

Have Your Photograph Taken—To-Day.

THE HOLLOWAY STUDIO, LTD.

Corner Bates' Hill and Henry Street.

Phone 768.



Certain-teed
In our big mills we have worked out the most scientific method of producing the longest-lived roofing possible to make. Then next time you buy roofing, investigate the merits of

Certain-teed ROOFING

Quality Certified Durability Guaranteed—guaranteed to last 5 years for 1-ply, 10 years for 2-ply and 15 years for 3-ply. This is not a talk guarantee, but real one—backed up by the biggest roofing mills in the world.

HONESTY IN ADVERTISING.

Honesty Policy the Only Successful Plan.
Business that would attain leadership in a competitive field must advertise. A big manufacturing concern doing business everywhere and especially one whose goods are so long that they sell each consumer infrequently, cannot afford the expense of having men everywhere on the ground to solicit orders at just the right moment. This is a demand for the goods and big selling or jobbing concerns gladly do the rest of the work of delivering the goods and collecting for them. This makes the best and most economical way to do business.

Advertising effects a saving by economically paying the way for the sales manager to make sales quickly and easily by correspondence or the call of his salesman. It picks out the real prospective customers and leaves out those who are not interested. There are honest and dishonest kinds of advertising. Facts clearly and honestly stated are the best selling arguments in the world and make a healthy growth in business. Once a certain rate of progression has been attained on an honest basis, the business will generate its own power and second the bill of success. If on the other hand, the goods are misrepresented through dishonest advertising, the confidence of the people in that house will be shaken and ruin will soon come from the expense of the advertising without the necessary volume of business from happy customers to pay for it. Such experiences affect the confidence of everyone in advertising in general, and injury to a certain extent, the honest advertiser.

Advertising to succeed, must be honest, not only in big things, but in little things as well. The people may be deceived part of the time, but the time soon comes when a dishonest advertiser finds out he can't fool the people very long. This accounts for most failures in advertising.

There's a Certain-teed dealer in your locality. He will be pleased to give you further information about our extensive line of goods and will quote you reasonable prices on all of them. Be sure the goods are made and guaranteed by us.

General Roofing Mfg. Company
World's Largest Manufacturers of Roofing and Building Papers
Old South Building, Boston, Mass.
Telephone Main 2121

New York City, Boston, Chicago, Pittsburgh, Philadelphia, Atlanta, Kansas City, Minneapolis, St. Louis, Cincinnati, London, Hamburg, Sydney

Prisoners in Paris.

Special to Evening Telegram.

PARIS, Sept. 21.
After having become accustomed to good news during the days of the German withdrawal, Paris was made a little nervous through the silence of the War Office. The capital is now reassured by the steady file of prisoners arriving from the scene of action. Saturday, 1,500 prisoners were brought here; Friday, 1,200 arrived, and on the preceding days since the Germans first fell back, 1,000 and 1,500 have been the daily average. More than 10,000 prisoners of war are now here. The reference in last night's official statement, which spoke of numerous prisoners, further encouraged the people of the city.

Carterhall, Nfld.

Minard's Liniment Co., Limited.
Dear Sirs,—While in the country last summer I was badly bitten by mosquitoes, so badly that I thought I would be disabled for a couple of weeks. I was advised to try your Liniment to allay the irritation, and did so. The effect was more than I expected, a few applications completely curing the irritation, and preventing the bites from becoming sore. MINARD'S LINIMENT is also a good article to keep off the mosquitoes.

Yours truly,
W. A. V. R.

VISITORS AT RIFLE RANGE.
Yesterday afternoon hundreds of people visited the South Side Rifle Range and admired the target shooting of the Volunteers.

A Review of the Close Relationship of the Commercial Life of Nations

To The Present Gigantic War Scheme, For Young Readers.

J. J. LACEY.

Now that our chief topic of conversation is the World War at present raging in Europe, perhaps it would not be inopportune to retrospect the situation, from a financial or economic viewpoint, and in venturing thus into print with my views, I modestly offer to a large class of readers who are probably not intimately acquainted with the world's method of financing trade and commerce, the views of a student of twentieth century methods, or to borrow a phrase from Mr. Morris—a thought for the times.

