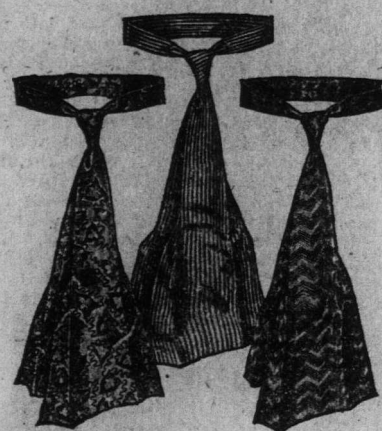


GRAND OPENING OF NEW FALL GOODS

FRIDAY, SATURDAY and MONDAY,

INTRODUCING OUR HARVEST SALE.

Our New Fall Goods have just arrived, and as we are somewhat overcrowded, we intend to price it sensationally low for 10 days, commencing to-day. Here is an opportunity to buy New Fall Merchandise at prices that you ordinarily pay for shop-worn goods. Our buyer is now in New York—has been for some time, and was very fortunate to get many specials for this bargain-giving event. This is a special invitation for you to visit our Store. Come and see our stock and get your share of the many specials offered at this Harvest Sale.



Men's Ties.

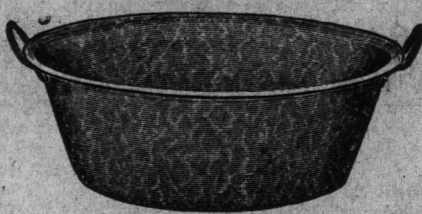
Our buyer was very fortunate in securing several gross of Men's Ties at a special price. They are the newest styles and patterns, mostly four-in-hand. Men, come and see them and save 15c. on each Tie. Our Price for Harvest Sale . . . 10c

Another bargain in Men's Collars, best linen and low style mostly; all sizes and at a special price. Harvest Sale . . . 10c

Men's Socks for the cold weather. A special lot of Men's Socks for the coming cold weather. Usually sold for more—but at a Special Price to-morrow . . . 20c

Men's Caps for Fall and Winter, very special lining with fur turn-down for ears. This Cap will keep you comfortable during extreme cold weather. Special Price for Harvest Sale . . . 75c

OUR BIG PAN Bargain.



This truly is named correct—Our Big Bargain Pan. We were the first and probably the only Store that features a big Pan at a small price. During our sales we have had great success and the sale of this article was tremendous. To-morrow we intend featuring it again at a Special Price. Only . . . 29c

Some Bargains For Early Shoppers

6c. TUMBLERS . . . 4c.
15c. BUTTER DISHES . . . 10c.
HATCHETS . . . 20c.
HAMMERS . . . 10c.
SCREW DRIVERS . . . 10c.
FRYING PANS . . . 20c.
BUCKETS . . . 20c.
PUDDING PANS . . . 10c.
MILK PANS . . . 15c.

MEN'S UNDERWEAR for Cold Weather

Men who want comfort during the cold months ahead should visit our Underwear Department to-morrow. Here you will see a good selection, all sizes, at very special price of . . . 50c

Men's Laundered Shirts, some odd sizes, but one that will probably fit you. Harvest Sale Price . . . 69c

A special lot of Sailed Collars in many sizes, including the Rubber Collar. At this Sale, 2 for . . . 5c

A good assortment of Early Fall Caps, many patterns and styles and nicely made. Your choice . . . 50c



A Clearance Sale of SPECIAL LINES at Practically Cost.

\$1.00 Women's Blouses . . . 50c.
\$1.00 Felt Hats . . . 50c.
\$1.50 Misses' Dresses . . . 85c.
\$1.50 Boys' Sweaters . . . 95c.
9c. Embroidery . . . 5c.
95c. Men's Overalls . . . 75c.
95c. Men's Work Shirts . . . 69c.
\$1.50 Women's Dresses . . . \$1.00
\$1.85 Silk Blouses . . . \$1.35
\$1.00 House Dresses . . . 75c.

75c. Boys' Rompers . . . 45c.
60c. Boys' Underwear . . . 45c.
45c. Children's Cotton Overalls . . . 39c.
40c. Suspensers . . . 25c.
15c. Gingham . . . 11c.
\$3.25 Women's Shoes . . . \$2.98
Wool Blankets . . . \$2.50
\$1.55 Women's Skirts . . . \$1.25

Bureaus & Stands.

