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Jute, Tapestry and Wilton, beautiful and distinctive patterns that will be quickly appreciated.

HEARTH RUGS, \$1.50 to \$10.00.
Newest designs in a large variety of sizes and dainty tints to match every carpet in the home.

CONGOLEUM RUGS!

Size 36 x 36 **75c** each.
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Size 36 x 54 **\$1.66** each.
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Place These Over The Worn Parts in Your Floor Coverings and Your Rooms Are as Bright as Ever.
See Windows For Variety of Patterns.

SPRING BLINDS, 90c. to \$1.40.
Fittings complete with plain ends, fringed, fringe with insertion and lace and insertion.

BLIND LACE OR INSERTION, 11c. per yard.
BLIND PULLS, 3c. each.
BLIND HOLLAND, 40c. yard.
In shades of Cream, Light Cream and Dark Green, 32 and 36 inches wide.

NEW CHINTZ30c. to 80c. yard
FURNITURE TAPESTRY \$2.00 to \$3.00
RUBBER SHEETING \$1.35
BATH MATS 90c. each
COTTON BLANKETS \$2.00 to \$4.00
WHITE TWILL SHEETING \$1.15 to \$1.56
WHITE SHEETS, 81 x 90 \$2.90
POUND QUILTS \$1.10
One case only of CROCHET QUILTS at big savings while they last.

BISHOP, SONS & CO., LTD.
P. O. BOX 920, ST. JOHN'S.
MAIL ORDERS RECEIVE CAREFUL CONSIDERATION.

My Message to Labor.

(By BEN TILLET, M.P.)

Gorged with murder-blood and treasure, the Kaiser, Ludendorff and the whole gang of Junkers—their maddest ambitions more than satisfied by the crushing of small nations, the corruption of other nations, and the anarchy of Russia—started out on a new and still more arrogant offensive.

Gorged With Territory.

They are flinging away millions more of lives of the industrial people of the European nations, including their own, to gratify their insatiable ambitions. They are bleeding remorselessly the working people of the world to gorge themselves with territory, military glory, and wealth. It all makes the position terribly clear to us who carry the industrial burden. The characteristics of the bully-German is simply rapacity. And now he has to face the cost of his own sume mistake.

The German Mistake.

His mistake in thus defying the world has brought him to-day face to face with the moral antagonism of the world organized into an iron military resistance, and behind that resistance is the psychology of a great spiritual courage backing the organized fight that the freer nations are putting up. Afflictions can now see that to be at the mercy of Germany, as the peoples of Eastern Europe, is to receive not mercy but tyranny, and to experience the grinding heel of unrelenting oppression.

New Brutalities.

The German is now adding to the unspeakable barbarism of the war such wicked implements as the new gas that strips men's bodies of clothes and skin alike and murders them where they stand in trench or dug-out. But the Germans are beginning to regret their own malignancy by reason of our effective reprisals, and I hope that everything will be done to quicken transport, to expedite sending out to our men at the Front the power that will relieve them and throw the enemy into confusion and press them back. Every ton of shells, every consignment of guns, every cart of gas-masks, every cargo of rails and sleepers that reaches the Front without hitch, every ship that leaves the slips and sets out on its voyages, is a direct blow to the German menace.

How the Workers Help.

The docker and the riveter, the shell-maker and the chemical worker, the worker in the factories and in the fields, who put through with all speed the supplies of food and munitionment

—all are helping our men at the front to break the power of the bullies over the peoples.

The Dragooning of Slaves.

So inflated with pride have the Kaiser and his Junkers become, such ascendancy have the military authorities secured, that they have been able to repress all the elements of social power in their own country. Their workers are taken by the ten thousand, and exposed ruthlessly to the most galling fire of our musketry and artillery alike. The military autocracy of Prussia is dragooning its slaves and driving them on to death in order to gratify their own ambitions and enfeeble the internal powers of their own social democracy. And through these slaves of theirs they are perpetrating upon our men every atrocity conceivable.

