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OPENING ANNOUNCEMENT.

THE SAMPLE BARGAIN STORE

Will Open to the Public Thursday Morning at 9 o'clock.

Having been as fortunate as to purchase the entire stock of Samples of a Wholesale House far below the original cost of landing, we offer to-day to the public an up-to-date large assortment of MANUFACTURER'S ADVANCE STYLE SELLING SAMPLES at prices below original cost.

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J. P. MAHER & Co., Ltd. - - - 167 Water Street.

A Thought for the Times

THE WAR—CHAPTER XXV.
I. C. MORRIS.

The roll-call at Pleasantville, on Saturday last, October 3rd, was an event not soon to be forgotten. It was an event and a date that will form one of the most important pages in our local history. Never before did such an event take place in Newfoundland, and never was such a roll-call ticked off.

It was the roll-call of five hundred of our sons, who, in answer to the call of duty, volunteered for service in the foreign field. What their feelings were, and what it really meant to them we cannot know. A thousand thoughts must have flashed upon them, and ten thousand tears must have been suppressed. But, withal they were brave, and like true British lads they answered: "Here, sir," as they stood "at attention" in the ranks of their regiment. Then when the last man had been called, and the last response given, they still stood "at attention," and at the word of command they began their march.

They had heard the command "quick march" often before, but never such a command as that one; for it was that command which really began their active service.

The sight which they presented as they marched along, full of hope and enthusiasm, was inspiring. There was that abandonment which particularly belongs to young men, and which only those in the full bloom of youth could display. Every eye was bright and

put in place, then the first real barrier lay between the lads and their loved ones. Here the emotions began to find expression, but it was not until a few minutes later, when the ship began to move, and her bow turned to the offing, that we really gave way to our feelings. As never before, it seemed to us, that our lads were really gone from us, and that they had begun the long voyage across the sea. It was the hour of departure and the only thing to do was to let nature have its way, and let the lumps rise in our throats, and let the tears run down our cheeks. The wise man tells us in the Good Book that "There is a time to weep," and such a time was that of which we write.

Thus went our volunteers from us, and though the distance between us is widening every hour, we love them all same, and count them our treasures still. Their place in the home can never be filled, nor can their throne in the heart be otherwise occupied.

The roll-call of which we spoke in the opening of this chapter will have to be repeated when the regiment comes back. Five hundred of them responded to it when leaving, how many of those will answer at the final roll-call? Whose name will be marked missing? and how many of them will be called in vain? We cannot forecast these things, we would not if we could, it would be a mistake to do so; but we cannot overlook the fact that some will not return. Like the tens of thousands of their fellows they will be exposed to danger, hardship and death. Those hardships await the soldier everywhere. They are part of the price of war; and our lads will meet their share of them. They volunteered with the knowledge that all these dangers were before them, and they went forth to do their duty, and do it well. We have faith in them, and whether they fall or whether they escape, we are certain that their career as "Soldiers of the King" will be worthy of the best traditions of their fathers, and worthy of the flag for which they fight. Their sires came from the British Isles in the centuries of the past, and by their industry and zeal they colonized this western world, and now they, as the descendants of those men, are returning to the Motherland, and are doing so for the purpose of maintaining the honor of the same flag, and to protect the same Constitution, and to support the same Throne.

"Hearts and Crosses." Belgian National Anthem.

O. Henry's magazine story, "Hearts and Crosses" produced by the Eclair Picture Company and shown at the Crescent Picture Palace last night, is well worth seeing. The question of "Who is Boss" is decided by a new arrival.

The Bison Indian two reel feature was the subject of very favourable comment, it is a very interesting story and the photography of forest and clearing is up to the usual standard of Bison productions.

The Crystal Company provides the comedy element in "Supper for Three." A dramatic story of the underworld is told in "Self Accused." The encounter between the police detective, Wm. Shay, and the burglar is a very exciting finish to a really good drama.

Mr. Frederick Knights sang J. E. Howard's war song: "In the Days of '42," and had to respond to repeated encores.

The same programme will be on again to-night. On Monday a great three-reel war feature: "A House Divided" will be shown. The "Crescent" is certainly keeping up its motto: "Nothing but the Best."

Face and Hands Covered With Sores.

Zam-Buk Worked Complete Cure.

Mrs. P. Watson Drummond, of Theford Mines, Que., writes: "Every fall for three years, as soon as cold weather sets in, my daughter's face and hands would be covered with rough watery patches, which before long would turn into nasty sores. These would itch and smart terribly, and she would suffer in this way from fall to spring. Nothing we could get did her any good until I started using Zam-Buk. This wonderful ointment quickly relieved the irritation. We persevered with Zam-Buk, and to our great delight it worked a complete cure. I have also used Zam-Buk for cuts and burns, and think there is nothing to compare with it."

For eczema, piles, abscesses, ulcers, cuts, burns, bruises, or any skin disease of injury, Zam-Buk is unequalled. As soon as applied, it commences its work of healing, quickly alleviates the pain, and builds up new healthy tissue.

At all druggists and stores, or from Zam-Buk Co., Toronto, 50c. per box. See the name on the box and refuse all substitutes.

BIBLE CLASS SESSION OPENS.—The fall and winter session of the Cathedral Men's Bible Class will open to-morrow afternoon at 2 o'clock with a special service for men at the Cathedral, the Rev. J. Brinton giving an address. Every subsequent Sunday meetings will be held in the Synod Building.

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It is now an established fact that we lead for low prices in Millinery. We have just received by s.s. Mongolian another shipment of

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Our Beaver Hat

selling at \$2.95 is considerably cheaper than sold elsewhere.

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THE BEST VALUE HOUSE.
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demand that all things being equal, the products of the local industries should receive preference from the merchants and buying public.

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bought during this war season means a helping hand to the employees of the clothing factories. Ask for the goods made by

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S. S. TABASCO	17th Oct.	27th Oct.	31st Oct.	
S. S. DIGBY	sails from London for St. John's direct	October 15th.		

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- KEILLEN'S MARMALADE.
- BAKEAPPLES, 20c. tin.
- RED CROSS SALMON, 1lb. tin
- NEW LOBSTER, 1lb. tin.

T. J. EDENS, Duckworth Street & Military Rd.

We have stated that the scene was inspiring—truly it was, and Newfoundland has just reason to be proud of her contribution to the Empire. But behind all the crowds, and underneath all the enthusiasm, there lay the feelings of those whose sons were embarking. The depth of these emotions could be seen on many a face, and traced by many a pensive mood; but when the last volunteer was on board, and the skids unshipped and pushed ashore, and the ship's rail was

(Continued.)

CITY'S HEALTH.—Three cases of diphtheria were reported during the week to the Health Authorities, and one of the patients died.

BOSTONIANS WIN.—According to a despatch from Philadelphia the initial game of the World's Baseball series has been won by Boston.