

Preserving PLUMS, DAMSONS And Greengages.

Kellogg's
Toasted Corn Flakes.
Shredded Whole Wheat
Cream of Wheat.
Malt Breakfast Food.
Grape Nuts.
Force.

Heinz
Cream of Tomato Soup.
Heinz
Cream of Celery.
Campbell's Soups.
Morton's Soups.
Edwards'
Desiccated Soup.
Gong Soups.

Green Tomatoes for Pickling.

ELLEMORE TEA.
A choice Ceylon Tea
imported direct from
the gardens.
45c. per pound.
5 lb. lots, 40c. per pound.

Monk & Glass
Custard Powder.
Pure Gold
Quick Tapioca.
Instant Postum.
Nabob Almond Paste.
Knox Gelatine.

KOLA TONIC WINE
Dr. Emerson's Invalid Port.

THE ROYAL STORES, Ltd.

TO-DAY'S Messages.

11.00 A.M.

ALLIES HOLD THEIR GAINS.

PARIS, To-day.
Fighting continued all night north of the Somme. The Germans made desperate efforts to stem the tide which is engulfing Comblès. According to latest advices reaching Paris, the Allies have so far succeeded in clinging to their gains, and have even improved their positions slightly.

BRITISH TAKE THIEFVAL.

LONDON, To-day.
In addition to the capture of Comblès an official communication issued by the War Office last night reports the occupation by the British of the important town of Thiepval on the north western end of the Somme front, on the high ridge east of which stands the strongly fortified redoubt.

BRITISH TAKE GUEUDECOURT.

LONDON, To-day.
The French and British troops swept from three sides after their capture of Morval and Freignicourt, broke through the German defences, overran the town of Comblès and carried all before them. This place, with its subterranean passages and powerful fortifications, had been caught in the grip of the Allies, who coming from the north and south had advanced far beyond it, and cut off communication with the rear except a narrow strip which was covered by the Allied guns. The town was filled with the German dead who had fallen. A French official statement says: Prior to the loss of Comblès, the effect of the victories of the French and British armies, who captured important strategic points on the previous day was reflected in an official communication by the German War Office, which after describing the great artillery bombardment of the Entente Allies, lasting four days alike on the Ancre and Somme, admits that the conquest of the village line of Gueudecourt must be recognized, adding, "but before all we must thank our heroic troops who faced the united Anglo-French principal forces and the massed employment of material of the whole world's war industry prepared during many months." Both Thiepval at the north western end of the British line and the fortified town of Gueudecourt northwest of La Boisselle have fallen into the hands of the British. Around the former place many hard battles have been fought since the inception of the great Entente offensive of July 1st. General Sir Douglas Haig's men, after

Why the Trench Cheered.

(From the Manchester Guardian.)
The Australian and New Zealand soldiers in France are tremendously impressed with their achievements, seen and doing of the British airmen. They share the English soldiers' admiration for that dashing reconnoiterer Major X—, who is known all along the lines by a soubriquet too undignified in its expressiveness to have received official approval, and they have many stories of his reckless work.

"They are all astonishingly brave," said a convalescent New Zealander who has watched them for months. "You always know that if the machine is very high up it belongs to Fritz, but if it is taking every risk and playing round among the Archies it is one of ours. Often your heart is in your mouth as you watch them flying through a sky that looks black with shells. We have strict orders not to cheer, and I've only known our trenches do it once. That was after a most dramatic bit of work by our aircraft."

"Two aeroplanes had suddenly whirled over our lines, flying low and so mixed up that we were confused as we watched them. One was obviously English, and it was attempting to drive the other back over the German lines, and as they flew in circles we saw it was succeeding. The Germans were watching with as much interest as we, and so, we were about to seize a parachute and fling himself out, but the bomb that ripped up his balloon killed him as he fell. It was then that our trenches at the back cheered like mad. We didn't. We turned around, waved at them, and yelled 'Shut up.' You must relieve your feelings somehow. This was early in the offensive."

Belated Repentance.

The Toronto Star calls attention to two statements of the utmost significance made in connection with the battles of the past week fought on the Somme front, in which the Canadian forces played so splendid a part. A Canadian medical officer reports that the Huns have suddenly discovered that there is such a thing as the Geneva Convention. This surgeon had his advanced dressing station right on top of a ridge, and a bright Red Cross flag flying, and he says, "although machine gun fire was sweeping east and west we did not have a single shot hit our shelter." Even when wounded were being removed by horse ambulance the enemy guns lifted their fire from the road. Of course this is as it ought to be, but throughout this war the enemy has, until this week, ignored the Red Cross emblem and specially singled out dressing stations, ambulances, and hospitals for attack.

Another significant statement is that now, for the first time in this war, the wounded are being collected under the protection of the white flag. Heretofore the wounded have often had to lie for days where they fell, and the dead have had to remain unburied within daily view of their comrades. While the Germans had the upper hand and were advancing rapidly, even little by little, they could recover their own wounded and bury their own dead, and would grant no favors to the Allies.

