

### THE MOST STRIKING feature of the POLAR BEAR is its beautiful white coat, which is in keeping with the whiteness of its surroundings in the Arctic regions. The snow in those regions, however, is not whiter than clothes washed with SUNLIGHT SOAP.

The beauty of SUNLIGHT SOAP is in its purity, and the easy way in which it releases dirt from clothes, without injury to the fabric no matter how fine it may be. It is manufactured with the purest materials and there is £1,000 Guarantee of Purity on every bar.



TRY IT ON YOUR NEXT WASH-DAY.

### From Major Franklin.

Writing to a friend in the city from "Somewhere in France" under date of September 24th, Major W. H. Franklin says:—

"You are quite right, the past 12 months seems a lifetime, and I expect the effects will last for the rest of one's life. Still it has been a glorious experience, and we all hope that now is the beginning of the end. It is splendid to note the spirit of the men, despite the months of the strain of trench warfare.

"I was lucky at getting a few days back and so seeing my wife and family. At the same time I saw all my old friends in the Newfoundland contingent. They are a positively splendid lot of men and I would back them against any regiment here, providing their discipline is good. I hadn't an opportunity of judging that. The men looked strong, healthy, clean and well set up, and moved quickly. I was sorry to hear the officers complain of not having an opportunity to go forward with my own regiment. Naturally all my work has been towards being able to impart to them the experience I have had—practically seven months in the firing line. However one learns that perhaps all is ruled for the best, and there is enough hard work in every day to completely wash away vain regret. This can only be a scribble, but I wanted to write to-day as we are warned for the attack, the bombardment having started. We are all ready and will be thrown in either this afternoon or to-night. Hope it will be successful, it is a big show.

"Please remember me to all your people, and if I'm as lean and fit when I come home as now, I'll beat you all at squash or tennis.

"We have now only four officers left of the thirty that embarked with this Regiment; shows the wastage. Every one says Newfoundland has done splendidly in her contribution, but more are wanted."

### THE LONG ROAD



That roads are long to E a y street, is true, all w i n n e s preach it, and if you move on sluggish feet, it's doubtful if you'll reach it. I see some lads who work for hire their leaden trills dragging; the smallest effort makes them tire, and all they know is lagging. They face their work with dismal croaks, and grumbings stale and wheezy; they'll never bask beneath the oaks that line the street called Easy. The road is long to Easy Street, too rough for any tugging, and one must tireless be and fleet who there would have his dwelling. Oh, watch the men who there abide, the men who dance and gambol, and you



Made from "fin champagne" grapes of the choicest vintages only.

## HINE'S Three Star BRANDY

Guaranteed Twenty Years Old

J. Hine & Co. are the holders of the oldest vintage brandies in Cognac

J. D. O. ZOBLEN, of Toronto, Sole Canadian Agent

### Tit-Bits of General Information.

Up to August 31st 92,658 railway men had enlisted, a percentage of 14.90 out of a total of 621,588 employed.

Paris, before the war ate almost 2,000,000 lb. of snails every year, and paid from 12s. 6d. to 15s. a thousand for them.

After forty-four years, service in the Windsor Post Office, Mr. William Riley, who was special postman to the late King Edward VII. and also to King George V., has retired on a pension.

Swans, according to the law of England, are Crown property. Whoever steals or destroys swans' eggs forfeits 5s. for every egg, and whoever steals a marked swan of the Crown commits felony.

Some cylinders of German poison gas captured in the trenches in Flanders bear dates as remote as 1908, at which time Germany was busily preparing for the war which, she says, was "forced on her" by England.

From the Aborigines' Rights Protection Society the Government of the Gold Coast has received £1,500, subscribed locally, for the purchase of an aeroplane to be presented to the Royal Flying Corps. This aeroplane will be inscribed, "Gold Coast Aborigines."

The population of the United Kingdom a month before the war broke out is officially estimated at 48,089,249. There are no sufficient data as to the effect of the war to enable the Registrar-General to frame any reliable estimate of the population this year or next.

Wonderful carpets from Persia and other parts of the East, a number of which are naval prizes, of a total value of over £30,000, are being auctioned in London. Some 600 carpets are to be disposed of, one of the most remarkable of which is valued at £2,000 and took over thirty years to make.

The very best cork is absolutely necessary to insure good wine. The peerless Pomery of 1904 would not be worth a shilling a bottle if it had a faulty cork. In an average bottle of champagne the cost of the juice of the grapes is about 1s. 4½d., whereas cork and bottle are put down as costing 7d.

In aid of the Trowbridge (Wilts) Farmers' Red Cross sale two pigs followed their owner, Mr. James Pike, round the town collecting. He called them by means of a bell, and wherever he went they followed him. The pigs are only three months' old. Their tour resulted in £5 5s. for the fund.

