

Sugar, Butter and Cheese.

Just Received :
Choice Prime Butter,
 In 14 and 28 lb. Boxes.

American Granulated Sugar,
 In Barrels.

50 Choice Cheese,
 Twins.

Selling at Lowest Market Rates.

COLIN CAMPBELL, - - 85 Water Street.

November Paper Patterns
 NOW ON SALE.

Cash (17c.) must accompany Outport Orders.
 8000 Patterns to select from.

CHARLES HUTTON,
 SOLD AGENT.

Why Tars Wear Blue and White!

The selection of blue and white as the color of our naval uniform came about in a curious way. In the middle of the 18th Century it was decided to have a regular uniform for the Navy, and the then Admiral of the Fleet was summoned to attend a meeting to settle on the color. The Admiral was for blue and red, these being the national colors. But the Duke of Bedford, who was present, spoke up and said that the King, George II., had seen the Duchess of Bedford riding in a habit of blue faced with white and that the color of this dress had so taken His Majesty's fancy that he had appointed it to be the color of the uniform of the Royal Navy.

Since that time the Royal Navy Blue has become a standard, and we are pleased to announce to all British subjects everywhere that in the dyeing of garments to this color we give complete satisfaction.

MESSES. NICHOLLE, INKPEN & CHAFF, LTD., Agents.
UNGAR'S LAUNDRY & DYE WORKS,
 Halifax.

APPLES! APPLES!

To arrive Thursday and in Stock:

No. 1 Gravenstiens, No. 1 Wagners.
 Also, Silverpeel Onions.

PRICES RIGHT.

BURT & LAWRENCE, 14 New Gower St.
 Tel. 759. Box 245

NEVER AGAIN

WILL WE OFFER, AS WE DO NOW, SUCH BARGAINS IN

DRESS MATERIALS,
 (ALL EXTENTE-CORDIALE MAKES).

Being manufacturers of England and France, and this is an offer of entire cordiale. We are reducing stocks in certain departments, hence this offer. We could not put those English and French Wool Fabrics into stock to-day at anything like the figures we quote. If you don't wish a Dress or Costume now, it will pay you to buy and lay aside a length for later. We quote:

COLOURED HABIT CLOTHS, 54 inches wide.
 Regular \$1.50 to \$2.50. Now 90c. to \$1.50 yd.

CHEVIOT (HEAVY) SERGES, 50 inches wide.
 Regular 90c. yard for 65c. yd.

LOT DRESS TWEEDS at various prices, which are greatly reduced ones.

ALL WOOL TARTANS, three ends only. Clans:—Gordon, MacKenzie and MacLaren. Regular 90c. yard. Now only 60c. yd.

LOT OF BLACK DRESS MATERIALS, principally Crepilles, Crepe de Chine, Voiles, Crepe Cloths, Zibelines and Check-eds, Striped and Spotted Materials at Cost Price and under.

We may say that it is very difficult to get Black Materials at present in England and on the Continent at any price.

In conjunction with the Clearing Prices we have made on the above-mentioned fabrics we are also making lesser though generous reductions on our staple lines of Cheap Habit Cloths, Serges, Cashmeres, etc., despite the fact that our first costs on these goods are advancing.

All DRESS LININGS, TRIMMINGS, S. BUTTONS and other findings we shall give during this sale at large reductions to all buyers of Dress Materials.

Henry Blair

LATEST Fall Boots!

From the Front.

9.30 A.M.

RESIGNATION OF PRINCE LOUIS OF BATTENBURG.

LONDON, To-day.

Prince Louis of Battenburg, First Sea Lord of the British Admiralty, has resigned. His resignation is said to be due to the campaign of some newspapers against him because of his German connections.

TURKISH WARSHIP BOMBARDS RUSSIAN CITY.

THEODOSIA, CRIMEA, via Petrograd, To-day.

This morning a Turkish cruiser with three funnels bombarded the station and city, damaged the cathedral, the Greek church, a pier and sheds. One soldier was wounded. A branch of the Russian Bank of Foreign Commerce caught fire. At the conclusion of the bombardment, the cruiser left in a south westerly direction.

DEMANDS SURRENDER OF CITY, NOVOROSSUSK, BLACK SEA.

via Petrograd.

The Turkish cruiser Hamides which arrived here yesterday morning demanded the surrender of the city and Government properties, threatening in case of refusal to bombard the town.

CERTIFICATES SUSPENDED.

HALIFAX, To-day.