If the Tyrants Won.

If such tyrants became triumphant on the Western Front what a hell would lie before us! Even with victory attending us, the industrial workers will be faced by years of economic strain. But if we had to add to the expenses of the war the addition of an indemnity to be paid to an enemy, the burden upon labour would amount to an overwhelming slavery. Taxes for indemnity payments and for enormous armaments would be chained to our backs and to the backs of our children and their children. With food still at high prices our whole position would become intolerable. The greater part of that whole burden would necessarily be assumed by industry and industrialism.

"We Must Back Up Our Men."

What it would mean to have our own debts with those of the enemy superimposed upon them baffles the imagination. But that is what would come upon us if we allowed our Army and Navy to be crushed by any slackness or apathy on our part. We must back up our men with every effort and give to their dependents every succour. There is not a man among them who is not ready to lay down his life for us, and we must do our level best for them.

WHO BEN TILLET IS.

Benjamin Tillet, who sent this message to Labour, is one of England's foremost labour leaders. A man of extraordinary industry, and energy, he has done much for the cause of the trades unions, and in pleading the cause of labour with the pen, from the platform and in Parliament where he sits as Independent Member for North Salford. He has been at various times brickmaker, boatmaker, a fisherman and a sailor in the merchant and naval services, having been invalided from the latter. Leaving the Sea he became a dockman, organized the

Dockers' Union, and is now Secretary of the Dock, Wharf, Riverside and General Workers' Union of Great Britain and Ireland.

Ben Tillet, since the war broke out, has laboured unceasingly to promote war industry, and particularly the production of munitions. He has thrice visited the fighting line and has delivered innumerable lectures in support of the vigorous prosecution of the war, both by the armies in the field and by the industrial workers at home.

See If the Child's Tongue is Coated.

Mothers! Don't hesitate! If cross, feverish, constipated, give "California Syrup of Figs."

Look at the tongue, Mother! If coated, it is a sure sign that your little one's stomach, liver and bowels need a gentle, thorough cleansing at once. When peevish, cross, listless, pale, doesn't sleep, doesn't eat or act naturally, or is feverish, stomach sour, breath bad; has stomach-ache, sore throat, diarrhoea, full of cold, give a teaspoonful of "California Syrup of Figs," and in a few hours all the foul, constipated waste, undigested food and sour bile gently moves out of his little bowels without griping, and you have a well, playful child again.

You needn't coax sick children to take this harmless "fruit laxative;" they love its delicious taste, and it always makes them feel splendid. Ask your druggist for a bottle of "California Syrup of Figs," which has directions for babies, children of all ages and for grown-ups plainly on the bottle. Beware of counterfeits sold here. To be sure you get the genuine, ask to see that it is made by "California Fig Syrup Company." Refuse any other kind with contempt.

Lest we Forget.

To the glorious and imperishable memory of the Officers, Non-Commissioned Officers and Men of the First Seven Divisions who, fighting against uncounted odds, by their courage and devotion saved Europe and civilization. Mons. LeCateau. The Marne. August 22nd—October 31, 1914. Oh, little mighty Force that stood for England! That, with your bodies for a living shield, Guarded her slow awakening, that defied the sudden challenge of enormous odds! And fought the rushing legions to a stand—Then stark in grim endurance held the line. Oh, little Force that in your agony stood fast while England girt her armour on! Hold high our honour in your wounded hands. Carried our honour safe with bleeding feet—We have no glory great enough for you. The very soul of Britain keeps your day! Procession?—Marches forth a Race in arms; And, for the thunder of the crowd's applause, Crash upon crash the voice of monstrous guns. Fed by the sweat, served by the life of England, Shouting your battle cry across the world! Oh, little mighty Force, your way is ours. This land inviolate your monument.

Salt in Nova Scotia.

