

Top Shirts!

in all sizes, just received
J. Stores, Gent's Fur

Coats.

all and wet weather wear,
altered all the way around,
er styles. The sort, gents,
mired.

Suits.

Suits, Samples; modern
backs, with patch pock-
Blue, Grey, etc., etc.

on show and for sale in
lines of Ladies' Fall and
ers, Waists, Hand Bags,
tc., each line being depart-
venience both ladies and

New York and
tion of Fashion,
Hall, St. John's.

Notice.

Meat Dealer, LeMarch-
inform his many patrons
ally that he is about to
to that store on Duck-
vacated by the late M.
esday, October the 2nd, he
ew stand and prepared to

continuation of public patron-
ould emphasize that the
which for so many years
Marchant Store will be car-
premises. Together with
requirements of citizens he
supplying of ships.

s are the most up-to-date
been built with a view to
eanliness, fitted with mod-
d other useful appliances.
ppreciation of the patron-
arty invitation to the new
all.

REGAN.

176 Duckworth Street.

Romanians. Those of the people
who have survived the massacres and
the Yugoslavs in Southern Austria
are only waiting an opportunity to
join the Allies and free their homes
from the yoke of Austria.—Morning
Chronicle.

Tons of Socks.

Three men were held at New York
this week, on a charge of grand larceny
after being caught, the police
say, substituting stones and rubbish
for a \$50,000 consignment of hosiery
being shipped to Buenos Aires. Evidently
the man in charge of the hosiery
forwarding company driver for the
livery at a New York pier, the police
said, were taken instead to an empty
house in Brooklyn, where the driver
was joined by two other men who
led him in moving the goods into the
house. A suspicious patrolman
led detectives to help him solve the
mystery. Pearing through a window
the detectives found the men un-
der the hose—about 79,000 pairs—
and replacing them with stones and
rubbish. As they nailed down the
ends of the packing cases the detectives
broke in and arrested them.

Remington UMC .22 Shooting

Plenty of healthy sport either at the targets or for small game. Remington UMC .22 Rifles are made with the same fine, unhurried care as our big game rifles—they are beautiful, hard-hitting, accurate little weapons, durable enough for the boys—fine shooting enough for the expert.

Three Remington UMC .22's—alike beauties

The Remington .22's are distinguished for clean, graceful lines, safety features, facility of take-down and accuracy of fire. Here they are:

- Remington UMC Autoloader**
The king of all .22's. Gives you 15 fast, smashing shots as quick as you want to press the trigger. Not the slightest disturbance of the aim. Hammerless, simple and very accurate. Nothing to touch this shooting.
- Remington UMC Repeater**
A beautiful weapon—operates by a smooth-working slide action—with practice you can strew the 15 shots with lightning speed. Hammerless, side ejection. Highest grade steel—accurate, rugged, perfectly finished.
- Remington UMC Single Shot**
An inexpensive but strongly built weapon that will give years of good service. Made as carefully as our high price weapons.

Remington Arms Union Metallic Cartridge Co., 232 Broadway, N.Y. City

the people in these countries are doing—use substitutes with our flour, and consume less beef, pork, sugar, butter, flour, etc.

Under the agreement made by the Food Board of Newfoundland and the Food Controllers of the United States and Canada, rules and regulations with regard to food stuffs have been made, and on approval of the Government, published in the "Royal Gazette." The efforts of the Board to place the people of this Dominion on the same footing as those of the United States and Canada were approved by Mr. H. B. Thomson, Chairman of the Canada Food Control Board, when he was here, and the difficulties of our position with regard to distribution were fully explained to him. These difficulties are many, owing to our population being very scattered, and to the fact that many of the people living in the outports have to be supplied before winter sets in.

Owing to crop shortages in the Dominion, the visible supply of old wheat was so small that we were unable to get but a limited supply of flour before the 1st of October, and our supply for the rest of the year is limited. Hence it is that the distribution of this supply is causing the Board an infinite amount of trouble and that dissatisfaction exists among those who do not realize that we are unable to obtain the supply. We do not know what supply we can obtain after the 31st of December, and therefore it is highly important that consumers should use substitutes with their flour, in order to make it last out as long as possible.