Capt. Neil Hall has returned from Sydney and Lousburg where together with Capt. R. McDonald, he held an inquiry into the loss of the steamship Cacouna and Floriston. The result was the certificate of Captain Newman was suspended for three months and that of Captain Kennedy, of the Floriston, for one year. In case of the Cacouna which was lost on Ferryland, Newfoundland, the court found Captain Newman had been guilty of an error of judgment. The Floriston was lost off Lousburg. In the case of Captain Kennedy, the court found he had been guilty of neglect to practice good seamanship and navigation. Japan Embassy announced here last night that Turkey had declared war on Russia.

11.00 A.M.

TIMES EXPERT FORECASTS ATTEMPT AT INVASION.

LONDON, To-day.

Colonel Repington, Military Expert of the London Times, cables that the great German offensive against Calais appears to have failed. There is nothing else to explain the dying down of the attacks, the minor key in which the Berlin wireless operator is instructed to sing, and the steady gain of ground by the Allies. The question now is what the Kaiser's suite of princely and other advisers proposes to do. The German casualty lists for the past ten days must have exceeded all precedent. Equally beyond precedent have been the barren results of this relentless sacrifice of Germans which has worked down to youths from school and old gentlemen and hunchbacks. Very soon every house in Germany will be a hospital. Defeat in both frontiers stares the Kaiser in the face. The only German arm which has not yet been employed is the navy, and with the worst outlook on land, it is more than probable the German navy will be called upon, and sent to cover, if possible, the delivery of quarter of a million Germans on British soil. The writer is not much impressed by the arguments which would make us suppose that because invasion is difficult it will not be attempted. We must place ourselves in German skins and consider the cost of the war, the paralysis of German sea borne trade, the growing unemployment, the increasing anxiety and the utter hopeless outlook if the German armies are driven back within German frontiers. In the circumstances of the times, there is great need for enlightenment of more men for new armies which must continue to mount up until we are in a position to satisfy the needs of the most serious situation in our history.

WHITE HOUSE SHOE FOR MEN

Our Fall Stock of Footwear for Men, Women and children is now complete.

Ladies' Fall Boots at \$2.00, \$2.25, \$2.50, \$2.75, \$3.00, \$3.25, \$3.50, \$3.75, \$4.00, \$4.50, \$5.00 and \$6.00.

GOOD RUBBERS FOR EVERY FOOT

RUBBERS.—We stock the very best Canadian Rubbers.

BUSTER BROWN BOOTS for Boys and Girls. Save your Coupons. Another Watch next week to the holder of the lucky number.

F. SMALLWOOD,
 THE HOME OF GOOD SHOES.

NOON.

TOOK THE RIGHT STEP

LONDON, To-day.

The morning newspapers in editorials dealing with the resignation of Admiral Prince Louis of Battenburg without exception express regret with the Prince, and regret over the unfortunate circumstances which deprive the country of his valuable services. At the same time the newspapers generally think that Prince Louis took the right step.

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Lord Kitchener.

Appeals to Public to Refrain From Treating Soldiers.

London, Oct. 24.—In line with his now famous advice to the British expeditionary force to be courteous, but not more than courteous, to women, Lord Kitchener, Secretary for War, to-day issued an appeal to the public in which he emphasizes the importance of keeping the army now training in good condition.

This result, he says, will be obtained only by strict sobriety, and while the soldiers are doing all they can to get into condition in the shortest possible time, Lord Kitchener urges the public, both men and women, to aid them in their sobriety by refraining from treating them, and by appointing committees in neighbourhoods where soldiers are stationed to impress them with the need of temperance, and assist them in avoiding temptation.

Three British Steamers are Still Afloat.

London, October 25.—The Lloyd's correspondent at Tenerife learns that the British steamers Indrani, Condo and Farn were captured by the German cruiser Karlsruhe, but have not been sunk.

This is in contradiction of the Daily Mail's Tenerife despatch previously published, that the Karlsruhe had sunk thirteen merchantmen, including these three vessels.

Here and There.

WEATHER.—It is calm and fine in the country to-day with the temperature ranging from 30 to 40 above.

EXPRESS ARRIVES.—The Bruce express and local from Carbonear via Broad Cove, arrived in the city at 12:35 p.m. 19-14.

ST. ANDREW'S CHOIR.—Members of St. Andrew's Choir will not meet for practice this evening, owing to the indisposition of Mr. King.

MARRIAGE ANNOUNCEMENT.—The marriage of Miss E. C. Payne to Mr. H. R. Rendell, of Heart's Content, will be solemnized on November 17th.

MORE NAVAL RECRUITS.—The following recruits reported at the City to-day and enlisted for active service in Europe:—P. J. Knox, H. Gulliver, J. P. Collins, J. F. Butler, H. A. Goolie, J. Chafe, M. White, and R. J. Squires all from St. John's.

