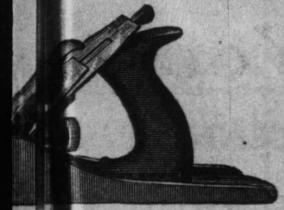


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why the discriminating smoker always asks for
"Gems"—Because he's proved they're good from
end to end.

"Gem" Cigarettes are made from perfectly
matured leaf of the finest quality, and by their
many merits rank easily first as a really delightful
smoke. Don't take our word for it. Try 'em.

Imperial Tobacco Co.
Newfoundland, Ltd.

Capt. Augustus O'Brien

"A VERY GALLANT GENTLEMAN."
"And indeed he seems to me
Scarce other than my own ideal
Knight."

The greatest crisis in the world's
history has produced in our sons and
brothers qualities of courage, faith
and endurance and abiding love un-
dreamt of in our highest ideals. Men
hitherto unknown save to their own
immediate friends, men who went
about their work unostentatiously
from day to day and hid beneath a
cloak of native modesty a character
as fine and as noble as that of those
"perfect gentle Knights" of old, have
suddenly equipped themselves, as it
were, and we behold entirely differ-
ent personalities, great men, whose
highest word is law and to be worthy
of whose friendship is our first am-
bition. Such a one was Augustus
O'Brien.

From the date of the formation of
the Newfoundland Regiment, Captain
O'Brien's influence was markedly felt.
He was a power for good. From the
highest to the lowest we all realized
that here, in very truth, was one of
Nature's gentlemen. When the Sep-
tember gales blew our camps to
smithereens at Pleasantville, I have
known him to take a number of us in-
to his own comfortable tent while he
sought refuge from the storm in any
corner there was. In the bad times
at Salisbury Plain it was much the
same. On many a cold, wet night
more than one man had to thank him
for an extra blanket of which he had
deprived himself. When the torrential
rains turned our encampment into a
quagmire and made life a misery for
man and beast, O'Brien would spend
his spare time in seeing that every
man in his command was as comfort-
able as was possible under the cir-
cumstances. There was no thought of
self. He sought no praise, no grati-
tude. "Are the men all right?" Yes.
"Then I am happy."

What a pride he took in the men he
commanded! O'Brien never had to
speak twice—one word was enough.
Yet he was in no way a strict disci-
plinarian. He always appealed to the
better natures of the men and they
responded nobly. He knew in his
heart that every mother's son of us
loved and respected him above all
others, but he never traded on that
knowledge. Always modest and un-
assuming, he came on parade to do his
work, and he did it without a particle
of officiousness or ostentation. Not
an officer in the Regiment knew his
job better than did Captain O'Brien
and none worked harder. Yet there
was no ulterior motive in his efforts,
no desire to "get on" in the world.
His ambition was for the welfare of
his men and to make them good sol-
diers. When he drilled a company or

You may want to change
your automobile, or your
piano, or even your home—
but you will never want to
change the COFFEE, when
once you taste the delectable
flavour of Chase & Sanborn's
"SEAL BRAND" COFFEE.

In 1/2, 1 and 2 pound tins. Whole-ground—pulverized—also fine ground
for Percolators. Never sold in bulk.

and myself—only one survives. These
were great men to work with. They
would be great men to die with—very
gallant gentlemen.

"Oh, for a touch of a vanished hand
And the sound of a voice that is still!"

The new scene of operations called
forth greater effort and endurance, in
some respects, than the old. But
when strenuous work was to be done,
Capt. O'Brien was always ready with
his cheerful smile and zealous spirit.
However tired and worn men would
be after the day's duties, they seem-
ed galvanized into action when he
called upon them for still further ef-
forts. His Company in the trenches
knew no rivals, and though he was
away at a special course on July 1st,
his spirit was with the men who
laughed at Death that day. It grieved
him sorely that he could not have
been with them and his letters after
the disaster were pathetic, but he had
able representatives to "carry on" in
his absence and his own hour was yet
to come. On October 12th he went
over the top, leading his beloved 'A'
Company—the Old Reliables, he used
to call them, the finest company in
the battalion—to a greater achieve-
ment, materially, than that of July
1st, and met his death-wound in the
dash of victory which, I think, was as
he would have wished it. He managed
to crawl back to our own lines and
was carried safely away to hospital,
only to succumb to his wound six days
later.

