

"V. C." For Me.

Say! What about this new Smoking Mixture they're just putting up, is it as good as the fellows say it is?

Why, sure—it's better, lots better. It tastes good, smokes good, smells good, looks good, and is good, and it's all ready to use without the fag of cutting it up. You can fill your pipe or roll your own cigarette in half-a-jiffy with no fuss. Try a pipeful of mine—I use it all the time, and I bet you'll be using it yourself as soon as you've tried it. It's real fine.

Ask your dealer for "V. C." next time!

Imperial Tobacco Co.
(Newfoundland) Ltd.

THE THOUGHTS OF THEOBALD.

PHYSICAL FORCE AND MORAL STATION.

The world-war, at present raging and the Prohibition war of our own island have something in common. In both cases we are using force—in one case physical force, and in the other law force. In both cases we are using force instead of moral suasion. And those who are assisting and helping the Motherland in her war against Germany (and few are not) cannot conscientiously take the attitude that law force should not be used in the case of the war against liquor. If we hear from the pulpit that nothing but physical force can conquer German militarism, that in a case like this moral suasion is of no service; then we must hear also that the great menace of drink must be fought in like manner.

If physical force were rooting out the evil of broken pledges and torn "scraps of paper," in order that a freedom may be born in the world and a lasting peace may come. And by law force we are cleaning out an evil of the physical appetite in order that good may come to us and to future generations. If one supports the war, then he must support Prohibition if he believes that a country or a man is better without liquor.

Does England suffer because she thinks that after this great war there will be other wars to face perhaps? And are we to be frightened because we think that after Prohibition passes some smuggling will be tried?

In war the sacrifice is human life; in Prohibition the sacrifice is a carnal appetite.

If it is a small sacrifice to give up liquor, vote for Prohibition for the sake of the other fellow.

If it is a big sacrifice to give up liquor, vote for Prohibition for your own sake.

ARCHBISHOP IRELAND.

The Roman Catholic Archbishop Ireland has given his opinion of the liquor traffic in the following words:—"We have seen there is no hope for improving in any way or forming the liquor traffic; there is nothing now to be done but to wipe it out completely. The State alone can save us. To be satisfied with moral suasion while an army of lawless liquor sellers are day and night defending and producing intemperance, is simply trying to heal wounded men on the battlefield, while from safe entrenchments a persistent enemy darkens the sky with shot and shell, strewing the ground with fresh victims."

We Stand Behind Our Advertising.

We advertise what we sell and we sell what we advertise. In other words, we practice what we preach. "The best quality for the price" is our rule.

Take for instance "HOME-STEAD" TEA, which is always of the same unvarying fine quality, a tea which fills every requirement of the most exacting connoisseur.

NO CHANGE IN PRICE,

50c. lb.

"There's a smile in every cup of Homestead."

PURE IRISH BUTTER

in 28 lb. boxes; fresh stock just received.

Flour is Cheaper!

ROSES, VERBENA, HARVEST QUEEN, LAKEWOOD.

Fresh supply just received of above well known brands.

MOIR'S CONFECTIONERY—
all sizes; 5c. to 5 lb.

LOWNEY'S CONFECTIONERY
3/4 lb. to 1 lb. boxes.

BOSTON CONFECTIONERY CO.
—Many varieties in 10c. boxes.

PURE, THICK, RICH CREAM.
"Gold Reef" Brand; 8 oz. & 17 oz. tins.

C. P. EAGAN,
DUCKWORTH STREET & QUEEN'S ROAD.

from Argentina, where the supply is in the hands of a half a dozen firms called sometimes the "United States Meat Trust." This trust saw an opportunity in the war to take a "bit" and when England attempted to make contracts she found that prices had been boosted sky high. But then came the counter-stroke. England requisitioned all the steamers that brought meat from Argentina and the American meat kings were left to eat their meat themselves, to store it or sell it to their own people. The ships were sent to Australia, where the Government had taken control of all the beef and mutton produced in the country and this was consequently obtained at cost price, and England was not only able to supply her own army and the French army, but was able to feed her civil population. Mr. Runciman also stated that during the next twelve months he expects the value of two hundred and fifty million dollars would be bought, sold and distributed by the Board of Trade. It was certainly a daring stroke and the British Government turned the tables effectively on the meat packers of Argentina.

If England needed fish as much as she needed meat it would have been our duty to take control of all codfish caught in Newfoundland and pass it over at a fair price. Of course it would mean that the merchant would lose his profit, for cost price would be the price paid the fishermen, plus any direct charges. And maybe we have not altogether been patriotic in forcing other countries, and our Allies, to pay such a tall price for fish as they evidently will have to.

