

**J.J. St. John****To Shopkeepers:**

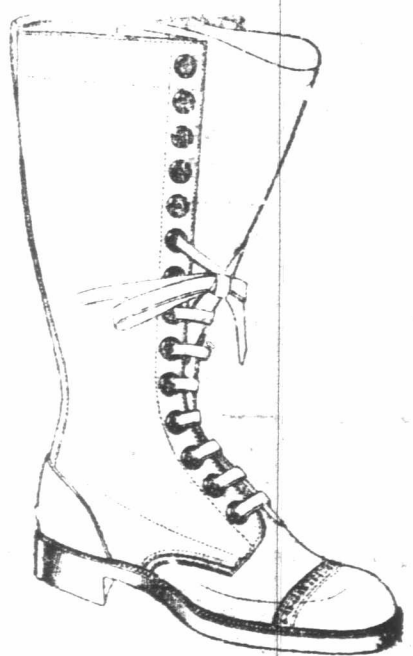
**100 dozen**  
**ROYAL PALACE**  
**Baking Powder at**  
**50c dozen tins.**

**500 Dozen**  
**TOILET SOAP**  
**1 dozen in a Box,**  
**35c dozen.**

**500 Dozen**  
**BLACK PEPPER, at**  
**10c lb.**

**150 Dozen**  
**ELECTRIC PASTE,**  
**the best Blacklead**  
**on the market,**  
**48c dozen.**

**J.J. St. John**  
Duckworth St & LeMarchant Rd

**Hand Made!**

Our Hand-made Waterproof Boots, for Fall and Winter wear, are now ready. We are showing as usual, good honest footwear. Mail orders receive prompt attention. All orders filled same days as received.

Men's 16-inch Bellows Tongue Boots, Price \$6.50  
Men's 11-inch Bellows Tongue Boots, Price \$6.00  
Men's 12-inch Bellows Tongue Boots, Price \$5.00  
Men's 10-inch Bellows Tongue Boots, Price \$4.50  
Men's 8-inch Bellows Tongue Boots, Price \$4.10  
Men's 6 1/2-inch Ordinary Tongue Boots, Price \$3.00  
Boys' 10-inch Waterproof Boots, Price \$4.00  
Boys' 8-inch Waterproof Boots, Price \$3.50  
Boys' 7-inch Ordinary Wtprf. Boots, Price \$2.40  
All Hand-Pegged and Hand-Sewn \$1.50 extra.

**F. Smallwood,**  
The Home of Good Shoes.

**STEBURMAN'S OINTMENT**

I had been suffering from Eczema for four years. I had been to five doctors and they all said they could not do anything for me. I was told about Steburman's Ointment and I bought six boxes, and after using some I was cured, and no return of it since. I guarantee anyone using this ointment for eczema will be cured also.

I remain,  
Yours truly,  
**PETER JOY.**  
204 Pleasant St., St. John's.

Steburman's Ointment, 25 cents per box or 5 boxes for \$1.00. Cash must be sent with Order. P.O. Box 61 or 15 Brazil's Square.

