

Fall Styles. 1914

WE announced last week the opening display of our new Fall Coats. From the following description of one or two of the most elegant designs an idea good enough to make you want to see the entire stock can be obtained.

¶ Fancy Astrakhan Cloth Coat in dark Tango shade, deep collar of rich Velvet, Raglan sleeves with wide armholes, fancy cuffs and pockets and broad, extra low belt effect. (Same style coat in mid. and dark mahogany Brown, Cardinal, Grey, Navy and many pretty mixtures.)

¶ Astrakhan Cloth Coat in fancy Saxe and Black striped mixture. Round corners, deep collar and cuffs, lined throughout rich Saxe Satin.

¶ All styles and sizes of Ladies' Coats in the newest colors and materials.

U. S. Picture & Portrait Co.

Evening Telegram.

W. J. HERDER, - - Proprietor
W. F. LLOYD, - - - Editor

WEDNESDAY, Oct. 7th, 1914.

Antwerp.

Messages have been coming in during the last few days which indicate that a serious attempt on Antwerp may be contemplated by the German army. The latest is to the effect that ships have ceased running to Antwerp from Tilbury. Another is to the effect that an official communication was issued last night at Antwerp advising the people that bombardment is imminent and that those who wish to leave are requested to do so. If Germany could seize and retake Antwerp it would be the greatest coup of the war and Germany would be well satisfied to make peace on such terms. Over a century ago, Napoleon seized Antwerp and spent two million pounds on it, on the ground that it was a loaded pistol which he held at the head of England. It will also be noticed that the British are said to be in Antwerp forts. This, no doubt, refers to garrisoning the forts which have been transferred from such places as Gibraltar and Malta. Some time ago we saw a picture in one of the illustrated journals of British cavalry on the streets of Antwerp. There are in all likelihood large forces of British marines and other troops there. Britain must hold Antwerp at all costs, and we have no doubt the Belgians and British will be able to do so. Namur and Liege fell not so much from the great howitzers which smashed some of the forts, but from the fact that the fortified lines between the forts were not ready and could not be manned by sufficient troops to prevent the German hordes breaking through the lines into the city proper. In addition to a large number of modern forts, the country in the front of these forts can be flooded, and we have no doubt that sufficient Belgian and British troops will be available to hold out against any attack. A strong movement against Antwerp would in all probability mean a weakening in France, and should the Germans be driven from France and still on the other hand capture Antwerp, they would be glad to call a halt in the war on condition of retaining Antwerp. The British could not conclude peace on such terms, as it would lead

to such a menace of Britain, with the German fleet intact, as would be absolutely intolerable. Everything clearly points to a gigantic effort on the part of Britain to enable Belgium to retain Antwerp.

McMurdo's Store News.

WEDNESDAY, Oct. 7, 1914.
Many of our customers will be interested to hear that we have just received a full stock of Lavona de Compose, the main ingredient in a popular hair restorer, tonic and dressing, of which we had been temporarily out of stock, and that we are now prepared to compound the mixture for those who need it.
Of Cod Liver Oil Compounds, none is more palatable, or more suitable than Morrola for its purpose—that of building up the system to sustain it through the rigors of the cold season now approaching. Fortified by this constructive medicine it will be possible to get over the autumn, winter and spring without being troubled by the coughs and colds so prevalent during the next few months. Price \$1.00 a bottle.

Police Court.

A fisherman of the Battery, who was on remand, was fined \$10 for assaulting Battell, Reil and English, and \$10 or 30 days for assaulting the police. The defendant was represented by Mr. A. B. Morine, K.C.
A man summoned by his wife for assault was ordered to give two sureties in \$30 each, or 30 days.

Reids' Boats.

The Argyle left Larn at 9.40 a.m. to-day, inward.
The Bruce leaves North Sydney to-night.
The Clyde arrived at Lewisporte at 3 p.m. yesterday.
The Dundee left Greenspond at 4.50 p.m. yesterday, inward.
The Ethio arrived at Carbonear at 1 p.m. yesterday.
The Glencoe left Hermitage at 8.25 a.m. to-day, coming east.
The Home left S. W. Arm at 5.10 p.m. yesterday, inward.
The Kyle left Wesleyville at 8.30 a.m. to-day and is due here to-morrow morning.
The Lintrose arrived at Port aux Basques at 6.45 a.m. to-day.
The Meigle is due at Flower's Cove from the north.

