

Archbishop Roche

TURNS FIRST SOD OF NEW CHURCH SITE.

The turning of the first sod in connection with the proposed new Church for St. Joseph's Parish, Holytown, was performed yesterday by His Grace Archbishop Roche. Though the ceremony was informal, it was witnessed by a large concourse of people, including Rev. Dr. Kitchen, Pastor of the Parish, several of the leading parishioners as well as the contractors, namely, Mr. J. C. Barter, Architect; Mr. J. Pidgeon, carpenter; and Messrs. W. Murphy and J. Coady, masons.

The initial work of construction commenced this morning and a gang of men are now engaged excavating. The new church, will be built of reinforced concrete, will cost over \$20,000. The corner stone will be laid by His Grace the Archbishop at an early date and the edifice, it is expected, will be ready for occupancy several months hence.

The new Church will be a lasting monument to the Rev. W. P. Kitchen, Ph. D., the zealous and unwearied Pastor, who, by his self-sacrificing and unselfish efforts, achieved such wonderful results within the comparatively short period since he assumed control of St. Joseph's Parish.

Harvest Festival Effort.

Dear Friends.—We are holding our Annual Harvest Festival Effort this week. There is no need of an explanation of the same. You have been helping us so long that you expect it every year. The public looks upon the Salvation Army as a helping hand. It comes to those in sorrow, in suffering, and in sin, and offers that hand of help to bring them out of their misery. The Army goes on doing this in all seasons of the year, in sixty countries of the world, like the rain that falls on the evil and the good, to all classes, creeds and nationalities. We need more this year than ever, because of the War. We have \$8,000 worth of goods, and need more. We need more nurses, and more motor ambulances. We must look after them and with our local burdens, our need is great. How can you help us? Anything you wish to give, say a dozen apples, oranges, pears, tomatoes, a bunch of grapes, cabbage, potatoes, turnips, carrots, parsnips and beet. The Sisters can help us with painting, fancy work, and aprons. Anything that we can sell we will turn into cash. One cannot help many, but many can help one. St. John's Officers and Soldiers are doing their best to raise as much as possible for the work, to make the world better and happier. Don't think anything too small. Send us something, or let us know, and we will call. We are calling on the farmers this week.

Yours in the Master's Service,
E. BRACE,
Adjutant.
No. 1 Citadel, New Gower Street.

Once upon a time there was a child that never had his picture taken. That was his parents' fault.
Once upon a time there was a young man who never had his picture taken. That was his fault.
Once upon a time there was a dear old Mother who never had her picture taken. That was her children's fault.
It's YOUR fault if your friends haven't YOUR picture.
Portraits portray life history. They are a necessity.
Arrange for a sitting NOW.
J. C. PARSONS,
Bank of Montreal Bldg.
EXCELLENT MARKSMEN.—Daily the volunteers in training are showing themselves to be excellent marksmen.

Why Jones Was Pinched For Speeding.



Your Boys and Girls.

Children should be taught from the beginning the great moral law of cause and effect; not to look for wealth without work, for honor without honesty. Teach them that character stands above surroundings and that esteem should be bestowed where it is due, whether for mental endowment or material wealth.

It is not all of morals to moralize, and less precept and more example is to be commended. The living realization, the quiet suggestion, the favourable opportunity are the efficient teachers. Ignorance is responsible for a great deal of wickedness, but evil example and parental neglect are responsible for vastly more.

A sense of right and wrong should be cultivated early in a child's life and much may be accomplished in this direction before the child leaves the mother's nursery training.

Here and There.

CATTLE CARGO ARRIVES.—About 50 head of cattle and a quantity of sheep arrived by the Sable I. yesterday from Charlottetown.

St. Ivel Cheese, small tins, at ELLIS.

BIG OUTWARD FREIGHT.—Owing to the big freight she is taking, the S. S. Tabasco will not get away before tomorrow night. A large mail also goes by the ship.