**Buy GOODS Manu-**  
**factured in NEW-**  
**FOUNDLAND & keep**  
**the Fathers at work**

**Would Forbid  
Export of Ore  
From Bell Island**

Dear Sir,—As the days when chunks of Bell Island ore was used by the fishermen to ballast their boats, so now the general public is resting peacefully, unaware of the world-renowned opportunity under very noses. People! Agitate! Raise such a hue and cry that it will tingle in the ears of every member or prospective member of this House of Assembly and make them uneasy in their seats if this cry is not favorably heard and action taken in unison. Place such an embargo on the export of iron ore from Bell Island that not a pound of ore can be shipped out of this country. This world-famous deposit is of such extent that it is practically without limit. It is now being peddled out at the rate of a million or so tons per year. This should expand until ten to twenty million tons per year was being mined. These operating companies possibly would threaten to shut down. Do you imagine for a moment that this valuable property would lie idle. Could they afford to cease operations? No. They could not. Let us place a law on our statute to cover this point. Provide that if any property, mines or timber, in this Island remained inactive, and by this is meant continual very active operation, for a period not to exceed five years, the property as it stands would revert to the Crown and be placed in operation without delay. Export not a pound of this ore. That is correct. The present operating companies as aforesaid could not think of losing such a bonanza. They would then be compelled to construct coke ovens, blast furnaces with many kindred plants, to manufacture this raw material on the ground where else is to be found a more ideal location with so many flattering conditions. The coal question has been put forward as the great drawback to local manufacture. This is not borne out by fact. Coal is sold at the present time to the employees of the operating companies at less than half the cost of coal at retail in St. John's. Do not think for a moment that this coal does not carry a profit. This coal cost being a matter of record, we might refer to or compare it with the cost of coal at many cities on the great lakes used for blast furnace work. We find there a furnace cost of coal greatly exceeding the cost at Bell Island. Labor is plentiful and at much less cost than at the Lakes and more efficient. The labor used in operation of furnaces at Sydney used Nfd. ore is almost entirely Newfoundlanders forced to leave home to seek work. With a plant in Bell Island or in the mainland all this labor would be added to the Island's population and mean better times for the mass of the people. Truly another Pittsburgh is within gunshot, Newfoundlanders. Agitate! Let every mother's son of you start a campaign. It is a feasible proposition and requires only the stiffening of the Government backbone to meet the occasion and to place a population of 20,000 people on Bell Island inside the next ten years. The operating companies must fall in line or lose their valuable holdings. The cost at which Bell Island ore can be mined and put on board is exceedingly low, at one time when stripping off the surface beds of ore, as low as 12 cents was obtained—laying the ore down in Sydney at under a dollar per ton. What did easy-going Newfoundlanders get out of this? Nothing. Don't permit those wise guys to talk you out of common sense. Hard-working fishermen, scrape the barnacles off and DO IT NOW. They are all over your body—politic in all departments. St. John's, Sept. 27, 1915.  
OBSERVER.

**Filial Devotion  
of a Brave Son**

H. M. S. Chanquinoia,  
Aug. 24th., 1915.  
Darling Mother—I do thank God that he has given me the privilege to write to you once more. We arrived in port yesterday morning about 4 o'clock all well thank God for it. We had a pleasant trip this time, had no storms to hurt us. I received seven letters this mail and that was great. I was glad to hear you were well and enjoying yourself. Tell father not to work too hard. I do not work hard but break a lot of rest. Dear Mother I won't see you this year, whatever I do next. Another of our cruisers was sunk and part of the crew lost, but do not be down hearted mother, we must meet with losses sometime. We shall be going to sea again on Sunday, so you see we do not get much time ashore. We are a busy crowd of lads, always brave and active, never afraid to meet whatever comes across our pathway. One of our troop ships was sunk and 1,000 of our brave sol-

**And the Sheen of  
Their Bayonets Was  
Like Silver Sea**

Stobs Camp,  
Scotland,  
Aug. 22nd., 1915.  
Dear Mother,—Received your letter the other day and was glad to hear from you and that you were all well, as we are ourselves so far, thank God, we are having good times and good health. You asked what was the matter with Albert when he was in the hospital, there was not anything serious wrong with him, he had a pain in his side and he wanted a holiday that is mostly what he went to the hospital, for so he said the pain was not very much, but the Dr. advised him to go, fearing it was appendicitis but it was not. Anybody does not want to be very sick here before they are sent to the hospital, that is the strictest thing over here, one's health, they don't take any chances on a fellow's system getting run down, if you are not fit to go on drill you are fit for the hospital. Mother we are leaving here on Wednesday for Ayr., you can send the letters to Stobs just the same, and we will get them; it does not matter much where the Newfoundland Regiment goes they are not likely to get lost so as a letter won't find them. You should have been around the other day when the mail arrived you would have seen a lively bunch of khaki boys falling over one another to get their mail; the Corporal that was giving out the letters said he would just as soon be in a bayonet charge again as he would be giving letters to F. Co., you know it was the first mail we got, and after being two months without getting any naturally all hands were a bit anxious to hear from home. I had seven letters the first time and two since. Did you see in the papers where the Transport steamer was torpedoed, the Royal Edward, with over a thousand soldiers on her that left Stobs. I knew some of them but no Newfoundlanders, all Scottish soldiers. There are a lot of Scottish soldiers around here and ten thousand more coming next week; they have funny uniforms some of them, there's the Black Watch, they wear the kilt, the Royal Scotch Fusiliers, they wear uniform like ours, and the Royal Scots and the Scottish Rifles and the Cameron Highlanders and Highland Light Infantry (F.L.I.) we call them heavenly little infants and they call us the young bulldogs; that is what Lord Kitchener called the Newfoundlanders when he inspected them at Aldershot the other day, he said he never looked upon a better Regiment in his life then they were, or a smarter one. You can imagine how well they looked when there is not two in the whole Regiment that wears a mustache, they are all clean shaved and in new uniforms; twelve hundred of them went, the rest are here at Stobs. I tell you they looked well on the field when they got lined up, look at them from the end you seemed to be looking at one man and then the mile would be half a mile long. They looked best when in open order on a field with fixed bayonets when the sunshines, a little way off you would think it was a field of silver, some of the cards I sent you shows part of them on field with bayonets fixed; every bayonet must be perfectly clean, not a speck or dirt or rust, you can imagine what they look like with the sun shining on them. Mother, are the berries ripe home yet? None over here. I would like to be home to go down the shore berry-picking with the girls. I am sending Myrtle my picture, and a Newfoundland badge, this is like our cap badge only our badge is metal. I am going to have some photos taken when we get to Ayr and if they are any good I will send you one. I will have to close now, it is dinner time. So good bye, from your soldier boy,  
GEORGE.

