

the G.P.

7.

P. Pennywell Road
Miss Mabel, 13 Moore St.
Stephen, Barter's Hill
Wm. South Side
Miss Pearl
Miss P. 43—St.
Mrs. S. Flower Hill
Mrs. Dr.
Arthur, Long's Hill
A.
George, Barter's Hill
Miss Mary, New Gower St.
Miss E. card
Miss Ada, Murray St.
Wm.
Mrs. Wm. Hamilton Ave.
Mrs. Mille, Water St.
rd. Thos. R.
n. James, Patrick St.
Mr. Long Pond Road
Miss E. Monroe St.
Capt. J. Monroe St.
W. Long Pond Road
Mrs. Fred.

Miss Mary, Convent Lane
Nelson, late Burin
Miss Mary J., Water St.
Mrs. John C.
Mrs. Miss Jane, Long's Hill
Mrs. E. W. Pennywell Road
B.
Mrs. Pte. LeMarchant Road
Miss Mary, card, Water St.
rd. M.
Benjamin
rd. Miss Mary, care G. P. O.
son, Mrs. J. C. Water St.
George, care G. P. O.
Miss Mary, Prescott St.
Miss Florence, Freshwater Rd.
Monroe, King's Road
Mrs. A. Cochrane St.
Phillip
James
Miss B. care Judge Johnson
Miss Minnie
Jas. G. care G. P. O.
2. John
oy, Robert, card, Colonia St.
Mrs. Pine St.
Uriah, Line St.
ss. Alfred
Miss Pauline, Freshwater Rd.

at James P. care G. P. O.
Mrs. C.
Bryan, card
A. B. Methodist College
Miss A. care Mrs. W. Taylor

Alex. care Gen. Hospital
Miss P. O. Box 29
Miss N. Gower St.
Martin, Long Pond Road
Miss K. Adelaide St.
Mrs. P. Adelaide St.
Miss Alice, care G. P. O.
Mrs. P. card, Alexander St.
Miss Mary, George's St.
Miss Brice, Circular Road
m. Robert, Care G. P. O.
r. A. care Marine & Fisheries
Miss Agatha
Mrs. Murray St.
John, George's St.
Walter G.
Mrs. E. Notre Dame St.
Mrs. Prince's St.
Walter, care Reid Co.
Emily, Theatre Hill
Miss Elsie
m. Miss R. Grove Hill
Mrs. Geo.
Mr. P. O. Box 571.

Mrs. Peter, Springdale St.
J. ALEX. ROBINSON,
Postmaster-General.

the School Books
all the Grades
all the time.

ool Books for the Prim-
Grade.
School Books for the
liminary Grade.
School Books for the In-
mediate Grade.
Books for the Associate
Grade.

ks for London Matric,
ks for all the Colleges,
s for all the Schools.
s for Home Studies.
emporarily out of stock
plied by mail direct
in the Publisher.

HOOL SUPPLIES, viz:
Penholders, Chalk,
k, Blotting,
& Copy Books, Maps,
ures, Blackboards,
rd Cloth Slating,
eats, Desks, &c.
house, right goods,
es.

RLAND'S,
Leading Bookstore.

STANFIELD'S

Reliable, Unshrinkable
WOOL UNDERWEAR

at Low Prices.

We are now offering a full range of STANFIELD'S CELEBRATED WOOL UNDERWEAR for Men, Women and Boys at money-saving prices.

These prices cannot be repeated when this stock runs out. We booked this lot some time ago, since when, on most lines, the manufacturers' prices have advanced over twenty per cent., and further advances are likely.

Our Retail Prices are Low,

being based on our purchase prices arranged practically a year ago.

Remember, STANFIELD'S WOOL UNDERWEAR IS ALL ROUND RELIABLE UNDERWEAR. IT HAS A REPUTATION BEHIND IT. IT WILL NOT SHRINK OR GET HARD IN THE WASH. THE PRICE IS LOW.

No Underwear will give you better service. Also, that we aim to give you the best service possible.

Henry Blair

RICH IN BUTTER FAT

PURITY MILK

is made from Pure, Full Cream Milk, and nothing is added but finest granulated sugar. PURITY is away above the Government Standard for butter fat. INSIST on getting "Purity" the Full Cream Milk.

T. A. Macnab & Co.,

CITY CLUB BUILDING.
Wholesale Distributors.

WE are still
showing a
splendid se-
lection of :

TWEEDS
and
SERGES.

No scarcity at
Maunder's.

However, we beg
to remind our cus-
tomers these goods
are selling rapid-
ly, and cannot be
replaced at the
same price.

John Maunder,

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

The Evening Telegram
is The People's Paper

The Outlook
on the War.

