urge you to have us.

MAKE YOU A POLICY at once. It will be in one of the best companies and the rates will be the lowest.

PERCIE JOHNSON,
Insurance Agent.

MINARD'S LINIMENT FOR SALE EVERYWHERE.

War News.

Messages Received Previous to 9 A.M.

ST. PIERRE BULLETIN.
BELGIUM, Oct. 19.—(Official.) Heavy enemy artillery bombarded without result the front of Newport and Vladio, east of Dixmude. The Allied troops, especially the Belgian Army, not only threw back new German attacks, but advanced up to Roulers. To our left wing between La Lye and La Basse canal we have progressed in the direction of Lille. Fighting of extreme stubbornness is going on in front of La Basse, Aplain and St. Nazaire, where we gained ground house by house. North and south of Arras our troops have been engaged without stopping for ten days with a perseverance and good will which never failed a minute. In this neighborhood we have repulsed a strong German encounter attack and progressed. To the centre nothing is to be noted. To our right in Alsace and west of Calmar our advance guards are on line of Bon Homme, Pair and Sulzern; further south we still hold Thann. Death of General Von Moltke's son is announced at Fecamp Hospital.

AN ENEMY SUBMARINE SUNK.
CETTINGE, Oct. 19.
A German (? Austrian) submarine has been sunk by the French Fleet on the Delmatian coast. The fleet has recommenced the bombardment of the forts of Cattaro.

FIERCE FIGHTING.
PETROGRAD, Oct. 19.
The Russian General Staff has made this announcement: We report partial successes on October 18th in very fierce fighting in the region of Warsaw and south of Przemysl.

NEW GERMAN ARMY.
BORDEAUX, Oct. 19.
The Germans have been bringing up such great numbers of troops to repair their losses in the recent fighting which appears to have been unusually heavy that reports have been circulated to the effect that a new German army of a million men was advancing against France. According to advice received from official quarters such is not the case. The troops in question belong to the Reserve force and are constantly being sent up from regimental depots to fill gaps in the fighting lines.

A GERMAN REPORT.
BERLIN, Oct. 19.
The German headquarters has given out an official announcement today as follows: Attacks of the enemy to the west and northwest of Lille have been repulsed by our troops with infliction of severe losses. In the eastern arena the war situation remains unchanged.

ALLIES SLOWLY PROGRESSING.
PARIS, Oct. 19.
The official communication by the War Office to-night says: In Belgium attacks by the Germans between Nieuport and Dixmude have been repulsed by the Belgian army, aided by the British fleet. Between Arras and Rove slight progress has been made at several points. Our troops have reached as far as the wire-net works of defence in the neighborhood of St. Mihiel. We have gained some ground on the right bank of the Meuse. News of importance from other parts of the battle line.

RE-CAPTURE OF OSTEND.
LONDON, Oct. 20.
The Morning Post correspondent in the north of France, says he learns on excellent authority that the Allies have re-captured Ostend.

REPORTED NAVAL ENGAGEMENT.
HAYANA, Oct. 20.
The American schooner Fannie Prescott, which arrived here yesterday from Gulfport, Me., reports that on October 17th, while in lat. 26.40 N., and long. 84.20 W., she saw a German four-funnelled cruiser, apparently the Karlsruhe, fighting with a British cruiser. After half an hour fighting the cruisers separated. The British vessel going west and the German north. The German boat was listing to port, and apparently was seriously damaged.

Unidentified.

Referring to the body found by a fisherman at Branch, on Saturday last and about which full information had been asked for, Minister of Fisheries Picot has received this reply: "Dead man tied to end of dory painted yellow with red under plank next to bottom; dory found bottom in good condition; man dressed in oil clothes and rubber boots; age about 15 to 20."

PERCIE JOHNSON,
Insurance Agent.

MINARD'S LINIMENT FOR SALE EVERYWHERE.

Health First

In buying food articles we must consider several things—economy, results, convenience, reliability; but the most important is Health.

Health means everything. If one gets cheated in buying dresses, shoes or bonnets it is provoking, but the harm is chiefly loss of money. In buying food articles, if imitations or poor stuffs are supplied, there is a loss of money and probably an injury to health also; and good health is beyond price.

Remember these facts when buying baking powder.

ROYAL
BAKING POWDER

Absolutely Pure No Alum

Campaign Pledges.

By GEORGE FITCH,

Author of "At Good Old Sitwah."

A campaign pledge is a promissory note given without security in exchange for an office.

When in the heat of the campaign the candidate discovers that the calm and indifferent voter is not swaying his hat as wildly as he should, he begins making promises. He pledges himself to carry out extensive reforms and improvements in the government. He promises to enforce sweeping economies and to reduce taxes until they cannot be viewed with the naked eye. He declares that if elected he will work from 6 a.m. until midnight daily for a law increasing incomes 50 per cent. And then the voter still being reluctant, he swears that in the event of his election he will abolish the national debt, build government buildings in every town in his district, make a ship canal out of Dry Run, divide the treasury reserve among the people, double the wheat yield, institute free railroad fares and postpone winter until February 1st.

