

"QUALITY TALKS!"

Salesmanship unaided may make some first sales, but even at its best it cannot build a repeat business, unless supported by Quality Goods. INFERIOR PRODUCTS SOON REVEAL THEIR REAL CHARACTER, and weaken the courage so essential to success in selling on a permanent basis. Skill and enthusiasm of the highest order are no match for such a handicap.

BUT QUALITY PRODUCTS STRENGTHEN COURAGE

in selling and make it increasingly easy and cumulative. Their purchase can be urged with easy assurance, since the buyer is certain to gain from their presence in his store.

Bear Brand Rubber Shoes

Whether it be for your customers or yourselves furnish an inspiration for salesmanship that is invincible and bring about permanent and satisfactory results for you both, because you can be sure that they have no superior, that delight will always follow their sale, and that no worries need attend your efforts for repeat business.

We have imported this year SPECIAL HIGH HEEL RUBBER SHOES for WOMEN, either in storm or Croquet.

EIGHT HUNDRED DOLLARS, \$800, in Prizes

to be given away free by Christmas Day. Buy Bear Brand Rubbers and see if you will not have a lucky number. Register your name with dealer or send to us.

Look for Bear it is on every pair of Bear Brand Rubbers.

The following dealers will be pleased to serve you the Bear Brand, viz.:-

JOHN ANDERSON,
JAMES BINDON,
F. P. U. TRADING CO.,
W. R. GOOBIE,

ROYAL STORES, Ltd.,
NICHOLLE, INKPEN & CHAFF, Ltd
F. SMALLWOOD,
STEER BROS.,
JESSE WHITEWAY.

Bear Brand Rubbers are sold in every outpost in Newfoundland.

CLEVELAND RUBBER Co.

Milady's Boudoir.

NOSBLEED AND HOW TO STOP IT.
Nosebleed, unless it is of frequent occurrence or unusually severe, is not an alarming ailment and some people have it quite often, especially young children, who are often relieved by losing a little blood this way.

The simplest means of checking nosebleed is to lay cold applications on the bridge of the nose and forehead and lie back quietly until the discharge ceases. Holding the hands above the head and the sudden application of a cold article, such as a key or a cloth wrung in cold water or the hands dipped in cold water and the feet in hot water ought, one or all, to be efficacious; if not, prepare a small roll of absorbent cotton or lint tied by a piece of thread. Thrust the roll up the nose to press the blood vessel and check the discharge. When the latter is over, withdraw the

cotton by means of the thread. A child should be made to lie quiet for a time after a nose bleed and be strengthened by a course of cold plunges and salt baths under the direction of a physician.

The membrane inside the nostrils is very delicate and a child must be taught not to poke anything up the nose or touch it with the nails. Sometimes when a child is run down physically an irritated spot or sore will come in the nose.

If this does not yield to simple remedies consult a physician for a healing lotion and in regard to the general toning up of the system.

Your Boys and Girls.

Stammering is due to a particularly nervous temperament, and only very sympathetic treatment can effect a cure. Stammering in a child should receive immediate attention, and the

first thing to be done is to improve the little ones health by means of plenty of sleep, fresh air and good food. Every day he should take deep breathing exercises in the open air, these deep steady inspirations strengthen the muscles of the throat and counteract a spasmodic habit of breathing.

Notice should be taken of the sounds which the little stammerer has the most trouble with, and sentences composed for him to repeat each day, very slowly and clearly. He should be asked to read each day. This exercise should be omitted whenever he seems over-excited or run down in health and it goes without saying that he should never be scolded or laughed at.

Large black velvet hats are apt to be trimmed with jet. There are many draped crowns among the autumn hats.

Summed UP.

One of the shortest summings up on record is believed to be that delivered by the late Commissioner Kerr at the Old Bailey in a case where a man was charged with being in the unlawful possession of a gold watch.

The appearance of the prisoner certainly did not correspond with the legitimate possession of such costly ornaments, but he asserted his innocence of the charge, and declared that he had found the watch and chain on the pavement.

The judge looked at the man in the dock and then at the men in the box. "Gentlemen of the jury," he said, "I have walked over the pavements of London during the last forty years, and I've never found a gold watch and chain there yet. Consider your verdict!"

Painted leather hats are one of the millinery novelties. Soft-toned materials are used in the chic tailored suits.

W. P. A.

In Aid of the Sick and Wounded and of Our Soldiers and Sailors at the Front.



