

## The Very Newest in LADIES' FALL HATS for immediate wear.

We are now opening our first shipment of Fall and Winter Hats. You will enjoy seeing them.

## Women's New Wool Sweaters

We are now opening a large assortment of new Wool Sweaters in all the favored colours.

Slip-On with Sleeve - \$4.75 to \$ 8.90  
Slip-On Sleeveless - \$4.40 to \$ 7.40  
Coat Sweaters - \$4.50 to \$20.00

Every woman should see these youthful and becoming Sweaters to-day.

Also a small lot of

SILK SWEATERS, \$6 00 to \$22.50 ea.  
Unusually handsome novelty weaves.

## Bishop, Sons & Co., Ltd.,

335, 337, 339, 341, 343, Water St., St. John's.

## BOYS' NEWEST LONDON SUITS

Just in time for the opening of the schools.

Tailored to perfection. No boast-fact.

Splendid Suits correctly styled, snappy looking, wellwearing. Beautiful English Tweeds and Blue Serge. Mothers should make it a point to visit our Boys' Clothing Section and see these suits before it is too late.

## September Specials & School Clothing, etc.

All Items Listed Here at Reduced Prices.



### Children's Dresses.

"School Maid" Children's and Misses' Check Gingham and Chambray Dresses; big assortment of styles and designs; assorted sizes, 6 to 14 years. Reg. \$3.00 each. Sale Price, \$2.75 each.

### School Hosiery for School Children.

One and one rib, first quality Black Cotton yarns, with the special twist that makes this Hosiery stand up under extra hard wear; sizes 5 to 10½. Sale Price, per pair ... 48c.

### School Bags.

Good quality Check Waterproof Bags, size 10 x 14, with lunch pocket and shoulder straps. Regular 70c. ea. Special Price, each ... 65c.

### Ladies' Aprons.

A line of Ladies' Cotton House Aprons, made of striped percale; heavy weight, full size. Reg. price 75c. Special Price, each ... 69c.

### Children's Boots.

A lot of Children's Boots on sale to clear; sizes to fit from 3 to 7 years. These come in buttoned or laced; some all leather, others with cloth tops. Regular price \$2.30 per pair. Sale Price, per pair \$1.78.

### Men's Underwear.

A line of Men's Knit Underwear suitable for present wear. These have slight imperfections, otherwise would sell at \$3.50 a pair. Special Price, \$2.25 per garment.

### Cotton Blankets.

Get a pair of Cotton Blankets for these cool September evenings; good quality fleece; size 54 x 74; Blue or Pink border. Special Price, per pr. \$3.50.



### Ladies' Sweaters.

All slip-on style; made of high grade all wool yarn, plain mannish stitch, fishtail button; Dutch collar. See window display. Reg. price \$9.00. Special Price, each ... \$8.50.

### Child's and Misses' Sweaters.

To fit ages 2 to 14 years; made of highest grade pure worsted; slip-over style; colors: Rose, Turquoise, Blue and Cerise. Reg. \$4.70 each. Special Price, each ... \$4.50.

Store  
Opens  
8.30 a.m.

## ALEX. SCOTT,

18 New Gower St.

Store Closes  
6 p.m.  
Saturdays  
10 p.m.

## Men's and Boys' Suits.

The Biggest, the Finest, the Best assortment of clothing we ever had. Why pay exorbitant prices for suits when you can get them with the desired combination of choice materials, unexcelled workmanship and a range of prices that will urge you to make a purchase?

See our selection and be convinced.

## The English - American Clothing Co.,

312 Water Street.

### Household Notes.

Place a small brick of ice cream between two slices of cake. Serve with chocolate fudge sauce.

Mustard blossoms, or nasturtium

blossoms or leaves may be used instead of parsley to garnish meats.  
Meat balls are delicious rolled in hot, parboiled cabbage leaves, placed in a greased pan and browned.  
Lettuce is delicious served with cheese grated over the top and sprinkled with French dressing.

The simple luncheon is composed of a soup, a meat dish, two vegetables, a sweet dish and a hot beverage.  
Bake individual shortcakes, pull apart, spread with butter and put berries between and above the halves.

### Cheaper Sugar.

Mr. A. E. Hickman deserves the thanks of the whole country in his efforts to get cheaper sugar for the public, as may be seen in the Mandamus application now before the Supreme Court. It is a monstrous state of affairs that the people of Newfoundland should be obliged to go on till next Spring paying 10 to 12 cents per pound more for sugar than they need pay, were it not for the bungling of the Food Control Board. The damage is done now irretrievably, as far as the general taxpayer is concerned, and we shall have to pay the money indirectly, anyhow. This is no reason why the people should be kept from getting cheaper sugar now that it is available.