In the early 'sixties cigarettes were only smoked (in England) by foreigners or Britons who had acquired the habit while residing abroad. The first English cigarettes were stained brown, to imitate the tobacco-leaf, and were not gummed. The paper was merely tucked in at the ends, and they required to be held together by the fingers, like the modern Spanish cigarette.

The war has had an extraordinary effect on the shipping industry, old vessels for which only breaking-up prices could have been realized eight months ago finding ready purchasers at Cardiff and other ports at £10 and £11 per dead-weight ton—considerably more than they were worth when newly built. A ten-year-old steamer of 6,000 tons, which sold for £25,000 in 1911, changed hands recently for £60,000.

### YOUR BOYS AND GIRLS

Anxious mothers often err in one of two ways in looking after the physical wants of a young child. They either line the medicine chest with gargles, castor oil, cathartics and dope for colds, or they neglect the child's needs entirely. Physicians are recommending to mothers to get further away from using the old time-honored medicine chest. They should take the suggestion offered by the Chinese physicians who make it their business to keep their patients well.

If you are a rational mother you will give your child a wholesome and liberal diet. This means plenty of milk and fresh eggs, and a good portion of fresh vegetables and fruit. Meat once a day for a young child, but she needs it that often to make blood and strength. One of the simplest ways of keeping your little girl well is to give her plenty of fruit and water.

Minard's Liment Cures Diphtheria.

### Prohibition Meeting at Brownsdale.

The Prohibition meeting was held at Brownsdale, October 19th, in the Orange Hall which was given free by the brethren for the occasion. Mr. H. T. Avery occupied the chair and on the platform were Rev. H. Godfrey, Rev. N. M. Guy and Rev. F. Smart, and also our honorable member, Mr. A. Targett. Quite a number of people attended the meeting. The speakers in most interesting and instructive lectures told the audience of the effect of alcohol on the human system and also some of the evils which are detrimental to our physical, mental and moral well being. The Rev. F. Smart spoke with enthusiasm concerning the young men who are gone from Brownsdale as volunteers for their King and Country. A hearty vote of thanks proposed by Mr. H. C. Brown and which was carried with great applause by clapping. The proceedings ended as they began with the hearty singing of God Save the King.

ONE THAT WAS PRESENT.

We believe MINARDS LINIMENT is the best: Mathias Foley, Oil City, Ont. Joseph Snow, Norway, Me. Charles Whooten, Mulgrave, N. S. Rev. R. O. Armstrong, Mulgrave, N. S. Pierre Landers, Sen., Pokemouche, N. B.

### W. P. A. IN AID OF THE SICK AND WOUNDED AND OF OUR SOLDIERS AT THE FRONT.

Subscriptions may be sent to Lady Davidson, Mrs. Emerson H. O. n. Treasurer, or to any of the following Ladies of the Finance Committee: Mrs. Ayre, Miss Brown, Mrs. Garrett Byrne, Mrs. Duley, Mrs. T. J. Edens, Miss Hayward, Mrs. Archibald Macpherson, Mrs. Herbert Rendell.

Amount acknowledged	£7,250.74
Mrs. W. E. Wood	20 00
Mrs. W. Clapp	20 00
Mrs. Story	50 00
Mrs. J. E. Steer	50 00
Mrs. F. H. Steer	50 00
Mrs. C. R. Steer	50 00
Mrs. P. S. Steer	5 00
H. Kelly	2 00
Mrs. G. L. Adams	5 00
Mrs. Hector McNeil	5 00
Mrs. J. D. Ryan	25 00
Mrs. Edward M. McLean	15 00
Mrs. Hector Ross	10 00
Mrs. J. Frank Martin	10 00
Mrs. Edgar Rendell	5 00
Lady Bowring	50 00
Mrs. M. Kelly	1 00
M. E.	1 00
Miss Mary McKay	25 00
Mrs. Schater	5 00
Mrs. S. G. Collier	5 00
S. G. Collier	5 00
Mrs. Tasker Cook	20 00
Miss Pennock	5 00
Canon Smith	5 00
Lodge Dudley, S.O.E.B.S.	20 00
Inspector O'Reilly	5 00
Sale	4 70
John McFarlane	2 00
Miss MacFarlane	2 00
Mabel C. Young (Lewisporte)	1 00
Mrs. Daymond	5 00
Mrs. Frank Bradshaw	10 00

Employees Nfd. Clothing Factory as follows:—

Mrs. Colton	£5 00
Mrs. Quirk	1 00
Miss Sinclair	1 00
Small amounts	16 50
Mrs. Thorburn MacNab, for Hospital Work	30 00
Proceeds Bazaar for 1st Nfd. Regt., per Misses Molly and Clara Nicol	25 00

Balance in hand, \$1,004.00.

