

**Magazine.**

EVERY TWO MONTHS. Only standard size magazine in Newfoundland will be on Monday, Oct. 8th, at all the bookstores and at Bell Island, Cove, Heart's Content, Carleton Place, Grand Falls, and other places in the out-lying copies 15 cents. Subscriptions 75 cents per year for Newfoundland and Canada. All other countries \$1.00. Any person other than agents sending in four subscriptions will receive the magazine free for one year.

**CONTENTS.**  
 Fintner's Guild of London.  
 LeMessurier, C.M.G.: "Epi-  
 Arthur W. Martin: "The  
 the Wireless" (concluded).  
 Calo: "Buddy's Birth-  
 restry Companies," by Lieut.  
 "In Memoriam (July 1st-  
 1916)," a poem by the Ad-  
 Canon W. R. Edwards.  
 "Mars" (concluded). "Mar-  
 pokok," educated Esquimaux  
 G. H. B.: "St. John's Har-  
 bor," a poem by Robert De-  
 "Insurance Depart-  
 ment of School Teachers At-  
 tending School," "A Won-  
 derful," "Humorous Wit-  
 pointed paragraphs," "Il-  
 with brief writings—front  
 School Teachers Attending  
 school," Staff Writer,  
 M. Bartlett, M.C. with Bar-  
 liam H. Martin, 2nd Lieut.  
 LeMessurier, Ambrose Mug-  
 N. R. (French Medal), Pte.  
 Pte. Geo. Pte. Edwards, Pte.  
 Leo J. Jackman, sons of  
 E. M. Jackman; Lieut. D.  
 Honouring Heroes of Beau-  
 July 1st, 1917.  
 "Mars," 2nd Lieut. A. S. New-  
 Cecil Hunt, Pte. Jas. Ben-  
 car presented to soldiers  
 Barr, Esq.  
 printed at the Telegram Of-  
 Monday morning.  
 E. A. SMITH,  
 419, Publisher.

**and There.**

**SHIPS.**—The Prospero  
 yville last night going  
 for Portia sails for western  
 morning.

**MOVEMENTS.**—Yesterday's  
 express left Norris' Arm at  
 day. The incoming express  
 all owing to wire trouble.

**Arrived — Nyal's Face**  
 Stafford's Drug Stores,  
 St. and Theatre Hill.

**WED.**—The Norwegian  
 which struck the land near  
 Narvik, has discharged her  
 cargo into dry dock for re-  
 pairs. She is expected to occupy  
 dock No. 10.

**Cycle Seats, Horns and**  
**Seats, etc. BOWRING**  
**ERS, LTD., Hardware**  
 221, 222, 223.

**ON.**—At 11:50 a.m. to-day  
 No. 3 collided with a cart  
 Mr. John Stamp, Truckman,  
 at the foot of Buchanan  
 with the exception of a  
 bar no damage was done.

**cheaper to purchase**  
**everything is CLEAN**  
**ITARY. Try ELLIS'**  
**COLLOPS.**

**M. and J. P.**—The "Billy"  
 son of R. H. Macdonald, the  
 of the Bank of Nova Scot-  
 won the D.C.M. and the  
 fighting with a London  
 France. He is now in  
 tank and has done plenty  
 of the big machine.

**less to buy where**  
**INESS and SANITA-**  
**the first consideration.**  
**IS SAUSAGES, they**  
**is a name already.**

**TO BECOME AIRMEN.**  
 of our interview with  
 Reid, Jr., in yesterday's  
 a number of young men  
 out. Reid this morning  
 from him some things of  
 connection with the Im-  
 Flying Corps. Any per-  
 son of the ages of 18 and 45  
 Reid by calling at the  
 office of the R. N. Co. at  
 tomorrow.

**not cost you any more**  
**ELLIS' ROASTS,**  
**SCOUTLETS, CHOPS—**  
**the Market is CLEAN**  
**TARY.**

**MARRIED.**  
 of St. John's Church, Heart's Con-  
 Rev. Canon Smart, on  
 Canon, only daughter of  
 C. W. Rendell, to Mr.  
 of the Western Union

**DIED.**  
 after a lingering illness,  
 child of John and  
 aged 11 months. "Safe  
 of Jesus."

**GENERAL NOTICE.**  
 of the late Mrs. H. C.  
 take place from 8, G.  
 thinary Rooms, George  
 afternoon at 4 o'clock.

