

of Inducements We have Offered!

This Store is Filled with Bargains in Seasonable Goods for Fall and Winter.



BIG Values IN UNDERWEAR.

FLEECE LINED UNDERWEAR FOR BOYS AND GIRLS.
70 doz. well made garments.
Vests—sizes from 18 to 32.
Pants—sizes from 18 to 34.
Reg. values 45c. gar. **25c**
Friday & Saturday

MEN'S UNDERWEAR.

We have a full line of underwear for men in light, medium and heavy weights; Stanfields and other makes.
All Lowly Priced.

CHILDREN'S UNDERWEAR.

Fleece lined vests and pants; also a few Union suits; sizes 24 to 30 inches; 80c. values. **Friday 37c** and Saturday for

MISSES' UNDERWEAR.

A job lot of White and natural combinations, Jersey knit; to fit Misses of 10 to 12 years only. Reg. values \$1.50 a garment. **Friday and Saturday 50c**

LADIES' UNDERWEAR.

Stanfields all-Wool garments; pants and vests; medium weight. Reg. \$1.50 values. **Friday & Saturday 75c**

Photo Frames and Pictures At Half Price

We are now offering a splendid selection of Framed Pictures at astonishingly low prices. The lot includes colored facsimiles, water colors, etchings, carbons, photographs, etc., in endless variety; in Gilt and Hardwood frames. Selling at Half Price. Some even at less.

SMALLWARES

- | | |
|--|---|
| TOY BEDSTEADS —Wood frames, real spring mattress. Reg. 25c. each for 20c | BEAUTY PINS —In bright and fancy gift; assorted patterns; 2 on card. Special per card 2c |
| RAG DOLLS —Large size Dolls; soldiers and sailors. Reg. 25c. each for 19c | BAR PINS —A job lot of gilt and silver finished bar of Japoti pins assorted patterns. Special 9c |
| BOYS' PRINTING OUTFITS —Complete set in box; rubber type, type holder, ink pad, etc. Reg. 20c. each for 20c | HAIR PINS —Black wire Hair Pins in new crimp patterns; fancy cabinets. Reg. 15c. box for 12c |
| TOY BANKS —National Registering Banks, will register up to 10 dollars. Reg. 40c. each. Friday and Saturday 35c | HAIR SLIDES —Latest ideas in hair ornaments with in-set brilliants. Reg. 17c. each for 14c |
| CORONATION TOILET SOAP —Large cakes perfumed. Special 2 for 7c | PLUSH PLAQUES —Assorted scenery and other views, framed in Green Plush Velvet; diamond shape. Reg. 25c. each. Friday and Saturday 20c |
| WRITING PADS —Crosley Cambric Pads; linen finish; 100 sheets in pad. Regular 30c. each for 25c | INDIA TAPE —Extra quality White Tape; assorted widths; 12 pieces in bundle. Regular 15c. bundle for 12c |

Don't Miss these

Specials in Hardware

- | | |
|---|---|
| ENAMEL BASINS . Regular 28c. 23c. for 22c | KITCHEN UTENSILS |
| ENAMEL BASINS . Regular 18c. for 15c |  |
| TEA SPOONS . Regular 85c. doz. for 75c | |
| TACK HAMMERS . Regular 9c. for 7c | |
| MAT HOOKS . Regular 6c. each for 5c | |
| Horse Body Brushes . Reg. 45c. each for 41c | New Canadian Washing Machines . Reg. \$5.50 each for 5.00 |
| Nail Brushes . Reg. 6c. each for 5c | Hair Brushes . Reg. 20c. each for 17c |
| Razor Straps . Reg. 70c. each for 65c | Whisks for Hall . Reg. 25c. each for 22c |
| Moulding Planes . Special, each 35c | Toilet Paper . Special, 5 rolls for 30c |
| Clothes Lines . Reg. 15c. each for 15c | French Glycerine Polish . Special, per bottle 8c |
| Cheap Sponges . Special, each 20c | Oil Heaters . Reg. \$3.60 each for 3.45 |
| Japanned Coal Scoops . Reg. 35c. each for 30c | Galvanized Coal Scoops . Reg. 55c. each for 50c |
| Clothes Wringers . Reg. \$3.45 each for 3.20 | |



Cushion Pads

20 only Cushion Pads, Sanitary Cotton filling; size 14 x 15; covered with Saten. Special, each, Friday and Saturday, **15c**

451st Day of the War

TO-DAY'S Messages.

