

To the Voters of St. John's.

Never in the political history of Newfoundland have the electors been confronted with such a menace to their interests as that which now looms up before them. Reduced to the hard practical common sense view every man who has a home in St. John's or money savings has the question put to him now as to whether he will pledge these belonging to Wm. F. Coaker or retain them in the security they now possess. On the third day of November as each voter goes into the polling booth in St. John's that question will stare him in the face. In St. John's East, the names of Durrin, Carter and Bartlett will appear on the ballot papers so that the man who puts his mark opposite these names says "yes, you representatives of Coaker, I so disregard everything I possess in property and savings which I have accumulated for my self-security and for the benefit of my wife and helpless children, that I am quite willing that Coaker may use them on his gambles and speculations. I am quite satisfied to give up all I have to the balliffs if Coaker loses." That is what, in effect, the voter says and does by marking his ballot thus, and he who votes in St. John's West will say and do exactly the same thing by marking his ballot paper for Squires, Brownrigg and Campbell. On the other hand, the voter who marks his ballot paper for Higgins, Vinnicombe and Fox in St. John's East votes to retain to himself the complete security of his property and savings so that his comfort and happiness may be still further assured and that his wife and the little ones she dearly loves may be protected from the danger of poverty and want. The West End voter who marks his ballot for Bennett, Mulrany and Martin also votes to retain to himself complete control over everything that he possesses for the benefit of himself and family. Now then friends and fellow citizens, householders of St. John's, let these facts be deeply stamped upon your minds until on polling day you go to the booths to receive your ballot papers. It is your property and savings that are at stake as against the Coaker gambles which Durrin, Carter and Bartlett stand for in St. John's East and Squires, Campbell and Brownrigg in St. John's West. These six candidates by entering into a political al-

liance with Wm. F. Coaker declare to you in effect and to every Newfoundlanders that they look upon him as one fitted to dispose of your homes and savings as may suit his purposes, for Coaker has declared his purpose to pledge what we possess in order to carry out his designs. The methods he contemplates to pursue are in direct antagonism to all the fundamental rules and order of business as every solid business man will tell you. This country must rely for its maintenance upon such value for our exports as can be obtained from those foreign countries prepared to give the highest value for same, but if this value does not reach such a figure as may suit the political designs of Coaker then all intermediate losses must fall back upon the people themselves. It is here then that the danger lies and it is in connection with such losses that every man who is a shareholder in the Colony's assets and the owner of property and savings places himself in the position of having these assets and effects levied on for contribution to the funds that would be sunk. Enormous losses owing to unsettled conditions might result in such disaster as to sweep away the life long accumulations of everybody possessed with any of this world's goods so that nothing now can prevent this possibility except the sound, steady sense of the voters, not alone in the city but every other part of Newfoundland as well. City and outport voters therefore must not permit themselves to be led away by appeals of other sorts between now and polling day. This question of the protection of their property and savings must stand supreme over every other consideration, voters must be careful how they mark their ballot paper otherwise, some unexpected day balliffs may walk into their homes to take possession of them and swoop down besides on every dollar which has been put by for a rainy day. We have great faith, however, in the belief that Newfoundlanders will not write themselves down as men who so disregard their homes and savings as to put them in pawn to Wm. F. Coaker to be tossed up in the air as gamblers toss their coins so as wild card speculators risk the money that guileless people entrust them with. Run no risk then fellow countrymen but vote solid against the Coaker-Guppy-Squires Combination.

Castles in the Air.

In his issue of Friday last, Coaker's paper would have it appear that his intention is to build several steamers in "the sweet by-and-by" to prosecute the sealfishery. We should have thought that our frothy friend, who is very much prone to seeing visions, had quite sufficient experience in the steamer line, after the mess he made of it in purchasing and selling his ocean greyhound—the "Can't Lose," some four years ago. Previous to his purchasing that ship he informed the people of the country that she was absolutely necessary for the conducting of his ever-increasing business, but after a very short time, he found out that she was a veritable white elephant on his hands. It may be that he did not consult his associates, but he was the prime mover in disposing of the ship, and she was sent out of the country. We cannot say of she realized as high a figure in the selling as she cost in the purchasing.