**MENT CURES DIP-**  
**HERALD.**

# If You Could Not Attend Last FRIDAY, SATURDAY AND MONDAY'S SALE Don't Miss This One!



**Newsy Reading for the HOME Purse-Controller --- the Family Buyer!**

**CRETONNES.**  
 36 inch Cretonnes in warm shades of Crimson and Green, plain centre and broad band fancy border, handy for draught screens and curtains, hangings that give the living room a cosy-looking winter-time. Reg. 50c. Friday, Saturday and Monday. **45c**

**BOLSTER CASES.**  
 Strong English Twill Bolster Cases, size 20 x 60; Bolsters that will give years of wear. Reg. 90c. each. Friday, Saturday and Monday. **82c**

**HEARTH RUGS.**  
 We offer the best values in the city, so we have been selling in the Hearth Rugs. To-day we have a special 2 dozen lot in good rich colourings, nicely bordered; the patterns are at once taking and the value is excellent. Reg. \$2.60. Friday, Saturday and Monday. **\$2.35**

**PLUSH MATS.**  
 Rich looking plain Crimson and Green Plush Mats with crushed centre and sheeny border, a double edge all around; these mats lie flat and will not curl up at corners; a nice looking mat for parlor or bedroom door. Reg. \$1.35. Friday, Saturday and Monday. **1.20**

**CUSHION COVERS.**  
 Washable Madras Muslin Cushion Covers, in a Cream shade, finished with wide frilled border, full size; centre silk stitched. These wash and do up like the new. Reg. 65c. Friday, Saturday and Monday. **49c**

**DUCHESS SETS.**  
 Something real pretty in fine White Linen Duchess Sets, lace and insertion trimmings and neat hemstitched edge. 4 pieces to a set, something to beautify your boudoir. Reg. \$2.00. Friday, Saturday and Monday. **85c**

**Boys & Girls' School Hose.**  
 Heavy ribbed Stockings that will give good service; sizes run from 6 to 9 1/2 inch, fast black; surprising value. Fri- day, Saturday and Monday, per pair **35c**

## SHOWROOM VALUES That You should not miss.

**CHILDREN'S KNICKERS.**  
 Well shaped White Flannelette Knickers for for fall wear, to fit girls from 4 to 10 years, trimmed at knee with flannelette em- broyed with pink or blue edging. Reg. 40c. pair. Friday, Saturday and Monday. **33c**

**BUST FORMS.**  
 Have you tried one of these yet? Their fit is perfect, their improvement giving is marvellous and their cost but small, boned throughout, fastened at back, straps, etc., trimmed with galon edging; sizes 34 to 38. Special, Friday, Saturday and Mon- day. **18c**

**BACK COMBS.**  
 Job line of pretty Back Combs, nicely as- sorted range, showing plain rolled backs, others with fancy gilt inset with brilliant; large and small combs; values to 30 cents. P. 14 x 7. Saturday and Mon- day. **18c**

**INFANTS' DRESSING GOWNS.**  
 In good White Flannelette, piped with Sky on Pink and cord at neck and waist, rolled collar; something they need at a small price. Reg. 40c. Friday, Saturday and Monday. **32c**

**FALL UNDERWEAR.**  
 For the ladies we have a very good line of all White fine ribbed Jersey Underwear—Pants and Vests, the latter with high neck and long sleeves; the pants come ankle length. Some of these in Cream if required; this being a medium weight it just suits nicely for all fall wear. Reg. 45c. per garment. Friday, Saturday & Monday. **39c**

**FEATHER BOAS.**  
 Ostrich Feather Boas are fashionable. These come in plain Black, White, Navy and Grey; others in Saxe and Grey tipped with White. \$2.00 is their regular price. Friday, Sat. & Mon. **\$1.69**

**BLouses.**  
 Style perfection in dainty White Muslin, Linen and Voile Blouses; others in coloured stripe and check patterns that are none the less attractive. Large sailor collar lace trim- med, and pretty frilled front. The newest styles at less than you would expect to pay. At you would expect to pay. Our Special Price, Fri- day, Sat. & Monday. **78c**

For never have you had such opportunities to save money on **HIGH QUALITY, Seasonable Merchandise** as you are offered this week.

THE CIRCUS had not half the allurements. Side shows that cost you nothing to see on every table and counter. Prices that give thrills of pleasure; in fact the whole Store presents one "Merry-go-round" of sight-seeing, satisfied shoppers.