Peace, or the end of the war, is not going to do away with Food Control in Canada and the United States. It will take a long time to re-arrange the world's supply, and the demand from the neutral countries in Europe and the Central Powers will be very great. Poor crops, next year, in the United States and Canada will also have to be taken into account and provided for.

The Board are to the best of their ability, making a fair distribution of the food stuffs imported under license, having special regard to the needs of the outports. Often this distribution does not meet with the approval of everybody, but as the Board has been put to much trouble in obtaining information, figures, etc., respecting the importation in the past by wholesalers, and the distribution by them, and the requirements of the retailers, they have used these facts in making the present distribution.

We must again emphasize the great need there is for every householder to conform to the regulations of the Board, relating to the use of substitutes. Failure to do so, may cause many to suffer before next spring, and remember, if this should happen, it will not only affect the grown-ups, but the little ones as well. Don't starve the children. Follow the regulations. Use one part substitute (corn meal, granulated or bolted meal, rolled oats, oatmeal, or oatmeal flour) with four parts flour, be it white or war standard. In doing so you will prevent unnecessary suffering by allowing the limited flour supply to be evenly distributed and extended over to the coming spring. A plentiful supply of substitutes are now on the way, and will soon be distributed.

Profiteering on the part of any dealer is the act of a traitor, creating among the people, when all should be united in helping one another to bear the heavy burdens of war time. No retailer in substitutes should ask a price for them greater than that of flour, and war standard flour should not exceed \$14.90 in St. John's, and in the outports this price with an amount equivalent to insurance and freight actually paid from St. John's to the point of sale. First grade white flour should not exceed \$18.50, and second grade white flour \$15.00, within the Municipal limits of St. John's, and these prices in the outports, plus freight, insurance and carrying over expenses.

Dealers are warned that any facts lodged with the Board proving that excessive prices are being charged will be severely dealt with. Already permits have been refused for a period of time to certain dealers, who have failed to comply with the regulations. If that does not suffice, the names of all such persons may be given on the newspapers for publication.

FOOD CONTROL BOARD.

Five Reasons Why We Should Fit Your Feet

- 1—Because we know shoes.
- 2—Because our prices are right.
- 3—Because our styles are latest.
- 4—Because our stock is so complete.
- 5—Because we know feet, and can tell you how to gain complete foot comfort while wearing the kind of shoes you want to wear.

There is a **Dr. Scholl's** Appliances of Remedy For Every Foot Trouble

and we not only carry these in stock but we understand when and where they are needed. We have studied Dr. Scholl's methods and can give you real

Foot Comfort

through the use of his famous corrective devices.

Corns, bunions, enlarged joints, callouses, cramped toes, tender feet, burning feet, perspiring feet, "rheumatic" feet, weakened arches, flat feet, weak ankles and other troubles are given immediate and lasting relief.

Foot Advice Is Free Here

and there's no better place to buy your shoes.

Parker & Monroe, Ltd.,
The Shoe Men.

Notes From the Goulds.

The majority of the sportsmen met with poor success on the opening days of the shooting season. Birds are not altogether plentiful.

The ladies are enjoying the cheering cup of tea out on the berry grounds these days.

In these exciting times through which we are passing, our one thought is for those brave heroes who are fighting and laying down their lives on the blood-stained battle fields of Europe and with those who are keeping their weary watch on the seven seas of the world. Through it all we are prone to forget, for the time, from whom this heroism and love of one's country have been instilled in the minds of these brave lads.

If one were to wander through the towns and hamlets of this sea-girt Isle of ours, one would see there patriotism in its true sense. The brave and noble fathers, filled with the heroism and the patriotism, which made their forefathers so conspicuous on many a battlefield, have instilled the same spirit in their sons, and have sent them forth to battle, with the Spartan's blessing, and their only regret is that they too cannot follow them.

These are earnest, zealous men, ready to sacrifice all that is precious to them so that England may triumph over the foe.

