

Silence Cloth.

No more stains on the dining-room table from hot dishes or plates, as the Silence Cloth protects it. It is 54 inches wide, beautifully quilted, washes perfectly, \$1.30 per yard.

Corduroy Velvets.

12 pieces of these very fashionable goods, in colors of Saxe, White, Cardinal, Brown, Mole, Myrtle.

Flannelettes.

We carry a very large stock of Flannelettes in Pink, White, Cream, Grey and Stripes, all bought much under present market values. Note our prices:—

10c., 12c., 14c., 16c., 18c., 20c., 25c.

Teddy Bear Cloth.

Just the thing for making Child's Mantles, 58 in. wide, \$3.60 a yard.

Some Special Offerings

which will prove of special interest to every one who is ever on the alert for an opportunity to save. None of these lines can be replaced to sell at anything like the figures named.

JOB WALL PAPERS.

We are still to the front in Wall Papers, and carry the largest stock in the city. Prices:

12c., 15c., 18c., 20c., 25c. a Piece.

American Flannelette Remnants

100 bds. in very pretty stripes of Blue and White, Pink and White, Blue and Grey. Today's value 16c. We offer them at old prices, 12c. a yard.

MARSHALL Bros.

Curl Cloth.

A little job line suitable for Costumes or Mantles. Good value for \$2.00. Marked at \$1.50 yard.

Japanese Bags.

120 Nests Straw Market Bags at old prices, 12c., 14c., 16c., 18c., 20c. each.

Amer. Turkish Towels.

1,000 lbs. in White and Brown. We still run these at old price of 55 cents per lb.

Boys' Khaki Caps.

Just opened another shipment, which we price at attractive figures, viz: 25c., 40c., 50c., 65c. each.

Crowing Over the Vanquished.

By RUTH CAMERON.



The are some things which, although they are not prohibited in any book of etiquette, well-bred people do not do. And one of these is to crow over the vanquished. Two women whom I know were interested in the vote over a certain municipal matter. Each had been working hard for what she honestly believed was the right. I happened to be with them the first time they met after the vote had been taken. "Well, You Got Beaten, Didn't You?" They are both women whom I had always thought reasonably well bred, so you can imagine my astonishment when I heard the one who had won say to the other in a taunting voice, "Well, you got beaten, didn't you?" She knew the other had worked hard. She knew she had been honest in her convictions. She knew she was deeply disappointed. And yet she could throw her failure at her.

You can imagine how my opinion of that woman fell.

Which is Worse: A Poor Winner or A Poor Loser?

I do not know which is the more shameful, a poor winner or a poor loser.

I am inclined to think the former because the latter has more excuse. He has the sting of defeat to contend with.

Can you imagine a successful general receiving his defeated antagonist's sword with a taunt or a sneer? Brave adversaries honor each other

and themselves in so doing. And by adversaries I mean not antagonists in war alone, but in all the games of life we play—business, love, politics, sports.

The Really Brave Try To Soften Their Foe's Defeat.

They never forget that defeat might have come their way, and knowing how bitter it would have been, they do all they can to soften it for others.

They even try not to be too gracious because they know that there is a maddening condescension about too much graciousness.

As to a taunt or a sneer, they would no more be guilty of that than of striking a wounded man or a cripple.

Our books of etiquette deal with the "do's" and "don't's" of form and manner.

I think a book dealing with the "do's" and "don't's" of heart etiquette might well be written.

BE READY for the cold weather. Get in your supply of Fuel. GAS COKE is an excellent substitute for hard coal. We have COKE of best quality, made from Pennsylvania Coal, which we are selling at \$8.50 per ton at the Gas Works, or \$9.20 per ton sent home. Send in your order now. ST. JOHN'S GAS LIGHT COMPANY.

Collars are often high in the back and low in the front.

Leg-of-mutton sleeves are more and more in evidence.

Vachette leather is most wanted for strap pocketbooks.

The more original one's sports scarf can be, the better.

There is a slight increase of interest in colored gloves.

GOOD NEWS!

The parties who were disappointed on Friday and to-day because Greengages and Peaches were all sold before their orders were filled will be pleased to know that we have 360 baskets due Monday's express.

Apples.

150 brls. due to-night.

Soper & Moore,
Retail and Wholesale.

Our Volunteers.

Ten young men presented themselves at Headquarters during the past two days. Their names are:

Rd. McDonald, Portugal Cove Rd.
Philip Murphy, St. John's.
Jas. Ryan, St. John's.
Rauben Perry, Port Saunders.
Riley Morris, Ramea.
Edwin Kendall, Ramea.
Stanley Vallis, Ramea.
Wm. Kendall, Ramea.
Solomon Keating, Ramea.
Jos. Keating, Ramea.

Swedish and squad drill occupied the time of the volunteers yesterday and the O. T. C. were engaged in trench digging.

To-morrow morning the usual Sunday parade will be held.

In Memory of Our Newfoundland Boys

Who Were Killed in Action, July 1st, 1916.

