

Coats,
SHOWING AT

S
olutely the
ble.

ve. The Coat with the
this year are either
fect. This is quite dif-
which had a belt all

rough rising prices of
more cloth in each, we
GOODS at the LOWEST
our early contracts and
which has built us up
well known our values

and upwards.

ll selection of
en's and
ATS,
st values procurable.

Blair



under
St. John's, N.F.
IER,
St. John's, Nfld.

Collar
ATS.

with our new style two

at

with belt at back, and
buttoned up to the chin
ety of prices and goods.

dealer
ats.

pany, Ltd.

Getting him on the run
You may get only one chance like this in a whole season. Don't stand for any fall-down on the part of your arms or ammunition. Play safe—use Remington UMC—superior in "hang," action, accuracy, penetration and speed.

Use a Remington UMC Repeating rifle.

Ammunition of every calibre for every purpose.

The time to be sure of your rifle is when you buy it. To-day, Remington UMC High-power, big-game rifles are in short demand than ever—both by crack shots and the great body of shooters of average skill who are delighted with Remington UMC performance.

The Remington UMC dealer who shows this sign makes it a point to show the guns, etc., of the best customers want. See him.

THE REMINGTON ARMS UNION METALLIC CARTRIDGE COMPANY
(Contractors to the British Imperial and Colonial Governments)
180 London, England. WINDSOR, ONT. New York, U.S.A.

LONDON GOSSIP.

LONDON, September 24th, 1916.

MR. ESHER AND THE KAISER.
Lord Esher's protest against our being "caught a second time in the meshes of sleep" by the German Government is of the more significance when we remember the special opportunity his writer has possessed for knowing what artful attempts were made to weave those meshes on the first occasion. In the early winter of 1907 the German Emperor visited this country, made a specially pacific speech to the citizens of London at the Guildhall, and was an honoured guest of King Edward at Windsor. Lord Esher at the time was not only Deputy Constable of Windsor Castle, but a member of the Committee of Imperial Defence; and it was in the latter capacity that the Kaiser sought to engage him in discussion on our naval programme and defences. He, evidently, did not prove as amenable to Imperial "soft saviour" as appears to have been expected, and the Emperor thereupon fastened upon the first named capacity to build on it a deliberate insult towards him, which he embodied in a notorious letter to the late Lord Tweedmouth, then First Lord of the Admiralty.

QUALIFICATIONS FOR A NAVAL ADVISER.

It happened that those acquainted with the current gossip of the German Court were especially amused that the Kaiser should so far have forgotten one at least of his own experiences as to express to Lord Tweedmouth a doubt "whether the supervision of the foundations and drains of the Royal palaces is apt to qualify somebody for the judgment of naval affairs in general." Report at Potsdam had it that at the height of one of the gravest of his various "Chancellor crises"—that of the dismissal of CapPohl from the position to which he unexpectedly had been called on the dismissal of Bismarck—the Kaiser exclaimed at the Imperial luncheon table, "Here is a pretty state of things! This city of —" (naming a small Rhenish town) "petitioning to build sewers, and proposing to empty the refuse into the river just above the chief bathing establishment! Of course, nobody in the Home Office saw the terrible mistake, and it took me four hours to correct the drawings and suggest a better plan." That was nearly fourteen years before the gibe in the Tweedmouth letter; but the contemporary comment of a German court chronicler is interesting now: "Bothering about the sewage of a secondary town while the empire is quaking in the throes of a crisis is a phenomenon of rapid thought, or an anomaly born of the passion to provide provocation."

THE NATIONAL IDEA.

Reference to the "National Idea," recalls a conversation with a Sergeantman

Tired Nerves
Headaches, sleeplessness and tired, dragging feelings soon disappear when you restore vigor to the exhausted nervous system by using Dr. Chase's Nerve Food.

Dr. Chase's Nerve Food

who came home from Bolivia to join the British Army 13 months ago. He had travelled over a great part of South America, and he described the methods of the Germans in keeping alive their nationalism. In the most remote places they had their "colony," they maintained "circles," displayed the German flag a good deal, held German concerts, lectures, and social gatherings; started German churches, schools, and periodicals; had Consuls everywhere, and kept up constant communication with the Home Government and home institutions. On the other hand, British people away from the large towns in South America, he said, seldom gave heed to such things. They went their own way, were "swallowed up" in the countries they had settled in, and generally speaking had no national cohesion or machinery for keeping them in touch with their own country.

THE MARTYR OF TRENTO.

