

Eiderdown Quilts!

30 Beautiful
Eiderdown Quilts.

Old Prices:

\$8.00,
9.50,
10.00,
12.00,
15.00,
21.00
each.

BLANKETS and QUILTS

Prepare for the Cold Weather.

300 Pairs WHITE WOOL BLANKETS

Old Prices:

\$3.30, 3.60, 3.80, 4.30, 5.00, 5.50, 6.00,
7.00, 7.50, 8.50, 9.00, 11.50, 13.00 per pair.

Marshall Bros

Wadded Quilts,

5 by 6, 6 by 7 feet,
Nicely covered
with Art Sateen.

Old Prices:

\$1.40,
1.70,
2.20,
3.60,
4.50,
6.00
each.

Was It a Joke?

By RUTH CAMERON.



At the country place where I was staying last summer, a neighbor of ours told us this little experience. At a city shop, which delivers free to a radius of a hundred miles, she bought two pieces of blotting paper and ordered them sent. The blotting paper cost ten cents. The gross profits could not be more than five, and the cost of delivery was twenty-six cents. Fancy! My neighbor regards this as a huge joke on the shop. But was it?

Who Pays That Twenty-Six Cents? Who actually pays that twenty-six cents? The consumer, of course. To be sure, the woman who bought the blotter doesn't pay the whole of it, only an infinitesimal assessment. But she also pays an infinitesimal part of countless costly deliveries made to other people.

With my purchase from another shop, I found the other day a small slip requesting that merchandise be returned for a refund in proper condition and returned within the week because—"Much waste is caused by the habit some people have of keeping purchases for weeks, sometimes months, and then returning them, often in unsaleable condition. This waste adds to the expense of doing business. YOU pay your share of this expense when you buy goods here or in any other store."

All Abuses of Privileges Add To Expense of Doing Business. All wastes, all abuses of privileges, add to the expense of doing business.

Every Sip Is a Sip of Satisfaction.

And right there is the reason for the ever growing popularity of "Star" and "Homestead" Teas.

When you use our Teas you are drinking the product of the very ablest tea experts in the business, men who have been tea experts from their youth up, and their fathers before them.

Their knowledge and skill provides us in "Star" and "Homestead" the very best value in tea possible for the price.

C. P. EAGAN,
DUCKWORTH STREET & QUEEN'S ROAD.

SPECIALLY SELECTED Labrador HERRING, by barrel or dozen.

FEEDS! FEEDS!

"Badger" Dairy Feed.
Hominy (Catties) Feed.
Brain, Cracked Corn.
Corn Meal.
P. E. L. Black Oats, 136 lb. bags.
P. E. L. Black Oats, 152 lb. bags.
P. E. L. White Oats, 152 lb. bags.
Western Canada Mixed Oats, 150 lb. bags.

FLOUR! FLOUR! FLOUR!
5 Roses Flour, 14 lb. linen sacks.
Verbesa Flour, 14 lb. linen sacks.
Royal Household, Lakewood and Harvest Queen in barrels at less than present market cost.

PICKLES!

Just received and in stock:
200 doz. 12 oz. Mason Jar Chow Chow.
200 doz. 12 oz. Mason Jar Mixed Pickles.
100 doz. 16 oz. Mason Jar Chow Chow.
100 doz. 16 oz. Mason Jar Mixed Pickles.
100 doz. 16 oz. Milk Jar Chow Chow.
100 doz. 16 oz. Milk Jar Mixed Pickles.
Prices have advanced since our car was purchased. Get our prices.

TO ARRIVE THIS WEEK:
425 lbs. King, Wagner and Hubert Apples.
75 cases California Oranges.

Soper & Moore,
Retail and Wholesale.

Army Officers Discover a Rifle Bullet

That Can Pierce Armour at Fifty Yards.

(N. Y. Times.)

An armor-piercing bullet which can be fired from the regulation army Springfield rifle was tried out at the Sandy Hook Proving Grounds with surprising results a few days ago. It is of only .30 calibre. Fired at a distance of fifty yards the projectile pierced through a sheet of steel three quarters of an inch thick, and then penetrated a silhouette target planted behind the steel plate. In the tests that followed not one, but many such targets were riddled by bullets which first passed through steel protection in front of them.

