

**City Owned Hydro vs. Private Company**  
ASTONISHING CUTS IN ST. JOHN ENERGY RATES.

Hydro Competition Forces Private Company to Reduce Domestic Rate from Fifteen Cents a Kilowatt Hour to 2½ Cents a Kilowatt Hour with a 54 cent Service Charge.—And this is on the Part of the Company that Declared the Saving from Hydro Would not benefit the Citizens of St. John by More than a Fraction of a Cent!

When the Musquash hydro project was developed, the citizens of St. John City, after a determined fight, retained control of the development and the energy flowing therefrom. Failing to reach a satisfactory understanding with the New Brunswick Power Company (the tram and power company of St. John), the citizens of St. John undertook the distribution of the Musquash current—and hydro came into direct competition with the private power corporation in the New Brunswick city.

**The Results Have Been Amazing.**  
Before the introduction of hydro in St. John, the private company there declared that the power from the new source would not benefit the consumers more than a fraction of a cent in the rates. That fraction of a cent, the private company told the citizens, would be the difference between the cost of steam-generated current from the Musquash development.

Subsequent events tell their own story.

When hydro was introduced in St. John, the private company there was charging a flat rate of fifteen cents per kilowatt hour for domestic lighting.

Then hydro came—and the amazing results.

The private company, up against competition began to cut its rates, until, at March 1 of this year, the following rate for domestic lighting was given by the private company.

From an original flat rate of fifteen cents per kilowatt hour, down to three and a half cents per kilowatt hour plus a service charge for each house for \$10.

And under this rate established in March of this year the private company in May announced "a satisfactory increase in the company's surplus!"

But that was not the end of the St. John rate-slashing. Now we learn that another amazing cut has been made by the private company, hard up against hydro competition.

For domestic services, the energy rate has been cut from three and a half cents per kilowatt hour to two and a quarter cents per kilowatt hour and the monthly service charge has been reduced from eighty cents to fifty-four cents.

And all the while other rates have been scaled down, as well.

The new rates, the general manager of the private company announces, are lower than the city's own hydro charge on domestic lighting, heating and cooking!

That is what cheap hydro current can do—when it is given a chance. In St. John it has forced the private company to make the astonishing cut of from fifteen cents per kilowatt hour down to two and a quarter cents per kilowatt hour, plus the service charge of 54 cents.

The citizens of Halifax lost control of their hydro—and what has been the result?

The private corporation here is in absolute control; and it is stated in quarters close to the corporation that the citizens of Halifax will pay, under the new rates, for the services supplied by the local company more than they ever paid before.

Contrast that with the St. John situation!  
The facts are there—are the rate-payers of this city content to allow this situation to drift longer?

**Steam From Mid-Earth**  
HARNESSING HEAT FROM UNDER THE GROUND.

What will happen when the earth runs short of coal and oil supplies? This problem was discussed by Professor W. W. Watts, in a paper on "Geology in the Service of Man."

He suggested the possibility of a great new power which humanity may harness to its service—nothing less than the heat of the earth's nether regions.

A beginning has been made at Volterra, in Italy, where a new source of power has been found in the high temperature steam from fumaroles, which has previously been used only as a source of borax. Now the steam is being tapped by boring, and its chief heat is employed in running great power stations.

This may be but the beginning of the application of a new and valuable source of power in which the services of geology will be required.

We are haunted by the fear that a limit will be imposed by high temperature to deep mining, while that very heat may provide energy as valuable as the material which would otherwise be mined—just as we dread the gas from certain coal seams, when the gas might, if it could be exploited, give a return equivalent to that of the coal itself.



# SECOND BIG WEEK!

OF OUR

# 1<sup>ST</sup> ANNIVERSARY SALE

We've got the entire City talking about this Sale. Everybody in St. John's is busy "BUZZING" about these Anniversary Values. Frankly, men and women are amazed at the power of their dollars when invested here.

We wish to thank all our patrons who so eagerly responded to our last Sale and for this week we are putting on display a variety of NEW MERCHANDISE, to enable those people who did not get their share of the bargains last week to do so now!

<b>Infants' Coats \$1.19</b>	<b>Hurry! Hurry! Hurry!</b>	<b>Misses' Coats \$8.98</b>
<b>Children's COATS 5.50 6.50</b>	As there are not many left	
	<b>Ladies' Coats 4.89</b>	

<b>Ladies' COATS 10.98 &amp; 12.98</b>	<b>Ladies' COATS \$17 &amp; 21</b>	<b>Ladies' COATS \$25 &amp; 28</b>	<b>Exclusive COATS \$35 and up</b>
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## NEW DRESSES

**Just Opened**

Tricotine, Poiret Twill, Serge, Crepe-de-Chine, Canton Crepe, Tricolette, etc. All sizes and colours.

<b>3.98</b>	<b>4.98</b>	<b>5.98</b>	<b>8.98</b>	<b>11.75</b>	<b>16.50 up</b>
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## NEW HATS

**Just Put on Display**

The very newest in all beautiful shades in the very latest styles.

<b>1.49</b>	<b>1.98</b>	<b>2.98</b>	<b>3.98</b>	<b>4.50</b>	<b>5.75 up</b>
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## Men's Suits

Every Suit in a new Fall model. Suits for men and young men. Suits from manufacturers who are known to make high-class Clothes—and the variety includes about everything that is desirable for Fall. Worsteds, Tweeds, Cassimeres. All Wool Cheviots, well tailored.

<b>9.90</b>	<b>12.50</b>
<b>17.50</b>	<b>\$23</b>
<b>\$28,</b>	<b>\$35</b>

## SPECIALS!

**Tams - - 39c**  
**Wool Caps - 19c**  
**Wool Caps - 34c**  
**Tricolette Waists 1.15**

All guaranteed perfect and worth three times as much as we are selling them for.

## Boys' Suits

**1 and 2 Pants**  
A nice assortment to choose from. You can save many dollars by buying at this great sale. We guarantee these prices to be the lowest in the city.  
**BOYS!** Bring mother down to get you that new Suit. The Fall patterns of imported and domestic Woollens are beauties. The Suits are regular man-tailored styles.

<b>7.7</b>	<b>9.50</b>	<b>12.50</b>	<b>14.00</b>
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## Boys' Overcoats

All styles and colors, half belt, 3-piece and full belt. Half and full lined. Sizes from 3-18 years. All Wool materials, in Brown, Navy, Grey, Fawn, etc. Snappy up-to-the-minute models.

<b>5.98</b>	<b>7.50</b>	<b>9.75</b>	<b>14.00</b>
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# PREMIER GARMENT CO.

341 Water Street, 2 Doors East of Crescent Theatre.

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**Remember**

This morning Dominion Executives addressed the city on Armistice means. The following is a list of those who delivered at Parliament.

**REMEMBER**  
The Dominion W.V.A. has urged the various fully realizing that women and men will raise a last lead. Not one rage and bruti enemy's was h and honour, w for which our supreme sacrific To-morrow is of the Armistice length and bread give a grateful Flanders Poppy of the 2,000,000 for the high is corner stones of pipe was founde The poppies of been watered w soldiers who ga faith for which far away Austr the smallest i perial Chain of line of Flanders by a grateful pe The Dominion



HOUSING CUTS