12.30 P.M.

GERMAN ATROCITY MUSEUM.

LONDON, To-day. A despatch from Petrograd says a German atrocities museum was opened here to-day. It contains a large number of photos of mutilated soldiers, whose wounds are alleged to have been caused by explosive bullets; also tables of statistics of five thousand cases of atrocities investigated by a special commission of inquiry into German atrocities, by which the museum was established.

THE SITUATION IN SERBIA.

PARIS, To-day. The Serbian legation here last night issued the following statement concerning the situation in Serbia: On the 28th on the northern front the Serbian troops on the right bank of the Morava River were obliged to fall back south and after heavy fighting have occupied the line of Svil Gradovatz and Chetovatz on the left bank of the Morava and on the left bank of Lepentza. There has been a violent artillery duel all along the front. Fighting is going on along the line of Visak-Kladour and on the southern Morava front. The Serbian troops repulsed the enemy on the left bank of Tressadour, under strong pressure of the enemy. In the direction of Kojel Boutiche the enemy attacked with strong columns and fighting lasted all day. The Koutchouk desfilé. It has been neither this statement nor the preceding one confirms the capture of Pirot, which was reported in despatches from German sources.

GENERAL MAHON'S RECORD.

LONDON, To-day. Lieut-General Sir Bryan Thomas Mahon (the British commander in Serbia), gained fame as leader of the expedition, when he marched to the relief of Mafeking in the South African War. The relief of that town caused greater joy in England than any other single event of the war. It was stoutly defended against the Boers for seven months by a small force. Sir Mahon, who is 53 years old, saw distinguished service in the Dardanelles, and has been in the Egyptian Expedition in 1896, when the Egyptian army under General Kitchener, recaptured from the Mahdists the province and in the Khartoum expedition and Kordofan expedition.

GOODS OF ENEMY ORIGIN.

LONDON, To-day. Sir Edward Grey, Foreign Minister, replying yesterday to a question in the Commons, repudiated the suggestion that the Government had decided to give immunity to the goods of an enemy country origin contracted for before June 16. The Government, said Sir Edward, declared her intention not to interfere with shipment from neutral ports of goods of enemy country origin, actually ordered before March 1, 1915, either paid for before that date or contracted for, upon such terms that the neutral purchaser is liable for payment if such payment in an enemy country to be legally enforced whether the goods are delivered in his own country or not. The Government, Sir Edward added, stipulated that such intended shipments must be notified to them for consideration before Nov. 1.

1.50 P.M.

BULGARIA AND INTERNATIONAL LAW.

AMSTERDAM, To-day. In consequence of the bombardment of Dedeagatch, which was contrary to International Law, says a despatch from Sofia, considerable private property of the Bulgarians was destroyed. The Bulgarian Government intends to place under compulsory administration all French and English property in Bulgaria in order to have security for indemnification Bulgarians who suffered by the bombardment.

ANOTHER LOAN.

LONDON, To-day. The Daily Express says that the Treasury is considering the advisability of a forced loan with the object of curbing public expenditure and conserving the national resources for the purposes of the war.

2.20 P.M.

PARIS, To-day. Bulgarian troops advancing from Palanka, have entered Prisrend after occupying Uskup, according to an Athens correspondent of the Journal. It is believed that the Serbians have now occupied a defensive position west of the Vardar River on a line passing by the summits of Kareditza and Babuna Ranges, and that their bases are Monastir and Gjevgli.

RUSSIANS BOMBARD VARNA AND BURGESS.

ROME via Paris, To-day. A despatch to Giornale D'Italia from Kustenje, a Roumanian port on the Black Sea, describes the attack by the Russian fleet, composed of battleships and torpedo boats, which

St. John's Mechanics' Society.