The story of England is the story of earnest, zealous men. Our colonies were not gained, nor our victories won by idlers who sleep in the sunshine. They were men of action who conquered at Trafalgar and Waterloo, at Sebastopol and Lucknow. It was the zeal of heroes which brought our women and children through the awful days of the Indian Mutiny, when though outnumbered and surrounded by traitors, they held out against the enemy, and

"Ever upon the topmost roof
The banner of England flew."
This indomitable spirit still exists to-day as it did in those far-off days. This is exemplified in one Mr. Frederick Chafe, of this place. This old gentleman passed his four score years on August 1st, but to see him out in his field doing the work which would try one many years younger, one would think that he had not reached the three score mark. It is a privilege for one to listen to his conversation, especially on the war. It has the old-time Britishing about it.

If Skipper Fred, as he is familiarly called, had the fixing up of peace terms, I think the Kaiser and his legions would get a poor show.

Mr. Chafe has three grandsons, Hugh and Rupert Chafe and Harold Leard, fighting for all that is dear to the old gentleman. Harold is with the Americans, Hugh with the Canadians and Rupert with the Nfld. Regt.

Three of our great fighting peoples are represented by these brave lads. Hugh was a great favorite of the grandfather, and went to live with him after his sons got married. When the call came he left the venerable old gentleman to fight for king and country, and the only regret of the grandfather is that he cannot follow him.

The unconquerable spirit of the old gentleman might be given in the lines of Campbell's "Songs of the Greeks":
"A breath of submission we breathe not.
The sword that we've drawn we will sheathe not!
Its scabbard is left where our martyrs lie laid,
And the conscience of ages has whetted its blade;
Earth may hide—waves engulf—fire consume us,
But they shall not to slavery doom us;
If they rule, it shall be o'er our ashes and graves,
But we've smote them already with fire on the waves;
And new triumphs on land are before us,
To the charge!—Heaven's banner is o'er us."
—COR.

S. O. E. Souvenir.

The Sons of England Society of St. John's, have issued a very handsome war souvenir, the design being a miniature reproduction of the King's Colours, presented to the Royal Newfoundland Regiment by "Dudley Lodge," No. 237, on behalf of the Newfoundland Lodges of this Order. This work of art is reproduced from the original oil painting of the Colours by Mr. A. L. Barrett of the Western Star, Curling, and the printing was done at the office of that paper. The excellence of the printing leaves nothing to be desired, and the transfer has been effected so neatly that in glancing at the illustration the Colours appear as being formed of the original silk of the flag. We congratulate Bro. Barrett on his work and also the S. O. E. who originated and carried out the idea. Accompanying the Souvenir is the following explanatory letter:

Dear Sir—On the eve of the departure of the first contingent of the Nfld. Regiment from Pleasantville, Oct. 1, 1914, His Excellency Sir W. E. Davidson presented, on behalf of the Sons of England Society, a King's Colour to the Regiment. This flag was found to be irregular as to size, etc., so Lady Davidson, while on a visit to England, at the request of Lodge Dudley, kindly consented to have a new colour made. This work was done by the Decorative Needlework Society of London, Eng., who also made the Regimental Flag. At Tuesday's meeting of Lodge Dudley I was instructed to ask your acceptance of the enclosed copy of the new flag.

Believe me, yours sincerely,
CHAS. W. UDLE,
Sec. Lodge Dudley S.O.E.S.
Sept. 30th, 1918.

Dresses of black silk are mysteriously draped and trimmed with monkey fur.
Rows and rows of fringe make one of the prettiest trimmings of the present day.

ANYTHING

that tends to reduce the cost of living has a big appeal nowadays to every good housewife. Here it is:

PURE EGGNO. WHOLESOME

Does the same work as eggs in baking and cooking.

Value Milk; Pastry Powder

FOR MAKING CAKES—DIFFERENT FLAVORS.

We also have a wide line of FRUITS, VEGETABLES and FOOD SPECIALTIES, including all varieties of California Canned Fruits and Vegetables, Jellies, Jams, Catsup, Olives, Corn Syrup, Maple Syrup, Marsh's Port Wine, Dried Fruits and Raisins, Gravy Browning, Pan Yan Pickles, Maple Sugar, etc.

'Phone, **Ayre & Sons** Phone, 11.