Italians in London have in these days a remarkable sense of cohesion, centered in the consciousness of nationality. That spirit was manifested on August 28th in the meeting which assembled to pay a patriotic tribute to the memory of Captain Battisti, whom the Austrians executed. Battisti personifies the feelings of the Italians living under the sway of the Hapsburgs, and their longing to be incorporated in the kingdom of Italy. He was one of their leaders, and they elected him Deputy for Trent in the Austrian Parliament. War broke out. Battisti followed the promptings of his heart, and renounced his allegiance to the Emperor Francis Joseph in order to take his place in the Italian army. He fought; was wounded, and captured by the Austrians. They hanged him. His story has moved Italy from Piedmont to Sicily. The war is welding that country together, and is compelling the great work of the Risorgimento by endowing it with common sacrifices, traditions, and legends of glory. It is consecrating the idea of unity. Historically the weakness of Italy has been the predominance of the local sentiment at the expense of the national. Now "La Grande Patrie," to use Victor Hugo's phrase, is making its full appeal, and this in no sense need dull the attachment to "La Petite Patrie." The fate of Battisti has fired Italy from end to end, and the Italians abroad have caught the spirit animating their countrymen at home.

EXPERIENCES OF THE GIRL CONDUCTORS.

The girl conductors on the London buses have now nearly completed six months' service. They are looking even jollier than they did when they started, and they have certainly become very popular with their public, for they are polite, considerate, and without favor or fear. They talk very happily about their work, and say that people as a rule are very nice to them—especially the soldiers—but they will draw a distinction between the ordinary passengers and those they meet "east of the Mansion House," in other words in London's East End, for in those greyer districts, they say, the passengers sometimes talk to them very roughly. In other districts they have a good time, and while there does not seem yet to have been any really romantic story of their adventures—any do they look out for persistent admirers to join the "bus" at stated hours, as they say happens on the Manchester trams,—they get many little gifts of flowers and confectionery from appreciative friends. A good many of the girls, who joined at first have given up the work because it was too hard, but the survivors say that if they can stand the first few days, they get used to the driving and talking, and soon adapt themselves to it without any fatigue finding it, indeed, less trying to move about than to sit down. One girl from a little county town who

had been too timid to ride on top of a bus when she first came to London, expecting it to run into everything it met, spoke delightfully of her work, especially when she was on routes that took her from the City far into the country, and other girls said they enjoyed every minute of their days. As far as the greater part of the year was concerned, they said, bus conducting was emphatically work for women.

OUR NEW ROYAL ALLY.

King Ferdinand of Rumania is well known in England, and has several times, as Crown Prince, been a guest at Buckingham Palace and Windsor Castle. A man in the prime of life, he is physically active and one of the best shots in his country. He succeeded his uncle, King Charles, soon after the outbreak of the European War. King Charles selected him as heir-apparent nearly thirty years ago. King Ferdinand's German extraction has always been a drawback to him in Rumania, but since his accession his subjects have relied confidently on his loyalty, and their confidence is now fully justified. The Rumanian Army, which owed its present efficiency chiefly to his personal assiduity, has believed in him unwaveringly. It is important to remember that his branch of the Hohenzollerns—the Roman Catholic and non-reigning—has always been out of sympathy with the German Royal Family. Important, too, is the fact that King Ferdinand is a splendid soldier. He proved his worth before his accession as Inspector-General of the Army.

STORIES FROM THE FRONT.

Among the latest stories from the front I read one told against a major in the Leinesters. He lost his way in No Man's Land one night and stumbled into a Saxon trench. "Is this the Nth Leinesters?" he said. "No, the Nth Leinesters are over there," answered a Saxon officer, indicating the right direction with a wave of his arm. It was the same gallant Irish regiment which planned one night to draw in a fallen aeroplane which was lying half-way to the German trenches. So after dark someone crept out and tied a rope to the machine. But when the men in the trench began to tug at the rope they could make no impression for a long time. The Saxons, it happened, had had the same idea at the same moment. However, after a lot of tugging the Leinster rope proved the stouter, and the aeroplane was rescued as a trophy.

PRINCE HENRY AND THE ARMY.

The King's third son, Prince Henry, is seen frequently nowadays in khaki. True, it is the khaki of his school corps, but he is very keen about it. His officers say he is simply cut out for a soldier, and he is said to be longing for the time to come when he can join the Army. Meanwhile the Prince and his younger brothers are anxious to go to Balmoral, the spot of all others where they are freest and have the most amusement. The King may arrange for them to go there with their sister.

Select Medicine Carefully.

Purgatives are dangerous. They gripe, cause burning pains and make the constipated condition worse. Physicians say the most ideal laxative is Dr. Hamilton's Pills of Mandrake and Butternut; they are exceedingly mild, composed only of health-giving vegetable extracts. Dr. Hamilton's Pills restore activity to the bowels, strengthen the stomach, and purify the blood. For constipation, sick headache, biliousness and disordered digestion no medicine on earth makes such remarkable cures as Dr. Hamilton's Pills. Try a 25c. box yourself.

