

I'm still ahead

and likely to be, I've got so many good points to push me along—Quality's one, then comes coolness, sweetness, fragrance, satisfaction and price. Of course, I'm ahead right at the front where the British Colonel always should be. I'm

BRITISH COLONEL

The "Utmost"
In Plug Smoking.

Imperial Tobacco Co.
Newfoundland

3RD ANNOUNCEMENT

A Trip by the Royal Mail.

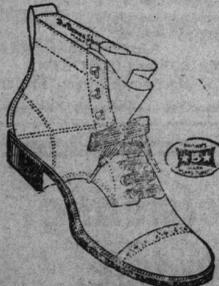
A trip by the "Royal Mail" from Halifax to Demerara and return to St. John occupies 40 days. On the outward voyage you have a day at Bermuda, Barbados and Trinidad, and you have a part of a day at Antigua, Dominica, Monserrat, St. Lucia, St. Vincent, and Grenada. At Demerara the ship stays for four days, and on the homeward voyage you have at least as much time at each of the places mentioned as you had on the outward voyage. Please observe that there is never a day for over half the trip when you will not be on shore a portion of the time. Is there any sea voyage in the world that is just like this one? It is hard to believe that there is. Certainly there is none so enjoyable at the price. Ask your railway ticket agent for a booklet, or send us your address and one will be forwarded.

THE REID NEWFOUNDLAND COMPANY.



THE ROYAL MAIL STEAM PACKET COMPANY
67-69 Granville Street, HALIFAX, N. S.

ARMY SHOES!



Another shipment of these famous Waterproof Boots just in. Black and Dark Tan Leathers, full Waterproof Tongue, full soles straight to heels, made waterproof by being viscolized. The ideal Shoe for Farmers, Prospectors, Guides, Railroad Men, and for all who do not care to wear Rubber Footwear. Price in Black Leather, \$7.30; in Tan, \$7.50. Mail Orders receive prompt attention.

F. SMALLWOOD,
THE HOME OF GOOD SHOES.

From Cape Race.

Special to Evening Telegram.
CAPE RACE, To-day.
Wind S.W. blowing strong, raining; the steamers Florizel and Ringhorn passed in and a large number of schooners west yesterday. Nothing sighted to-day. Bar. 29.75; Ther. 48.

Minard's Liniment Co., Limited, Gentlemen.—Last winter I received great benefit from the use of MINARD'S LINIMENT in a severe attack of LaGrippe, and I have frequently proved it to be very effective in cases of inflammation.
Yours,
W. A. HUTCHINSON.

Letters From Rev. J. A. Hogg, C. F.

WITH "OURS."

Mr. James J. Norris, of Three Arms, has received the following letter from Rev. J. A. Hogg, C.F.:

October 22, 1916.
Dear Mr. Norris,—I am very sorry to tell you that your son's body has not been recovered and I am afraid that there is little, if any, prospect of doing so. He left the part of the trench occupied by his platoon to report to his Company Officer, Capt. Donnelly and several shells came over and buried in the trench through which he was passing, and the whole of this trench was heavily shelled that day and there was no time or opportunity to search for his body or those of others who were buried in at the same time. After the advance, which was successful, of our battalion, every attempt was made to locate the place, but, as the trenches in this part were shallow and merely connected up big shell craters, it was impossible to recognise it after the heavy shelling the trenches had sustained.

I need hardly assure you of my deep sympathy in the loss of your son. As I remained with C. Co. after the first week of July I got to know Steve intimately and we became great friends. He was exemplary in fulfilling his religious duties and the last time I said Mass before we moved down to the Somme, about four days before his death, he received Holy Communion and he came to Confession again before going up into the line. As a soldier he showed rare qualities, conspicuous coolness in the face of danger, cheerfulness in the midst of discomfort and presence of mind in an emergency. He was Capt. Donnelly's right hand man and more than once Capt. Donnelly told me that he had absolute confidence in his Company in the firing line as long as he had Steve with him to back him up.

I counted four close friends in the Regiment and Steve was one of them. C. Co. officers was more like a family than that of the army and the bonds that held us together were very strong. I know that the sorrow I feel at losing a friend cannot be compared with yours at losing a son but it will be some consolation to you to know that the man who lived with him appreciated his worth and valued his friendship. I pray that God may give you the only abiding consolation you can receive in your sorrow. I have no doubt that Steve will soon receive in Heaven, if he has not already done so, the reward of his faithful service here below.

Yours very sincerely,
J. A. HOGG, C. F.,
1st Nfld. Regt.

