

# CEMENT!

Just landed per S.S. "Digby," 21st inst. 1500 barrels  
**White's Portland CEMENT,**  
 British Manufacture.

**H J Stabb & Co.**  
 EUROPEAN AGENCY.

Wholesale orders promptly executed at lowest cash prices for all British 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 Piece Goods, Fancy Goods and Perfumery, Hardware, Machinery and Metals, Jewellery, Plate and Watches, Photographic and Optical Goods, Provisional and Oilmen's Stores, etc., etc.  
 Commission 2 1/2 p.c. to 5 p.a.  
 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.  
 Cable Address: "Annuaire, London."

**Luzell's MASSAITA**  
 A NEW AND TOTALLY DIFFERENT TALCUM POWDER



Not only softer, smoother, more satisfying than any other, but distinguished by the "True Oriental Odor," a fragrance indescribable in its subtlety and charm.  
 In addition to Massaita, we carry a complete line of Luzell's Famous Soaps, including the most exquisite Perfumes, delectable Toilet Waters, superb Creams, and Powders of unsurpassable excellence.  
 At all Druggists, St. John's, Nfld.

Help your Country by Shining your Boots with **HORWOOD'S BRUSHES**  
 Hand made, and be sure the Polish is **SHINOLA** in the box with the key. We sell both SHINOLA and HORWOOD'S BRUSHES.  
 The Direct Agencies Limited, Wholesale only.

**COMPLETED CHARTER**—The s.s. "Bellaventure" is expected back here to-night or to-morrow morning with a cargo of coal for the Reid Nfld. Co., though no word of her leaving Sydney has been received by the owners. The "Bellaventure" is supposed to have completed her charter with the Dominion Coal Co.  
**MINARD'S LINIMENT CURES** BURNS, ETC.

ANOTHER GREAT PROGRAMME FOR THE MID-WEEK AT THE NICKEL.  
**THE OLD OAK'S SECRET**—A Vitagraph Southern drama.  
**JAKE'S HOODOO**—A screaming funny comedy-drama.

The Reliance Co'y feature Lillian Gish in **"The Green Eyed Devil,"**  
 A two-part production—a superb dramatic offering—an attraction with a moral.  
**A CORNER IN POPULARITY**—A Lubin comedy.  
**THE CELESTIAL REPUBLIC**—A delightful travelogue.  
**THE MISSING DIAMOND**—A farce comedy.  
**ARTHUR C. HUSKINS**, Lyric Tenor. **P. J. MCCARTHY**, Pianist. **JOE ROSS**, Effects.  
 Friday—**THE OCTOON**, or **A WHITE SLAVE**—Produced by the talented Vitagraph players headed by Clara Kimball Young, Lillian Walker and Earle Williams.

**CHEER UP!**  
 Don't let your spirits droop with the thought of chilly nights to come. A pair of **Riverside BLANKETS**  
 Will keep you as snug as a bug the whole winter long.  
**GET THEM FROM YOUR DEALER.**

**New Room Papers!**  
 SPECIAL PURCHASE.  
 Newest designs in Room Papers, including range of Papers usually sold at 40 and 50 cents for only **22c. and 25c.**  
 JOB LINE OF **American Papers**  
 with Borderings to match.  
 Paper and Borderings the same price, 12 and 15 cts.  
**Robert Templeton.**

**Too Busy, Your Majesty.**  
 The Kaiser's visit to the soldiers at the front is described in the Berlin Lokal Anzeiger as follows:—  
 "The Kaiser, wearing a grey uniform, appeared unexpectedly among the soldiers, who cheered while the bands played martial airs."  
 "Meanwhile the guns opened fire against the enemy's position. The Kaiser, after repeatedly bowing his thanks to the salutation, praised the troops and conversed with several of the men. When he asked one of the soldiers what he thought of the enemy, the man replied, 'I'm too busy fighting; it is impossible to think.' Thereupon the Kaiser laughed and the soldiers joined in."  
 Before this great European struggle is ended, the Kaiser's grey uniform will be sadly in need of a thorough Dry Cleaning, and if William Hohenzollern will send it along we shall be happy to clean it free of charge.  
**NICHOLLE, INKPEN & CHAFE, LTD., Agents.**  
**UNGAR'S LAUNDRY & DYE WORKS.**  
 nov11.11 Halifax.