Subscriptions may be sent to Lady Davidson, President; Mrs. Emerson, Hon. Treasurer; or any of the following members of the Finance Committee: Mrs. John Ayre, Mrs. Garrett Byrne, Miss Browning, Mrs. T. J. Duley, Mrs. T. J. Edens, Miss Hayward, Mrs. Archibald Macpherson and Mrs. Herbert Rendell

Balance carried forward	\$3,098.43
Mrs. R. B. Job	100 00
Proceeds of Recital held at Change Islands, for Red Cross Work, per Mrs. Collins	40 00
Hon. J. C. and Mrs. Crosbie	100 00
Miss Reid	100 00
Proceeds of entertainment held by Argentinia Branch of W. P. A., per Mrs. M. O'Reilly, Secretary	50 00
Miss Graham, Waterford Bridge Road	5 00
Mrs. Turner	10 00
Money Box, Government Savings Bank	43 63
Mrs. Gillard	100 00
Mrs. W. G. Gosling	50 00
H. J. H.	100 00
Mrs. S. G. Pitcher, Battle Hr., Labrador, profit on post cards	1 00
Hon. Robert Watson	50 00
Proceeds of ten cent teas, served by the scholars of Harbor Grace Presbyterian School, Victoria St., per Miss Butt, Principal, for Red Cross work	40 00
Mrs. Wm. Miller, New Hr., T. B., for Red Cross Work	5 00
Mrs. Wm. Miller, New Hr., T. B., per C. T. Richards, for Red Cross work	5 00
Profits on post cards, per Mrs. Gosling	10 00
Lady Horwood	20 00
Mr. and Mrs. S. G. Collier	25 00
Mrs. (Rev.) J. Reay, Whitebourne	10 00
Mrs. George House	3 00
Mrs. W. N. Gray	5 00
	\$3,971.06

Boat in Distress.

A message from St. Mary's last evening to Mr. Devereaux, M.H.A., stated that a boat was lying under the Cape with her foresail split in two and her jib torn up. She was drifting off to sea in a helpless condition and in need of assistance. Mr. A. C. Goodridge, Deputy Minister of Marine and Fisheries, has wired the steamers Glencoe and Argyle and Larder's wrecking tug near Trepassy to keep a close watch out for the disabled craft.

From Labrador.

The schooners Plaindealer and Oliver Gordon, accounting for 500 and 420 qtls. of codfish, respectively, have arrived at Catalina. The schooners M. P. Cashin, 500; Petunia, 800; Vigilant, 500; Reunion, 600; R. B. Fowlow, 1,000; and Linus P. with 800 qtls. of fish, are now at Trinity.

Manslaughter Charge.

Following the preliminary inquiry into the Goulds motor tragedy, Private John Parker was committed for trial to the Supreme Court yesterday afternoon by Judge Morris on a charge of manslaughter; the date of the trial being set down for October 15th. Pte. Parker was admitted to bail in the sum of \$40,000, the bondsmen being Hon. A. E. Hickman and Mr. H. E. Cowan in \$10,000 each and the accused in \$20,000.

Store Burglarized.

The police are now looking for the culprit who broke into the Royal Stationery Store on Water Street and got away with about a dollar in loose change, which was left by the proprietor in a cash drawer. Entrance to the store was made through a cellar hatch at the rear.

Here and There.

WILL CONNECT WITH GLENCOE.—Passengers who left by this morning's train will connect with the S. S. Glencoe, at Placentia, this afternoon for points west.

Nyal's Assorted Talcum arrived to-day for Stafford's Drug Stores, Duckworth Street and Theatre Hill.—sep7,tf

ETHEL FROM THE STRAITS.—The S. S. Ethel, Capt. Goobie, reached Humbermouth from the Straits mail service yesterday having made all ports of call. Easterly gales with clear weather were experienced throughout the trip.

Ladies' Fall & Winter Hats Coats

We have just received shipments of the above goods and invite your early inspection whilst the assortment is at its best.

OUR COAT VALUES ARE WELL KNOWN TO BE THE BEST PROCURABLE,

and despite all the circumstances against us this season, you will find our Coat Values keeping up our reputation in this department.

We are also opening a lot of good values in—
LADIES' SHOWERPROOF COVERT COATS.
LADIES' BLACK RUBBER and OIL COATS.
MISSES' BLACK RUBBER COATS.
MEN'S and BOYS' BLACK OIL COATS.
LADIES' FLANNELETTE UNDERWEAR and NIGHTDRESSES.

In Flannelette Wear it will be impossible to offer later the values we now offer, and we advise early shopping for your own good.

HENRY BLAIR.

WE are still showing a splendid selection of :

TWEEDS and SERGES.

No scarcity at **Maunder's.**

However, we beg to remind our customers these goods are selling rapidly, and cannot be replaced at the same price.



John Maunder,
Tailor and Clothier, St. John's, Nfld.

SLATTERY'S Wholesale Dry Goods House.

TO THE TRADE.

A large stock of

GENERAL MERCHANDISE

just arrived. Also a large assortment of

JOB LINES.

Estate W. A. SLATTERY.

Phone 522.

P. O. Box 236.

RED ROSE TEA "is good tea"

The Evening Telegram
is The People's Paper.