BE READY for the cold weather. Get in your supply of Fuel. GAS COKE is an excellent substitute for hard coal. We have COKE of best quality, made from Pennsylvania Coal, which we are selling at \$8.50 per ton at the Gas Works, or \$9.20 per ton sent home. Send in your order now. ST. JOHN'S GAS LIGHT COMPANY.

Shocks that Cure Shocks.

The war has introduced new maladies. But it has also introduced new cures. Falling downstairs, for instance, lately cured a man from shell-shock.

If a doctor were to prescribe smoking with the lighted end of the cigarette in your mouth, you would probably consider him a lunatic. This operation, nevertheless, was completely successful in curing another case of shell-shock, and in giving the sufferer back his speech.

Soldiers have been strangely cured from shell-shock than from any malady. Music has cured numerous victims, and temporary dumbness has been banished by over-excitement at cards. One man—a Canadian—found his lost voice through his appreciation of an entertainer. He roared with laughter, and suddenly found himself saying to a neighbour, "Ain't he a peach?"

The shock of being photographed by flashlight and the agony of having a tooth pulled out—without an anesthetic—cured two other men who believed they had forfeited their speech for ever.

Even a guilty conscience has power to heal! A Tommy who could not speak used a pencil and paper for conveying his messages. One day in hospital he lost his pencil, and decided to borrow one lying on a shelf above his neighbour's bed. His neighbour was asleep, but awoke just as the pencil was being removed.

"I—I'm so sorry," stammered the man, in confusion, "I was only going to..."

Cured!
We won't be HAPPY till we get it—WHELAN'S WATERED FISH.—Nov28,11

Ladies!

The Prettiest Dresses that ever came into this Store will be shown here

Tuesday, Wednesday & Thursday

Worthy Styles of the moment in SILK, EIOLENE and CREPE-DE-CHENE.

Trimmed with Georgette Crêpe, wide Sailor Collar and small Pearl Buttons. Oh! Such lovely Dresses in becoming shades of Navy, Green, Helió, Grey and Nigger-Brown, etc., etc.

Sizes: 34 to 44 inch bust.

SPECIAL:

\$15.00, \$16.00 & \$18.00

Men's Dressing Gowns

or Bath Robes.

In soft, warm Wool, Swansdown Mottled Grey and Fancy Navy Shades, turn over Collar, Waist Girdle and Neck Cord. Warmth without weight.

\$5 90

James Baird
LIMITED

RANNDOM REELS

Howard L. Rann
of shoes-and ships -and sealing wax-of cabbages-& kings

CHILDHOOD.

Childhood is a brief but happy period in life which is very similar to a good digestion—it is never appreciated until it is gone.

When a man or woman reaches middle age, and is kept busy dodging such high explosives as current bills or slight drafts or the baby's stomach teeth or the hired girl's resignation on wash day, we are prone to look back upon Childhood and wonder why it had to come to an abrupt and painful close. When we remember that in childhood there were no floors to scrub or dishes to wash or coal to

buy or meat bills to meet, we would like to be back in that land with dimples in our knees and a mind as free of care as a son-in-law who married into a chunk of unearned increment.

Childhood is the only time in life when the mind is able to run without friction. It is a great thing to be a baby and not have to worry about where the meals are coming from. When we see a bright-eyed double-chinned baby sitting on its mother's lap and trying to digest its right fist, without a thought of the Sunday dinner or the difficulty of securing fresh eggs, we are inclined to wonder why

Stomach Was Very Bad Much Dizziness and Pain

The Liver Got Out of Order and the Whole System Was Poisoned.

When the course of the food through the alimentary canal is impeded by sluggish action of the liver or bowels the food remains undigested, and as a result it ferments. This gives rise to poisonous gases which crowd about the heart, and causes dizziness and choking sensations, as well as irregular action of the heart.

The liver struggles to remove the poisons from the blood, becomes enlarged, and finally fails, allowing the poisons to pass on to every part of the human system. Complications arise, and there is Bright's disease, hardening of the arteries and apoplexy.

The earlier derangements of the digestive system are such as are described by this letter from Mr. Rochoon. He also points the way to

babies ever cry and have to be fed hot water and ipecac in equal quantities.

When a man who has five or six children under ten years of age, comes home from his work at night and sees them at their play, with a couple of first teeth missing and their pockets full of matches and corn silk cigarettes, he would like to sit down on the grass and shrink back into boyhood. It is hard to understand why people have to grow up and contract stomach trouble and debts and lodge dues and inflammable wisdom teeth, instead of remaining in the stage of childhood and having nothing to worry about except an occasional stone bruise. This teaches us that a mistake has been made somewhere.

A Private Army.