TEMPERANCE.

Losses Through Drinking.
Loss of money follows drinking;
Loss of time brings bitter thinking;
Loss of business follows these;
Loss of strength and loss of ease;
Loss of health, respect and love;
Loss of hope of heaven above;
Loss of friends who are admired;
Loss of mind by frenzy fired;
Loss of usefulness, alas;
Loss of life's goal for the glass!
Less of life and loss of soul,
Crown his loss will be the bowl.

—National Advocate.

OUR POSITION.

To continue our thoughts about Newfoundland's position at the present time, we need a new government and new men. To a great extent we need new political morals. No more do we want plumbers, lawyers or men of any trade or profession who will become abnormally partisan and morally conscientious by the government patronage which flows into their pockets. No longer do we want men who stultify their interest in the Colony's financial position by accepting large railway arbitration fees.

I know it is a big task to find such men, and unfortunately our political moralists (3) have spoiled a large number of the electors, and made them, to some extent, blind to the advantages of good and honest men in the House of Assembly. What is needed is an education along these lines, and first of all is needed even the elementary education of three R's. And after this elementary education I think that the subject of **Morals** ought to be the main study. Better than being able to talk in twenty languages, or know all the books of Euclid, is it to be grounded in ordinary, common, garden honesty. Better than all the books of the world's history is it to be incapable of a Lie. A professor of Morals is the most necessary chair in our colleges and schools to-day.

PROGRESS.

I believe Prohibition to be a direct advance towards a more enlightened electorate. Russia's wonderful story of savings since vodka was banished is guarantee enough for that. St. John's, especially, will find its work better done and the labourer will be a more skilful workman. The more little comforts of home the labourer is able to gather round him, the more will he appreciate them, and the more will he appreciate his home. The more education he is able to give his children, the more will he be adding to the number of papers and books that he has when we consider a case like this. For mere political ends we are forced to pay this large sum to a firm who received more for this hog land, almost, than all they paid for the whole of Bremner's estate. In the face of all this I don't know how the Premier can deny the people of Trinity some of the Spur Line if they want it.

MORE SOCIALISM.

Mr. Runciman, President of the British Board of Trade, tells an interesting tale of how England beat the Meat Trust. She gets a lot of meat

A couple of friends lately have been speaking to me about Patriotic Funds and our own Patriotic Fund in particular. They think, and reasonably too, that our own fund is in great danger of being lost sight of, although amidst the many funds that have sprung up during this year. These other funds, however commendable they are, are taking our efforts away from our first Patriotic Fund and it has been practically at a standstill for nearly a year. This fund is to provide for our own boys who are wounded and their dependents if they are killed, and no one can say that the sum already subscribed is at all adequate for this purpose, evident as it is that the Regiment is in active service. We have given to outside funds with great liberality, the number of funds has multiplied to a confusing degree, and I think that it is time now for us to attend to our own fund and not have it said in the future that we could not provide for our soldiers when they returned wounded, or could not educate their children, or could not support the ones they left behind. We must be just before we are generous, and the financial position of the Colony is such that we should make every effort to keep further out of debt and not incur any more obligations. A large private subscription to the Patriotic Fund will save drawing from the Colony's finances when the big need will come, as it seems it must some day.

WILL LOAD FISH.—The French vessels, which came here with salt cargoes from Cadiz, are all chartered to load fish for foreign market, after unloading their present cargoes.

THE NICKEL—Home of the Best There is in Photo Plays.

"The Millionaire's Hundred Dollar Bill."

A powerful two-part Vitagraph social drama. Helen's self-denial disabuses Brewster's mind of universal selfishness. Leah Baird and Leo Delaney are featured.

"MR. JARR BRINGS HOME A TURKEY"—A great Vitagraph comedy.

Ninth Installment of "THE TREY O' HEARTS."

See CLEO MADISON and GEORGE LARKIN in this intensely thrilling release.

NEXT BIG SERIAL—"THE EXPLOITS OF ELAINE"—Featuring PEARL WHITE and ARNOLD DALY.

SEND THE CHILDREN TO THE BIG BUMPER MATINEE SATURDAY. CHARLIE CHAPLIN and THE PATHE WAR WEEKLY will be shown every week at THE NICKEL.

PENNSYLVANIA Oilproof VACUUM CUP TIRES

The following sizes in stock:—

26 x 2 1/2	28 x 3
30 x 3	30 x 3 1/2
31 x 4	32 x 3 1/2
32 x 4	33 x 4
820 x 120	820 x 135
875 x 105	880 x 120

Also PURE GUM RED INNER TUBES.