Stafford's Phorotone Cough Cure is the best preparation for all kinds of Coughs, Colds, Bronchitis and various Lung Troubles. Price 25c. Postage 5c. extra.—July 22, 14

New Show Rooms

OF BISHOP SONS & CO., LTD.

The store of Messrs. Bishop Sons & Co., Ltd., formerly occupied by Z. Cox, grocer, underwent complete transformation within the past few months and in its place now stands one of the most up-to-date and classiest show rooms in the city. The new store, which has just opened, has already been visited by hundreds of patrons and some very high, though unsolicited, compliments have been extended to the owners. Elaborately furnished and neatly dressed throughout, equipped with all modern appliances and fixtures and containing right up-to-the-minute wearables which are sure to please the most capricious purchasers.

The interior of the store is painted with white enamel and is shown off to great advantage with an ample supply of electric lighting and flowers. The front window is especially attractive. The store has every convenience. There is a fitting room with a triplicate mirror, a room for millinery work and an apartment for carrying reserve stock. To sum up the new store can compare favourably with anything of its kind in the biggest of cities outside, and the Messrs. Bishop are to be congratulated on their enterprise. Miss Thompson, a lady of wide experience, is in charge and she has a staff of efficient assistants.

St. Joseph's, Levis, July 14, 1903.

Minard's Liniment Co., Limited. Gentlemen,—I was badly kicked by my horse last May, and after using several preparations on my leg nothing would do. My leg was black as jet. I was laid up in bed for a fortnight and could not walk. After using three bottles of your MINARD'S LINIMENT I was perfectly cured, so that I could start on the road.

JOS. DUBES. Commercial Traveller.

COCHRANE ST. CHURCH.—Rev. T. R. Darby will take as his subject, for the morning service, "Jacob's Vision, or the Revelation of God's Nearness to Men." In the evening the Pastor Rev. Dr. Bond will preach on "The Religion for Every Day."

Fresh Irish Hams and Bacon at ELLIS'S.

Sunday Services

CHURCH OF ENGLAND.

Cathedral of St. John the Baptist.—Sunday—Holy Communion at 8 a. m.; also on the first Sunday of the month at 7 and 11. Mattins on the 1st Sunday of each month at 10 a. m. Other services at 11 a. m. and 6.30 p. m. Thursdays—Holy Communion, 7.15 a. m. Other Days—Mattins 8 a. m.; Evensong 5.30 p. m. Fridays—7.30 with sermon. **St. Michael's Mission Church, Casey Street.**—Holy Communion at 8 a. m. and 11 a. m. on the 3rd Sunday of the month, and 8 on other Sundays. Other services, 11 a. m. and 6.30 p. m. **Sunday School—Cathedral, at 1.45 p. m. Mission Church at 2.45 p. m.**

PARISH OF ST. MARY THE VIRGIN, St. John's West.

Sundays—Holy Communion every Sunday at 8 a. m.; also on the first Sunday in each month at noon. Fridays—Evensong and Sermon at 7.45 p. m. Holy Baptism—Every Sunday at 2.30 p. m. Public Catechising—The third Sunday in each month at 3 p. m. Sunday School—At 2.30 p. m. in the Parish Hall. Young Women's Bible Class—Every Sunday at 3 p. m. in the Parish Room. The Holy Communion with special intercessions on behalf of the War is celebrated on the first Wednesday in each month at 10.30 a. m.

BROOKFIELD SCHOOL CHAPEL.—Evensong—Every Sunday at 3 p. m. Sunday School—Every Sunday at 4 p. m.

ST. MATTHEW'S CHURCH, THE GOULDERS.

Evensong—Every Sunday at 3 p. m. ASYLUM FOR THE POOR.—Holy Communion—The first Sunday in each month at 9 a. m. Mattins—Every Sunday at 9 a. m. St. Thomas'—Holy Communion 3 a. m.; Morning Prayer and Sermon, 11. Preacher: The Rector. Subject: "When a Man is Blind in the Meaning of Faith and Life." Children's Service, 3.30 p. m.; Evensong and Sermon, 6.30; Preacher, Rev. T. Greaves. **CHRIST CHURCH (Y.M.C.)**—1st Sunday in month, Mattins at 11 a. m.; 2nd Sunday in month, Holy Communion 8 a. m.; 3rd Sunday in month, Evensong, at 6.30 p. m.; 4th Sunday in month, Mattins at 11 a. m. Evensong at 3.30 p. m. on the 1st, 2nd and 4th Sundays in the month. Sunday School—At Parish Church at 2.45 p. m.; at Christ Church, Quiddi Vidi at 2.30 p. m.; at Virginia School Chapel, 2.30 p. m. **Virginia School Chapel.**—Evening Prayer every Sunday at 8.30 p. m.; Public Catechising third Sunday in each month. **METHODIST.**