**MAKE IT A POINT TO BE HERE!**

**Ladies! Our New FALL COATINGS 1917**  
 are ready for sale and offer beautiful warm tones in NAVY, SAXE, FAWN, BROWN, GREEN, CRIMSON, BLACK and CHECK PATTERNS. Real warmth without weight Blanket Coatings that we have marked at our usual lowest in the city prices, from **\$2.75 to \$3.50** per yard.

**HOSIERY Values—a Pleasure to Buy, a Pleasure to Offer.**

**CHILDREN'S TAN HOSE.**  
 All sizes in that fine rib, good wear- ing line of Tan Hose that was so popular the past season, extra long stockings to cover the knees; there is a long season a head for this weight hose; any size. Friday, Sat- urday and Monday. **29c**

**LADIES' TAN HOSE.**  
 A specially selected line because of its worthiness in value and its adapta- tion for present wear, plain finish, high wool make, a weight that you'll like for fall wear. Reg. 65c. Fri- day, Saturday and Monday. **57c**

**LADIES' BLACK HOSE.**  
 6 dozen pairs of Ladies' Plain Black Cashmere Hose, seamless finish, high- spliced heels and toes; these are good value. Reg. 45c. Friday, Sat- urday and Monday. **39c**

**LADIES' FLEECE HOSE.**  
 A line that bids fair to be popular this season, finely woven fast black hose, with light fleece lining and heavy top over knee, worthy hose at a popular price. Friday, 39c. Saturday and Monday. **39c**

**GET ONE OF THESE!**  
**BOYS' COT BLANKETS.**  
 These we offer this week at last year's price, soft, fluffy, fleece lined. Blankets in pale blue and white and pink and white mixtures; they are nice- ly put up, one in a box. Special, each. Friday, Saturday and Mon- day. **62c**

**TEA CLOTHS.**  
 Delightfully snow-white linen Tea Cloths, very handy when somebody stops to tea; these are heavily embroidered and pretty openwork bordered. Hem- stitched edge; at 90 cents they are good value. Friday, Saturday and Mon- day. **79c**

**TABLE NAPKINS.**  
 JOB line of Table Napkins, some with very slight imperfections, large size, leaving off the corners, some of these come just 3 or 4 of a pattern, others you can pick dozens of alike; the pat- terns are all new. Very suitable for tea- urns and Monday, Special. **16c**

**THE One-Thing He is Particular About—Good-Looking OIL HATS.**  
 Ladies, prepare for the rainy day, if you must come on business or duty bent. Invest in a good rainproof Oil Hat with high round crown, stitched brim; a becoming hat. Reg. 75c. Friday, Saturday and Monday. **67c**

**KNITTED NECKWEAR.**  
 Plain and fancy mixtures in fine knit neckwear; this style looks well and fits well, the soft collar so popular to-day. Regular 45 cents. Friday, Sat- urday and Monday. **39c**

**SILK NECKWEAR.**  
 'Tis a pleasure to show this line and a pleasure to you to secure such a value; plain and fancy silk mixtures in all shades, the flowing end style, nobby neckwear from London; good value at 45 cents. Friday Saturday and Monday. **39c**

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**STRONG VALUES IN THE NEW FALL FABRICS! BLAZERINGS.**

With a flannel-like finish, beauti- fully fine; think what a becoming, warm and fall-like-looking Blouse you could make up from these; mostly pin- stripe patterns but an odd check will be noticed in the assortment on Blue and Brown grounds. Reg. 45c. Fri- day, Saturday and Monday. **32c**

**DRESS PLAIDS.**  
 We offer several pieces of very handsome Dress Plaids in small pat- terns, 44 inches wide, would make up very prettily for Ladies' Misses' or Children's Fall Dresses. These are a better value than we expected to find abroad. See these before deciding on your new dress; at last 20 they are good value. Friday, Saturday and Mon- day. **\$1.05**

**FURNITURE COVERINGS**  
 These new furniture coverings have been much admired; lovely new shad- ings, 50 inches wide, very suitable for covers, Frisette-finish, Lounges or Chairs. Strong materials that will give lasting service. Reg. 75c. Friday, Saturday and Monday. **69c**