**Your New Fall Hat** should be **A Kingston Derby.**  
 We have the right styles at the Right Prices.  
**J. M. ATKINSON,**  
 312 WATER STREET.

There was a very heavy undertow in the harbour last night and shipping that were pounding heavily against the wharves had to haul off in the stream to avoid damage. Many crafts had to anchor in the stream with double moorings out to guard against being driven ashore.  
**Safety Giant Junior Razor**, 50 cents with four blades—extra blades 3 for 10 cents. Made in the U. S. and a great favorite for its simplicity and cheapness. **CHESELY WOODS**, Sole Agent, 140 Water Street.—sep20.11  
**STAFFORD'S PRESCRIPTION "A"** is one of the best stomach preparations for sale in Newfoundland. Price: Small size, 25c; post, 5c. extra. Large size, 50c; post, 10c. extra.—sep19.11  
**DIGBY'S SAILING**—The s.s. Digby leaves London the latter part of the present month for here direct.

## For the Relief of the Wounded.

Subscriptions may be sent to the following members of the Financial Committee: Lady Davidson, Mrs. John Ayre, Miss Browning, Mrs. Garret Byrne, Mrs. T. J. Duley, Mrs. T. J. Edens, Miss Hayward, Mrs. A. Macpherson, Mrs. H. Rendell.  
 The Treasurer begs to acknowledge with thanks the receipt of the following subscriptions to date:  
 Amount acknowledged \$6,862.05  
 Universal Agencies, Per P. E. Outerbridge, Esq. 95  
 Mrs. Eugene Lindberg (Cape Broyle) 5.00  
 Miss Kitty Dalton (Per Dr. Freebairn) 1.00  
 Miss Annie Dalton (Per Dr. Freebairn) 1.00  
 Mrs. George Paver 5.00  
 Women's Patriotic Association, Placentia, per Mrs. Isabella Ryan, 1st Instalment 84 47  
 Received from Money Boxes 28 95  
 Miss Porter 1.00  
 Mrs. Franklin 5.00  
 Mrs. Capt. D. Blandford 2.00  
 Mrs. Herbert J. Blandford 2.00  
 Miss F. L. Blandford 2.00  
 Mrs. Capt. Strong 5.00  
 Collection made at Salvation Army Citadel on Nov. 1st 15 00  
 Mrs. P. Shortall 2.00  
 Mr. Wm. Norman 10 50  
 Mrs. Alexander Robertson 10 00  
 Mrs. Robt. H. Anderson 10 00  
 Mrs. C. A. Whitmarsh, 1st Instalment 5 00  
 Total \$7,321.47  
**KATHERINE EMERSON,**  
 Treasurer.

## Have You an Itchy Spot?

Somewhere on your body? If so, attend to it at once. In Eczema—and itchy spots, whether dry and scruddy, or moist and inclined to "weep," are generally eczematous—delays are foolish, allowing the disease to spread and affect more of the good skin. Your best chance for a cure is to use Zylex, which will give almost instant relief, and if used in the earlier stages of the trouble will almost certainly bring a cure, and in any event will greatly ameliorate the trouble. Ask your druggist about it. Price 50c. a box. Zylex Soap, 25c. a cake.  
**ZYLEX, London.**

## Fishery Reports.

Oct. 21. From M. Vaisour (Lawn Point to Little St. Lawrence)—The total catch is 4,590 qts., and for last week 20. Twenty dories and skiffs and one boat are fishing. Prospects are very poor and there is no fresh bait, salt squid being used. The fishery is about over for the season as bait cannot be obtained, cod is scarce and the weather is becoming rough.