A SENSATION IN NEW YORK

Caused By

"BETTY WALES"

THE NEW AUTUMN HATS FOR WOMEN.

Sailor Shape, Black Felt with Beaver Rim, Top and Bottom. The following are some reasons why "BETTY WALES" should sell.

Dignified Simplicity the most distinctive characteristic of this new hat.

"UNUSUALNESS." That something that arrests every woman's attention that appeals, that hurries desire into purchase. Their Popular Price,

\$3.50.

Because we imported them direct and marked them at a price that we think should appeal to ladies everywhere in the homes, in the store and offices.

S. MILLEY.

Hr. Grace Notes.

Mr. John Thomey, of Instructors Hope, died yesterday after a long illness. Mr. Thomey was a son of the late Capt. Arthur Thomey and was much thought of by all his acquaintances. The funeral takes place tomorrow, at 2:30 p.m.

Mrs. Harriet A. Parsons, mother of Messrs. William and Austin Parsons, died yesterday after a long illness. Much sympathy is felt for the bereaved in their great affliction. Funeral at 2 p.m. to-morrow.

A sad and sudden death took place in this forenoon when Mr. Michael Kelly, son of the late Thomas and of Hannah Kelly, passed away after a couple of hours' illness. Mr. Kelly leaves a large family of young children to mourn their loss.

Word was received in town this morning of the death of Mr. (Dr.) Cron. The many friends of the family tender their great sympathy to the mourning ones in their great loss. Mr. Chesley Trappell left for St. John's by this morning's train where he will undergo a course of treatment that all his friends hope will be successful.

Miss Nellie Moore, of Bay de Verde, is in town on a visit, and is the guest of Mrs. Isaac Pumphrey.

The Blue Puttee lads left this morning for St. John's to report. They will probably be granted an extension of leave, but if not "we are quite satisfied to go," said one of the lads.

It is said that a number of young men are straggling to call a public meeting to determine once and for all who the real owners of Shannon Park are, whether it is the citizens or the trustees. It will also be part of the

business of the meeting to find out who the trustees are, what money has been realized on the sale of grass or what amount is still in hand. Go ahead young men, the public are with you. —COR.

Hr. Grace, Sept. 30, 1918.

Milady's Boudoir

A shapely forehead with the skin smooth, fine in texture, and unmarred by furrows or other blemishes, not only imparts refinement and intelligence to the expression of the face, but a certain nobility as well. The most common blemish of the forehead is wrinkles. These in many cases are encouraged by facial gymnastics, screwing the features in weird contortions, expressive of passing emotions. Again the disposition and temperament have much to do with premature lining of the face. Further, poor eyesight and nervousness are contributory causes.

Until these difficulties are overcome, a woman cannot hope to eliminate the marks of age from her forehead. Calming herself, holding her nerves, and her temper in check will prove of great assistance in the woman's desire of banishing wrinkles. The general treatment for wrinkles will, to a great extent, assist too in the elimination of other blemishes, rough, dry or tight skin, pimples and sun stains.

Pat dry and then rub the forehead firmly with the tips of the fingers of both hands, starting in the center and drawing them off to the temples. Repeat half a dozen times to further stimulate the circulation. Now rub up and down, and then a circular motion should be made with the balls of the fingers, as they slide over the forehead. This you will observe,

His Choice.

The first legal execution by shooting to be carried out by civil authorities in America was at Salt Lake City fifty-seven years ago last Saturday, when William Cockroft, convicted of murder in the first degree, chose to be shot rather than hanged or beheaded. Under the laws of the territory of Utah, a condemned man was permitted to select either of the three methods of his taking off, and when Utah became a State the choice was restricted to shooting or hanging. Of the executions in Utah in the last half century only one man, a wife murderer, has chosen the noose.

STWARD'S LINIMENT LUMBERMAN'S PRIZE.

Keep Your Kodak Busy for the sake of the Boys "OVER THERE"

We have a full line of Kodaks and Kodak Supplies.

Kodaks from \$8.50 up, at Tooton's, The Kodak Store,
320 WATER STREET,
Everything for the Photographer.