**Boys' Warm Woolly Garments Underpriced.**

**WOOL JERSEYS.**  
 Snug-fitting soft wool Jerseys for boys or girls, buttoned at shoulder, shades of Navy, assorted Browns, Crimson, Saxe and all white, assorted sizes. These Jerseys you got at last year's price. Reg. to \$1.50. Fri., Sat- urday and Monday. **\$1.28**

**BOYS' WOOL SUITS.**  
 Warmth giving all wool Suits in good heavy knit Oxford Grey shade, Cap to match, mannish looking coat with side pockets; assorted sizes. Regular \$3.60 suit. Friday, Sat- urday and Monday. **\$3.39**

**BOYS' JERSEY SUITS.**  
 These are mostly white, a nice loose- fitting Jersey, with a becoming small round collar and half buttoned front. Open knee pants; these are warm and very suitable for the cold weather, as- sorted sizes; a few Navy suits will be found here also. Regular \$1.50 suit. Friday, Saturday and Monday. **\$1.18**

**In the Boot Section.**

**CHILDREN'S BOOTS.**  
 Buttoned style in a good grade of fine Donagola Kid, sizes 6 to 8, including some half sizes; these offer you good value. Reg. \$1.50. Fri- day, Saturday and Monday. **\$1.28**

**MISSIE'S BOOTS.**  
 In these you get a line of boots well suited for the school girls and just at the season a good strong boot is need- ed, laced or buttoned, in Gun Metal Calf; sizes 12 to 2. Regular \$2.00. Friday, Saturday and Mon- day. **\$2.35**

**STAIR OIL CLOTHS.**  
 18 inch Stair Oil Cloths, new stock, nicely patterned and bordered, the col- orings are good and warm looking; this is superior quality white duck back, lays flat on your stairs. Special. Fri- day, Saturday and Monday, per **28c**

**OF INTEREST TO MEN.**

**MEN'S UNDERWEAR.**  
 Here is a splendid line of Men's Shetland Underwear for cold weather, not fleeced; same finish, same knit as the all wool make, and a desirable weight; all sizes to select from. Shirts and Pants. Special, per garment, Friday, Saturday and Mon- day. **\$1.05**

**SOFT FELT HATS.**  
 This is the soft hat age, nearly every man you meet on the street to-day sports a soft felt. They are more easy fitting, may be worn at any tilt and offer a variety of becoming hues. Navy, Brown, Green and Black. Regular \$1.90. Friday, Saturday and Monday. **\$1.65**

**MEN'S PANTS.**  
 Extra strong Tweed Pants in Grey and Brown mixtures; these are a special lot, about two dozen pairs altogether; sizes from 3 to 7. If you want something strong and warm for out door work; try a pair of these. Reg. \$5.50. Friday, Saturday and Monday. **\$5.28**

**KHAKI SILK HANDKER.**  
 Something new, fine silk handkerchiefs in a dark Khaki shade, one inch hemstitched border, full size. Reg. 55c. Friday, Saturday and Monday. **55c**

**BRIAR PIPES.**  
 We have been asked for these for some time and announce our first lot to hand, straight stem, bulldog and catamaran shapes, silver-ferules and the best of black Vulcanite stems; the best pipe value in the city. Reg. \$1.20. Friday, Saturday and Mon- day. **\$1.10**

**MEN'S HALF HOSE.**  
 'Tis a change of seasons brings a de- mand for warmer socks, we have a wel- come weight in fast black and pretty Heather mixtures, stout rib finish, as- sorted sizes. Reg. 50c. pair. Friday, Saturday and Monday. **45c**

**COMBINATION OVERALLS.**  
 Or Boiler Suits as they are more familiarly called, in Navy and Brown Twill, best English make, easy to slip on or off, fit snugger than the ordinary overall jacket and pants and look bet- ter; assorted sizes. Reg. \$3.60 suit. Friday, Saturday and Mon- day. **\$3.39**

**MEN'S BOOTS.**  
 Men's heavy fall boots, with Grain uppers and strong buff leather ramps, a good boot for the wet fall days, a comfortable shape for walking. Regu- lar \$3.00 value. Friday, Sat- urday and Monday. **\$2.70**

**Children's Underwear.**

**JOB—Exceptional Value.**  
 Mothers! Here is an opportunity to fit out the children with warm Resec lined Jersey Underpants, White, Cream and Grey; sizes 18 to 28, ankle length. There are values here for **25c**