Their change of policy at the present stage of the war is, the Star thinks, significant of much. "The positions are reversed. They are being driven back; they are now leaving their dead and wounded behind them; each man among them has the dread that to-morrow it will be his own dear self that will lie fevered or lie forever still on the open ground between the rival armies. They begin now to see merit in the humane practices of war which, in the days of their success, they derided. They now seem inclined to practise the decencies of civilized war and are anxious to make a good impression on the Allied forces that are now showing the power to overwhelm them. They know their game is up. When sufficiently defeated they will become a people fit for other nations to live with." But as to this we shall require to have much better and more convincing evidence than the present indications of belated repentance afford.—Hull-Morning Chronicle.

MORE DIPHTHERIA. — Two new cases of diphtheria were reported to the Health Authorities to-day.

MINARD'S LINIMENT USED BY PHYSICIANS.

The Preserving Season

Is in full swing. Now is the time to buy your Fruit, Vegetables, etc. We have a fresh stock just in, all in splendid condition.

Plums, Damsons, Greengages,
Peaches, Pears, Crab Apples,
Green Tomatoes, Red Cabbage, Onions,
Pickling Spices,
Jars, Covers, Parawax.

Prompt Delivery. **Ayre & Sons, Ltd.** Satisfaction Guaranteed.
GROCERY DEPARTMENT.

Sewing Machines

With Our Reputation Behind Them.



COLUMBIA HD. A. \$8.00
COLUMBIA HD. B. \$9.50
COLUMBIA C, with Cover \$11.25
COLUMBIA IMPROVED, B. \$11.25
COLUMBIA IMPROVED, B, with Cover. \$13.00

Also FOOT MACHINES, complete with all attachments, which are worth double the value.

OUR LEADER COLUMBIA \$20.00
SPECIAL COLUMBIA \$24.50
IMPROVED COLUMBIA \$28.50

If you intend to purchase a Machine, see these and save money.

MARTIN HARDWARE CO., LTD.

Again! Again!

We are showing a magnificent assortment of charming effects in
Ladies' Emb'd Collars.
Prices as usual..... 25c. each.

Also, our Fall selection of
LADIES' HATS,
Neater, Prettier and Cheaper than ever.

A. & S. RODGER.

Reids' Boats.

The Argyle arrived at Placentia at 6.15 a.m. yesterday.
The Clyde left Change Islands at 2.45 p.m. yesterday, inward.
The Dunster left Salvage 11.40 a.m. yesterday, outward.
The Ethel is due at Flowers Cove from the north.
The Glencoe not reported since leaving Pushthrough Monday.
The Home is at Lewisporte.
The Kyle due at Port aux Basques to-day.
The Meikle leaving Port aux Basques to-day.

The Saxona left Twillingate at 11 a.m. yesterday, coming south.
The Neptune north of Grady.
The Wren left Trinity at 9.45 p.m. yesterday, outward.

WEATHER REPORT.—The weather across country is strong S.W. wind and raining; temperature about 50 above.

FURNACE SHIPS.—The Furnace Liners Tabasco and Rappahannock are due here early next week from Liverpool and London, respectively.

MINARD'S LINIMENT FOR SALE EVERYWHERE.

Boys Arrested.

Last night a fatherless and motherless boy, aged 12, of Howe Place, and a 15 year old laborer of the Battery were arrested at the instances of Mr. Wm. Mallard for 'stinging' turnips from his garden on Quidi Vidi Road. To-day in court Judge Morris addressed the lads and remarked that whilst the taking of a turnip was 'trivial', it was an offence that was becoming a nuisance and could not be condoned. At the request of the Crown and for the purpose of summoning witnesses the accused boys were remanded in custody till to-morrow when they will be tried.

Different War Coming Winter?

Paris, Sept. 23.—(New York Times)
—Lieut.-Col. Roussel, the military critic says that the operations of the campaign this winter will differ from those of predecessors. He says: "I think that I can predict that the coming winter will not be entirely one of stagnation and waiting on all fronts. No doubt the sledge hammer blows we intend to deal will be separated by greater intervals, knowing that we do not intend to remain merely in an expectant attitude. Being ever ready to seize our foe by the throat we intend to allow him as much breathing space as their defences render inevitable." The situation, he says, is no longer what it was at the beginning of former winter campaigns. On all fronts the allies, he says, have already driven in a wedge of victory.

A Floating Fortune.

First let us dispel the popular idea that a whale is a fish. It is not a fish, but an animal. It feeds its young with milk. And even though it lives in the water it can be drowned. A fish extracts oxygen from the water and takes it through its gills. But the whale has to rise to the surface and get a supply of oxygen from the air. When it does this it spouts water to make room for air, and the fishermen say, "There she blows!"

A whale has a large, flat tail, about eighteen feet across. Every fish has an upright tail. This is because fish need their tails only to act as rudders. But a whale, when he needs oxygen, has to beat down the water and get to the surface in bounds. That's the reason his tail is flat.

The baleen, or whalebone whale, carries all the whalebone in his mouth. It hangs down from his upper jaw in a vast network. He eats the smallest sort of jellyfish, etc. Having no teeth, he swims right into a shoal of things that form his food, and the network of whalebone acts as a huge fishing net. Whalebone is worth \$10,000 a ton, and one whale may carry one and a half tons of it. Besides whalebone, we get tons of oil from the whale. It is used for ointments and very fine candles. And from a certain species of whale we get ambergris, which is worth from \$10 to \$30 an ounce. The whale is a floating fortune.—Milwaukee Sentinel.