### The Week's Calendar.

SEPTEMBER—9th Month—30 Days.  
6.—MONDAY. Mayflower with Pilgrim Fathers on board, sailed from England, 1620. S.S. Carima lost at Gull Island, St. Mary's Bay, 1883. First battle of the Marne, 1914.  
7.—TUESDAY. St. Eustace, Malta taken by British, 1800. Copenhagen surrendered, 1807. Battle of Borodino, 1812. H.M.S. Captain lost off Cape Finisterre, 1870.  
8.—WEDNESDAY. Nativity B.V.M. Sebastopol taken, 1855. Governor Maxse died, 1883.  
10.—FRIDAY. Battle of Pinkie, 1547. 1513. R. C. Cathedral consecrated, 1853. Battle of Kasassan, 1882.  
10.—FRIDAY. Battle of Pinkie, 1547. Perry's victory on Lake Erie, 1813. Empress of Austria assassinated, 1898.  
11.—SATURDAY. Battle of Malplaquet, 1709. Battle of Brandywine, 1777. Dreyfus sentenced by French Court of Cassation, 1899.  
12.—SUNDAY. 15th after Trinity. New Moon 4.33 p.m. H. H. Asquith born, 1852. Remains of Governor Maxse conveyed to R.M.S. Caspian, 1883.

### Perfect Confidence Between Both Classes.

(Trade Review.)  
Capt. Patten of Grand Bank, who has been in town for several weeks in connection with the Export of fish, says that the conditions that exist in the fishery on the South West Coast are so different to those on the East Coast and the North, that it is impossible to frame rules and regulations that would apply equitably all round. Their fishery begins earlier and the fish is ready for market six weeks' earlier than on the East Coast. The interests of the fishermen and the fish Exporters on the South West Coast are identical, and when you penalize or interfere with one class you injure the other.

There is perfect confidence and understanding between both classes and the underdogs are not understood by the fishermen of the South West Coast. There are no underdogs there and most of the Fish Exporters, having been fishermen, themselves at one time, are quite able to sympathize with the men, understand their viewpoint and avoid any class grievances that are so evident in the North and so easily worked upon by demagogues. If you hamper the merchants of Grand Bank, Fortune, Burin and Ramea, etc., in marketing their fish, the grievance at once touches every fisherman in these places, and they regard it as a personal attack on themselves. There are a few features in which is shown the difference between the West and the North, which everybody interested in the fishery ought to know.

Ladies and Gentlemen, buy your New Fall Boots and Shoes at SMALLWOOD'S and we will attach, free of charge, a pair of O'Sullivan's Live Rubber Heels, sep4,11.

MILNARD'S LINIMENT RELIEVES DISTEMPER.

## "ARMADA"

Ensures your always being able to offer your customers

A  
RELIABLE  
TEA

## MILLEY'S

## School Tams

FOR GIRLS,

In Crimson, V Rose, White and Sax Blue,

↑ 49c. ↑

Large assortment of

## Velvet Tams

In Assorted Colors.

## S. MILLEY

### Local Bank.

We trust the managers of the Canadian Banks located here in Newfoundland are not taking seriously the political dope that the Advocate has been publishing the last few days.

We have some politicians in this Country who have no idea of the sense of responsibility and dignity connected with the Government of a Country, and a little power gives them such a swelling of the head that they think there is no limit to what they can do.

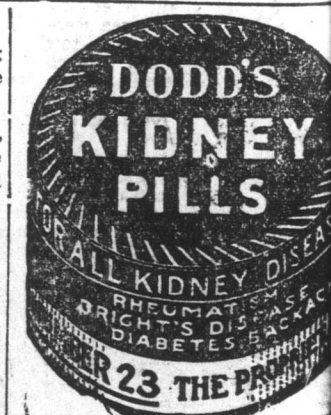
We would like to see a local Bank started if there was any chance of

working it successfully, but we see no possibility of a small Bank competing successfully with the diversified trade that we have in all parts of the world.

All the small Banks in England, Canada and the United States are being absorbed by the large ones, and there is just as much chance of getting a small local Bank to raise the price of fish as there is to try and put an idea of responsibility into the heads of some of our local politicians.

—Trade Review.

Prolong the life of your boots and shoes. Use Shoe Trees. We carry full stocks for ladies and gents. PARKER & MONROE, LTD., East End Branch.—sep2,11



Milard's Liniment Cures Diphtheria