Bishop, Sons & Co., Ltd.,

Hardware.

Do You need a New Overcoat?

If so, you need one that is at once smart, serviceable and reasonable in price.

¶ We can show you Overcoats that will fill the bill perfectly, of fine Chin-chillas and Friezes in Navy, Grey, and Brown, and in several new models. These Overcoats, which can be had in all sizes, are sure to please the most particular dresser.

¶ For Youths and Boys we have also a very fine stock of Overcoats in the above colors and materials, in several different styles and in all sizes.

U. S. Picture and Portrait Co.

The Late Private Samuel T. Lodge

AN APPRECIATION.

When the news was flashed over the cables on Monday afternoon that Pte. Samuel T. Lodge of the Newfoundland Regiment had died of wounds while on active service at the Dardanelles on October 1st, great sorrow was manifested on Bell Island. "Sam," as he was familiarly known to his many friends here, was a general favourite. He hailed from Catalina, but for the three years prior to his enlisting he was a citizen of our town. During that time he occupied the position of book-keeper of the D. I. & S. Co. warehouse until the closing down of the mines, when he accepted the management of the Bell Island Co-operative Co., which he held up to the time of his enlisting. As a member of the Dominion staff he was greatly respected by that concern, and was always prominent in social and public circles, doing his share in the interest of his adopted town. During the week flags were at half-mast on several of the public buildings, as the island's silent tribute to the deceased, who died doing his share in the interest of Freedom, Justice and Humanity; who did not doubt as a hero but surely as a gentleman. Pte. Lodge is the first of the Bell Island contingent to the Newfoundland Regiment who has paid the toll demanded of so many in the War. He was one of the first to enlist here and sailed with the first contingent last October. Now that he has gone, and ought but his memory remains—a memory we feel sure that will always be respected, our minds revert back to that beautiful September morn a little over a year ago when the Bell Island contingent left for St. John's to enlist. In that parade that morning from the C. C. C. Armoury to the beach there were nearly thirty lads, and Lodge was one of them. Bell Island gave them a farewell as never was seen here before; and now in the death of Pte. Lodge the first break has occurred in that little squad. The writer joins with the citizens of Bell Island in expressing their sorrow at the loss of one whom all looked forward to having amongst us again, and at the same time offer this appreciation to the memory of him who as a citizen of our town and one of "Our Boys" always did his duty—a duty which has culminated in the sacrifice of a career full of such a future. His body lies in a far-off land, in the eastern hemisphere on the shores of the Peninsula of Gallipoli, but his memory remains fresh amongst many friends in Newfoundland, but no where more so than amongst the citizens of Bell Island.

J. G. Bell Island, C.B., Oct. 20th, 1915.

Exposure to strong summer sun is bad for ladies' delicate complexion. Use daily Dyleta Toilet Cream. 50c. per bottle. Send 5c. for sample from Davis & Lawrence Co., Montreal.

Our Volunteers.

Recruiting continues to increase. The total number of enrolments is 2447. The latest additions are as follows:—

Ernest B. Cheeseman, Port au Bras, Burin.
Geo. Johnson, Trouty, T. B.
Abram Verge, Winterton, T. B.
Jas. Hall, Portugal Cove.
Robt. Mercer, Blaketown, T. B.
Andrew Nash, Branch, St. Mary's Bay.
Wm. Frampton, St. John's.
Leo M. Shortall, St. John's.

1915 Labrador Fishing Fleet.

Eight hundred and eighty-three including 92 freighters and 791 floaters, with a tonnage of 33,492 tons prosecuted the Labrador fishery this season, according to latest figures compiled by the Board of Trade, made up as follows:—

Wesleyville, 132 vessels; Greenspond, 186; Twillingate, 106; Trinity, 32 and other ports from 1 to 40. The vessels carried crews to the number of 6201 and as passengers 3665 men and 1077 women. During the season about a dozen schooners were lost but their crews were saved.

YOUR OWN TOWN.

I sing in the gloaming a dirge that is weird, while sparrows are combing the chaff from my beard. The theme of my ditty is timbora and snide—I'm roasting the city where I abide. Because I would slumber while others saved wood, I am a back number, I haven't made good. An object of pity, I stand by the pump, and swear that the city has gone to the dump. "It's dead and decaying, a man has no show," I always am saying, as sadly I go, to scout for a handout from some kitchen wench; for I am fanned-out, I'm back on the bench. But here in this city, which sees my distress, the chaps who are gritty have made a success. They say it's a daisy, a town full of vim, but men who are lazy can't get in the swim. Life's trodden me under until I am lame, and sometimes I wonder if I am to blame. If follows less witty, less gifted than I, can thrive in this city, and fatten on pie, then why am I busted and down at the heel, and asking disgusted hired girls for a meat? The answer has terror and awe in my sight—that I am the error; the town is all right!