Made specially for us by factory in building. Encourage Home Industry. Buy goods made in Newfoundland. Our Special Bureau or Stand to-day for . . . \$8.50
Stand to match, \$4.50.

Couches.

Made in many different styles. In fact you can give us any size and pattern. The Couch will be made specially for you "as you like it." See our lead-er-to-day for this \$4.95 Sale . . . \$4.95

Home Necessities --- LABOR-SAVING DEVICES.

Imported to Sell at 5, 10, 15, 20 and 25 cents.

Clothes Lines . . . 15c.
Drip Pans . . . 15c.
Rinsing Pans . . . 15c.
Muffin Pans . . . 10c.
Bread Pans . . . 10c.
Cake Turners . . . 5c.
Egg Beaters . . . 10c.
Toasters . . . 10c.
Clothes Brushes . . . 15c.
Can Openers . . . 10c.
Tea Kettles . . . 20c.
Whisks . . . 20c.
Scrub Brushes . . . 15c.
Buckets . . . 20c.
Hammers . . . 10c.
Forks . . . 5c.
Shovels . . . 5c.
Brushes . . . 25c.
Williams' Talcums . . . 25c.

Our CHAIR Dept.



Is being brightened up most every week with new stock. Only recently we received a special assortment and will be on sale to-morrow from . . . 68c.

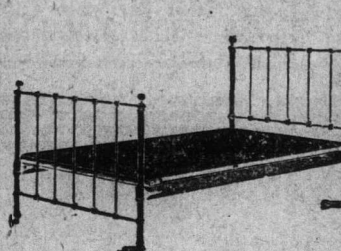
UNDERWEAR for Comfort.

Women who need Underwear would do well to visit our Underwear Dept. to-morrow. We have just received a nice selection of Underwear for the coming cold months and we certainly advise you to buy now. There is a tendency for prices to advance, so buy to-morrow at this Sale and save money. Our Special for this Sale . . . 50c



Mattresses That Are Built By Machinery And Not Stuffed By Hand.

Every merchant likes to foot the horn once in a while, but these days you must have the goods to make a noise. In selling Mattresses and Springs we certainly can make a big noise. All Mattresses made for us in factory in building are built and not stuffed by hand. We select our own tickings and see that every part of the Mattress is uniform. We guarantee every Mattress and Spring sold at this Store. Mattresses from . . . \$2.00 up
Springs from . . . \$2.00 up



Bedsteads.

We have the Sole Agency for a Special Bedstead made by the Ideal Bedding Co. This Bedstead is bored on sides and ends which is attached with a spring and lath. It is called The Combination Bed, and our Special Price for this Harvest Sale is, \$4.95

SPECIALS.

7 piece Glass Berry Sets. 10c. Old Dutch . . . 9c.
Reg. 50c. Special 39c
to-morrow . . . 39c
20c. Bay Rum . . . 15c.
Vaseline . . . 5c.
Sloan's Liniment . . . 29c.

THE FAIR ST. JOHN'S NEWEST SPECIALTY STORE.

Corner Water and Springdale Sts.

Slideboards.

In Surface Oak finish, with plain or British Bevel Mirror; highly constructed and nicely finished, at . . . \$12.50 up

Roumania--The Huns' Last Straw.

Showing How the Help of Our Latest Ally Will Cut Six Months Off the Duration of the War.

(By a Military Expert.)
In the fortnight that Roumania has been at war we have been given tangible proof of the completeness of the cordon round the Central Empires and their dupes, who, like a beleaguered fortress, are enclosed in an iron ring of enemy lines.

The British Fleet closes the outlet from the North Sea; the Allied Fleets from the Black Sea and the Adriatic. Between these seas the siege is maintained by the French, British and Belgian Armies, extended from the North Sea to the Swiss mountains; the Italian Army, deployed from the Swiss frontier to within fourteen miles of Trieste, and again at Valona, in Albania; the French, British, Serb, Italian and Roumanian Army at Salonica; and the Roumanian Army stretched to the north of Bulgaria and the east of Hungary. From Roumania to the Baltic the siege is completed by the Russian Army.

Before Roumania came in, Austria had the great advantage of resting her eastern flank on a neutral frontier, thus requiring only a thin pro-

TECTIVE screen of troops; this flank has now been left in the air, and has had to be defended with the same strength as any part of the Austrian front.