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**Mrs. H.C. Morris' Death**

The death occurred at her resi- dence No. 28 Morris Street, Sunday, of Mrs. Maude M. wife of H. C. Mor- ris, after a long illness. The deceased was a daughter of the late Captain John Manuel, of H. M. Customs, St. John's, Nfld.; a brother, William Cas- illa, Nfld., and a sister in Boston. The latter was with her when her sister passed away. In St. Paul's Church, of which Mrs. Morris was a member for many years, she had among the con- gregation many warm friends. The funeral service was at late residence yesterday morning. The body, accom- panied by the bereaved husband, will be conveyed to St. John's for inter- ment, leaving Halifax this morning by the Sydney train. Mr. Morris has the sympathy of many friends in his be- reavement.—Morning Chronicle, Hal- fax.

**Imperial Red Cross Fund.**

**OUR DAY APPEAL.**  
 Amount already acknow- ledged . . . . . \$3,089.43  
 Collection made at Holy Trin- ity Church, B'nin, per G. A. Bartlett and J. P. LeFevre . . . 37 00  
 Patriotic Association Bell Is- land, per F. F. Berteau . . . 100 00  
 Men's Patriotic Association, Bay of Islands, per L. March, S.M. . . . . 50 00  
 \$3,276.43  
 F. H. STEER,  
 Hon. Sec. Treasurer.  
 St. John's, Oct. 4th, 1917.

**Wedding Bells.**

**MORGAN—MILLER.**  
 The marriage of Bombarier Joseph Morgan, serving with H. M. Forces in France, second son of Mr. J. Mor- gan, Manuels, Nfld., to Ethel Thirza, youngest daughter of Mr. and Mrs. Miller, of Beckingham, Kent, England, took place at Holy Trinity Church, Beckingham, August 19th, 1917.  
 The above is an account of the marriage of Mr. Joseph Morgan, of Manuels. Mr. Morgan has lived in Montreal for quite a number of years, and answering the call of his country he enlisted in a Canadian Regiment at the outbreak of the war. He has gone through pretty nearly every bat- tle, but through God's guidance and protection has come out unscathed. He has done many daring and gallant deeds for which he has climbed the first step in his ladder. He has been promoted to the rank of Bombarier. His many friends both in Canada and Newfoundland will be proud to know of his success. Another item of inter- est is an account of his marriage. The many friends of Bombarier Morgan wish him and his bride every health and prosperity and a happy return to Newfoundland.

**PATTERSON—AUDOUX.**

A very pretty wedding was solemn- ized at St. Patrick's Church, on Sep- tember 24th, when Rose, youngest daughter of Mr. Matthew Patterson, Placentia, was united in wedlock to Mr. Patrick Audoux, both of Placentia. The ceremony was performed by the Rev. Father Pippy. The bride was handsomely attired in cream voile, and was attended by her cousin, Miss Mary Dunne, who wore pale blue. The groom was supported by Mr. James McGrath. After the ceremony the happy couple drove to the residence of Mrs. Spears, Bond Street, cousin of the bride, where supper was served and songs and dancing was kept up till an early hour. We join in wishing Mr. and Mrs. Audoux many years of wedded life.—Com.

**At the Crescent.**

The Crescent Picture Palace is showing another of its popular variety programmes this week-end. Frank Campan supported with an all-star cast is presented in a Selig Diamond special two reel feature of the Me- can border entitled: "Delayed in Transit. The ever popular Mary An- derson in a Vitagraph feature com- edy drama: "Taking the Honey Out of Honeycomb." Helen Gibson in a thrilling episode of the "Hazards of Helen" railroad series, "The Fireman's Nemesis," and Burns and Stull as Pokes and Jabbs in "War Correspond- ent," a lively and very funny Vim comedy. Professor McCarthy is play- ing a special classy musical pro- gram for this great week end show.

**Banker Metamora.**

**FINISHES UP VOYAGE.**  
 The auxiliary banking schooner Metamora, Capt. John Lewis, is here from the Labrador coast, having fin- ished the banking voyage for this sea- son. Her total catch was four thou- sand and quintals, 1,500 quintals of which she has on board and which was sec- ured at Bateau and Ragged Islands, after five weeks fishing. Although having an exceptionally good catch, Capt. Lewis is not amongst the high- liners this season. The total voyage for the whole banking fleet, it is said, will exceed all former years.