## More Fires.

**Fires provoke immediate sympathy for the sufferer and also thankfulness for personal escape.** Another thought should be whether one is personally and sufficiently protected? An insurance policy with Percie Johnson would provide for you this desired security and at small expense. Have you enough insurance?  
**FADS AND FASHIONS.**  
 Fashion has declared for pile fabrics and pile-appearing materials as the most suitable for the fashioning of costumes for the fall and winter.  
 Very smart are the mall shirt-waist hats. They are made of white linen, faced with velvet and frequently trimmed with a single rose of mousetine.  
 Chiffon plush is a new material and will be used for street costumes.  
 No sensible man wants a Watch that is not reliable, it may cost him dearly. Any man who wants a Watch that is reliable, let him go to TRAPNELL'S, where only reliable Watches are kept and sold at reasonable prices.—oct22.11

**"Too Young, Sonny!"**  
 Lord Kitchener's Advice to a Ramsgate Boy.  
 Eager to join the army, a Ramsgate lad, Reginald Smith, whose father and five uncles served with the colours, ran away from home and walked to London, where he called first at Buckingham Palace and then at New Scotland Yard and asked to see Lord Kitchener. By chance the Secretary of State for War called at the Yard, and was stopped by the boy. Fating the boy on the shoulder Lord Kitchener said: "You are too young, sonny; wait until you get older."  
 The boy, whose father works at Ramsgate Railway Station, is to be sent to a military training school in order that his ambition may be realized.



**FIGURE UP THE LOSS**  
 that a disastrous fire is liable to subject you to, and then reason sensibly with yourself as to whether it pays to neglect securing sufficient  
**FIRE INSURANCE**  
 to protect you. You will decide it does not. They why don't you take immediate steps to secure one of our policies? The cost will be little, but the protection will be absolute and guaranteed.  
**PERCIE JOHNSON,**  
 Insurance Agent.

## Experts Who Know

They speak from their own experience; years of practical work in the preparation of perfect food for particular people. Their testimony cannot be gainsaid:

"To obtain the best results we use and recommend for use 'Royal' Baking Powder. We find it superior to all others."  
 —"The International Mutual Cooks and Pastry Cooks Assn."  
 "Adolph Meyer, Sec'y."

# ROYAL BAKING POWDER

Absolutely Pure No Alum

## Bullies.

By **GEORGE FITCH,**  
 Author of "At Good Old Slwash."  
 A bully is a man who isn't happy unless some one is afraid of him.  
 Bullies are born and not made and constitute about the only possible argument for infanticide. As soon as a bully gets big enough to use his fists he picks out some one a little smaller and begins target practice. By the time he is fifteen years old he usually has acquired a collection of several dozen boys whom he can whip.  
 This makes the bully very happy and it also keeps him very busy. He has to keep his victims in a proper state of terror by punching their heads in a methodical and regular manner. It is hard work and it is unable as a rule to keep up under the strain of his studies and has to drop out of school at an early age.  
 Human strength is very desirable and it is indeed a fine sight to see a young bully in all the pride of his large muscles and tough fists, dancing around a boy one or two sizes smaller than he and hitting him with perfect coolness and self-command. But it is a much finer sight to see him tackle some strange boy who isn't very large, but who has a mule kick concealed in one fist and a pile driver in the other. Those who have watched the bully's look of confidence and brutal joy fade to dismay and abject terror as the quiet young stranger remodels his face, changing the shape of his nose and adding here and there little chasms and protuberances declare that no moving picture film can do justice to the sight.  
 The only way to cure a bully is to have him operated upon in this way. If not cured he grows up into a strong, bull-necked man who abuses his wife with hoarse roars, keeps the children looking out for bomb proofs and swears at his stenographer who needs the money and can't resign.  
 The man or boy who will take a bully aside in a quiet way and operate upon him until his nose is on the bias and his eyes look like a cubist painting is doing humanity the greatest possible service and should be encouraged with a medal instead of being reproved for fighting. He is not really fighting. He is hammering an idea into an unusually thick skull.