Augustus O'Brien was a great and
good man. Those with whom he came
in contact will ever be the better for
having known him. His name will
live forever in the annals of the New-
foundland Regiment, and in later
days rich around the camp-fires will
sing of him as erst, they sang of
Hilwatha. It has been asked why he
received no military honour for his
work in Gallipoli and France. Men
like O'Brien rarely do—and it is bet-
ter so. He needs no distinctive mark
to show his valour or his service.
When medals and decorations have
passed into the limbo of forgotten
things, O'Brien's name will live still
in the hearts of his countrymen.

In Captain O'Brien the Newfound-
land Regiment has lost a most gallant
and capable officer, his men have lost
a most devoted friend and leader, and
some of us a part of our very selves.

"E'en as he trod that day to God,
So walked he from his death,
In simplicity and gentleness,
And honour and clean mirth."
"I will remember while the light lasts,
And in the darkness I shall not
forget."
11/10/16. ANON.

THE BEGGAR.

The snow will
soon be flying,
The snow we love so
well; in drifts it
will be lying
along the hazel
dell. The braw-
ling winds will
grip us, and give
our ears a lift,
The morning frost
will nip us, and
make our whis-
kers stiff. But we
who toiled and panted preparing for
this time, are cheerful and enchanted
to see the snow and rime. And now
there is a comer to every worker's
door—the man who loated all summer,
and dodged the useful chore. The man
who jangled and rided, hard by the
village kirk, and who in anger bridled,
when he was asked to work. In an-
cient, chestnut phranis, he laces for
things to chaw, for liverwurst and
raisins, for pumpkin pies and slaw.
His kids, in countless numbers, are
suffering for bread; his aunts are
robbed of slumbers because they have
no bed. The same old whiskeered
story, you've heard for years and
years, told by a sinner hoary, with al-
ligator tears! He profits by your
bounty, you give him tripe and tea,
and wonder why the comy won't feed
such skates as he.

The Battle of the Somme

Westminster Gazette.—The Battle
of the Somme is no more blind batter-
ing of the enemy for the purpose of
containing him and exhausting him,
it has definite strategical purposes
of the highest importance, some of
which are obvious and others of which
may be conjectured or read between
the lines of the official reports. But
if we would measure it aright, we
must realize the immensity of the
struggle, the great numbers which
are drawn to it and engaged in it,
the formidable obstacles, the prepara-
tions which have to be made for
every advance if dispropor-
tionate losses are to be avoided. There
has been no battle like it in the world,
and the methods by which ground can
be won and losses cut down have to
be learnt by all the combatants from
experience on the ground. Patience
and steadiness are above all things
needed for such a conflict, and not
only the fighting men and those who
command them but in those at home
who look on.

MINARD'S LINIMENT FOR SALE EVERYWHERE.

**Girls! Have a Mass
of Beautiful Hair,
Soft, Glossy, Wavy**

25-cent bottle destroys dandruff and
doubles beauty of your
hair.

Within ten minutes after an appli-
cation of Danderine you can not find
a single trace of dandruff or falling
hair and your scalp will not itch, but
what will please you most will be
after a few weeks' use, when you see
new hair, fine and downy at first—
yes—but really new hair—growing all
over the scalp.

Get a 25-cent bottle of Knowlton's
Danderine from any drug store or
toilet counter, and prove that your
hair is as pretty and soft as any—
that it has been neglected or injured
by careless treatment—that all—
you surely can have beautiful hair and
lots of it if you will just try a little
Danderine.

A little Danderine immediately
doubles the beauty of your hair. No
difference how dull, faded, brittle and
scrappy, just moisten a cloth with
Danderine and carefully draw it
through your hair, taking one small
strand at a time. The effect is amaz-
ing—your hair will be light, fluffy
and wavy, and have an appearance of
abundance; an incomparable lustre,
softness and luxuriance.

How Much Longer.

"In November the Germans will
begin to retreat, and in seven months
the end will come."
So says H. G. Wells, the famous
novelist and war prophet, and his view
is corroborated by a military official,
who has stated that we shall be on
the Rhine by Christmas, and in Ber-
lin by May.

If this proves true, Lord Kitch-
ener's first estimate will have proved
wonderfully near the mark. He pre-
dicted a three years' war, though he
is said to have revised this to two
and a half years before his death.

That would bring peace in Febru-
ary. Is it possible?
An even more helpful note is struck
in Dr. Clifford's remark:
"It may be that the war will be over
this side of Christmas."