How British Govt. Kept Sugar Down

London, Oct. 2.—The Royal Commission, appointed at the outbreak of the war with full power to deal with all questions on the public sugar supply, has issued its report. It shows that the commission has made a great experiment with state socialism and with success so that there has only been a small increase in price and no shortage of sugar.
The commission practically cornered the available supply, and so checked speculation for a raise in the price. The sugar so cornered was sold to refiners at a fixed price with the proviso that they in turn should sell to retailers at moderate prices which were definitely determined. The report gives all the necessary details of the record of fixing prices and so forth, but says nothing concerning the sources of supply or the quantity secured.
It is understood, however, that most of the sugar was obtained from Java, Mauritius, Cuba and Demerara, and that owing to the depression of the trade in America the commission was able to obtain all they wanted at not more than double the antebellum prices.
About 900,000 tons were purchased at an average of \$100 a ton, involving an outlay of \$90,000,000. It is not expected that the transaction will involve any loss to the government as the prices fixed assure a considerable revenue of profit.

Pollman Loaves

8 cents each.

JOHN B. AYRE.

LATEST

From the Front.

COUNT ZEPPELIN THREATENS ENGLAND.

Special Evening Telegram. LONDON, To-Day.
A despatch from the Hague correspondent of the Daily Express says that German newspapers reaching there indicate that Count Zeppelin is now at Wilhelmshaven, on the North Sea, with his staff. Wilhelmshaven is a point from which a great air raid on the British Isles is to start. One of these papers publishes an interview with the Count, in which he is quoted as saying that he had not forgotten England and would prove it very soon. It is also reported, the correspondent of the Express continues, that Count Zeppelin was summoned recently by Emperor Wilhelm to Mainz. The Emperor said to the Count that he relied on him for a great work and offered to make him Commander-in-Chief of the German air fleet. The Count smilingly refused, but he would accept the title when he returned from England. The Zeppelin staffs are working day and night at Wilhelmshaven.

BERLIN OFFICIAL NEWS.

BERLIN, To-Day.
The following official statement was given out by the headquarters staff of the German army last evening: Continuous French outflanking movement against our right wing has extended on battlefield until it is now north of Arras, west of Lille and west of Lens, nine miles northeast of Arras. Our advance guards are in touch with the enemy's cavalry. No decision has yet been reached in our counter attacks along the line between Arras, Albert and Roye. The situation remains unchanged along the battlefield between the Oise and the Meuse in the vicinity of Vidun and in Alsace Lorraine. There is no news from Antwerp. In the eastern theatre of war the Russians advancing against East Prussia through the Province of Suwalki have been checked. We have been successful in our attack against the enemy near the town of Suwalki. This movement began yesterday.

Jap Squadron in Southern Seas.

To Governor, St. John's.
October 7th.
Following from Press Bureau begins:
Following official statement published by Japanese Authorities: "With object of hunting out and destroying enemy's squadron supposed to be cruising Southern Seas, a portion of our fleet arrived at Jullutisids, considered to form bases of enemy's naval forces in Marshall Island. The German authorities surrendered without resistance."
Sgt. HARCOURT.

"Oxo" was used by the late Capt. Scott in the Antarctic and it will be remembered that Sir Ernest Shackleton also relied on "Oxo" during his historic dash to the South Pole.

Obituary.

J. M. JACKMAN.

At nine o'clock this morning there passed away, after a prolonged and tedious illness, Mr. James M. Jackman, who was a well-known and much esteemed resident of the West End. Deceased was 44 years of age. For 30 years he was with the firm of Bowring Bros., Ltd., and was foreman of the Grocery Department, when he was pensioned about a year ago owing to ill health. He is survived by a widow, 6 children, a mother, one sister, Mrs. J. J. Maher, and one brother, Mr. T. P. Jackman, of H. M. Customs. Sincere sympathy will be extended to the bereaved family and in which the Telegram joins.