## The Importance of Essen.

Mr. H. G. Wells on "The War of Material."  
 Writing on "The War of Material," in the Western Daily Mercury, recently, Mr. H. G. Wells says all the initial successes of Germany in this war were successes of gear. France was short of all sorts of material, boots, uniforms, equipment; she was unable to put great numbers of available men into the field for some weeks; it is only now that her full resources of life and courage are getting armed into the fighting line. By sheer good luck the Crenschneider people were in a position to hand over to her nearly forty batteries that had been ordered by Italy. In artillery, transport, every sort of supplies, Germany was overwhelmingly at an advantage and the great march that came so near to Paris was far more a triumph of boots and tyres than men.  
 And Germany was at the outset also enormously superior in the number of her flying machines. The Allies were not only unready, but, so far as air scouting goes, blind. In a previous article I pointed this out. I expressed my conviction that gear, too (says the writer), it is that stands in the way of Italy seizing her crowning opportunity of complete national reunion. She is terribly short of boots and guns. It is Germany and Russia only that seem to have been fully equipped for a struggle of this magnitude. We on our part were prepared to the last but not indeed most admirably for the Expeditionary Force and the Indian Army, and we have very creditable stores in hand; and now the task before us is not only to keep up our equipment to the level of our recruiting but to do everything in our power to supplement the lesser productive power of our present and potential Allies. Our part at sea and in

the field is only one side of our national duty. I dare not write about our British manhood at war except that I am proud to be English. But we have to justify our claim to be the factory of the world also, and to put flannel shirts by the million, rugs, wraps, waterproofs, boots, straps, rifles, guns, ammunition, into the battle line. That is not perhaps so glorious a task, but it is equally essential to victory.  
 We shall beat Germany at the output of supplies (declares Mr. Wells). Zeppelins are a Teutonic illusion; they will be no trouble to aviators with bombs or with light guns firing explosive shells. We have too keep pace with Essen, and as soon as possible we have to get Essen and smash up Essen for ever. In a war of material it is at the centre of manufacture that a hostile army must strike.

## Vigorol

VIGOROL removes the lazy feeling. You can feel better, stronger, with one hundred per cent. more vigor and strength, by taking VIGOROL, the Great French Tonic. Every organ will be made clean and healthy. Every drop of VIGOROL contains ambition essence. Headaches, biliousness, tired feeling, pain in the back and under the shoulders, impure blood and lack of ambition, is blotted out with VIGOROL. Get a bottle if you want to feel strong and full of life. Sold at all drug stores.

There are many different versions of the new long basque. Many of them have the low waistline that comes about on the hips, the semi-fitting cut and the small, plain sleeves. There are some that have a little fullness in front, that is drawn over the figure in crosswise wrinkles, so that it fits without any seams or darts.

We want to see the people who are careful about the quality of Tea they drink.  
 In buying we select only Teas of well-known merit and value, and if they are not just as we represent them to you, we will cheerfully take them back.  
**ON THAT BASIS WE INVITE YOUR TRADE.**  
 Our Brands:  
**STAR. HOMESTEAD. ROSALIND. BALMORAL.**  
**Apples, Etc. Irish Butter.**  
 Nos. 1, 2 and 3 KINGS.  
 Nos. 1 and 2 RIBSTON.  
 Nos. 1 and 2 GRAVENSTEIN.  
 ALMERIA GRAPES.  
 Spanish Silverpeel ONIONS.  
 NAPLES LEMONS.  
 POSTER'S WRINELED PEAS.  
 Fresh supply ex s.s. Durango: "Enlskean"—Prims & Bulk. **CHEDDAR CHEESE.**  
 No. 1 SALT HERRING. Specially packed in Green Bay, of good size and well cured. **SMOKED SALMON. FISH SOUNDS. PICKLED TROUT, 4c. lb.**  
**C. P. EAGAN,**  
 Duckworth Street and Queen's Road.