People are so much taken up with the dire, physical, moral and national disadvantages of this mad clash of international armament, that they fail to realize that the social disorganization of the world is so complete, that even with an early ending of the war, it would need years of time and plenty to bring back to us as a world-people even an iota of the present prosperity.

Most readers will, of course, immediately appreciate the fact that the whole world's business is carried on largely on paper, and perhaps a few ideas of mine, embodying the thoughts of some of our best English and American financiers may help some of those readers to understand more clearly just how this war has nearly thrown a big percentage of the English investing public into panic convulsions.

Capitalists of industry, leaders of finance and men of big commercial affairs generally, with ears closely attuned to the vibrations of the time, had serious reasons to fear a panic. The European governments had demanded gold from their banks. The banks in turn had called their loans, and in order to obtain the gold to meet those loans, European investors frantically threw their securities on the market, which instantly precipitated a crash. Banks not only called in their loans but refused to part with the gold which they held.

In order to save them from themselves, the different Stock Exchanges, to their everlasting credit be it written, immediately suspended business, and where they might have respect for the fortune after fortune by grabbing the sacrificed shares, they looked at the broader aspect of the case, and in co-operation with their different governments, they eliminated the machinery whereby a crazed people would have beggared themselves. Imperial statesmen got together and soon evolved plans whereby the whole commercial fabric, which a few days previous had been tottering to its very foundations, was again put upon its legs, tightened credits were relaxed, confidence was restored, the Exchange opened and business went along with but little difference.

Had this not been done, the world's gold supply would soon have been drained, while not one-tenth of the people would have been relieved of responsibilities, a money stringency would occur, credits would have shrunk to nothing and business generally would have been paralyzed.

The Name "Homestead" and Quality

are practically inseparable. It's a tea whose merit of Purity makes it permanent friends, whose list grows longer all the time.

It's QUALITY made, and maintains it as the favorite tea for home use.

HOMESTEAD TEA,
40c. lb.

C. P. EAGAN,

Duckworth Street and Queen's Road.

Fresh Fruit.

ex s.s. Florizel:
Gravenstein Apples.
Bartlett Pears.
Preserving Plums.
Tomatoes.
Ex s.s. Kanawha:
Fresh Supply
Lea & Perrin's Wor. Sauce.
Skipper Sardines in Tomato Spaghetti.
Macaroni.
De Roubaix's Paraffin Candles.
P. E. I. Potatoes, 1/2 brl. sax

the necessities of life, not alone during the period of war, but for many years after war has ceased.

It is an ill wind that blows nobody good, and this bad wind of ours stands a fair chance to blow a cyclone of prosperity to American shores. America may regret it but America nevertheless will quickly grasp this chance that has come her way. Besides this, having once got the thin edge of the wedge into foreign commerce, it should be an easy matter to hold a fair proportion of it, even long after peace has settled on us and we have begun to again realize the era of prosperity that was ours before the war.

Such a combination of circumstances favourable to a single nation, has never previously occurred in the history of the world, and is hardly ever likely to occur again. The opportunity for rapid fortunes consequent upon quick development has been thrust upon America and they are fortunate in possessing the ability to accept it. Holders of American securities need have no fear. There is a large share of this remarkable era of increased prosperity in store for them and it only exemplifies the old saying: to the victors belong the spoils.

England and the whole civilized world are facing the ambitions of a madman, and more than the killing of his desires for conquest, more than England's own desire for increased territory, more than a lustful hatred of a enemy, more than a desire for satisfaction, England has entered the lists and has picked up the gauntlet, with precision and with dignity, with confidence and with honour because it goes forth to battle for Right and for Civilization, qualities for which our predecessors fought and bled and won, and which have helped to put sincerity and force into our words when we sing Britannia Rules the Waves. We should thank God she does, and pray for her continued strength for the right, her tenacity of purpose, her fight for civilization.

England's commercial activities have suffered and because of all of Europe's plight to-day, the United States of America promise to soon include in its ranks many more millionaires than they at present have. It is the beginning of a new industrial and commercial era for them, one without precedent, and will no doubt place them in the proud position, for many years at least, of being Banker and Baker for the world at large, and the possessor of the world's surplus wealth.