In Milap's Boudoir.



DANGEROUS VEILS.

Many women jeopardize their eyesight and complacency of disposition by viewing the world through a mass of dots or figures every day.

Not only does the constant straining to see through the kaleidoscopic torture prove too great a test for the eyes to bear, but a network of little wrinkles soon gather in the corner of the eye.

Although the figured veils are considered very fashionable at the present time, we must remember that no fashion is worth the loss of good eyesight, temper and complexion.

A veil is the harbour for all the microbes laden dust that blows in the streets, and once blown into the mesh it stays, to rub and irritate your complexion every time you wear the veil. And as for disposition! Perhaps no other article of wearing apparel is so provoking, and incidentally, no article of wearing apparel could be so easily abandoned. The constant slipping, tugging and pulling of an impish veil, for several hours is quite enough to upset the equilibrium of any woman.

Avoid the face veil with its intricate designs, and its germ laden meshes as you would the plague.

Tea that is long steeped loses a delicate flavor and develops a larger amount of tannic acid.

1st New REGIMENT

Casualty List

2164—Private Daniel Greenpond. Killed in action September 15th.
1795—Private Jesse Gish. Died. T.B. Admitted to hospital. Tubercle of lung.
1128—Private Philip J. Coddhy Street. Admitted to hospital. Disordered action of heart.
826—Private Richard J. M. 261 Water St. West. Reported missing since July 1st.
1871—Private Alfred J. Teignmouth, Devon. Reported officially missing since July 1st.
1202—Private Richard M. New Bonaventure. Officially missing since July 1st. Previously reported wounded and officially missing.
476—Private James B. Barnes' Road. Reported missing since July 1st. Previously reported wounded and missing.
J. R. BENTLEY
Colonia (Se)

Published by Arthur

1ST NEWFOUNDLAND REGIMENT
HEADQUARTERS
St. John's, Sept. 22nd.

[No. 57]

Regimental Order

By Colonel Sir W. E. D. M.G., Commandant.

(Telegram from Captain M.

1.—Military Honours:

"Lieut.-Col. Franklin was awarded The Distinguished Order."

2.—Promotions:

To be Lieutenant—2nd Lieut. wards, from September 1st, 1916.

To be 2nd Lieut.—No. 865, Ser- thune, from September 1st, 1916.

3.—The Military Cross.

A Royal Warrant is signed in the London Gazette of 24th A. 1916, ordained that a holder of Military Cross is entitled to wear letters "M.C." after his name.

J. J. O'RA
Captain and Adj.

His Excellency the Governor

Council has been pleased to ap- Mr. Edgar S. Mills, (Pilot) is to be Inspector of Weights and

aures, with jurisdiction over Bay, inclusive, to Leading Clerk, in place of Mr. M. J. (to be signed; Mr. M. J. Gardner, to be

spector of Weights and Measures Bonaventure, British Harbor and

clivity, in place of Mr. Lester G. ner, resigned; Messrs. Thomas I. and Edward Patrick Houlahan, to

members of the Roman Catholic B of Education for the District of Ar

tia, in place of Messrs. James Carthy, retired, and Matthew Mur

left the District; Mr. Heber reed be a member of the Methodist B of Education for the District of W

ton, in place of Mr. Henry P. (to be signed).

Dept. of the Colonial Secretary.

Sept. 26th, 1916.

McMurdo's Store New

WEDNESDAY, Sept. 27th, 1916.

Our Menthol and Eucalyptus 1

ties make an excellent menthol

lozenge, and are valuable in cases

hoarseness, throat trouble, and

coughs with tough stringy mucus

and in slight cases of inflammation

the larynx. They are very valu-

able in damp, changeable weather,

and their use will often avail to ward

off a cold. Price 25c.

The Manager of the Ice Cream Co.

tre tells us that they sold all the

Chocolate they had prepared yest-

day, despite the unfavourable weath-

Customers are delighted, however, with

the "Proper-Heat" drinks which full

justify their name. Have you tried

one yet?

"THE CLIMBERS"—BIG SOCIETY

DRAMA.

Another very elaborate program

has been arranged at the New The-

tre to-day and to-morrow and to-

will no doubt attend in large num-

bers. The feature film is "The

Climbers" from the famous play by

Clyde Fitch. It is a very arresting

drama in five acts, calling for beau-

tiful settings and the best acting. The

story deals with a captain of industry

who is supposed to have untold

wealth, with an inordinately ex-

travagant family whose chief ob-

ject is to climb to great social height

and assist other climbers to mount

with them. It is truly a wonderful

play from beginning to end, and no-

other very pleasing picture to-day is

"Husks" in which George O. is the

principal actor.

NO LIGHT.—There has been no

electric light in the vicinity of the

King's Bridge since Sunday last.

The locality needs one badly.

MINARD'S LINIMENT FOR SALE

EVERYWHERE.