The Mechanics' Industrial Fair

WILL OPEN

On MONDAY Night, November 1st,

AT 8 O'CLOCK,

In the C. C. C. Hall, Mechanics' Building

The C. C. C. Band will be in attendance. oct29,11

bombarded Varna and Burgess and the neighbouring coast. The torpedo boats, the despatch says, succeeded in warding off attacks of Austro-Bulgarian submarines. The damage caused by the bombardment is described as very serious. The Bulgarian artillery made a feeble reply. The report says that some detachments among the Bulgarian troops in the coast forts gave cheers for Russia during the bombardment.

BULGARIANS ON DEFENSIVE IN THE SOUTH.

PARIS, To-day. The Saloniki correspondent of the Petit Journal learned from a reliable source that Roumania has mobilized 450,000 men, of whom 200,000 are concentrated on the Bulgarian frontier, where impregnable defences have been constructed. A correspondent of the Havas Agency at Athens telegraphs under Thursday's date that the aspect of operations on the Serbian front is changing since the French success at Velez and Strumitza. The Bulgarians, he says, are on the defensive, while the French and Serbians are able to take the offensive northward along the Nish railway. A big battle is expected in the neighborhood of Istip, toward which the Franco-Serbian army is marching. The Bulgarians are entrenching themselves on the heights around the town. According to despatches received by an Athens newspaper, the Bulgarians operating in the valley of the Lower Timok, between Oresovo and Strumitza, have been cut off and annihilated. News from Constantinople, said to be authentic, says that the anti-German movement is growing daily.

C.I.B.—Bowring Outing

AT SMITHVILLE LAST NIGHT.

Smithville was enfeited last night, it being the occasion of an outing and banquet tendered to the members of the Church Lads' Brigade. The event was held because of the Brigade not having held its annual camp outing the past summer, owing to so many of its members being at the battle field, some of them having already paid the supreme penalty, and in addition it was the yearly celebration of C. Company, or students of Bishop Field College and spirited gentlemen, Sir, Edgar, and his wife, had been his guest for the past fifteen years. On this occasion Sir Edgar extended his generosity by covering expenses for the entire affair. Those present included: His Lordship, Bishop Jones, Bishop of Newfoundland and Regimental Chaplain, Rev. H. Uphill, Rev. Canon White, and Revs. Uphill and Clayton, the Masters of Bishop Field College, and ex-Bandmaster N. Snow, besides the officers and members of the Brigade. An excellent menu was supplied by the Messrs. Furlong and after ample justice had been done, the following toast list was taken up: "The King"—Proposed by the Chairman; responded: "God Save the King." "C.I.B. and Colonel"—Prop. Rev. H. Uphill; resp. Col. Rendell. "Regimental Chaplain"—Prop. Col. Rendell; resp. The Lord Bishop of Newfoundland. "Warrior and Non-Commissioned Officers"—Prop. Rev. Canon White; resp. Major R. Goodridge. "The Companies and Band"—Prop. Capt. N. A. Outerbridge; resp. Lieut. Herbert Goodridge; resp. "They are Jolly good fellows." The speeches, which were of a high order, brimful of patriotism and interest, were interspersed by enjoyable songs and recitations furnished by Rev. H. Uphill, Mr. H. Stirling, Lieut. Cluett, Corporal Pottle, Corporal Martin and Privates Colton and Martin. Master accompanist, of B. P. College was accompanist. The rendition of the National Anthem concluded the pleasure and enjoyment all too early, after which the battalion formed up and in the nature of a torch light procession marched back to their Armoury on Harvey Road. Before dispersing votes of thanks were passed to Captain Williams, Staff Sergt. Reeves and Company Sergt. Instructor, Reid.

McMurdo's Store News

FRIDAY, Oct. 29, '15. We have lately received some new varieties of Willard's Forkdip Chocolates, which are timely: The Foster Box, the Overseas Box, the All Cream Box, the No Cream Box and the Spoon Packages, in addition to the other popular ones before in stock, such as the Bungalow Box, the Cosy Corner Box, the Social Package, the Hard Centre Assortment, etc. Prices from 40c. to \$2.75 a box.

Rose and Almond Cream is claimed to soften, brighten and beautify the skin, freeing it from roughness and, so far as we have heard, makes good this claim. It is a preparation of the Toronto Pharmaceutical Co., Ltd., whose goods have a well deserved reputation in Canada for their uniformly high quality. Price 25c. a bottle.

Cape Report.

