

It's Heater Week in Newfoundland


Learn this week how to keep warm the PERFECTION WAY

Why People Buy Perfection Oil Heaters

1. They give instant, economical, cheery warmth—in the bedroom, bath, room, parlor, sickroom, every room.
2. Provide quick and cheerful warmth for the cold office or shop.
3. Free you from coal-beds, ash-pans, slavery—assure you satisfactory, dependable heat when fuel fails, coal runs short, or when gas pressure runs low.
4. Smokeless, odorless, easy to keep clean, fill and light.
5. Easily and quickly re-wicked—with automatic wick stop to properly regulate size of flame, also top draught regulator.
6. Made with hinged top and large oil fount that conveniently lifts out.
7. Neat, tidy, handsome, an ornament to any room—well finished and durable.
8. They pay for themselves the first week—return their cost many times before wearing out.
9. Perfection Oil Heaters are not a luxury. They are a staple, dependable necessity for any building where people and cold meet.

Examine the Perfection Oil Heater this week at your dealer's. He will gladly demonstrate and explain every feature and function of Perfection Oil Heaters. Go to-day while Heater Week is in full blast.

Imperial Oil Limited
For sale by Dealers everywhere.



PERFECTION OIL HEATERS
SAVE THE COUNTRY'S COAL

Look for the **Triangle Trade Mark**

Gallantry of English Regiments.

Mr Douglas Haig has issued the following Order of the Day:

The following citations which appeared in the Orders of the Day of the Fifth French Army on August 20, on behalf of the 2nd Battalion Devonshire Regiment and 14th Battalion King's Shropshire Light Infantry, are published for the information of all ranks:

The 2nd Battalion Devonshire Regiment:—On May 27, at a time when the British trenches were being subjected to fierce attacks, the 2nd Battalion Devonshire Regiment repelled successive enemy assaults with gallantry and determination and maintained an unbroken front till a late hour. The staunchness of this battalion permitted defences to be organized and their occupation by reinforcements to be completed. Inspired by the sang froid of their gallant Commander in face of an intense bombardment, the few survivors of the battalion, though isolated, and without hope of assistance, held on to their trenches north of the river and fought to the last with an unhesitating obedience to orders. Thus the whole battalion, Colonel, 28 officers and 552 non-commissioned officers and men, responded with one accord and offered their lives in ungrudging sacrifice to the sacred cause of the Allies.

14th Battalion King's Shropshire Light Infantry:—On June 6, when the right flank of a British brigade was being seriously threatened by the progress of a heavy enemy attack, the 14th Battalion King's Shropshire Light Infantry, which had been held in reserve, was called upon to counter attack an important position from which their comrades had just been ejected. With magnificent dash this battalion rushed the hill on which the enemy had established themselves, inflicting heavy losses on them, and, in the course of hand-to-hand fighting, captured an officer and 28 other ranks. Thanks to this gallant and spirited rearguard of the key to the whole defensive position, the line was completely restored. The dash, energy, and intrepidity with which on this memorable occasion the 14th Battalion King's Shropshire Light Infantry carried all before it was largely responsible for the retrieval of a situation which had temporarily become critical.

NOTICE.—Correspondents are requested to accompany contributions with their REAL NAMES, not necessarily for publication, but as a guarantee of good faith. The editor refuses to accept any matter unless this rule is adhered to.

"The White House Tsar."

A VIVID SNAPSHOT OF PRESIDENT WILSON.

It may be news to many that the President of the United States is Commander-in-Chief of both Army and Navy, and Foreign Minister besides. It is in his power to commit the nation to war, if not actually to declare it; this last formally belongs to Congress.

Through General Enoch Crowder, the Provost-Marshal in charge of the selective drafts, President Wilson disposes of 20,000,000 potential soldiers, to say nothing of a quadrupled Navy and an industrial programme which includes millions of tons of new merchant shipping; aeroplanes by the ten thousand, and farm-tractors, U-boat chasers, and general munitions of war, as well as food and raw materials for the whole Grand Alliance.

Now, Woodrow Wilson is called an "amateur" in the book-up exordiums wherewith official Germany seeks to hearten a depressed Empire. And an "amateur" he is. Even his foremost general, John Pershing, owns it. "We are novices in the art of war, and must begin with the A B C."

They are all amateurs. Their first and foremost industrial soldier, Henry Ford, of Detroit, was the peace-dreamer who sent over a shipload of idealists "to get the boys out of the trenches before Christmas." Yet behold these "amateurs" have poured superb troops into France at 200,000 a month.

Our enemy also refers to Wilson as "the White House Tsar." And certainly his power is absolute. The Overman Bill, steered through Congress by the Senator from North Carolina, gives the President truly despotic sway. On Tuesdays and Fridays Wilson descends from his sanctum in the Lincoln Room to hold a Cabinet in the executive offices in the west wing, which Roosevelt had built so as to keep the rest of the White House for purely social functions.

President Wilson is supreme dictator of America's war, and the White House is the real G.H.Q. of the New World, flashing signals and directions by sea and land, from Murmansk to Vladivostok, from the Pyrenees to the Alps and the Somme.

Yet, with all this crushing responsibility, Dr. Wilson finds time for walks and golfing, and reads sensational detective stories for distraction.

