

THE REINDEER

is an inhabitant of the Arctic Region, and it is possibly the most useful of all the animals which dwell in this part of the world. Unlike the Reindeer, SUNLIGHT SOAP is to be found in all parts of the civilised world, and its great utility is vouched for by millions of contented housewives who would not be without it.

SUNLIGHT SOAP

enjoys a well-merited reputation, it is absolutely pure, and will not harm the most delicate fabric. A piece of Sunlight Soap used in your next wash will convince you of its excellence.



Out of the Jaws of Death.

Stokehold Hero Decorated—Hazardous Exploit That Saved Many Lives.

London, Oct. 18.—For cool heroism and resource the exploit of Mr. Frederick Marshall, for which he was decorated with the Albert Medal (Second Class) by the King, would be hard to beat.

The official record of Marshall's action is as follows:

"On the evening of February 27th last Marshall was in charge of the stokehold in H.M.S. Vengeance, when one of the boiler generation tubes burst, filling the stokehold with dense clouds of soot and steam which flung Marshall across the stokehold, so that it was with difficulty he continued to find his way to the ladder leading to the upper deck.

"He helped two men up the ladder, and himself twice endeavored, with a sponge in his mouth, to reach the stop-valve, without success, owing to the steam, smoke and heat.

"To protect himself against these he emptied a sack of potatoes and put the sack across his mouth and nose; but this was not enough, and he had to put the sack over his head and shoulders. Thus, blindfolded, with the utmost difficulty, Marshall now forced his way through the screen door, which had been opened by a stoker, but blown to by the great weight of steam from inside, went down a short ladder, and groped along a grating 17 feet long, to the stop-valve of the injured boiler which he promptly shut off.

"There is little doubt that if this hazardous exploit had not been carried through with such dispatch the men remaining in the stokehold would have lost their lives."

Ruined by Rats.

A little while ago a Welsh grocer declared that he attributed his failure to the damage done to his stock by rats.

The damage caused by rats is frequently noted to be most extraordinary. A piece of lead water-pipe, twenty-five inches long, was found open its entire length. It was discovered that the rats had gnawed through its entire length inch by inch in order to get water.

Upon wharves and in old houses rats are frequently responsible for considerable damage. They seem to be able to gnaw their way through the toughest piece of wainscoting, and will literally eat away anything. Dire, too, is the damage should the rodents get into a place where furs are stored.

A Bronchial Cough, Perhaps Weak Throat Use "Catarrhazone"—Dead Sure Cure

Wonderful Success Reported in Thousands of Bad Cases.

How many thousands are there who would gladly pay any sum to be cured of bronchitis or catarrh. Many could be cured if they would just use common sense in selecting their remedy.

Bronchitis of course is an inflammation of the bronchial tubes which were made for the passage of air alone, and neither the moisture of an atomiser nor the liquid of a cough syrup can get where the trouble really is. The diseased parts can only be reached by a remedy that can force its way through all the breathing organs. Doctors who have used "Catarrhazone" say it is the only rational cure for bronchitis. It cures by inhalation.

You breathe in its healing balsam.

Should rats infest a garmory the ruin which follows is always most difficult to arrest. Grain is now generally stored in concrete or stone built buildings, which is one means of prevention of the pest.

A few years ago the sewers of Paris were found to be in a very unsound condition, and the water, percolating through, caused terrible displacements of the earth, causing loss of life and property. A theory was then advanced that the rats which infest the sewers had contributed to their unsound state. It is certainly true that the authorities in Paris will pay a price for all rats caught in the sewers, and that rat-catching is a profession fully recognized in the city.

Farmers in the country all know that rats will get at the chicken, and that they frequently steal the eggs. These they carry away by joining forces. One rat will hold an egg between his paws, while others drag him along by the tail as he lies flat on his back.

In the case of the sudden appearance of rats, traps should at once be baited. For this purpose some rat-catchers always use a fresh herring, declaring that it lures the rodent to its doom quicker than any other bait.

FERROVIM
TRADE MARK
The Invigorating Tonic
Makes Rich, Red Blood
Gives Strength and Vitality
45c per bottle. D. W. L. & Co., Montreal

What is a Day?

A day is generally supposed to be a period of twenty-four hours, but this is not necessarily so. The period of the sun's position above the horizon also constitutes a day.

The actual measure of time covered by a day as we know it is 23 hours, 56 minutes and 5 seconds.

In some parts of Norway the day lasts two whole months without interruption! Three and a half months constitutes the period of the longest day in Spitzbergen, while the shortest only registers two and a half hours! That is, judging the actual period of light, which would be the natural day.

Petrograd's longest day is nineteen hours, and the shortest five. At Hamburg the longest is seventeen, and the shortest seven.

London's longest day is, roughly, sixteen and a half, with the shortest about eight hours.

Some of the latest skirts have foot trimmings in the shape of silk puffs. Many of the latest afternoon frocks show a tendency toward hip draperies.

At the City Hall.