Later on, when he runs for re-election and 375 stern, quiet men go out of their way to tell him in words that bite like a serpent that they will sit up all night in order to vote against him early, and often, he becomes penitent and thinks bitterly of the careless Providence which equipped the voter with a memory.

The trouble with campaign promises is that there is no collection agency for realising upon the same. If the candidate who borrowed the vote of the citizen by promising him legislation and other staples were required to make good or go to jail for obtaining votes under false pretences the halls of legislation would be filled with extremely worried men trying to make good.

Now, it may strike you that the little anecdote of the Japanese room simply reveals a curious custom of another land. Surely, few of us would remove all our bits of bric-a-brac from our living rooms, leaving but a single piece, in order that we might enjoy that piece to the full.

Yet just the other day a widely traveled and cultured gentleman told me that he was gradually weeding out the various bits of bric-a-brac and

Intensive Enjoyment.

By RUTH CAMERON.



One day the husband of another neighbor brought home to dinner the Japanese representative of his firm for dinner. It was arranged that his guest should see the "Japanese room." He seemed quite impressed, but also a little surprised. Afterwards he confided in his host the reason for his surprise.

"There are many beautiful things in the room," he said, "but it is not a Japanese room. It is a museum. It corresponds to the storeroom in which the wealthy Japanese keeps his works of art. From this storeroom from time to time is taken a single exquisite bit of bric-a-brac or pottery. This is placed in the living room, in the place of honor. It is appreciated to the utmost by everyone who sees it, then it is returned to the storeroom and another piece succeeds it."

"The Japanese room of your friend reminds me of a great American institution, the three-ring circus. In that you see so much that you see nothing. So it is with that room."

Now, it may strike you that the little anecdote of the Japanese room simply reveals a curious custom of another land. Surely, few of us would remove all our bits of bric-a-brac from our living rooms, leaving but a single piece, in order that we might enjoy that piece to the full.

Yet just the other day a widely traveled and cultured gentleman told me that he was gradually weeding out the various bits of bric-a-brac and

fascinating little curios which decorated his den.

"Some time ago I was visiting the home of a friend," he said, "who had made a fine collection of rarely beautiful photographs. There were about a hundred of them. He knew of my interest in photography and brought them out to show them to me. I ran through them, one after another, and although I was enthusiastic, I fell short of his expectations. Finally he said, 'By George, I think I'll try the Japanese method on you.' So he took two of the photographs and left them there for ten days."

"Well, during those ten days I looked at those two photographs over and over again and every time I did so I found new beauties in them. And the same was true with the other photographs that made their appearance during my visit."

"Suddenly I thought of my own home. It was like that collection of photographs taken en masse. There was so much to see that I saw nothing. And I suspect my visitors saw even less. So now I'm trying the Japanese method in my own home."

Most of us might with advantage try the "Japanese method" in our homes and perhaps in our lives, too. American is the land of too-muchness and superficialities can spoil happiness just as surely as deprivation. "What a wonderful little people the Japanese are!" may be a bromidium, but it is certainly true if for no other reason than they understand the principles of simplicity and intensive enjoyment.

Red Cross

More Fires.

Fires provoke immediate sympathy for the sufferer and also thankfulness for personal escape. Another thought should be whether one is personally and sufficiently protected? An insurance policy with Perle Johnson would provide for you this desired security at small expense. Have you enough insurance?

100 Barrels No. 1 Family Flour, \$6.50 Barrel.

By s.s. Stephano, Oct. 15th:
100 brls. Gravenstein Apples.
Ripe Bananas.
California Oranges.
Grape Fruit.
Lemons.
Cailliflower.
Fresh Oysters.
N. Y. Corned Beef.
20 kegs Almeria Grapes.
200 bags Corn, \$2.10 bag.
150 bags Bran.

BULLDOG TEA,
40c. lb.; 5 lbs. at \$2c. lb.

Am. Granulated Sugar .80c. lb.
Straw. & Rasp. Jam, 1 lb. pot. 15c.
Apricot & Damson Jam, 1 lb. pot. 16c.
Lemon Cheese, 1 lb. pot. . . . 17c.
Robinson's Barley 22c.
Robinson's Grouts 22c.
Night Lights, 8 Candles . . . 15c.
Coffee Essence, 1 ga. btl. . . 12c.
Dutch Butter 23c. lb.
Hunter's Oatmeal 15c. pkg.
Campbell's Soup 12c. tin.
Hulled Hominy, 3 lb. tin. 10c.
Corn Flakes 12c. pkg.

DANNAWALLA TEA,
50c. lb.; 5 lbs. at \$2c. lb.

T. J. EDENS, Duckworth Street & Military Rd.