The good U-boat return for last week and the statement published to-day that has been made to a news agency by a high Admiralty official encourage us to hope that we are now getting the measure of the most menacing attack that has ever been made on modern England. Alone of the nations at war, this country can be fatally wounded by a successful attack on its communications at sea, and that Germany should have resorted to this form of warfare is the highest compliment that could have been paid to sea-power. Our success in dealing with submarines is only relative as yet, not absolute; and nothing has happened that would justify the least relaxation of any of the several forms of insurance that we have taken out against these attacks. We can, however, say with some confidence that the U-boat campaign, though it may inconvenience us, is not, if we go on as we are doing, likely to injure our military position seriously or to change the course of the war. Hindenburg is a military man, and thinks of the sea in the idiom of the land. The way in which the U-boat campaign recommended itself to his mind was like this: Here am I, faced by the serious decline in man-power, while my enemy, thanks to his command of the sea, is constantly pouring fresh reinforcements of men and guns into France; I cannot afford the men for attacks on a great scale, which, moreover, have no chance of success; the only course for me is to cut the enemy's communications, and that must be done by submarines sinking anything and everything. Already it is possible to say that these calculations have failed. We must not regard the relative failure of the U-boat campaign as a merely negative success. It is a defeat for the Germans as positive as the defeat they suffered in the so-called battle of Calais. It condemns them to a growing inferiority on the west front, which they recognize to be the one that matters most. On success here depends the whole prestige of the military rulers of Germany with the German people.

There is a tendency to blame Russia for the failure of some of our military hopes on the west front, for let it be frankly admitted, so far (happily the campaigning year is not yet over) the results on the west front have not come up to expectations. But if Russia had been conducting an offensive with her old vigor we doubt whether the situation in Flanders would really have been much easier for us. There is no evidence that there has been on the balance, any effective increase of the German strength on the west at the cost of the east. The great gainers by the breakdown of Russia's military strength have been the Austrians and the great losers the Italians, who in the fighting on the Bainsizza, Plateau and the Carso have had

to deal with the main fighting strength of the Austrians. Our problem on the west is much what it would have been in any case, unless, indeed, which is not at all likely, the Russians had not only been able to recover all the ground they had lost but had also invaded Hungary and East Prussia. It is well that we should face these facts, and the chief fact about the war on the west front is that we have still to solve the problem of attacking such positions as the Germans have made for themselves except at a cost in life that is prohibitive. Even if the Russians had been fighting from the problem would only have been fractionally easier, for in the main the problem of attack is not one of numbers of men on either side. It is one of tactics, and it is becoming clear that the preponderance of artillery in which we had hoped to have the key of victory will not alone give us what we want. Indeed, it is to be questioned whether it is not possible to have too much artillery fire. The same artillery which makes the enemy's trenches untenable also retards our rate of advance; and the shell-holes that a heavy bombardment of the countryside makes are a very fair substitute for the works above ground that have been destroyed. We have a great deal of work yet to do.

It is just to recognize the gravity of our task, for otherwise there is danger of doing a serious injustice to the army in France. We are confronted by precisely the same problem that worried us in the Boer war, where we were frequently held by forces of one-tenth of our strength. If in that war we had never made up our armies mobile but had gone on accumulating men for the direct frontal assaults, the war might have lasted twice as long as it did and our losses would have been proportionately heavier. Are we sure that this is not what we are doing in France? Our line is clearly impregnable to the enemy's attacks, and so also, we may now hope, are our sea communications. But our frontal attacks might be made with twice the number of men and still give us no guarantee of success. Clearly, for us as for the Germans, the most promising solution of the problems of attack is the war on communications. There is no "way round" as in South Africa, unless, indeed, it is by the sea (which is also the "way round" that the Germans are trying in their submarine campaign). But there is a "way over" by means of supremacy in the air. If we have a chance of attaining such supremacy in the air that the German airman cannot rise at all, that we are free to bombard the German communications at our will, that we can choose the point of attack without the German knowing anything of our intentions, obviously it is a good policy not to waste a single man in direct frontal attacks—Manchester Guardian.

A Faithful Servant.

READY TO WORK NIGHT OR DAY.

Gas is your ever ready helper right in your home—no begging for delivery, no delays in getting it. One gets so used to it that one is apt to forget how helpful it is. Take a little trouble. Study its uses: get to understand how to obtain every particle of help you can from it.

Remember that for Light, Heat or Cooking it has no equal. If you have any little difficulties with it, bring them to the Gas Office. Our advice and help will be most readily given.

St. John's Gas Light Co.
Sept. 16

Household Notes.

The high boned collar is making a hard fight for recognition.

Novelties in short jumper blouses are a very practical fashion.

Diamonds at the moment are more fashionable than pearls.

Long jeweled insect pins are worn instead of buttonhole bouquets.

There is a hint of the bustle in some of the new tailored suits.

The great hats of ceremony are as towering as a Chinese pagoda.

High ruffled lingerie collars are one of the new fashions.