THE NEW FRENCH REMEDY.
THERAPION NO. 1
THERAPION NO. 2
THERAPION NO. 3
A copy of the current edition will be forwarded free of charge, on receipt of Postal Order for \$5.
Dealers seeking Agencies can advertise their Trade Cards for \$5 or large advertisements from \$10.
THE LONDON DIRECTORY CO., LTD.
25 Abchurch Lane, London, E.C. 4

Here and There.

The Sagona is north of Twillingate.

FOGOTA.—The Fogota left Newtown at 9.45 a.m. to-day, going north.

EARL OF DEVON.—The Earl of Devon left LaSalle at 10 a.m. to-day, coming south.

PORTIA COMING EAST.—The S.S. Portia left Channel at 6 p.m. yesterday, coming east.

EXPRESS ARRIVES.—The Bruce express and local from Carbonear arrived in the city at 12.35 p.m. to-day.

WEATHER.—It is fine all along the line of railway to-day with a light breeze prevailing. The temperature is from 30 to 45 above.

GOING TO LABRADOR.—Mr. M. Tobin, son of Mr. J. J. Tobin, left by the Prospero to-day enroute to the Labrador where he will spend the winter.

Stafford's Prescription "A" is one of the best stomach preparations for sale in Newfoundland. Price: Small size, 25c; post, 5c extra. Large size, 50c; post, 10c extra.—sep19,14

THE WATERFRONT BUSY.—This is an excellent day for fish drying, and as a result there is a regular hum of work all along the waterfront. Many crafts are here from the outports discharging their cargoes, and many more are on the way here from the Southern Shore and Trepassay.

LINTROSE PASSENGERS.—The Lintrose arrived at Port aux Basques at 6.45 a.m. to-day with the following passengers in saloon: Thos. Curran, T. B. Lark, Mrs. Geo. Foran, Mrs. Geo. Nicholas, Mrs. R. Brenner, J. O'Reilly, J. Kelly, R. E. Ingraham, H. A. Bailey, H. B. Buckling, Mrs. F. McNeil, Miss C. McNeil and Miss G. McNeil.

These chilly nights you should try a cup of hot "Oxo" it imparts a pleasant glow to the whole system. Only boiling water required, you drop in a cube to a cup, then pour on boiling water.

"OXO" FOR VOLUNTEERS.—Before the troopship Florizet sailed, a parcel of "Oxo" Cubes was placed on board for our boys with the compliments of the "Oxo" Company, T. A. McNab & Co. being their agents here. The boys will no doubt be glad to go to a cup of hot "Oxo" on the voyage across.

PROSPERO SAILS.—The Prospero sailed to-day for northern ports, taking a large freight and as saloon passengers: Miss Gaden, H. Dwyer, Mrs. Wm. and Miss Butler, Miss Beckett, M. F. Sullivan, Const. March, H. Sofia, Mrs. and Miss Scott, Rev. Canon White, M. Tobin, Mr. Wornell and 33 second class.

LEARNED IN THE FIELD.

In Tonkin (French Indo-China) his opportunity came. He was sent into the field and he returned victorious every time. After this he won distinction in Formosa, in Madagascar, in Dohomey, and then in Timbuctoo, whither he led the remains of the broken column of Col. Bonnier after he had put new spirit into the men. Thus by seizing every chance of foreign service he learned his profession in the field. Now, in the middle of 'nineties he returned to France and went steadily upwards, working hard all the time until he was in 1911, asked to take command. He maintains that the warlike genius of the French is as strong as ever. He will not admit that the increase of luxury resulting from the greater complication of life, growth of huge cities has weakened the dash and vigor of French troops. During the three years that he has been in supreme command of the army the latter has had time to take his measure, with the result that it has accorded to him its unbounded confidence and believes in him as a leader who can be trusted to lead it to victory. He is liked and respected by the officers, and above all by the rank and file, the soldiers describing him as the finest of chiefs de garde (watch dogs), calm, but always ready to bite. He in turn has had during these three years of command in time of peace the opportunity of forming a correct estimate of the officers and men upon whom he now has to depend for his carefully matured plans against the enemy, and if they are enthusiastic about him, he is equally enthusiastic about them.