More Steamers May Go.

As previously mentioned in the Telegram, the sealing fleet is likely to lose some of its steel clad members in the near future. Probably two of the "Ventures" will be purchased by the Russian authorities, who, as we intimated some time ago, have an option on both steamers and negotiations are expected to be finalized shortly. Negotiations for others of the powerful class of sealers are also reported to be going on.

Itch! Itch! Itch!

Instant relief from that Itch. A few drops of a simple, soothing liquid and the itch is gone as if by magic—gone that endless, gnawing, nerve racking Itch. Can you imagine it—all agony swept away in a moment.

This relief is yours from the first few drops of the simple, external wash, the **D. D. D. Prescription for Eczema**—that marvellous new discovery for skin diseases which has aroused universal praise. Skin ailment whatever, get a bottle of D. D. D. Prescription to-day. Sold Everywhere.

From Pt. F.G. Pelley.

Mrs. Pelley, of Hamilton Avenue, has received word from her son Fred, of the 1st Nfld. Regiment, stating that he is in Carrick, Red Cross Hospital, Ayr, Scotland, suffering from bronchitis. At the time of writing he was up for two hours for the first time since entering. We wish him a speedy recovery and safe return. R. A.

ONE ARREST.—Matters were quiet in police circles last night and only one arrest was made.

T. J. EDENS.

Partridge Berries!

By Rail to-day:

5 brls. Partridge Berries.
5 cases Country Eggs.

25 cases Campbell's Soups, 12c. tin.
Jams, assorted; tumbler, \$1.40 doz.; 13c. ea.
Marmalade, tumbler, \$1.20 doz.; 11c. ea.
10 bunches Ripe Bananas.
10 cases Porto Rica Oranges.
20 kegs Almeria Grapes.

100 sacks
P. E. I. BLACK OATS,
4 bushels, \$3.60 per sack.

BONNIE BELL BAKING POWDER, 1 lb. tin, 20c.

By s.s. Sealac:

10 boxes PURITY BUTTER,
2 lb. prints.
50 boxes CHEESE.

7 lbs. Rolled Oats 25c.
7 lbs. Can. Oatmeal 25c.
7 lbs. Hand Picked Beans . . . 49c.
7 lbs. Am. Gran. Sugar 45c.

N. Y. TURKEYS,
N. Y. CHICKEN,
N. Y. CORNED BEEF,
FRESH SAUSAGES.

T. J. EDENS,

Duckworth St. and
Military Road.

At the City Hall.

The Chairman, Messrs. Ayre, McNamara, Bradshaw, Mullaly, McGrath, Morris and Anderson were present at last night's meeting of the Civic Commission.

J. M. Kent applied on behalf of Dreyer's Estate for attention to what is claimed to be a loss, caused by the raising of the sidewalk on Duckworth Street. The matter was referred to the Solicitor, the Engineer and Road Inspector for report.

John Fenelon wrote claiming that under Section 39 of the Municipal Act, as he read it, the Board is responsible for the repairs to the pavement in front of H. Brownrigg's offices, Water Street. Deferred for further information and Solicitor's report.

E. Crane applied for permission to erect a house on the South Side, about 100 feet south of the main road. Plans with particulars as to water and sewerage will have to be furnished.

A. Snow and J. Carberry, Wardens of St. Michael's Mission Church, applied for street line to erect a fence on Mundy Pond Road. The Engineer will attend to the matter.

A letter was read from the Canada Patterson Co. on the matter of future tarvia work. Will be considered.

James J. Miller applied for a light on McNeil Street. This matter cannot be considered at present, as all allotments for this year have been made.

M. Malone and John Byrne employees of the Council, applied for a weekly pension as they are both laid off from work. An enquiry was ordered.

Plans for W. V. Drayton and G. E. Taylor were approved.

The Engineer reported progress of the work of pipe laying and extension of sewerage.

The Secretary was instructed to make arrangements for the Court of Revision to decide the appraisements.

The condition of the street line on Cornwall Avenue will be attended to as people propose to build in that locality.

After the passing of pay rolls and other routine business, the meeting adjourned at 10 o'clock.

Mapleton's Peanut Butter is made in England. When you buy it you will know its value. When the children get it on their bread they know its quality. Cheap nourishment these strenuous times. The proof of the pudding is the eating of it.

RED ROSE TEA "is good tea"