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

JOIN THE FORCE.—Since the autumn season came in several outport young men, principally of Placentia Bay, have enlisted in the police force, the patrie pay notwithstanding.

Fresh Irish Hams and Bacon at ELLIS.

DIANA BACK.—The S. S. Diana, 2 days from Sydney, reached port this morning with a cargo of coal to Jas. Baird, Ltd.

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

RECOVERING.—The many friends of Lieut. Bert Dicks will be pleased to hear that he is rapidly recovering and has been granted furlough. Lieut. Dicks was badly wounded in the big drive of July 1st.

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

MARRIAGE NOTICE.—The marriage of Miss Ida Robertson, eldest daughter of Mr. J. R. and Mrs. Robertson, and Mr. Reginald H. Spurr, of the Vacuum Oil Co., takes place on the 31st.—adv1,11

KNIGHTS OF COLUMBUS.—The regular monthly meeting of Terra Nova Council, No. 1452, Knights of Columbus, will be held this Tuesday evening at 8.30 o'clock. C. J. CAHILL, Fin. Secretary.—oct17,11

QUICK AND EASY.—The Giant Junior Safety Razor, 225,000 sold to the soldiers on the western front; 50c. with 7 blades; extra blades, 40c. per dozen, or 3 for 10 cts. CHESLEY WOODS, 282 Duckworth Street, head of McBride's Hill. Sole Distributor. Wholesale only. For sale at advertised stores.—oct5,tf

General Mission Board, Toronto.

The Committee on Home Appropriations met on Thursday, the 5th inst. It is a small committee which meets in advance of the Board and decides the grants of the Home Missions. For many years Rev. Dr. S. F. Huestis was chairman. He was succeeded by Rev. Dr. Ryekman. Now, the Rev. T. Marshall has been made chairman. Mr. Marshall was elected to the Committee in the place of Rev. George Steel, D.D.

This year \$100 will be allowed for Horse Keep and this will bring all the different classes of circuits into line with the discipline, but while \$100 will be allowed for Horse Keep, it does not mean that the salaries will be increased by the difference between \$75 and \$100. So far as these conferences are concerned the allowances for its missionaries will be about the same as last year. What little difference there is will be in the nature of an improvement.

But an effort will be made by the representatives from these Conferences, so far as to bring the salaries as nearly as possible up to the disciplinary allowance. A few days will decide whether or not this is successful.—Wesleyan.

A Difference of Temperament.

Westminster Gazette: The difference of temperament between the French and the English "Tommy" at moments of crisis is aptly illustrated by a story I have from an officer at the front. Scene: Where the French and British join forces. French leading off at the double, with glorious élan, shouting dramatically: "La France! Vive la belle France! Pour la belle France! ! ! " British, at an easy jog trot, in support, with broad grin: "This way for the early door-silence extra!—Allike in the passion and the grim joke, there was the same tremendous determination in each thrust forward.

McMurdo's Store News

TUESDAY, Oct. 17, 1916.

Our Nursery Hair Lotion is undoubtedly one of the most useful preparations we put up. It is clearly in application, and may be used at any time without fear of inconvenient effects, while if used according to directions it infallibly will do what it is advertised to do—thoroughly cleanse the hair of children from all insect pests, and do so without irritating the scalp or injuring the hair. Price 25c. a bottle.

Zylex Soap is useful for those who have sensitive skin or to use in conjunction with Zylex Ointment in skin diseases and eruptions. Price 25c. a cake. Box of 3 cakes 60c.

Where is the German Base?

Providence Journal.—Has the U-53 a base not 50 miles from Newport? Months ago The Journal reported circumstantial evidence of a German submarine nest along the coast of Maine. It was established that sailing ships had left our ports with oil, arriving at their destinations with greatly reduced cargoes. At times an unaccountable drift of oil cans has been reported all the way up to the Maritime Provinces. The spectacular Sunday raid of the U-53—it would not be surprising to learn that a sister boat is with her—should warn the Government at Washington of its duty to make sure that the operations are not being sustained from bases on our coasts.