Most of the 250 Highland "giants" who compose the Duke of Atholl's private army are now at the Front. The Highlanders have always been "bonny fighters," and the Atholl men, who have been absorbed mostly in the Scottish Horse, which was raised by the Duke of Atholl during the South African War, are keeping alive the traditions of the clan which played so prominent a part in early Scottish warfare.

The Duke of Atholl is in the unique position of being the only one of King George's subjects who maintains an "army" of his own within the boundaries of Great Britain. In peace times these stalwarts assemble periodically at Blair Castle, where they are "reviewed" by the aged duke, who is proud of his "army." It is probably the only survival of the feudal times when the chief of every clan was surrounded by a faithful bodyguard.

Sailor hats for the young girls are just as much liked as ever—plain for ordinary wear, and with metal lace in crown or brim for "occasions."

Minard's Liniment Cures Distemper

Smugglers Caught.

Contraband Goods Captured by Customs Last Night on S. S. Florizel.

Recently, as already alluded to by us, it came under the notice of the Customs Authorities that a Water Street shopkeeper here had been violating their rules and regulations by selling a certain brand of cigarettes upon which no duty had been paid. The information came to light through a certain individual displaying a package of the contraband around town and the result is that the shopkeeper has been summoned and to-morrow will appear in the Magistrate's Court to answer to a charge of smuggling.

Investigation made by the Customs people gave them reason to believe that the contraband trade, not only in cigarettes, was being carried on wholesale by different parties and with a view to finding out the extent of it and putting a stop to the smuggling, a posse of Customs officials awaited the arrival of the Red Cross Liner Florizel last night. The rooms of the crew of the ship were searched thoroughly and a considerable amount of dutiable goods of various kinds and descriptions seized. Some startling developments will be made known, we hear, within a few days and those responsible for running the "queer" will get into trouble.

Here and There.

PIT PROF CARGO—The S.S. Harlebury left Lewisporte yesterday for Swansea with 1,874 cords of pit props.

Turkeys, Ducks and Chickens at ELLIS'.

REACHED BOTWOOD—The S.S. Cranley arrived at Botwood to-day from London with 1150 tons of coal and four passengers.

Fresh Irish Hams and Bacon at ELLIS'.

TO LOAD HERRING—The schr. Associate arrived at Wood's Island from Lunenburg to-day to load herring for Gloucester.

Ayrshire Bacon and Scotch Beef Ham at ELLIS'.

WEATHER REPORT.—The weather across country is strong S.W. wind and dull, raining in places; temperature 30 to 33 above.

The Annual Collection of the Christian Brothers will be taken up at all the Masses on next Sunday,—Nov28,11

BOWRING'S SHIPS.—The S.S. Portia left Bay of Island to-day for Bonne Bay. The S.S. Prospero left Fortune Harbor at 5 p.m. yesterday, going north.

Stafford's Phorotone Cough and Cold Cure is what you should take for that cough and cold you have had for such a long time. Price 25c. Postage 5c. extra. Oct23,11

P. O. INSPECTOR RETURNS.—Post Office Inspector, Mr. William Campbell, who was on a tour of inspection in Placentia Bay, returned by yesterday's express.

WANTED—An Experienced Girl for our Repairing Department; must be able to sew well. Apply to SPURRELL BROS., 365 Water St.—Nov20,11

RESERVISTS GRANTED FURLOUGH.—A number of Naval Reservists who were visiting their homes in the outposts on a brief furlough returned by yesterday's express. Others were given permission yesterday and to-day to do likewise.

QUICK AND EASY.—The Giant Junior Safety Razor, 225,000 sold to the soldiers on the Western front; 50c. with 7 blades; extra blades, 40 cents per dozen, or 3 for 10 cents. CHESELEY WOODS, 282 Duckworth St., head McFried's Hill, Sole Distributor. Wholesale only. For sale at advertised stores.—Oct,11

POLICE COURT.—(Before Mr. Hutings, K.C., J.P.) Two seamen of the S.S. Elswick Hall, charged with being drunk and disorderly, were each fined \$2 or 7 days. An assault case was withdrawn. Four ordinary drunks were discharged. Several civil cases were disposed of.

THE LATEST PATRIOTIC SONG. "When Your Boy Comes Back to You" words and music by G. V. Thompson, author of "I want to kiss Daddy Good-night" and "When Jack Comes Back." Each post paid for 25c. in stamps. We have all the latest and popular patriotic songs. GARLAND'S BOOKSTORE, St. John's.

Train Notes.

Sunday's outgoing express reached Port aux Basques at 7.15 p.m. yesterday.

To-day's incoming mail and freight left Port aux Basques this morning.

The local train from Carbonear arrived in the city at 12.30 p.m. to-day. The Trepanset train reached the city at 11.25 a.m. to-day.