Gover St.—11. Rev. H. Godfrey; 6.30 Rev. T. B. Darby. George St.—11. Rev. H. Royle; 6.30 Rev. H. Godfrey. Cochrane St.—11. Rev. T. B. Darby; 6.30 Rev. Dr. Bond. Wesley St.—11. Rev. Dr. Bond; 6.30 Rev. H. Royle. Presbyterian—11 and 6.30, Rev. J. S. Sutherland. Congregational—11 and 6.30, Rev. W. H. Thomas. **AT THE S. A. HALL, Livingstone Street.**—7 a. m., Kneel Drill, 11 a. m., Solennes Meeting, 3 p. m., Free and Easy, 7 p. m., Salvation Meeting conducted by Lieut.-Col. and Mrs. Olway and Adj. Tilley. At night a welcome meeting.

Men's Overcoats!
Fall--1916--Models.

Just opened—and ready for your inspection and approval, a fine range of Men's Winter Overcoats in Chin-chillas, Tweeds, etc., in Navy, Grey, Brown, and some very smart mixtures.

These Overcoats, perfectly cut and tailored, are all Fall 1916 Models, and are the productions of first-class English and American tailoring houses.

U. S. Picture and Portrait Co.
Water Street.

SOMETHING GOOD THAT IMPROVES WITH AGE.

NEWMAN'S
Celebrated Port Wine.

ELLIS & CO., Ltd.,
203 Water Street,
Grocers and Wine Merchants.

We have recently purchased
18 Hogsheads of this CELEBRATED PORT WINE,
Equalling nearly
1000 Gallons,
or 450 Cases of 1 doz. each,
or 5400 Bottles.

We are now booking orders for immediate delivery, or within the next 5 months, for Cases, Gallons or Bottles. Now is the time to avail of this opportunity and purchase while there is yet time. It improves with age and keeps on improving.

Also, remember our stock of
WINES—Sparkling and Still.
Whiskies, Brandies, Gins, Ales, Stouts and Liqueurs.

have all to be disposed of during the next
4 Months.
Don't Neglect Ordering Now,
and not leave till too late.

This Dry Cleaning Process Has a Wonderful Scope.

Our process has a wonderful scope for cleaning all sorts of garments and material. Elaborate or fragile texture, as lace, silks, chiffons, and all tender materials, which cannot be cleaned by this process without injury.

Ungar's Laundry and Dye Works,
HALIFAX.
Messrs. NICHOLLE, INKPEN & CHAFE, St. John's, Agents for Newfoundland.

Read The Telegram

Evening Telegram Fashion Plates.

The Home Dressmaker should have a Catalogue Scrap Book of our Fashion Plates. These will be found very useful to refer to from time to time.

A Dainty Frock for Mother's Girl.



1823—Girls' Dress, with Sleeve in Either of Two Lengths, and with Round or Square Neck Outline. **Battiste, lawn, pique, linene, gingham, percale, cashmere, crepe and nun's veiling are nice for this model.** The dress is gathered over the sides in Empire effect. The sleeve may be finished in wrist or elbow length. The Pattern is cut in 4 sizes: 1, 2, 4 and 5 years. It requires 2 1/2 yards of 44 inch material for a 4-year size. A pattern of this illustration mailed to any address on receipt of 10 cents in silver or stamps.

A NEW SKIRT MODEL.



1756—Striped wool suiting in brown tones was used in this instance. The skirt is nice for any of this season's dress materials, and is a practical style for wash fabrics, such as gingham, linen, drill, corduroy, pique, in serge or taffeta it will be nice for wear with shirtwaists or blouses. The Pattern is cut in 7 sizes: 22, 24, 26, 28, 30, 32 and 34 inches waist measure. It requires for a 28-inch size 3 1/2 yards of 44 inch material. The skirt measures a little over 3 1/4 yards at the foot. A pattern of this illustration mailed to any address on receipt of 10 cents in silver or stamps.

No.
Size

Address in full:—

Name

EUROPEAN AGENCY

Wholesale indents promptly executed at lowest cash prices for all English and Continental goods, including Books and Stationery, Boots, Shoes and Leather, Chemicals and Druggists' Sundries, China, Earthenware and Glassware, Cycles, Motor Cars and Accessories, Drapery, Millinery and Fancy Goods, Fancy Goods and Perfumery, Hardware, Machinery and Metals, Jewellery, Plate and Watches, Photographic and Optical Goods, Provision and Oilmen's Stores, etc., etc.

Commission 2 1/2 p.c. to 5 p.c. Trade Discounts allowed. Special Quotations on Demand. Sample Cases from \$50 upwards. Consignments of Produce Sold on Account.

WILLIAM WILSON & SONS
(Established 1814.)
25, Abchurch Lane, London, E.C.4.
Cable Address: "Annular, London."