This bullet, which was called "an infinitesimal armor-piercing projectile," yesterday by one of the officers who witnessed the Sandy Hook tests, is the outcome on the part of some of the ablest officers in the Ordnance Corps of the Army. Only a few have been manufactured up to date and all of these were made in Government plants by Government mechanics acting under the direction of officers. The first batch of the bullets was delivered at Sandy Hook a few weeks ago. Last Wednesday they were officially tested in the presence of about fifty ordnance officers and the corps of engineers. Half a dozen silhouette targets the size of an ordinary soldier were rigged up and placed behind a sheet of 1/4 inch steel about forty feet long and ten feet in height. A special detail of soldiers from the Coast Artillery Corps and enlisted men of the Ordnance Corps was selected to do the firing. At 100 yards the bullets did not penetrate the steel, but at fifty yards practically every one went crashing through and most of them also passed through a target after clearing the steel. The targets were practically destroyed as a result of the tests. In appearance the new bullets are exactly like the ordinary bullets used

in the army regulation rifles. The small armor-piercing piece of steel is incased in lead, which acts as a lubricant when the bullet strikes steel and thus simplifies penetration. After the tests at Sandy Hook were concluded the area immediately in the rear of the steel plate and targets was found covered with the projectiles, and in nearly every instance the projectile had not been in the least distorted.

The lead covering is, of course, ripped from the projectiles as it passes through any solid obstruction. It is believed that one of the new bullets could be fired clean through from ten to twenty men standing in a row. The first man in whom the leaden incase-ment would be left would of course be the most terribly wounded. It is not believed that it is contemplated ever to use the new bullets in ordinary infantry actions.

The great value of these bullets, it was pointed out yesterday, will be against armored motor cars, against troops hiding in houses or behind steel or other protections, and in certain kinds of trenches. The bullets can be fired from machine guns as well as rifles, and it was said recently by an officer who is familiar with them that against such instruments of war as the now famous British "tanks," used on the Somme against the Germans recently, they would un-

doubtedly greatly simplify defensive operations.

The next tests to which the new type of bullet will be subjected will probably involve, it was said, its penetrativeness through wood of various thicknesses. These tests will also be made at the Sandy Hook Proving Grounds.

DELAYS ARE DANGEROUS

—Don't delay in ordering your new suit as the price of goods is continually on the jump in the home markets, and the longer you'll wait the more you'll pay. If you want a suit, GET IT NOW and get it at SPURRELL'S, where good goods, low prices combined with style and fit predominate. SPURRELL BROS., 365 Water St.—may 4, tu, th, s, f

WINTER'S COMING.



It is a pleasant thing to know that Winter comes a-flying, and we shall have the luscious snow for which we have been sighing. Some people shudder when they speak of this delightful season; they hate to hear the blizzards shriek, and mark the brooks let's freeze. But I am glad to see the sleet. I keep my harpstrings thrumming, and clap my hands and wave my feet, for wintertime is coming. 'Tis then we sit around the fire, the whole blamed bunch together, and tell old tales and punch the lyre, and laugh at stormy weather. We're closer drawn in kinship then, than warm days ever find us, the children and the whiskered men, and granny perch behind us. Home life is truer when the storm howls round the roof and basement, when our old sitting room is warm, though frost is on the casement. So light the lamp and bar the door, and keep the fireplace humming; all other seasons are a bore, and wintertime is coming.

Your Boys and Girls.

The first essential for a child's beauty and health is ozone—plenty of pure air and sunshine. If children have plenty of light, air and a properly regulated diet, they will grow like the flowers and be as lovely as they are.

But in the effort to give them light and air do not allow little girls to freckle, for freckles once attained are very difficult to get rid of; they manifest themselves very early in life. Shading the child's face with an ordinary cotton sunbonnet is a wise precaution. At any rate, if freckles should make their appearance the sunbonnet will have given sufficient protection so that they will not be deep seated, and it will be an easy matter to get rid of these by applying a freckle lotion.

Everyday Etiquette.

"When a man and woman enter and leave a train, which one should precede," asked Jack. "The woman should proceed when boarding the train and should follow her escort when leaving the train," answered his father.

T. J. Edens

BADGER DAIRY FEED.

Buy a sack on Saturday and get a Stable Lantern Free.
Price \$2.50 per sack.