But there are others who consider
that we have only just passed the
half-time mark. General Botha stated
recently that we must not be dis-
couraged if the war continues for an-
other two years. "The longer this war
lasts," he said, "the longer it will be
before the next."

However long the war drags on we
shall see it through, but we all hope
and pray that the present is the last
winter on the battlefield which our
brave boys will be asked to face—
Answers.

A chemise frock of tulle and black
satin with some sort of metal girdle
makes a charming evening frock.
Soft black velvet hats without trim-
ming, but of wonderful line, are the
cream of fashion in millinery.

T. J. Edens

By S. S. Sable I:
20 boxes P. E. I. Butter, 2 lb.
prints.
100 bags Black Oats,
50 bags White Oats,
PARSNIPS, CARROTS,
BEETS.

By S. S. Tabasco:
50 bags GRAPES,
50 cases ONIONS,
10 cases LEMONS,
ENGLISH CHEDDAR CHEESE.

By S. S. Durango:
300 brls. APPLES—
Kings, Wagners, Baldwins,
20 boxes FINNAN HADDIES.

NUPAK PRUNES.

Nupak Prunes are not ordi-
nary Prunes, but are thorough-
ly cooked and packed solid in
the can without syrup. Steri-
lized and hygienic can, contains
1 lb. 12 oz. The cost is very
little over that of ordinary loose
Prunes.

FAMILY MESS PORK,
PIGS' JOWLS,
PORK LOINS,
NEW YORK CORNED BEEF.

FRESH RABBITS
by rail to-day.

T. J. EDENS.

Duckworth Street and
Military Road.

G. Knowling's East, West and Central Depts.



**Blankets LOWEST
PRICES.**

It will pay you to buy Blankets and not wait, market indications are for high-
er prices on wool and cotton. We now offer the

BEST BLANKET VALUES
to be seen in the city. The following are a few of our prices for

White Woolen Blankets

See the values we are offering and compare them with anything else-
where. These were contracted for a long time ago and priced on that basis.
Prices are as follows:

**\$3.20, 3.45, 4.30, 4.50, 4.90, 5.90, 6.75,
7.15; other prices up to \$14.00.**

Cotton Blankets.

We are now showing a very
large and complete stock of
Cotton or Fleece Blankets,
very suitable size. Prices
range, according to size and
quality, from
90 cts. to \$3.50 per pair.

BROWN BLANKETS—

Assorted prices from \$1.80 to
\$5.20 pair.

GREY BLANKETS—

Assorted prices from \$1.40 to
\$2.90 pair.

SCARLET BLANKETS, \$6.20 pair.

Eiderdown Quilts.

Specially dainty and artistic
designs at values far below to-
day's prices; range from
\$4.00, \$6.20, \$7.00 up to \$18.00.

Wadded Quilts.

We cannot replace these at
anything like the price; bright
and cheerful designs. Prices
range from
\$2.75, \$3.25, \$3.75 up to \$5.50.

Crib Blankets, Cot Quilts, Cot and Bed Mattresses, any size.

G. KNOWLING.

nov10,14,16,18,21,24

Help! Help! Help!

We need the help of St. John's people at the **Gigantic Move
Out Sale.** Greater Reductions is the order from main
office. Move out the stock and move it out quickly.
Make prices do the work. Come to-morrow and
help. Come and get your share of the many Bargains.

Men's Tweed Stylish Suits from
\$7.50 up.
Men's Tweed Caps from 25c. up
Men's Linen Collars from 15c. up
Men's Woolen Socks from 29c up
Men's Work Shirts, Black Sateen
from 70c. up.
Men's Work Khaki Shirts from
\$1.00 up.
Men's Mackintoshes from \$2.50
up.
Ladies' Blouses from . . . 50c. up
Ladies' Corset Covers from 35c.
up.
Ladies' Skirts, Black and Navy,
from \$1.50 up

Ladies' Hose from 25c. up
Ladies' Fleece Lined Underwear
from 35c. up
Misses' & Children's Underwear,
Fleece Lined, from 35c. up
Ladies' Overalls from . . . 49c. up
Misses' Dresses from . . . 68c. up
Ladies' Rubbers (Goodyear),
from 95c. up.
Ladies' White Underskirts from
68c. up.
Ladies' Winter Coats from \$4.50
up.
Ladies' Furs from . . . 45c. up
Ladies' Motor Scarfs from 40c up

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