Stafford's Phorotone Cough and Cold Cure is the best preparation for all kinds of Coughs and Colds. Price 25c. a bottle; post, 5c. extra.—sep19,14

SHIPPING OF WATER PIPES.

By the Allan Liner Carthage there arrived from England a shipment of 4,500 six and eight inch water pipes, consigned to the Civic Board. They will be used in various parts of the city for general improvements.

The "PIKIE" GRIP-ON Light hangs anywhere; no nail required; stands anywhere. No other lamp like it. One filling lasts 35 hours; 150 hours' light for 2 cents. Price 25c. each. GEO. KNOWLING.—oct12,4,m.f

"SABLE" IS COMING.—The S.S. Sable I, which ship is represented by the Franklin's Agencies, is scheduled to leave Halifax for this port on Monday next. She brings a cargo for here and will probably sail again on the Monday following, taking freight and passengers for Boston.

WEEK END SPECIALS.

Ladies' All Wool Hose, 28c.; Misses' Pleece Lined Underwear, all sizes, 25c. garment; Big Assortment Pound Quilt Pieces.

THE WEST END BAZAAR,
 oct30,21 51 Water St. West.

EARL OF DEVON BACK.—The S.S. Earl of Devon, Capt. Carter, arrived from the White Bay service at 9 a.m. to-day, and reports fair weather during the whole trip. Fishery operations along the coast are not yet completed. At Quirpon, English, LaSalle, and other places on the coast, the shore fishermen are getting codfish daily though they are greatly handicapped through unfavorable weather and lack of bait. The Devon brought a full freight and several passengers. She is scheduled to sail again at 8 p.m. to-morrow.

Dry Goods and Hardware Stores will be open for business until 9 p.m. Monday, Nov. 2nd, until the end of the year, excepting Saturdays, when the Stores will close at 9:30 p.m., and during Christmas Week (Dec. 18th to 24th), when the Stores will close at 10 p.m. R. A. TEMPLETON, Hon. Sec'y Importers' Association.—oct29,21

Garland's Bookstores,
 177 and 353 WATER STREET, ST. JOHN'S

Are You Satisfied?

Are you satisfied that the new Watch you are about to purchase represents the highest value at that particular price?

Have you had the benefit of expert opinion to aid you in its selection?

Are you satisfied that the maker of the Watch has guaranteed it perfect, and that the firm from whom you buy it is ready to stand behind the maker's word?

Then who is better fitted and better equipped to carry out this guarantee than the practical watchmaker?

It is of great importance for you to satisfy yourself on these points when making your purchase. No mistake is made if you call on the Reliable Jewellers. Whether you wish a Watch at \$1.50 or \$50.00 you get full satisfaction and a liberal guarantee.

T. J. DULEY & CO.,
 THE RELIABLE JEWELLERS.

Job Printing Executed.

We have Just Received
 A SHIPMENT OF

Bendorp's Cocoa,
 ALL SIZES.

Order now, as this lot will not last very long and we cannot get another shipment out at present.

T. A. MACNAB & Co.

Listen! Confidential.

It's about a Fall Suit and Overcoat for you. We are showing a splendid assortment of materials, of the latest designs and weaves, all thoroughly reliable, and made to measure by us they will make exquisite Suits and Overcoats.

Let us take your order now. We will give you clothing first-class in every particular, and at as low a price as it is possible to get high-class clothing.

W. H. Jackman
 (The West End Tailor),
 39 Water St., West,
 St. John's, Nfld.

'Phone 795.

20% OFF Great War Sale. 20% OFF

For four weeks only, beginning Thursday, October 15th, we will give 20 per cent. discount (for cash) off all purchases of Crockeryware, Glassware, Silverware, Household necessities and Fancy Goods. Now is your time to save money.

Toilet Sets.
 Plain & Fancy Cups & Saucers.
 Plain and Fancy Jugs.
 Plates, Bowls.
 Cake Plates and Hangers.
 Knives and Forks.
 Teapots, Plain and Fancy.
 Shaving Mugs, Mirrors.
 Framed Pictures.

Crystal Glass Table Sets.
 Fancy Glass Water Sets.
 Fancy Glass Wine Sets.
 Ruby Glassware.
 Vases of all descriptions.
 Hand Bags, Purses.
 Toilet Soaps and Requisites.
 Boot Polish.
 Hair Brushes, Clothes Brushes.
 Writing Cases, Dressing Cases.

STORE OPEN EVERY NIGHT TILL 8.30.

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