THE LONDON DIRECTORY.
(Published Annually)
enables traders throughout the World to communicate direct with English MANUFACTURERS & DEALERS in each class of goods. Besides being a complete commercial guide to London and its suburbs the Directory contains lists of
EXPORT MERCHANTS with the goods they ship, and the Colonial and Foreign Markets they supply;
STEAMSHIP LINES arranged under the Ports to which they sail, and indicating the approximate sailings;
PROVINCIAL TRADE NOTICES of leading Manufacturers, Merchants, etc., in the principal provincial towns and industrial centres of the United Kingdom.
A copy of the current edition will be forwarded free of charge, on receipt of Postal Order for \$5.
Dealers seeking Agencies can advertise their Trade Cards for \$5 or large advertisements from \$10.
THE LONDON DIRECTORY CO., LTD.
25 Abchurch Lane, London, E.C. 4

Joffre Is Strictest of Disciplinarians, But is Very Popular.

If France had a Gen. Joffre in 1870 the Germans would not have won. This is the unanimous opinion of those who know the masterful personality of Gen. Joffre, the Commander-in-Chief of the French army. He is, like our own Lord Kitchener, an organizer of victory. He does not believe in flashes of genius. He knows that long and careful preparation is necessary. He has been at the head of the French army for three years. Never for a single waking hour in those three years has he forgotten the purpose for which he was appointed—to prepare for the struggle in which France is engaged to-day.

He is a stout man, heavily built, who, in times of peace, lives the ordinary life of a professional Parisian with his wife and daughters. Gen. Joffre is a restful man. His white brow, under close-cropped white hair, is tranquil. His blue eyes are calm and clear. Beneath a heavy white moustache his lips are firm; they show his teeth a little when he talks. He does not talk much. He has a vast capacity for silence.

"AS HARD AS NAILS."

That is Gen. Joffre at home. In the field as in his office at the Ministry of War he is another man, a man "as hard as nails." He gives orders and expects them to be carried out exactly. If they are not there is trouble. He may sympathize with the incompetent, but he cannot overlook failure. After the manoeuvres of last year he dismissed five generals. France, which had known little of this masterful Chief of the General Staff before, suddenly became aware that its armies were being re-organized by an exceptional man.

His career has been exceptional from the first. When war was declared in 1870 he had scarcely finished one year at the Polytechnique (which corresponds to our Kingston Royal Military Academy). At 18, therefore he was given his commission, and as an artillery subaltern took part in the defence of Paris during the siege. He attracted attention; he was employed in the reconstructing of the Paris fortifications which followed immediately upon the war. The forts at Enghien were of his designing, and one day Marshall MacMahon, after inspecting his work, put a hand upon his shoulder and said, "I congratulate you, Captain Joffre." Captain at 22? So well he had done that he was sent to Pontalier to assist with the defences. "This is all very well," he said, "but I don't want to make fortifications all my life. I want to command troops."

LEARNED IN THE FIELD.

In Tonkin (French Indo-China) his opportunity came. He was sent into the field and he returned victorious every time. After this he won distinction in Formosa, in Madagascar, in Dohomey, and then in Timbuctoo, whither he led the remains of the broken column of Col. Bonnier after he had put new spirit into the men. Thus by seizing every chance of foreign service he learned his profession in the field. Now, in the middle of 'nineties he returned to France and went steadily upwards, working hard all the time until he was in 1911, asked to take command. He maintains that the warlike genius of the French is as strong as ever. He will not admit that the increase of luxury resulting from the greater complication of life, growth of huge cities has weakened the dash and vigor of French troops. During the three years that he has been in supreme command of the army the latter has had time to take his measure, with the result that it has accorded to him its unbounded confidence and believes in him as a leader who can be trusted to lead it to victory. He is liked and respected by the officers, and above all by the rank and file, the soldiers describing him as the finest of chiefs de garde (watch dogs), calm, but always ready to bite. He in turn has had during these three years of command in time of peace the opportunity of forming a correct estimate of the officers and men upon whom he now has to depend for his carefully matured plans against the enemy, and if they are enthusiastic about him, he is equally enthusiastic about them.

Cape Report.

SPECIAL TO EVENING TELEGRAM.
CAPE RACE, To-day.
Wind N.W., strong, weather fine; an unknown barot, and several large schooners passed in and two large ocean liners came this a.m. Bar. 29.56; ther. 40.
WILL LOAD CODFISH.—The schr. Laura, Capt. Jensen, leaves here to-morrow for Little Bay Islands where she will load codfish from the Morro Export Co.