Coaker must pardon us if we hesitate to believe that he has any intention of building steamers to prosecute the sealfishery in the near future. It may act as a very good election shibboleth, for those who are credulous enough to believe such vapourings. It is true that if all the money that Coaker has cost the business for his own personal comfort and travelling expenses during his various peregrinations to the United States, Canada, England, Italy and elsewhere, as well as the amount expended in bungalows, automobiles, yachts, etc., etc., was put in banks, it would go a considerable distance in meeting the expense necessary to build a sealing steamer. But Mr. Coaker does not believe in this sort of enterprise. As far as we can learn he has risked very little, if anything, in the sealfishery or any other fishery for that matter up to date, nor is it his intention to do so. He prefers to allow the supplying merchants in St. John's and over the whole country to take off the risk, and he will secure the profit. He must certainly do so, as he has guaranteed a very great interest to the investors in the enterprise. If any merchant or body of merchants in this country for the past hundred years or more had such large profits on their outlays, as he says he pays his shareholders, they would become millionaires in four or five years, and have branch business in all parts of the country. The people the world over have had experience in large interest promised them by those who floated the enterprises. There was the famous or infamous South Sea Bubble and many others

such. The people were half crazy to invest—they did invest and they gained—expensive gains. It is all very well to say we will build a fleet of steamers, and it is a paying speculation if the steamers always do well at the sealfishery and have sufficient employment during the summer months. But this cannot be guaranteed, and many of our most enterprising and prosperous merchants have been hard struck owing to a bad sealfishery, and, notwithstanding their life-long experience in the trade of the country, have found it necessary to do without a steamer should one be lost, as is evident to all persons in this country at the present moment. They, with all their experience, move slowly, but Coaker in his unquenchable ambition and love of notoriety, would have the people of the North believe that he is sincere in his statement that he is going to build a fleet of sealing steamers. It is somewhat a mystery to us, or any other man of common sense, how it is that Coaker has to call in outside aid to back his bills if his speculations and working of the whole machinery of the trade is in such a prosperous condition as he makes it out to be, with his glaring head-lines in the Advocate, at the end of the year, that the various enterprises are paying even a higher rate of interest to the shareholders than do the Banks of Montreal, Nova Scotia, Royal or Merchants to theirs. Of course we can understand how Coaker & Co. could manage such, provided they captured the Government and held the people of Newfoundland by the throat. Oh, yes, it would be then simple enough, and Squires, Doctor Campbell, etc., dare not say—No. What a contrast is this blatant demagogue and bluffer to the keen, upright, experienced and gentlemanly John G. Stone, Minister of Marine and Fisheries, who would be the right man in the right place at the head of affairs.

An Appeal of Honor.

"The available financial resources of the country will dictate the measure of Newfoundland's assistance for our returned sailors and soldiers." This is the straight direct promise of Cashin. A weakened country cannot do them justice. Keep on strengthening her credit by having her progress with the Cashin Government. Remember, Veterans, you are asked by your great association to maintain in civil life the principles for which you fought.

KNOWLING'S BIG SALE Men's and Youths' Overcoats.

Just received a very large shipment of manufacturers' clearing lines in MEN'S and YOUTHS' FALL and WINTER OVERCOATS in all the leading styles and latest patterns. If you want to save from \$10.00 to \$20.00 you can do so by purchasing one of our READY-TO-WEAR OVERCOATS. We cannot replace these for almost double the money.

Men's Wool-lined Overcoats

These Overcoats are made of good strong Khaki Whipecord with fur collar, heavy wool lining, weatherproof sleeve, and are double breasted; made specially for motor drivers and lumber woods contractors. They would make a splendid Overcoat for curlers, as they are warm and can stand the wear; in the following sizes: 36, 38, 40, 42, 44, 46.

Price, \$38.

Men's and Youths' Fall Overcoats

These Overcoats are exceptionally good value, made of good strong Mottled Tweed. Some of these Overcoats are guaranteed waterproof, they are in the very latest American styles, including Raglan shoulders, patch pockets and velvet collars. If you want to cut your overcoat bill in half this season you can do so by getting one of these well-tailored Overcoats, in all sizes to 44. These would be good value at from

\$35.00 to \$40.00

Our Price, \$18.00.