Delicious raisin bread is made by saving part of a white bread dough made with milk. Mix into it a beaten egg, one cup chopped raisins and two tablespoonsful of sugar. Form into a loaf, let rise and bake.

A baking dish may be filled with layers of sliced raw potatoes, alternating with layers of corned codfish. The whole should be seasoned with salt, red pepper and celery salt, and a little milk should be poured over the entire contents. Bake slowly.

Stale rolls can be deliciously reheated. Hold under the cold-water faucet a minute, then heat until brown

in a very hot oven.

Pack ribbons, collars and such little articles between the leaves of a magazine if you would keep them smooth when travelling.

To make a meringue for baked pears, beat the whites of two eggs very light; then beat in four level teaspoonsful of sugar.

Delicious muffins or gems are made by stirring into the batter made for ordinary gems a cupful of raisins, currants or chopped figs.

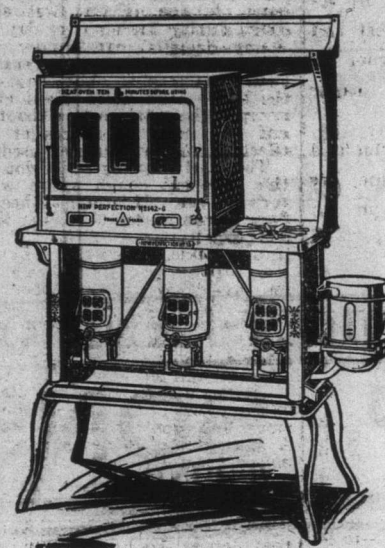
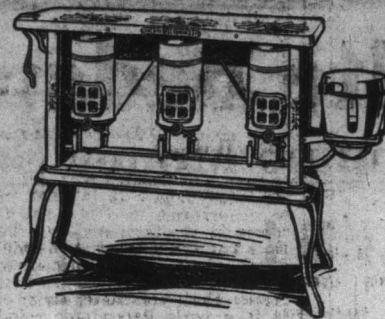
Sift the baby's oatmeal porridge

through a flour sifter that is kept for the purpose, and it will be much smoother and more satisfactory.

Smelts are good with anchovies. Clean thoroughly, fill each with an anchovy, dust in a mixture of flour, salt and pepper and fry in butter.

Any good cold dish can be used for salad if flaked, seasoned with pepper and lemon juice and served with young radishes and French dressing.

MINARD'S LINIMENT CURES DIS-
TEMPER.



See them in our Win-
dow. Come in and
we will show you
how they are worked.

Householders! Patrons!

Lend us your ears. We come to bury the old-fashion Coal Burner Cooking Stove and not to praise it. The evil it has done will live after it has gone.

But the story of the noble Oil Cooker has not yet half been told.

Yesterday the word "Oil Cooker" might not have moved the world, but to-day it stands a foremost factor in the homes of the earth and an economic household necessity.

Ask the host of Oil Cooker users about it, and they will with one united voice proclaim "It is a thing of beauty and a joy forever."

Let the whole community hear this testimony and buy now.

It saves time and fuel. It is clean and easily operated. It requires no kindling wood and there is no ash, cinder or broken stones to be removed. It's a Perfection.

Ayre & Sons,
Limited.

SAMPLES of Special Worth

This Week in

Ladies' Silk Knitted Scarves, assorted shades, 65c. and \$1.20 each.

Real Genuine Quality in a Special Line of Dress Tweeds, at \$1.20 per yard.

Special sizes in Cotton Blankets, \$1.70, \$1.90, \$2.20 pair.

Latest in Gents' Hard Felt Hats, for \$1.00, 1.20, 1.50, 1.80, 2.00 each.

A. & S. RODGER'S

SUGAR!

We are now booking orders for late October and early November delivery

WHOLESALE ONLY.

HARVEY & CO., LTD.

Household Notes.

If one wishes to keep bedding particularly sweet a good blowing on the clothesline on a bright windy day will help.

Save benzine or gasoline after you have used it for cleaning. Simply put it in a jar and let it settle, then pour off the top.

Stale rolls can be deliciously reheated. Hold under the cold-water faucet a minute, then heat until brown

in a very hot oven.

Pack ribbons, collars and such little articles between the leaves of a magazine if you would keep them smooth when travelling.

To make a meringue for baked pears, beat the whites of two eggs very light; then beat in four level teaspoonsful of sugar.

Delicious muffins or gems are made by stirring into the batter made for ordinary gems a cupful of raisins, currants or chopped figs.

Sift the baby's oatmeal porridge

through a flour sifter that is kept for the purpose, and it will be much smoother and more satisfactory.

Smelts are good with anchovies. Clean thoroughly, fill each with an anchovy, dust in a mixture of flour, salt and pepper and fry in butter.

Any good cold dish can be used for salad if flaked, seasoned with pepper and lemon juice and served with young radishes and French dressing.

MINARD'S LINIMENT CURES DIS-
TEMPER.