When.  
Whenever the legislature attempts to regulate the differences between masters and their workmen, its counsellors are always the masters. When the regulation, therefore, is in favor of the workmen, it is always just and equitable—Adam Smith  
diers met a watery grave. Her name was the Royal Edward.  
The Russian fleet sank seven German torpedo boats, three cruisers and one of our submarines sunk a pre-dreadnought, and that will make the Kaiser's bell turn around. It is a terrible war, to see what lives are sacrificed, the figures run somewhere about four million lives. So be up in good cheer, you shall see your boy again, if not on earth, we hope in a better future world where all cares and troubles shall be o'er, and God bless you till we shall meet.  
GEORGE STICKLAND,  
Newman's Cove.

**ALL GOODS  
GUARANTEED AS REPRESENTED**

**WHEN** you come to our store we want you to be fully satisfied that all we say about our goods is true. To gain **YOUR CONFIDENCE**, and hold it, is our **AIM**. To accomplish it—**OUR PURPOSE**—we know our success depends upon an army of satisfied Customers.

**American White Shirting**

Soft finish, 30 inches wide. Sale price  
per yard. **8c.**

**American White Shirting**

Medium Texture, Finished Soft. Expressly for the sewing machine; 36 in. wide.  
Per yard. **11c.**

**Fine Unbleached Calico**

Full 36 inches wide.  
Per yard. **10c.**

**Fancy Flannelettes**

Wide range of Dainty and Effective Patterns and Colors; suitable for House Dresses, Kimono's, etc. Per yard. **19c.**

**Blue Serges**

Suitable for Men's, Boys' or Women's wear. Exceptional values.  
Per yard. **22c.**

**Savoy Cretonnes**

Your Furniture or Bed Covering made beautiful by using Savoy Cretonnes. We have some very attractive designs. Per yard. **13c.**

**"Pin On" Stocking Supporters**

In various colors, made from strictly fresh, strong and durable webs. Children's size.  
Per pair. **8c.**

Women's sizes. **10c.**  
Per pair.

**Children's Dresses**

Mothers' time saved when style made garments can be had at our low price. Child's Black and White Shepherd Checks with Fancy Plaid Trimmings. **75c up**

**Girls' Dresses**

Fancy Twilled Material, in Fawn, Brown, Saxe, Blue, and Green shades. **\$1.50 up**

**Girls' Velvet Corduroy Dresses**

In Crimson, Brown and Black. **\$2.30 up**

**Girls' Corduroy Velvet Hats**

In Crimson, Mid Blue, Navy and Black. Each. **70c.**

**Women's Black Corduroy Velvet Blouses, ea. \$1.80**

**The 'WINNER' Rubber Heels outwear leather.**

**Comfort  
and  
Durability  
Make  
"Winners"  
Win.**

**WOMEN'S  
20c. Per Pair  
MEN'S  
22c. Per Pair**

If you  
would like  
to be a  
Winner try  
a pair.

**PLEASE NOTE.—Store Closes during meal hours, 1 p.m. to 2 p.m.**

**FISHERMEN'S UNION TRADING  
COMPANY.**