Women as Preachers.

London Chronicle: With the dying away to nothingness of the controversy, "Should Women Preach?" which but for the war would have rivalled in feverishness of interest the older questions of "Is marriage a failure?" and "is life worth living?"—comes the reflection that the newspaper correspondent takes him and herself far more seriously nowadays than was the custom formerly. I don't remember seeing anything so light-hearted in the women preachers discussion as the epigram of a barrister contributed to the introduction of the surprise in place of the black gown. You may remember it:—

I do not know and do not care, What dress a parson ought to wear. A black dress or a white dress, Having a sorrow of my own, A wife who preaches in her gown, And lectures in her night dress.

Come to the Grand Variety Sale and Concert to be held in the British Hall Thursday, Oct. 19th. Doors open at 3 p.m. Afternoon Teas, Candy and Ice Cream for sale. Admission 10 cents. Concert at 7.45 p.m. General admission 20 cents. Part proceeds for Blind Soldiers and Sailors' Fund.—oct16,31

RED ROSE TEA "is good tea"

AT THE NICKEL, MONDAY and TUESDAY.

The Vitaphone Company present Maurice Costello,

"THE MAN WHO COULDN'T BEAT GOD."

A powerful five-act Vitaphone Blue Ribbon production. The cast includes ESTELLE MARDIO, NAOMI CHILDERS, EDWINA ROBBINS, DEN-
TON VANE and GLADDEN JAMES.
TRAVELOGUES—CARTOONS—SHORT DRAMAS AND COMEDIES ARE SHOWN WITH THE BIG FEATURE PROGRAMMES.
COMING—"THE DUST OF EGYPT," five acts; "THE RIGHTS OF MAN," five acts; "THE TURN OF THE ROAD," five acts.

THE NICKEL—"ALWAYS WORTH WHILE"

Gruesome Find.

BODY OF MAN PICKED UP WITH FACE, HANDS AND FEET GONE.

Readers will remember the terrible storm of September 24th last which caused such destruction to property and loss of life, and in which the schr. Bonnie Lass, of Salmonier, was doomed with seven men on board while crossing Trepassey Bar. This morning Mr. R. J. Devereaux, M. H. A., received the following message from Trepassey:—

"Body of a man picked up this morning one mile and a half inside Mutton Head; face, hands and feet gone; supposed to be one of the crew of Bonnie Lass. Body will be confined and taken to Salmonier by boat Maggie." Deputy Minister of Justice Hutchings also received a message to-day from Magistrate Giovannetti at Trepassey stating that an unrecognizable body of a drowned man, six feet long was found there to-day, supposedly one of the crew of the schr. Bonnie Lass.

The Epic of Courcellette

(From the Canadian Gazette, London.)

Courcellette takes its place beside Ypres in the history of Canadian achievements. In the second battle of Ypres it was by Canada's valor and endurance that, in the words of Viscount French, the situation was saved, and the German road to Calais definitely barred. At Courcellette she crowned her effort on the Somme and completed her share in striking what Sir Douglas Haig calls "probably the most effective blow yet dealt to the enemy by British troops." The epic of Courcellette is no less brilliant than that of Ypres, and its first narration is made in our columns this week by the Canadian Official Representative at the front and by wounded officers now in London hospitals. It was a sudden eleventh-hour addition to the programme of attack. The Sugar Factory had been taken with splendid dash aided by the mysterious "tankers", and the trenches of the German third line had been secured. Thus Canadians had completed their allotted task and brought themselves abreast of other parts of the British army attacking on the six-mile front from Pozieres to Leuze Wood. The high ground between the Combles Valley and the Ancre was ours, and already the enemy was in the position of those who linger too long on a point of rock when a spring tide is racing in from the ocean. But with appetite unappeased the Canadians begged to be allowed to push beyond their objective. They did push on and carried the village of Courcellette in a famous rush, taking a German garrison of much greater strength. We shall think again and again of the delightful little scene in the battered main street where the French-Canadian commander—a Paul Baron—to receive from him a truly outburst of rage when he saw that instead of three or four to one, as attacking troops should be, his captors were actually fewer in number than the troops he commanded. It was a German shrapnel that found out that Baron as he made his way back to the first British dressing station at the head of a string of wounded Bavarians. We shall think also of that Canadian boy coming up the steep staircase of a German dugout proudly leading a string of 32 Bavarians, all with their hands in the air. And so the crooked, wandering British line has been strengthened and German salients smoothed away upon a new front. The German nerve has been severely shaken; especially by the overwhelming artillery fire, the astonishing air vigil of our flying men, the advent of the "tankers", and the complete surprise of such attacks as the Canadians made upon Courcellette. How much further the fall of Combles and Thiepval will develop the deterioration of the morale of German troops on the Somme we shall soon know. Our immediate duty is plain. It is to remember that in war the only safe motto is, "Men, men, and again men."