SHARP'S LINDENT CURES DIPHTHERIA.

B.O. PASTRY POWDER

Offers the housewife an excellent means for saving flour, eggs and sugar in her cake-making. Mixed with a small quantity of milk and butter, will make tasty, dainty cakes, good enough to satisfy any housewife. No other ingredients are required.

SHIRRIFF'S JELLY POWDERS—We offer a complete line of fruit flavours.

EGGNO—To be used instead of eggs. A thoroughly dependable substitute for eggs in cake and pastry making. Saves money.

FRUIT PUDDING—A delicious dessert that can be prepared in five minutes at a trifling cost. Children can partake of it at all times, and invalids find it appetizing.

Phone orders receive very best attention. Use the telephone.

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We have just opened an excellent stocks of

BRIAR PIPES

In all the leading shapes. You can't miss getting what you want now as our prices are made to suit all purses. We have some of the best value ever offered in

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SEE OUR WINDOW FOR PRICES.

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A BIG LINE OF BIG VALUE

NO ONE SHOULD SEEK FURTHER.

A SPLENDID SELECTION OF VERY DESIRABLE NEW STYLES FOR IMMEDIATE WEAR PLACED ON SALE THIS MORNING.

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MAIL ORDERS.

DON'T FOREGO THE TREMENDOUS ADVANTAGES OF THIS SALE BECAUSE YOU HAPPEN TO BE LOCATED AT A DISTANCE. ORDERS BY MAIL TO US RECEIVE PROMPT AND CAREFUL ATTENTION.

MAKE THIS YOUR MAIL ORDER HOUSE.

NOTE--We still have left a few at \$12.95.

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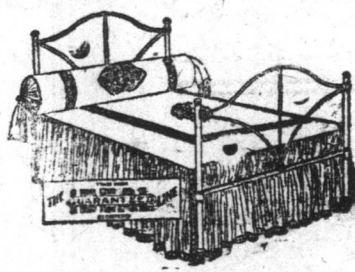
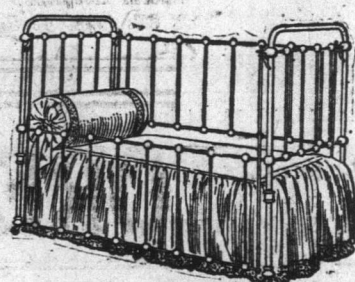
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A Big Shipment of BEDSTEADS,

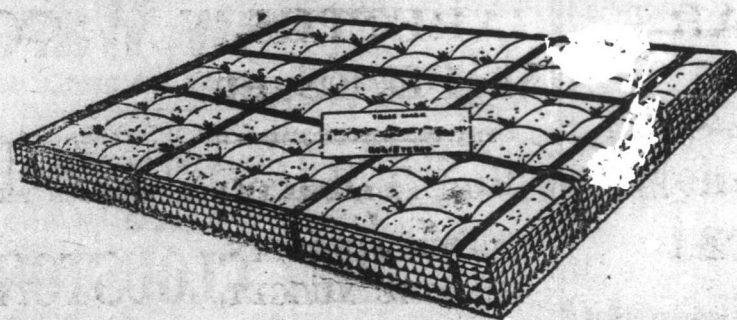
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Bedsteads: \$9.50, \$11.50, \$14.50, \$15.50, All Good Values.

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

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TO-DAY'S MESSAGES.

NETT LOSS 2,503,000 TONS.

LONDON, Nov. 6.

The Reuters' Ottawa Agency.)

taking in the House of Commons

day, Right Hon. Thomas James

Parliamentary Secretary

the Admiralty, stated that 8,946,000

of British merchant ships had

been lost during the war, up to Sept.

last, by enemy action. Of this

number 5,445,000 tons had been re-

placed by new construction and the

purchase of ships abroad and the

loss of captured enemy ships.

GERMAN MISSION HAS LEFT VIENNA.

AMSTERDAM, Nov. 6.

The German Military Mission has

Vienna, according to advices from

Austrian capital.

BISHOP GORE SPEAKS.

NEW YORK, N.Y., Nov. 6.

Hearts of the destiny of the Ger-

colonies, Palestine and Mesopo-

tamia should not go to Great Britain

right of conquest but should be

the neutrals, was expressed here

night in an address by Rt. Rev.

Bishop Gore, of Oxford, on

return from an 115,000 mile

making tour throughout the United

States on behalf of the National Com-

mittee of the Churches and the moral

ties of the war. Great Britain has

territory, and it must not be forced

to its declarations, Great Britain,

reconstruction, and in America also

problem will mature.

GERMANS BOMBARD DEFENCELESS TOWNS.

WASHINGTON, D.C., Nov. 6.

German forces in their retreat from

are bombarding defenceless

using especially gas shells,

devastating the country side, ac-

cording to an eyewitness account

published to-day by the Belgian

Government. The Belgian Gov-

ernment, said the statement,

has informed the United States

that at the very moment the

German Government has announced

protection against inhuman acts, and

Germany offers to stop aerial

population in the interest of the

the Germans have bombarded

villages and towns which they

are obliged to abandon during their

revolt against especially gas

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WENT TO SIT IN PARLIAMENT.

LONDON, Nov. 6.

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