MEN'S BROWN and TAN LEATHER CLOTH SPORTS COATS—These Coats are suitable for Shooting, Driving, or any kind of hard work. Wool lined, double breasted and Roll ed Collar, in all sizes from 36 to 46. Price \$12.00.

MEN'S Blue and Gray NAP OVERCOATS

With Storm Collar, Belt on back, Patched Pockets, Heavy Plaid Lining, in the following sizes: 35, 36, 37. These Coats would be good value for \$45.00.

Our Price \$30.00.

MEN'S HEAVY TWEED OVERCOATS.

In Double and Single Breasted Storm Collar. Belt on back, good trimming and well finished; to fit youths from 14 to 17 years. Ranging in price

\$8.00 to \$14.00.

MEN'S BROWN NAP OVERCOATS.

This Special line we are offering to our many customers at

\$28.00.

It would be to your advantage to select one before they are picked up.

MEN'S BLANKET CLOTH OVERCOATS.

These Coats are splendid value; in Dark Brown, Grey and Green; good lining, well finished. Double and Single Breasted, in sizes from 3 to 7.

Price \$25.00.

Now is the time to select your FALL and WINTER OVERCOAT while our stocks are large. Drop in and let us give you a good STYLISH well made OVERCOAT at about half the price you will pay elsewhere.

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Central Stores.

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East, West and
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Sir Michael Cashin.

AN APPRECIATION.

A great political leader is almost necessarily a type of the country he leads—the embodiment of the characteristics of his time—the manifest product of the circumstances and conditions of the people he represents. When a people is profoundly absorbed in events—when it is necessary for them to come to a conclusion upon vital matters—the man who most nearly represents them in character, bearing, and environment as well as in thought, is most likely to reach a position of commanding power. Such a man is one who has risen from the lowly fishing punt to the position of Premier of our country—Sir Michael To the practical, hard-headed, far-

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sept 16, 11

MINARD'S LINIMENT CURES BURNS, Etc.

sighted business man, who knows confidence to be the bulwark of the financial world, the enactment into law of the platform promises of the Liberal Progressive Party means the permanence of public credit, the assurance of increased employment for labor, and the advancement of the country in its material interests. A few years ago he was one of a number of popular leaders—an untitled Premier. To-day his place is fixed by the severest of all tests, the faithful performance of high public duties in a series of great crises.

His manifesto is a clear-cut, precise statement of issues. As he believes, so he writes without camouflage. No lavish, empty promises or mere persiflage, but resolves, forceful and of material benefit to the country, that gave us birth—G.

Ladies and Gentlemen!

If you want to pay a high price for a new suit or overcoat, that's your business; making your old clothes look as good as new, that's our business. Now is the time to have your old suit or overcoat fixed up. Ladies' and gent's clothes French Dry Cleaned, Repaired and Pressed.

Clothes called for and delivered.

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ed. She knows this and yet she
perennially asking him to te
anew to the fact that he loves
no one but her, and everything
her.

He Knows the Path to Domestic
piness.

Usually he does it with great
and all apparent sincerity. He
said, much in love with her. He
a sympathetic imagination and
cient love in human nature, and
pecially woman nature, to know
this reassurance is one of the
all women want, and that there
no easier path to domestic ha-
ness than to give it freely.

But now and then it seems as
notice a strained note in his an-
and that is when she addresses
questions as this to him.

They have met a very beautiful
man. The wife herself is sweet
charming but not pretty. "Wou-
you like it," she says, "if I were
beautiful as she?"

Of course, he answers that
wouldn't like it at all. She
him repeat it and affirm it and
performance is satisfied. And it
seems that he is more glad than
to get the subject changed.

Can't She Use Her Common Sen-
Which does not mean that I
a shadow of disloyalty to his
crosses his heart. Only this:
shouldn't he like to have his
beautiful? Don't we all like be-
"all things? Of course he wou-
exchange her for the most beau-
woman in the world but if he
were to be added unto her
should he object?

Perhaps a better example is
They are speaking of a very ci-