All feeling fit and full of grit
Terra Nova's gallant sons
Charged! Unafraid, the fusillade
Of thundering German guns.
Nine hundred strong they swept along,
None asked the reason why,
For England fair and loved ones dear
'Twas theirs to do or die.

The charge was grand—all Newfoundland—
Re-echoed with applause
For her soldier boys who gave their
lives.

For King and Country's cause.
Nobly and well they fought and fell,
The rich beside the poor.
Our Island's pride, brave men they
died.

All British to the core.

In blankets gray now calmly lay
Those brave, true-hearted sons;
Rude crosses tell they bravely fell
Pierced through by German guns.
Heave not a sigh, suppress that cry
"If I might I'd see your son."
With pride proclaim their deeds of
fame.

Their charge excelled by none.

ADVENTIST.—Subject: "Preservation of Bible Election." All welcome. Evangelist D. J. C. Barrett.

Minard's Liniment Cures Diphtheria.

Welch's Grape Juice

AND ITS COMPETITORS.

WELCH'S GRAPE JUICE started in life in the year 1843 as an unfettered Sacramento Wine. In the year 1875 Dr. C. E. Welch, the son of the original manufacturer, commenced bottling WELCH'S GRAPE JUICE as a "nutritious, health giving and pleasant beverage." Hence all subsequent brands of Grape Juice are imitations of WELCH'S. The same Dr. Welch is to-day at the head of The Welch Grape Juice Company and while, in the ensuing years, new and up to date methods of pressing and bottling have been introduced, the same standard of purity has always been maintained and WELCH'S GRAPE JUICE has always been the highest grade of Grape Juice. It is possible to buy. The Welch Grape Juice Company pay more for their Grapes, to be sure of getting the best, than any other Grape Juice manufacturing concern in the United States or Canada. WELCH'S is pure Grape Juice. There is no water, sugar or coloring matter added.

Now listen to the written opinion of a first class New York analyst on the quality of three rival brands of Grape Juice which have lately appeared on the Newfoundland market: "_____ is a private or 'house' brand put up by _____ Grocery Jobbers of New York City. Just what is packing the goods for them we are unable to say. The usual method followed by these jobbers who have a brand of their own is to ask for prices from the small grape juice manufacturers that specialize in private brands and have practically no business in their own brand." "_____ we consider as one of the poorest brands on the market. Our laboratory tests would indicate that it is heavily watered and it is a matter of astonishment to us that they can find any sale for it at all." "_____ is barely heard of except in and around New York. According to our tests, all of the foregoing brands are sugar-sweetened, that is, granulated sugar has been added. While we do not say that this is always done to hide the use of inferior grapes, it is a practice that has been used to accomplish that purpose."

Right here, in our own home town, one of our best known and most popular doctors says: "I recommend WELCH'S GRAPE JUICE because I know it to be nothing but the pure juice of the finest Concord Grapes. I do not recommend other brands because I know nothing of them. WELCH'S contains all the sustaining qualities of good port wine without any of the alcoholic disadvantages. I drink it and my household drinks it." Can you need any better testimony than the above why you should stipulate WELCH'S when you order Grape Juice.

sept 14, 15, 21

Nocturnal Prowler.

The clothes line thief, supposed to be a woman, is again in her element and within the past few days in the East End of the City several articles of clothing, left out over night, have disappeared. The nocturnal prowler, if caught, should meet with the severity which such conduct merits.

ASK FOR MINARD'S LINIMENT AND TAKE NO OTHER.

Motor Accident Enquiry

MR. HAWVERMALE EXONERATED.

The Magisterial enquiry in connection with the motor car accident which occurred on the Topsail Road on Saturday last, and arising out of which Mr. J. O. Hawvermale, the driver and owner of the car, was held on a charge of manslaughter, when the evidence of Sergt. Byrne and the occupants of the car, Mrs. Benedict and Mr. and Mrs. Hawvermale, was taken. After this evidence had been given and Mr. Higgins, counsel for Mr. Hawvermale, had briefly addressed the Court, the presiding Magistrate, Mr. Morris, K.C., dismissed the charge against the accused, whom he held entirely blameless. His Honor in giving judgment reviewed the evidence which had been given by the different witnesses, and remarked that apart from what had been said by those who were in the car, the testimony of the mother and aunt of the deceased lad, James Byrne, as well as that of the Messrs. Haines, who were in one of the vehicles near the scene of the accident, all went to show that the case was clearly in the class known in law as excusable homicide. The accused in driving his motor car along the Topsail Road was doing that lawful act with care and caution. He was driving at a particularly slow speed, he was repeatedly sounding his horn, he passed the vehicle on the proper side of the road, which at this point was some fifteen feet wide. Suddenly from behind the rear wagon the boy Byrne ran out in front of the motor. It was not humanly possible to do more than Mr. Hawvermale did, namely, to so promptly and effectively apply his brakes as to stop the car within a space of four or five feet, before the rear wheels of his car reached the boy, but too late to prevent the injuries which terminated in the boy's death. Mr. Morris, in announcing that he exonerated Mr. Hawvermale from all blame in connection with the unfortunate affair, remarked that the evidence taken had been so exhaustive and clear that he had not the least doubt left in his mind that the sad occurrence was an unavoidable accident.