The Chairman, Messrs. Ayre, McNamara, Bradshaw, Mullaly, McGrath, Anderson and Withers were present at last night's meeting of the Civic Commission.

Two representatives of the Imperial Oil Co. were present and submitted plans of the proposed storage plants at the Southside. The Board will consider the plans in detail and inform the Company's solicitors as to their decision in the matter.

Hon. R. A. Squires on behalf of Miss F. Fanning applied for permission to make repairs to clients' houses at the corner of Mullock Street and Barnes Road. Plans will have to be submitted before the application can be considered.

William Campbell, butcher, made application re building in Larkin's Square, off Hamilton Street. Will be sent a copy of the city regulations. Plans submitted by Head Constable Dawa, Cabot Street, were approved.

A. E. Worral applied for permission to erect an ice shed near his premises, Hamilton Street. Permission was granted, the erection to be subjected to the direction of the City Engineer. W. A. Mackay submitted plans of the proposed smelting works. The site is on property owned by the city and no decision has yet been reached to lease such property or permit buildings on such holdings.

Plans of proposed building submitted by E. March, Cornwall Avenue, were deferred for consideration. M. McDonald, Flower Hill, applied for water and sewerage under the Small Homes Act, agreeing to contribute towards the cost of same. The request will be granted.

Mr. McNamara called the attention of the Board to a similar request made by James Murphy in the same street some time ago and asked why the same had not been considered. The matter will receive prompt attention.

J. F. Downey, for Doyle Brothers, wrote saying that in submitting prices for hay he had quoted for a short ton, and that for a long ton of 2240 lbs. the price would be \$25.85. Tenders will be invited for a supply of hay at an early date when the writer may quote prices as per tender.

After the reports from the various departments had been read and adopted the meeting adjourned.

What Are You Doing for that Eczema?

"Nothing; I've about given up trying to cure it."

"That is not wise. Do as I did and you will probably be cured in a short time. I used Zylex and Zylex Soap with it and my Eczema began to improve at once. I bought boxes of Zylex, you can get Zylex at your druggists."

Zylex, 50c, a box; Zylex Soap, 25c, a cake. Zylex, London. eod:fr

Takes Exception to Charge.

Editor Evening Telegram.
Dear Sir.—The Daily Star in its editorial last evening re Mr. Blackall's protest, insinuates that Mr. Blackall in his official capacity as Supt. of Education is attempting to coerce the pupil teachers now in training, on the question of Prohibition.

To that insinuation I beg to take exception. Pardon the egotism, please; but I have been closely connected with Mr. Blackall for a period of five years as a pupil teacher and teacher. During that time I have seen much of his dealings with pupil teachers in private as well as in public, and on no occasion have I ever seen anything that savoured of coercion.

With regard to the men now in training, as their house master, I am intimately acquainted with them, and it is at their earnest solicitation that I take this exception.

We have frequently discussed Prohibition, but Mr. Blackall has never attempted to coerce us, or even to impose his own views upon us. Although there are some seven or eight voters among us, I venture to assert that Mr. Blackall has no grounds whatever for knowing on which side of the question any one of us will cast his vote.

Thanking you for space on behalf of the male teachers now in training, I remain, yours faithfully,

J. H. SCAMMELL.
St. John's, Oct. 30th, 1915.

Last Night's Concert.

A very successful concert and soiree in aid of the funds of the Newfoundland Highlanders, was held in the Presbyterian Hall last night. The affair which was very largely attended was presided over by Mr. J. C. Hepburn who in his opening remarks paid a tribute to the members of the corps who have enlisted in the Newfoundland Regiment. In all about 50 have enlisted, and many of them are now on active service in the Dardanelles.

An enjoyable programme of songs, recitations, and instrumental selections were given by the following:—Mrs. King, Misses Shea, Johnson, Hayward, E. Herder, Mitchell, Strang, McLean, Jean Herder, Ryan, Messrs. King, Cairns, Huskins, O'Kelly, Dillsey and the pipers of the Highlanders.

The lantern slides of the Newfoundland Regiment and Royal Naval Reservists were very much appreciated, and a particular feature of the entertainment was an exhibition of ventriloquism by Drummer Wheeler of the Highlanders. Following the concert programme, refreshments were served by the Ladies' Committee and the singing of Auld Lang Syne and the National Anthem brought the enjoyable evening to a close.

C. C. C. PARADE.—The C. C. C. held a battalion parade last night and marched through the city, preparatory to their church parade takes place tomorrow morning attending Last Mass at the Cathedral. After Mass the battalion will be inspected on the College Campus by His Grace Archbishop Roche.

Christmas Presents.

For Our Newfoundland Soldiers and Sailors.

Friends in this world of hurry. And work and sudden end. If a thought comes quick of doing A kindness to a friend, Do it this blessed minute—Don't put it off, don't wait—What's the use of doing a kindness, If you do it a day too late?