THERE WAS A TIME

when a man wore a heavy winter overcoat, or none at all.

But that idea has changed — men are beginning to realize that

Lightweight Overcoats

are the most serviceable and sensible Overcoats they can own.

Ours are correct in style, correct in price, in color and in value, too.

Chaplin,

THE STORE THAT PLEASES.

Saved from Fire & Selling at Special Low Prices,

LOT HORSE NAILS,

in bags of 50 lbs. Mixed sizes, Nos. 6, 7, 8, at

5 cents per lb.

NAILS



No. 45 STANLEY and other PLANES; also large assortment of TOOLS, LOCKS & HINGES of every description, and General Builders' Supplies.

BEDSTEADS slightly smoked. 100 doz. WOOD PIPES, AXES, GRINDSTONES; also a full line of New Goods.

All Mail Orders of Goods will be supplied in new stock unless otherwise ordered.

MARTIN HARDWARE CO., LTD.,

Front and Rear, next West of Old Store.

The Half Crown Library of History & Biography, Illustrated

Cloth Bound, 75c. each; by mail, 8c. extra.
The Life of Gordon by Demetrius C. Boulger.
The Life and Times of Savonarola by Professor Villari.
The Welsh People—Their Origin, History and Laws, Language, Literature and Characteristics by Sir John Rhys, M.A.
The Barbarian Invasions of Italy by Pasquale Villari.
Augustus—the Life and Times of the Founder of the Roman Empire, B.C. 63, A.D. 14, by E. S. Shuck-burg.
History of Ancient Civilization by Chas. Seignobos.
History of Medieval Civilization by Chas. Seignobos.
History of Contemporary Civilization by Chas. Seignobos.
History of Florence by Professor Villari.
The Dawn of the 19th Century in England by J. Ashton.
Thos. Carlyle, the Man and His Books, by Wm. H. Wylie.
Rome and Pompeii by Gaston Boissier.
Chas. Bradlaugh—a Record of His Life and Work, by Hyattia Bradlaugh Bonner.
The Life and Times of Machiavelli by Professor Villari.
The Life of Richard Cobden by John Morley.
The Lives of Robert and Mary Moffat by John Smith Moffat.
The Life and Times of John Bright by Wm. Robertson.
The Life of Holyoake—Sixty Years of an Agitator's Life, by Geo. J. Holyoake.
Sir Walter Raleigh by Martin A. S. Hume.
History of Co-operation by Geo. J. Holyoake.

GARLAND'S BOOKSTORES,

177 and 353 WATER STREET, ST. JOHN'S

Alliance Assurance Co., Ltd.

The Right Hon. Lord Rothschild, G.C.V.O., Chairman.
Robert Lewis, General Manager.

Total Assets Exceed \$120,000,000.

Fire Insurance of Every Description Effected.
LEONARD ASH, CARBONEAR, Sub-Agent for Carbonear District.

BAINE JOHNSTON & Co.,

Agents for Newfoundland.

Telegram Ads. Bring Results

T

featu
white
white
region
ever,
SU
The b
and d

Div

The rhythmic
paddle was sendi
ing steadily up
seated in the bow
strokes. Beyond
river, tall trees
Here and there fr
trees on opposite
ful canopies of
stream. The after
through the thick
leaves, shone like
burnished platinum.
"Tired?" inquir
been paddling pre
ly three hours—
rent, too."

"It's the bullies
turned. "The cur
passionately, adds
getting hungry?
this bend right a
to see the rustic l
telling you about
dine."

"I'm as anxious
that you've disco
joy its fare."
"You'll not be d
either particular
her. "And the re
Plack Inn will h
moon ought to b
after eight o'clock
"The moon!"
Marian enthusiast
you recite those
man's you were s
"Yes, what I
them," he agreed.

Close to the r
against the shou
rock, they found
green-shuttered li
motorists loved t
and whither an co
oist from the do
way up-stream, to
current after a
rest.

IN TIMES
cannot do witho
than you can in
at such a time it
economize as muc

in order to keep

we intend to make
coats, until furthe
smallest possible
must be strictly o
tigate and get ou
our work needs
SPURRELL BROS
next door to Park

50 Sic

By s

25

PL

Lomb

55c

50 br

AR

T. J.