We see at once the enormous gain that the intervention of Roumania has conferred on the Allies if we remember that one of the main purposes of the strategy of the Entente Powers is to compel the enemy, with his dwindling manhood resources, ever to fight in lengthening lines.

Every advance of the Russians means so many more miles of front for the Austro-Germans to defend. The entry of Roumania into the war means that, hard pressed as the enemy already is on the eastern and Salonic fronts, he must still find troops to line the western and southern frontiers of the Latin kingdom, for which there are available in opposition at least twenty divisions, with almost as many more reserves.

A Menace to Hungary.
With Roumania acting with the hostile combination against the Central Empires they are called upon to use up still more of their reserves, which otherwise would go to strengthen parts of their front against which the Allied pressure is the greatest.

Hungary, the stronger element in the Empire of Franz Joseph, is directly threatened by the linking up of the

Russian and Roumanian forces; and Hungary, besides providing the toughest troops on the side of the Dual Kingdom, is the great granary of Germany's ally. Let any considerable portion of Hungary be overrun and, quite apart from the purely military consequences, the effects must be most disastrous. With no grain coming from Roumania, and the Hungarian supply partly destroyed, it is hard to see how the Austrian Empire can avoid starvation, particularly as supplies from Bulgaria and Turkey are likely to be cut off.

The intervention of Roumania has brought the downfall of Austria-Hungary, in the military as well as in the economic sense, six months nearer; it has assured the chastisement of Bulgaria, and ultimately the isolation of European Turkey from Asiatic Turkey.

The importance of having Roumania on the side of the Allies lies not so much in the addition of the 750,000 troops that she brings to the Entente forces as in her geographical situation. Through Roumania lies the surest road into the heart of Hungary; Roumania is a pistol levelled at the very vitals of Magyar resistance. From Roumania it is eighty miles to Sofia, which is on the railway connecting the Central Empires with Constantinople.

The fortnight that has elapsed since the Austrian and the Roumanian advanced guards exchanged shots on the Transylvania frontier has made it clear that the Roumanian factor appreciably lessens the duration of the war. Her Army, positioned as it is, implies a gain of six months towards the victory of the Allies. If without her help we could imagine the war lasting eighteen months, then with her help we can confidently reckon on the war not lasting more than a year. From whatever estimate we had formed of the duration of the war before Roumania came in, we have a right to deduct six months.

How Will It End?

Six weeks ago, apparently, well-informed people when discussing the chances of intervention on the part of Roumania made bold enough to say that from the day she came in the war would not last longer than eight months, their assumption being that Roumania would not risk a longer war. This may be an unreasonably optimistic view to take, but this much is true—that so cautious a statesman as M. Briatano, the Roumanian Prime Minister, would hardly have advised action on the part of his country a fortnight ago, had he not believed in a reasonably short period victory would crown the Allied arms.

The intervention of Roumania has been a sign not only that in the opinion of the shrewd statesmen in the Balkans the hope of victory had definitely passed to the side of the Entente Powers, but that this hope of victory promised to be realised in the period that a country like Roumania could afford to sustain hostilities.

Very rightly the neutral world, which has come slowly to the conclusion that it is impossible for the Central Empires to stave off defeat, has argued that Roumania's intervention points to the hour of defeat for the apostles of frightfulness; being nearer at hand than was imagined, although no one denies that a tremendous task will face the Allies.

In a war like the present conflict, that is so full of surprises, prophecy is always dangerous; but if one cared to speculate, one would say the entry of Roumania on the side of the Allies envisages the war ending in the following fashion: First, the breaking of the link between the Central Empires and Bulgaria and Turkey; then the downfall or paralysis of the two subordinate allies, followed by the overrunning of Hungary and the complete defeat of the Austrian Empire; and, finally, the isolation and invasion—and final humiliation—of Germany.

Answers.

Germany's Heavy Losses

Westminster Gazette: From the latest German casualty list it looks as if the powers that be in that country had determined to give the people a rather large measure of the truth. The figures which are given for Au-

gust are not those of that month. The lists in Germany are generally six weeks to two months late. These totals, then, represent the closing period of the big German efforts at Verdun, and the opening of the Somme offensive. They give a total of 240,957 for a month, of whom over 42,000 are dead and 42,000 are missing. The Kaiser, in one of his utterances before the war, contemplated such a war as might involve Germany in the loss of a million men. The total of killed alone approaches close to that figure, even by German admission, for those figures, it must be remembered, are not ours, but those given to the German people.