PURE BEESWAX CANDLES.
Manufactured in Dublin for church purposes.

PASTURIZED BUTTER.

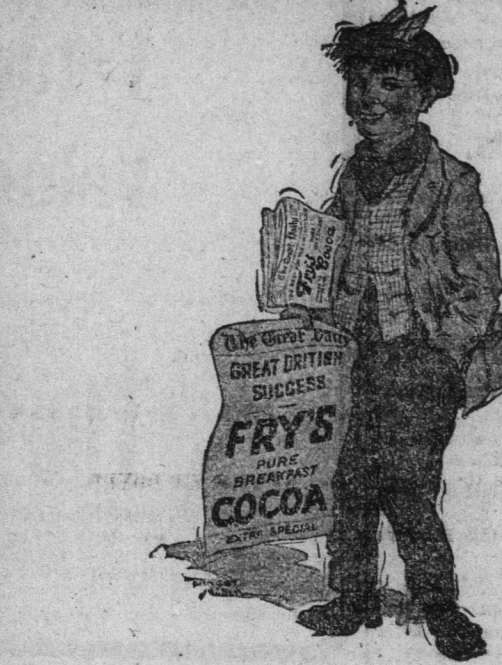
2 lb. prints.
Our shipper writes as follows about this Butter: "We are shipping you now all Pasturized Butter. We are the only firm on the Island that has installed a Pasturizer. It makes butter with a very much better keeping quality and a decided improvement in the flavor."

GOLDEN PHEASANT TEA.
1/2 lb. packets, 1 lb. packets, 1 lb. and 5 lb. tins.

BULLDOG TEA
still keeping strong,
45c lb.; 5 lbs. for \$2.00.

FRESH EGGS and FRESH RABBITS daily.

T. J. EDENS.
Duckworth Street and Military Road.



"Always Merry and Bright."
By kind permission of the "Northern Echo"

MANUFACTURED IN ENGLAND.

BUY BRITISH COCOA.

COAL!

Best North Sydney
Now Landing.

COLIN CAMPBELL.

A Jaded Suit

which has become soiled and hangs limply without shape can be renovated, freshened and color revived, or another newer one given if desired.

Consult our agent in your town. If none, we pay expressage one way.

Messrs. Nicholle, Inkpen & Chate,
St. John's.

Sole Agents for Newfoundland.

oct 25, 27, 30

Advertise in the TELEGRAM

THE AD THAT GETS INTO THE HOME



IN THE
EVENING TELEGRAM

**TO-DAY'S
Messages**

11.00 A. M.

WAR REVIEW.

LONDON, To-day.
Six American lives were lost in the sinking of the British steamer *Martha*. The American Consul at Queenstown has been informed, according to the official despatch. Of the 51 Americans reported rescued at least two were injured. It is reported that the *Martha* was attacked by two submarines and that she sank within ten minutes. A heavy sea was running at the time. Up to the present the number of lives lost is in doubt. There has been a tie concentrated infantry fighting in the European battlefield. Along the border between Transylvania and Roumania the opposing armies continue the fray, but there is no change in the situation. In the Albanian north east of Campolungo, Roumania, fighting goes on. Bucharest claims the capture of Recand in Bratocsa and the repulse of attacks in the Drageslavie. Berlin claims the repulse of Roumanian attacks north of Campolungo. In the Jull Valley region and the lean Pass making progress. The Roumanians have gained a victory in the region of the Szurdok Pass on the Roumanian-Transylvanian frontier. Roumanian troops have captured wireless messages from Bucharest. Roumanians drove the Austro-Germans back from the front capturing prisoners and articles. West of Lutsk in Volhynia the Roumanians have taken an Austro-German trench south of Svinitsky and repulsed counter attacks. On the River Berlin reports that Russian attacks were repulsed. In Galicia the Austro-Germans have checked and below Stanislaw and occupied Russian positions in the Narayavka region, near Halicz. On the French front in France and Belgium there has been little except artillery work. The Germans shelled the British front around Ypres and the Ancre the positions at "Stiff" and Schwaben Redoubts. The weather is hampering operations.

Fall and
Winter
Suitings and
Overcoatings
made in the
MAUNDER
Style.

If you can't find what you want come here. Our Serges are guaranteed dyes, and very reasonable in price.

Samples, style sheets and measuring forms sent to any address.

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