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the Tailor doesn't make the man, but upon the Tailor depends the success of every man's appearance.

**OUR TAILORING FOR MEN**  
insures not only a successful appearance, but satisfactory service and long wear.

Come in and let us take your measure this week.

**J. J. Strang,**  
Ladies' and Gents' Tailoring,  
153 Water Street, St. John's.  
Oct. 1, 1914



**TRAPNELL**  
The Eyesight Specialist

Examines the eyes without DRUGS, DROPS or DANGER.

He not only finds the trouble, but with his perfect optical machinery he can grind the correct lenses to suit the most complicated cases, and do it quickly.

There was a time when all compound lenses had to be sent out of the country for, involving a delay of three or four weeks, but that day has passed; an hour or two is sufficient to produce any lens that may be called for.

Prescriptions filled or broken lenses replaced if you have the pieces.

**TRAPNELL**  
IN YOUR MAN WHEN EYE TROUBLE APPEARS.

**Sugar, Butter and Cheese**

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

American Granulated Sugar,  
In Barrels.

50 Choice Cheese,  
Twins.

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**COLIN CAMPBELL, - - 85 Water Street.**

**The Indication of Value  
in  
Plumbing is the Workmanship.**

A good plumber can do wonders with a difficult job. The number of orders received from friends of customers leads us to believe that we are good. We have on hand a large stock of **STEAM & HOT WATER RADIATORS**, all sizes, and can fill any order sent us cheaper than you can import at the present time.

**PITTMAN & SHAW,**  
Plumbers, Steam and Hot Water Fitters,  
Phone 401. 66 PRESIDENT STREET.

**GRAVENSTEIN APPLES, Etc.**

To arrive and in stock:  
150 brls. APPLES, Choice Gravensteins.  
15 boxes ORANGES.  
30 cases SILVER PEELED ONIONS.  
10 bunches BANANAS.  
30 half barrels PEARS.

PRICES RIGHT.

**BURT & LAWRENCE, 14 New Gower St.**

Advertise in the TELEGRAM

**Divorced Life**  
by Helen Hanson Roberts

**Incompatibility**

"Tell me about Mrs. Challoner," said Marian ingeniously. "Of course she is beautiful," she added in matter-of-fact tones.

"Not only beautiful, but charming," returned the husband, opening his watch case, and exposing his wife's profile.

"What classical features!" exclaimed Marian with enthusiasm. "Dark?" she inquired.

"Dark hair, blue eyes, matchless complexion," recited the husband. "If I were able to give her wealth and commanding social position, she would have the world at her feet. She belongs in a mansion instead of in a New York apartment. She is like a precious stone badly set. I have worn myself almost out in an unsuccessful effort to afford her the proper background."

Challoner paused, a tired, hopeless-looking expression drifting into his eyes. "We expected to accomplish a great deal when we married," he added. "I haven't been running in anything like proper form. Professional success is won in the face of the stiffest possible competition in New York. It requires the genius of making friends that are wealthy, more than anything else. It's been hard for us, especially for my wife, to accept the lot of mediocrity."

"Mediocrity," echoed Marian. "You are anything but mediocre!"

"Thank you," smiled the other gloomily, "but I'm afraid you're more sympathetic than judicial in your conclusions."

"But when two people love each other," pursued Marian, "what difference can the absence of great wealth and background, as you call it, make—provided of course that there is enough for comfort?"

"All the difference in the world," was the answer. "Love rarely flourishes, or even holds its own, in the face of starved ambitions, unfulfilled aspirations, and lowered ideals. This

**State Loans to Traders.**

Chancellor's Scheme to Aid Foreign Exchange.

An arrangement designed to remove the inconvenience to trade caused by the break-down of the foreign exchanges was announced recently by Mr. Lloyd George as a result of a series of conferences with traders and bankers. In the absence of the usual exchange facilities it has been impossible to export or import goods in any appreciable quantity.

Under Mr. Lloyd George's scheme the Bank of England will provide acceptors with the funds necessary to pay all approved pre-maturity bills at maturity. This will release the drawers and endorsers from their liabilities as parties to the bills, but their liability under any agreement with the acceptors for payment or cover will be retained.

The acceptors will be under obligation to collect from their clients all the funds due to them and to apply those funds to repayment of the advances. Interest will be charged at 2 per cent. above Bank rate. The Bank of England undertakes not to claim repayment of amounts not recovered by the acceptors for a period of one year after the close of the war.

To facilitate fresh business, the joint stock banks have arranged, with the co-operation, if necessary, of the Bank of England and the Government, to advance to clients the amounts necessary to pay their acceptances at maturity, where the funds have not been provided in due time by the clients of the acceptors. On these advances, too, interest at 2 per cent. above Bank rate would be charged.