KATHERINE EMERSON, Hon. Treasurer.

St. John's, Oct. 26.

### BANISH BILE!

A bilious condition of the system is the result of inaction of the liver, often causing severe headache through the eyes and temples, culminating sometimes in nausea and vomiting, which is frequently followed by a bilious diarrhea.

Abbey's Effervescent Salt, when taken as directed, stimulates the peptic glands of the stomach and increases the contraction of its muscles from above downward. This action is communicated to the intestines and increases the flow of the intestinal juice, thus stimulating the ducts of the liver to pour out the bile, when it can be carried downward by the laxative action of the Salt, instead of remaining to clog up the liver and flow back into the stomach.

Thus, if a person who is subject to Biliousness and Bilious Headache will use Abbey's Effervescent Salt, the natural action of the Stomach, Liver and Intestine will be kept up and no bile can accumulate in the system.

Sold everywhere at 25c. and 60c.

Sold Everywhere.

# COLLARS

## COLLARS COLLARS

### White Embroidered or White Lace.

Price :

# 25c. and 30c. each

This Week at

# A. & S. Rodger's.

## Talking Hosiery and Underwear To-Day, Ladies.

We are now showing a very superior line of Boys', Girls', Women's and Men's Stockings. Prices are not advanced.

<b>Men's Half Hose</b> See the excellent line of Men's Heather Mixture Half Hose at ... <b>20c</b>	<b>Ladies' Nightdresses</b> Flamelette, striped, good quality. Price ... <b>75c</b>	<b>Ladies' Hose at 18c.</b> Very nice are the Ladies' Stockings we are now showing at... <b>18c</b>
<b>Boys' Wool Hose, 30c.</b> Our Boys' all wool Hose from 30c. are good value.	<b>Ladies' Bloomers.</b> Heavy fleece lined Grey, very serviceable. Price ... <b>65c</b>	<b>Child's Hose.</b> A strong Child's Black Stocking from ... <b>15c</b>

### Ladies' Underwear, good quality, at 35c.

We want to say this very loud, ladies, so that our voice will be heard throughout the city, we are showing the best line of Underwear at the price to-day in the city. Remember the price, 35 cents per garment.

# JOHN M. DEVINE,

THE RIGHT HOUSE, Cor. Water & Adelaide Streets.

### Prohibition Meeting at Harbor Grace.

Special to Evening Telegram.

HARBOR GRACE, To-day.

A most enthusiastic Prohibition meeting was held at Coughlan Hall last night. The hall was filled, many standing. E. Parsons, M.H.A., chairman. W. A. Munn, Esq., was the first speaker and delivered a message from St. John's to help the city down open saloon and save sons and daughters, the former from drink, the latter from even worse evil drunken husbands. Rev. Dr. Hazelwood from Canada, was the next speaker and for an hour and a half held the audience spellbound at his earnest appeal to remove the temptation from the island. He gave most convincing facts to prove that without liquor stores there is no temptation to drink. Rev. A. A. Holmes also spoke most encouragingly of the outcome of the election.

### Here and There.

S.S. LEXINGTON LEAVES.—The s.s. Lexington, which is replacing the Graciana, is scheduled to leave Liverpool for here on Saturday next.

WILL POSITIVELY cure the most obstinate cough. A couple doses give relief. The old reliable remedy, "Call's Safe and Sure Cough Cure." Post paid, 30c. G. J. BROCKLEHURST, Carboner.—oct23, w.s.t.f

LOCAL FISHERY.—There was good fishing on the local grounds last evening and again this morning, and some excellent fares were secured and brought to port.

MINARD'S LINIMENT CURES GABGET IN COWS.

## Halt! Give the Countersign. Cash's Tobacco Store

There is not the least doubt about the quality of our Tobaccos, Cigars and Cigarettes. We beg to draw special attention to the following brands:—

<b>TOBACCO.</b> John Cotton's Mixture. Hymia's Mixture. Cash's Mixture. V. C. Mixture.	<b>CIGARS.</b> Romeo & Juliette. Governor. Conchas. Bock.	<b>CIGARETTES.</b> Pall Mall. Melochino. London Life. Garrick.
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Our Pipes and Smokers' Requisites are imported from the leading manufacturers and are of the very best quality.

### JAS. P. CASH, Tobacconist, WATER STREET.

## PIANOS and ORGANS!

THE MATCHLESS MILTON PIANOS.

THE MATCHLESS MILTON PIANOS. THE CARPENTER ORGANS.

The above Pianos are the finest that are made and a musician's guarantee is given the purchaser.

### CHARLES HUTTON.