Halifax, N.S., Oct. 28.—Deposits of salt have been discovered at North Shore, Malagash, N.S. A shaft has been sunk to a depth of twenty-one feet and a calyx drill is being used to test the whole field. Three properties have been bored on and, so far, an area of about a hundred acres has been found to be a salt bed. The operations are in charge of a New York concern. The finding of salt in this province in commercial quantities is a very important matter.

Rubbers For Everybody!

JUST OPENED

100,000 Pairs of RUBBER SHOES

For Men and Women, for Boys and Girls, in Black, Tan and White.



WOMEN'S MUD RUBBERS,
80c.
(In Black and Tan.)



WOMEN'S LOW CUT,
85c. to \$1.10.
(High and Low Heels.)



STORM RUBBERS,
(High and Low Heels)
90c. to \$1.40.



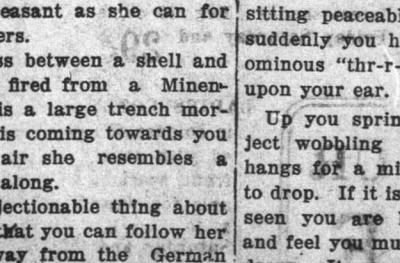
CHILDREN'S RUBBERS,
Low Cut.
Black60c. to 94c.
Tan92c. to \$1.14
White92c. to \$1.14
(According to size.)



CHILDREN'S STORM,
60c. to 94c.
(According to size.)



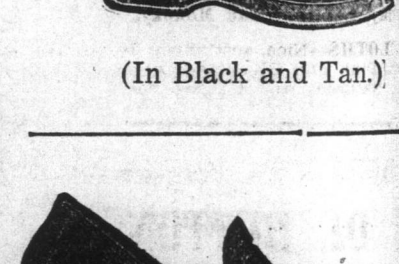
BOYS' STORM RUBBERS,
76c. to \$1.15.
(Size 8 to size 5.)



BOYS' LOW CUT,
96c. to \$1.25.



MEN'S STORM RUBBERS,
\$1.20 to \$3.00.



MEN'S MUD RUBBERS,
\$1.55 to \$2.20.
(In Black and Tan.)



MEN'S STORM RUBBERS,
Red Sole and Heel,
\$1.80 pair.

We have Rubber Shoes to fit every style toe and heel. See our selections.

PARKER & MONROE, Ltd.

The Shoe Men.

An Unwelcome Visitor.

"Thr-r-rob, thr-r-rob, throb, murmur." Thus "Minnie," as she lobs her lazy way to the British trenches and explodes with a dirty outburst of smoke and mud.

Fond of Good Coffee?

of course!

But why not make it BETTER Coffee? Coffee at its BEST, in fact—

SEAL BRAND COFFEE

Send for our booklet "Perfect Coffee—Perfectly Made," it solves the problem.

CHASE & SANBORN MONTREAL



things as unpleasant as she can for the Allies' soldiers. She is a cross between a shell and a bomb, and is fired from a Minenwerfer, which is a large trench mortar; when she is coming towards you through the air she resembles a barrel lobbing along.

Fond of Good Coffee?

of course!

But why not make it BETTER Coffee? Coffee at its BEST, in fact—

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sitting peacefully writing home when suddenly you hear a boom and the ominous "thr-r-rob, thr-r-rob" breaks upon your ear.

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CHASE & SANBORN MONTREAL

Up you spring, to see a black object wobbling slowly upwards. It hangs for a minute, and then begins to drop. If it is the first one you have seen you are held and spellbound, and feel you must wait to see where it drops. It grows bigger and bigger, and suddenly there is a deep explosion and you are smothered in mud. Minnie burst just short of your parapet. Next time you are wiser and do not stop to watch the end of the performance.

Fond of Good Coffee?

of course!

But why not make it BETTER Coffee? Coffee at its BEST, in fact—

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CHASE & SANBORN MONTREAL

Strong Values from Our Boot Dept.