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LET US INSURE YOUR HOUSE or store to-day. Then you won't have heart disease every time you hear the fire engine bell ringing. The cost isn't much, the protection is absolute. And the less you own the greater your need of insurance. Get our low rates to-day.

**How French Avenge Deteat at Sedan.**

London, Oct. 1.—During the strategic retreat of the Allies Southward from the Belgian frontier, the French troops exacted from the Germans bloody revenge for the French retreat at Sedan 44 years before.

On this same battle field, according to the Paris correspondent of the Daily Mail, the Germans suffered one of the worst defeats of the present invasion. They were led into a trap which cost them thousands of men.

He says:

"The French could have held their positions indefinitely, but strategy required them to continue falling back, with the remainder of the Allies, along the line. Here is the story of the second battle of Sedan, as told by the correspondent:

"The French General ordered his troops to fall back across the river and take up positions on the opposite heights. The bridges were mined, but were left standing in order to deceive the Germans into thinking that the French were retreating hastily.

"The fuse succeeded. The Germans advanced across the bridges in close formation. When several German regiments had crossed, the French blew up the bridges and the French artillery started firing into hundreds of German columns which retreated hastily to the river, only to find the bridges gone.

"The French regiments then advanced with quick fires and the merciless slaying continued until dusk. Many Germans threw down their arms and attempted to swim the river and large numbers were drowned. When nightfall came the French brought up searchlights and continued the work of carnage.

"The artillery threw shells at the rate of a dozen rounds a minute into the German ranks and varied its tactics by throwing incendiary shells into the forest, where part of the German forces had taken refuge. The burning woods lit up the whole front of fifteen miles.

"In the morning an armistice of two hours was granted to allow the Germans to bury their dead. The French had suffered the loss of only a handful."

**If Headachy, Dizzy, Bilious, "Cascarets."**

Your Liver is full of Bile: Bowels Clogged, Stomach Sour, Tongue Coated, Breath Bad.

Get a 10-cent box now.

You're bilious! You have a throbbing sensation in your head, a bad taste in your mouth, your eyes burn, your skin is yellow, with dark rings under your eyes; your lips are parched. No wonder you feel ugly, mean and ill-tempered. Your system is full of bile not properly passed off, and what you need is a cleaning up inside. Don't continue being a bilious nuisance to yourself and those who love you, and don't resort to harsh physics that irritate and injure. Remember that most disorders of the stomach, liver and bowels are cured by morning with gentle, thorough Cascarets—they work while you sleep. A 10-cent box from your druggist will keep your liver and bowels clean; stomach sweet, and your head clear for months. Children love to take Cascarets because they taste good and never grip or sicken.

**English Army "Little and Contemptible."**

London, October 1.—The Times to-day says that it is able to give from a thoroughly reliable source the text of an order issued by Emperor William to his army on August 19. It follows:

"It is my Royal and Imperial command that you concentrate your energies for the immediate present upon one single purpose, and that is that you address all your skill and all the valor of my soldiers to exterminate first the treacherous English, and walk over General French's contemptible little army."

**Making a Soldier.**

New York Press.—"Kitchener's war school uses a twenty-six week course to prepare a man to be shot over. This causes impatience among the patriots and at the same time cures them. Every young man that enlisted for the Spanish War expected that he would be snapping at the foe as fast as a steamer could take him to Cuba, and undoubtedly the same spirit prevails in England. But Kitchener knows the folly of sending untrained men into the field against such a machine as the Kaiser's. The English clerk, rushing to the colors, is getting at Aldershot a taste of the discipline which made the Sirdar master of Egypt."

MINARD'S LINIMENT CURES DANDRUFF.

**THERE WAS A TIME**

when a man wore a heavy winter overcoat, or none at all. But that idea has changed—men are beginning to realize that

**Lightweight Overcoats**

are the most serviceable and sensible Overcoats they can own.

Ours are correct in style, correct in price, in color and in value, too.

**Chaplin,**  
THE STORE THAT PLEASES.



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**LOT HORSE NAILS,**  
in bags of 50 lbs. Mixed sizes, Nos. 6, 7, 8, at  
**5 cents per lb.**  
**NAILS**

No. 45 STANLEY and other PLANES; also large assortment of TOOLS, LOCKS & HINGES of every description, and General Builders' Supplies.

BEDSTEADS slightly smoked. 100 doz. WOOD PIPES. AXES, GRINDSTONES; also a full line of New Goods.

All Mail Orders of Goods will be supplied in new stock unless otherwise ordered.

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Front and Rear, next West of Old Store.

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  - Sir Walter Raleigh by Martin A. S. Hime.
  - History of Co-operation by Geo. J. Holyoake.

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