CAPE RACE, To-day.

Wind north, light, weather fine. Several unknown steamers passed east and west since last report. Bar. 29.64, ther. 43.

N.P.A.

TRAFALGAR DAY HOSPITAL FUND

Amount acknowledged. \$856 27
Collected at meeting held at Lawn on 18th Oct. per
Jos. Benning, Esq., S.M. 55 35
Three Cheers for Botha 2 00
Badges 50
Trinity East, per Rev. A. Pittman 37 30
Port Rexton, per Rev. A. Pittman 43 24
Bay of Islands, per R. D. Lilly, Treasurer 346 81
St. John's, Oct. 28, 1915. \$9,441.47

Collected at Branch by Messrs English and Power 17 22
Collected at Ship Cove, per Mr. Edward Brennan, as per list 13 60
Collected at Barrisway, per Mr. Jas. P. Keefe 4 00
Collected at Pointe Verte, per Mr. Jas. Rowe-Thomas Croucher, \$5.00; sums under \$1.00, \$12.75 17 55
At South East, by Mr. John Lamb 1.00
Ed. Fulford 1.00
Sums under \$1.00 12.65
Placencia, per Messrs. Collins, Keefe and Greene, as per list 64 00
Collected at Jersey Side by Messrs. Hanham and Bindon, as per list 37 50
Collected at Freshwater by Mr. Keeley 3 23
Collected at Dunville, per Mr. W. J. Power 20 25
Also at Dunville, by Mr. Griffin and at Pt. Moll 4 10
Collected at Marquise, per Mr. J. Sampson 1 00
Michael Smith 1 00
Under \$1.00 9 15 11 15
Collected at Argentia by Messrs. O'Reilly and McGrath, as per list 23 30
Collected at Fox Harbor by Mr. Richard Davis 27 75
Collected at Red Island, by Mr. Garrett Ryan, as per list 41 10
Collected at Haysburg, by Mr. W. J. Power, as per list 20 00
Collected at Patrick's Cove, per Mr. Martin McGrath; Patk. McGrath \$1.00
J. T. McGrath 1 00
Under \$1.00 8 70 10 70
Collected at St. Bride's, per Messrs. Lundrigan and Leacy 12 00
Collected at Ants Cove, by M. J. Coffey 3 90
Less paid for telegrams 3 03
\$342 92

Here and There.

BROUGHT LARGE MAIL—The S.S. Meigle which arrived at Port aux Basques this morning brought over 72 sacks of mail.

CORAN LEAVES—The S.S. Coban, which has been at Placencia discharging coal for the Reid Nfld. Co., leaves again for North Sydney this evening.

COAL CARGO—The S.S. Cape Breton is now on the way to Lewisporte from North Sydney with a cargo of coal to the Reid Nfld. Co., having left the latter port early this morning.

Ideal Draught Tubing for windows and doors, 15c. per yard. BOWRING BROS., LTD., Hardware Dept.—oct29,11

CHILDREN'S RALLY—To-morrow noon at the Presbyterian Hall a grand children's Prohibition Rally will take place. Mrs. Howland will address the children and distribute prizes for the best essays on prohibition. A large attendance is expected.

MARINE DISASTERS' COMMITTEE—The Permanent Marine Disasters' Committee held their regular monthly meeting yesterday afternoon. Officers were elected as follows: President, Hon. John Harris; Treasurer, Hon. R. Watson; Secretary, Hon. J. A. Robinson. These officers had been acting in their respective capacities since the passing of the act.

DIED.

Died of wounds, October 14th, Private John Hardy, 1st Newfoundland Regiment, son of James and Elizabeth Hardy, aged 21 years; he leaves to mourn him father, mother and one brother. Gone but not forgotten.

This morning, after a short illness, Michael Reedy, of H. M. Customs, aged 71 years, leaving a wife, son and daughter and grandson to mourn their loss; funeral on Sunday, at 2.30 p.m., from his late residence, No. 9 York Street.

Suddenly, last evening, at Smithville, Mrs. Catherine Cotter, widow of the late Patk. Cotter, aged 82 years; leaving one son and a large circle of friends to mourn their sad loss. Funeral on Saturday, at 2.30 p.m., from her late residence, 74 Duckworth St.