Men's box grain Blucher style Boots military heel and block toe. A department for present wear. Only 48 pairs to choose from. Sizes 8 to 10. Per Friday, Saturday and Monday . . . \$5.00

WOMEN'S BOOTS—Dongola Kid, B style with medium heel and broad comfortable shape. An ideal boot for wear. Sizes 8 to 7 including half. Reg. \$1.10. Friday, Saturday and Monday . . . \$3.00

CHILD'S BOOTS—Child's grain boots in laced and buttoned styles. The boot for wearing in rubbers. 8 1/2 to 11 1/2. Per pair Friday, Saturday and Monday . . . \$1.00

HOUSE SHOES—Women's and Men's house shoes with leather soles. lovely shoes for house wear. Colors Black and Grey; all sizes. Reg. pair Friday, Saturday and Monday . . . \$1.00

FRIDAY

Careful Shopping Be Alive to VALUES

SIDEBORD CLOTHS—As dainty as where, but lower in price. In finished stitched embroidered corners with tre. Larger than the ordinary. \$1.10 each. Friday, Saturday and Monday

PILLOW SHAMS—Beautiful White lace centre and scalloped edge and corners. One of the prettiest in shown; size 28 x 28. Reg. 95c. Friday and Monday

TEA CLOTHS—A few only of beautiful, nicely embroidered and finished hemstitched edge; suitable for a tea. Reg. \$1.20 ea. Friday, Saturday and Monday

COTTON BLANKETS—70 pairs of Arton Blankets with Pale Blue and White. You will be wise to secure a pair once, as our new arrivals promise. Regular \$3.20 pair. Friday, Saturday and Monday

BRASS EXTENSION RODS—These rods, suitable for all kinds of large brass knobs at ends. Friday, Saturday and Monday

TURKISH TOWELS—Extra good value all White Turkish Towels, with size. Extra value for 60c. each. Friday and Monday

JOB TOWELS—In Blue Turkish, size 30x40. Extra value for 30c. each. Friday, Saturday and Monday

WHITE LACE CURTAINS—A clearing the lot, best Nottingham make with 3 yards long; an ideal bedroom. Friday, Saturday and Monday, per pair

FACE CLOTHS—Nice, soft finish, Jers with Pink and Blue binding; hand day, Saturday and Monday, each

Don't Miss This Important SALE OF BUTTONS

Buttons for almost every purpose, all sizes, excellent assortment. "Try" buttons, coat buttons, costume buttons, coat and vest buttons; in fact almost every shade and any size you could wish to be found here.

CREAN PEARL BUTTONS—In White, 4, 6 and 8 on a card. Per card . . . 8

SHIMMING BUTTONS—Immense variety all White Ocean Pearl; 6 on card. Per card 10

WORKED PEARL BUTTONS—Assorted sizes, for Ladies' Mincee and Children's coats, costumes or dresses; 3, 4 and 6 on card. Per card 12

ARIETY BUTTONS—This lot offers immense assortment, suitable for coat, vest, for mantles, skirts, costumes; in shades, all sizes; 3 to 12 on card. Per card 7

DRESS and MANTLE BUTTONS—Buttons like these will brighten up your year's coat; no trouble to match that cost here; 3 to 6 on card. Per card 12

BE ON HAND Remnant

The best and biggest assortment have ever gathered together. Left overs from previous sales. Up useable lengths here for almost nothing. Have put a riddance price on every yard. Marked in plain figures. Help yourselves. Art Muslins, Gables, Zephyrs, Heavy Corded Velvets, Children's Coats, Lengths to Dress Goods in abundance in pretties and Treasures, other ends to a lot. Also a few Cotton Blanket Remnants.



The Wellington
is more than a good pipe—
it's a W.D.C. Pipe, a genuine French briar; it's a good smoke; it's peace; it's comfort; it's quiet meditation—all done up in one sweet brown package. The well catches all moisture and the top opening bit sends the clean, dry smoke up away from your tongue. Good dealers have the Wellington in the shape and size you want, at \$1.25 and upward.

W.D. DEMUTH & CO., New York