The General Hospital.

We will again advise our outport friends who intend coming to St. John's to enter the General Hospital for medical treatment, that for their own comfort it is best that they wire the authorities of their intentions before leaving home. At present every available cot is occupied at the institution and patients arriving have to go to boarding houses until their turn comes round for admission. Of late several persons, reported by some of our outport medical practitioners as patients for the hospital, have on examination at the institution been refused admission on the ground that they were only suffering from slight ailments, which could easily be treated at home. On numerous occasions the ambulance is requested to be at the station or at the different coastal wharves when a cab is all that is required. While the officials perform their duties to the best of their ability and with great patience, the system of boarding around town, and people from the outports is as undesirable in the interest of the city health, as it is uncomfortable for the patients themselves.

"Flag Pole" Music is Very Annoying.

The steel flag-pole in Bannerman Park is a nuisance to the people living in the immediate vicinity, and residents of the eastern side of Renelle's Mill Road are now complaining, as they are unable to sleep at night owing to the hideous noise caused by the halyards clapping against the pole. Sometimes, particularly with the advent of a strong breeze of wind, the discordant notes become unbearable. The thing is a nuisance and should be attended to.

MINARD'S LINIMENT USED BY PHYSICIANS.

JUST A WORD

ABOUT

Our Puff Paste,

IT

Can't be Beaten

"The proof of the pudding is in the eating."

STEWART'S

Fancy Bakery.

What's that about "Gems?"

You like them? Of course you do, you can't help it any more than thousands of other people who smoke them constantly.

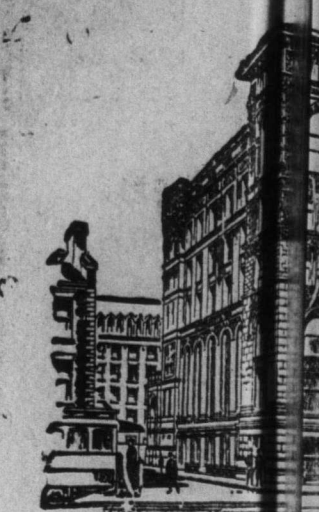
Gems are the largest selling Cigarettes in the Island.

QUALITY made them so.

Imperial Tobacco Co.
(Newfoundland) Ltd.

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

THE CANADIAN OF CO.



MAKE YOUR

\$100 left with The

the present state
\$100.00
\$100.00
\$100.00
\$110.00

Other amounts will be added. Accounts may be opened. Interest will be added. Deposits may be made. of-town accounts receive

THE BANK HAS BRANCHES AND IN LONDON, ENGLAND, AND OTHER PARTS OF THE WORLD.

Thousands of people use this money, and their money to open an account, keep it

ST. JOHN'S BRANCH

Twillingate Farewell Rev. Arthur Stirling

Rev. Stirling and family have left Twillingate for the second time this evening, and will be seen again under new skies with a different people and under different conditions though we venture he will find kinder folks than Twillingate. He and his wife will take with them the best wishes of many friends; and he leaves a few who are not sorry his going he can ask no better than on of his work than that of a pastor to everybody.

Preaching smooth things and phrasing deceptions was never a preacher's fault, and he was strong to denounce evil; even at the cost of popularity.

His preaching was an inspiration to many people, even outside his flock, and his eloquent sermon will be sincerely missed.

The following address, largely supplied by representative citizens, was presented to him before leaving: Magistrate Scott and the Rev. Stirling in wishing him "Heavenly Success in his new Parish and Community."

ADDRESS:

Twillingate, N. B.

Newfoundland, Sept. 15, 1916

The Rev. A. B. S. Stirling, R.

Twillingate.

Respected Sir,—As you are about to leave the District for another sphere of labour in your Clerical work, your fellow citizens from all corners of the District on behalf of the community we cannot forego the opportunity of expressing the respect and for you, and regret for your departure, which fact however, we emphasize the word "change" is only marked on present duties making.

Conspicuous amongst your strenuous efforts for the cause of the uplift of our commonwealth, you will always be remembered by the whole-souled co-operation of all the clergy for the grand victory of the cause of "Prohibition" in which you were, no mean factor in making the banner district, by long and the Colony.

Then who of your competitors ever forget your strong standing utterance and work of paramount work of the District, and work that men to be made and done a thing of personal peace of mind, of effort, reminding us that the heroic soul to be true to "stay by the staff," as others might say.

ROYAL VICTORIA COLLEGE MONTREAL

THE RESIDENTIAL COLLEGE FOR WOMEN STUDENTS OF MCGILL UNIVERSITY

Courses lead to degrees in Arts separate in the main from those for men, but under identical conditions; and to degrees in music.

For prospectus and information apply to the Warden.