In a nutshell, this is a digest of the present commercial aspect, and is offered to younger readers by one who has endeavored to assimilate something of the means and methods of modern nations, from a financial and economic viewpoint.

George Moriarity.
A poet in the average mind wears flowing tunic and an' rags behind an' eats one meal a week. We think of him as some queer brand of nut whose soft an' lily hand is 'feminine an' weak. It's hard to even think at all of any poet playin' ball. Ye gods, that couldn't be! An' if there was one, would you dare to seek him in the Tiger Hat? They've got one—station 3.

George Moriarity is the gent—the poet in the Jennings text. An' here's a good one, too. An' yeh to see George work at third a feller wouldn't believe a word of what I say is true. This handsome, six-foot athlete writes a lot o' rym'n' junk at nights an' when the ol' snow flies. He writes as if he had long hair, but when the Spring-time comes he's there to beat out bush league guys.

George ain't a Cobb at battin' but he plays four hundred with his nut the whole nine innings through. An' fieldin' he has pep to burn. Around that final home stretch turn there's few stunts he can't do. He broke in with the Cubs—naught four. But Jennings grabbed him up before he'd big leagued very long. It sure don't hurt his baseball none to have him take his winter fun at writin' rymes an' song.

To make a chocolate sundae, a thick syrup should be made of cupful of sugar, melted square of chocolate and half cupful of water. Chill and pour around each portion of plain ice

ATTENTION!

LADIES TO THE FRONT!

SEE OUR NEW

TAILOR MADE

COSTUMES

and Costume Skirts.

MARVELOUS VALUE.

Every Garment Away
Below Regular Price.

BOWRING BROTHERS, Ltd.

Two Souls with but a Single Thought.

"Two souls with but a single thought,
Two hearts that beat as one."

After the betrothal it is perfectly natural to consider the HOME. The HOME is the important point in your married life. The cozier and the more comfortable the HOME, the happier are the conditions under which the couple lives. Let us furnish your Home as you want it. After the man has popped the question and the girl has said yes, then it's only a step to consideration of the HOME; for the HOME is in itself the biggest, most vital and most important part of the matrimonial venture.

When you come to this important consideration, bear in mind the big part this store has played in outfitting thousands of happy newlyweds. You will do better here than elsewhere. Why? Because we are the only people that have our Mattresses made by machinery in our own building, the only machines of its kind in the country. We also have our Springs made by the only weaver in the country, also the Oxford or Copper Wire. We are making our own Parlor Suites, thus saving considerable in cost. We have the Surface Oak finish for our furniture, which is the only thing of its kind here. Having the Factory in the same building we can handle all sizes of repairing, in fact you can choose your own coverings for Parlor Suite, Mattresses, etc., and have them made to order. We are, where possible, reducing the price, which should appeal to every housekeeper when in need of furniture. A trial order will convince.

C. L. MARCH CO., LTD.

Corner Water and Springdale Streets.

Another Drowning.

Deputy Minister of Justice Hutchings and Mr. R. J. Devereaux have received messages to the effect that Frank Ennis had been drowned at Merasheen, Placentia Bay, by the upsetting of his boat. Deceased was 25 years of age and the only son of R. J. Ennis, of Merasheen.

THIRTY DAYS OUT.—The brig. Clutha, Capt. Halford, is now 30 days out from Penzance to this port.

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 Ferie Johnson would provide for you the desired security and at small expense. Have you enough insurance?

The cork mat which can be rolled up is one of the sensible accessories to the bathroom.

BEVERLY ORPHANS' COLLEGE.—Names omitted. Messrs. G. Sheen and C. P. Egan, \$5 each; R. J. O'Neill, \$1. Additional subscriptions:—A. Friend, \$2, per Rev. J. Phipps, Mr. Robert Allison, \$2, Mrs. Fahy, 60c.

PIANO FOR SALE.—A second hand Piano by first class manufacturer, in splendid condition. Will be sold for about half its value and with a written guarantee from us. CHESLEY WOODS, Nfld. Agent, 140 Water St. upstairs.—aug31.14

MINARD'S LINIMENT FOR SALE EVERYWHERE.