H.P. SAUCE
has a flavour, a distinctiveness, and an excellence all its own.
Try it for yourself.

Here and There.

St. Ivel Cheese, small tins, at ELLIS'.

ADVENTIST. — Subject to-morrow evening: "The Value of Miracles," Gordon H. Smith.

Turkeys, Ducks and Chicken at ELLIS'.

REACHED BOTWOOD. — The s.s. Alceda reached Botwood yesterday to load pulp and paper for the A.N.D. Co.

Partridge Dinners and Suppers supplied at short notice. WATERFORD HALL—sep28,tf

VOLUNTEERS ON LEAVE. — A number of volunteers were given leave yesterday to visit their homes in the outports, and left by last evening's train.

Stafford's Liniment cures Rheumatism, Lumbago, Neuralgia and all Aches and Pains. For sale everywhere.—jly22,tf

HOPES ABANDONED.—There are still no tidings of the bodies of the sch. Bonnie Lass where she met her fate, and hopes of finding them are abandoned.

\$10.50 NOW! — We are informed that flour advanced considerably in the local market yesterday, and some brands are now selling at \$10.50 per barrel.

PREACHES TO-MORROW MORNING.—"A Man Who Was Rich, and Something More" will be the subject on which the Rector, Dr. Edgar Jones, will preach on at St. Thomas's Church to-morrow morning.

Enjoy your meals by taking a teaspoonful of Stafford's Prescription "A" before eating. Price 25c. and 50c. Postage 5 and 10c. extra.—jly22,tf

C.C.C. CHURCH PARADE. — The C.C.C., headed by their band, will attend Divine Service at the R.C. Cathedral at 9.45 a.m. to-morrow. We understand a large number of the lads will turn out.

PRELIMINARY NOTICE.—The Congregational Ladies' Aid Society intend holding their Annual Sale of Work on Wednesday, Nov. 22nd—oc4,3i,w,th,s

TO PREACH FAREWELL SERMON.—The Rev. J. S. Sutherland, M.A., will preach his farewell sermon at St. Andrew's Church to-morrow, and on Tuesday next he will leave for Fredericton, N.B., where he has received a call.

Stafford's Phorastone Cough Cure is the best preparation for all kinds of Coughs, Colds, Bronchitis and various Lung Troubles. Price 25c. Postage 5c. extra.—jly22,tf

ATTEND HOLY COMMUNION.—The members of the T.A. and B. Society, senior and juvenile branches, will assemble at their hall at 7.15 to-morrow morning for the purpose of attending Holy Communion at 8 o'clock mass at the Cathedral.

COAL! COAL! — Just arrived Schr. General Laurie, now landing at Tesser's Wharf, 380 tons North Sydney Coal. Only \$10.00 per ton. Send in your order to-day. Telephone 244. TESSER & CO.—oct6,2i

OUR VOLUNTEERS. — Yesterday morning the volunteers were engaged at battalion drill and in the afternoon put in their time removing their equipment from the Rinks to the C. L. B. Armoury. Only a small guard was left at the old headquarters last night to protect the remaining regimental property.

No Cure Guaranteed
More
Corns
Never known to fail; acts without pain in 24 hours. Is soothing, healing; takes the sting right out. No remedy so quick, safe and sure as Putnam's Palmers Corn Extractor. Sold everywhere—25c. per bottle.

NO STREET CARS TO-MORROW. — Those who are trusting to the street car service to-morrow to convey them to their respective places of worship will have to make other arrangements, as the Supt. of the Electrical Power Dept. of the R. N. Co. informs us that, owing to repairs to the Power House at Petty Hr. the street cars will not be running during the day.

LABRADOR CREWS RETURNING. — A large number of fishing crews from all parts of the Labrador coast joined the s.s. Neptune on her way south and will be landed at the various ports of call between Twillingate and St. John's. Practically all the vessels that went down north of Battle Harbor to load fish for the European market are now on their way across.

DELAYS ARE DANGEROUS — Don't delay in ordering your new suit as the price of goods is continually on the jump in the home markets, and the longer you'll wait the more you'll pay. If you want a suit, GET IT NOW and get it at SPURRELL'S, where good goods, low prices combined with style and fit predominate. SPURRELL BROS., 365 Water St.—may4,tu,th,s,tf

RED ROSE TEA "is good tea"