The W.P.A. are opening a Fund to-day for the sending of a Christmas Present to our Newfoundland Regiment in the Dardanelles and our Royal Naval Reserve Men who have gone from their homes to serve their King and their Country. The gift for the Regiment in the Dardanelles will be selected by Mr. H. F. Reeve, Hon. Secretary to the Newfoundland Association in London, assisted with the advice of Newfoundlanders in London; and that for the Royal Naval Reserve by the following specially appointed Committee:

Mrs. J. S. Munn (Convenor).
Mrs. McElmott.
Mrs. Chater.
Mrs. C. R. Duder.
Mrs. O'Dwyer.
Mrs. David Baird.
Mrs. Kent.
Mrs. Herbert Outerbridge.

All donations, however small and however large, will be most gratefully accepted.

The donation of \$1.00 pays for a whole gift, and carries the privilege of sending a named card, with the name of the donor, whether for the Regiment or the Royal Naval Reserve.

There are, in all, about 2,900 men to provide for. The selection of the Gift for that portion of the Regiment remaining at the Depot at Ayr will be dealt with by the Committee.

The Fund will close on Saturday, November 20th. All donations will be acknowledged by

MRS. MARY MACKAY,
Hon. Treasurer of the Christmas Gift Fund, Government House.

There is no need for me to urge this appeal on Newfoundlanders. I know that one and all are thinking of the men who have gone to do their duty for King and Country.

What I do ask is, help us to make sure that our gifts arrive in time for Christmas by sending in your donation right now.

(Sgd.) MARGARET DAVIDSON,
President W.P.A.

Mechanics' Fair.

The Mechanics' Industrial Fair will open in the C.C.C. Hall, King's Beach, on Monday evening next, and will continue for three days. Elaborate preparations have been made for the success of the success of the exhibition is assured. The display of locally made goods is expected to be the finest ever seen in the city, and should be an incentive to the encouragement of home industries. All the articles displayed will be sold at the close of the Fair, and an opportunity to secure rare values at bargain prices will be offered all who attend. The C.C.C. band will be in attendance on the opening night, and the T.A. band on the following night.

Mr. Crowdy Retires.

Mr. William H. Crowdy retires to-day from the management of the Royal Bank of Canada in this city. Mr. Crowdy was one of the officials of the Union Bank, and when a branch of the Royal Bank was established here under Mr. Arnaud, he joined the staff, and in 1899 succeeded the latter as manager and has now held that office for sixteen years. In his retirement the good will of those connected with the bank and the general public will follow him and The Evening Telegram joins in wishing him ease and dignity in his retiring days.

Stores Will Open on November 1st.

A special meeting of the Importers' Association took place yesterday afternoon to consider the opening of the stores and their closing hours for the fall trade. It was decided that, beginning Monday night, next, Nov. 1st, the stores will remain open for business. They will close at 9 p.m. every other night, except Saturday when the closing hour will be 9:30 p.m. During Christmas week they will not close until 10 p.m.

Cape Report.

Special to Evening Telegram.

CAPE RACE, To-day. Wind south, fresh, weather showery. The s.s. Arachne passed west yesterday and an unknown steamer west this morning. Bar. 29.42; ther. 46.

TO LOAD HERRING.—The American scho. W. A. McKay reached Woods' Island yesterday from Gloucester to load herring.

Gin Pills FOR THE KIDNEYS

Why They're Used

As Mrs. Ripley, of Williamsfield East, says: "Before I had taken Gin Pills, I suffered dreadfully with my back and had suffered for twenty years. I have tried everything but got no relief until I took Gin Pills. I am now 48 and feel as well as I ever did in my life. There is nothing that can hold a place with Gin Pills for pain in the back, to which women are subject."

Gin Pills are 50c. the box or 6 boxes for \$2.50 any drug store. If you want to try Gin Pills write for free sample to the

National Drug & Chemical Co. of Canada Limited, Toronto.

Our Great Fall Sale Still Continues

CHAIRS!

Having just received large shipments of BEDS, CHAIRS, &c., that we must clear out quickly, we have decided to make still greater reductions to effect quick sale.

In Chairs we have over one thousand to select from, from the cheapest to the most expensive. But our exceptional value is a good Hardwood Chair, bought specially for this sale. Worth 75 cents. Now offered for the first time for the low price of

55c. each.

ROCKERS!

In Rockers we have a big selection, from the cheapest to the most expensive. But our Leader is what is called the Grandmother's Chair, like cut, very comfortable, large size and made of Hardwood. Only

\$2.55 each.

BEDS!

In Beds we have the latest styles and finish, up to \$50.00 each; but our great special for this sale is our Combination Lath and Spring Bed, offered now while they last for only \$4.95 complete.

Through a special purchase we can now offer a Wool Top Mattress, good ticking, large size, for the astounding low price of \$2.50 each. Quantity limited. Be early.

They are going fast.

The C. L. MARCH, Co., Limited,

Cor. Water and Springdale Streets.

VELVET HATS for Matrons,

With Quill of Velvet and Silk,

\$1.40

each. Black only.

SEE WINDOWS TO-DAY.

S. MILLEY.

The Evening Telegram is read by over 40,000 People daily