BETTER VALUES FOR ALL THE PEOPLE ALL OF THE TIME!

Better values because everything that causes us fewer losses: that enables us to curtail the amount of merchandise that is out of action—make for better service and better values. Something new every day—ready to-morrow with another store full of surprises. THIS is BARGAIN WEEK at our HARVEST SALE.

Come, See Our BARGAIN TABLES.

5, 10, 15, 20, 25c.

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.
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.

Encourage HOME INDUSTRY.

BUY GOODS "MADE IN NEWFOUNDLAND."

Made specially for us by factory in building. Encourage Home Industry. Buy goods made in Newfoundland. Our Special Bureau on Sale to-day **\$8.50** for Stand to match, \$1.50.

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 leader to-day for this Sale **\$4.95**

Mattresses from \$2.00 up
Springs from \$2.00 up
Bedsteads from \$1.95 up

THE FAIR

C. L. MARCH CO., Ltd.,

Corner Water and Springdale Streets.

See our Window Display—then come inside and be further convinced.

Germany's Tune Has Changed.

London Daily News.—We have long passed the time when the Reichstag used to echo with confident talk about indemnities. To-day the word is never mentioned. We have even passed the time when there was talk of annex-

ation. The key has changed to the minor and even Hindenburg is found talking almost like a pessimist, and the Kaiser's chaplain, instead of the confident note of other days, is preaching sermons which seemed designed to prepare the mind of the country for defeat. But most significant of all are the transparent attempts to keep up the illusions of victory in the face of defeat.

From Cape Race.

Special to Evening Telegram.

CAPE RACE, To-day. Wind W.S.W. light with dense fog and rain; a schr. showing G. M. Barr & Co.'s flag passed in yesterday, both heard passing to-day. Bar. 29.60; ther. 58.

Turkeys, Ducks and Chicken at ELLIS.

DON'T

Winter chil-
Keep baby
ton Smokeless

PE
SMOKE
HARD

Keep the whole
and easily carried
Burn 10 hours
of Royalty
most economical
At all good
dealer cannot
THE IMPERIA

BRANCHES

Contributors to Be For Wounded Soldiers and Sail

BARR'D ISLAND AND JOE

ARMY.

Collected by Mr. Michael

South Side Joe Batt's Ar

Nathaniel Brett

Arthur Jacobs

Wm. Newman

Peter Pinton and Crew

Wm. Adams and Brother

Peter Hawke

Patrick Etheridge

Frank Pomroy

Patk. Higgins, Jr.

Thomas Higgins

John Hynes

Jerry Hackett

Richard Jacobs

John Pierce, Jr.

Thomas Jacobs, Sr.

Thomas Jacobs, Jr.

John Jacobs

Thomas Tobin

Frank Beson

Patk. Decker

John and Enos Emberly

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Peter Hanlin

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Mrs. Geo. W. Head

John Freake (of Chas.)

Christopher Rhodochan

John Wells, Jr.

Mrs. Francis Head

To C Colle

Have you
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premiums
Coupons a

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Imper