AMERICAN QUILTS.

One of the best values on the market to-day. We secured these before late advances in price and offer them at

60c. per lb.

Job White Lace Curtains.

Regular values $1.10, $1.20, $1.40, $1.60. We offer them at an all round clearing price of

75c. per pair.

American Scrims.

We are noted for the display in this line of goods. To-day we have the largest, daintiest and cheapest stock of Scrims in the market. They are yours at old prices of

12, 14, 16 to 35c. per yard.

Our Specials for This Week.

If you need any of the goods as advertised to-day you cannot do better than visit our Store, and judge for yourself that values are right.

BOYS' JERSEYS.

150 dozen. These are all wool, purchased before prices began to soar. We guarantee colors, which are Cardinal, Saxe, Navy, Brown; at old prices.

AMERICAN BRACES.

20 dozen President Braces at old prices, **35c. per pair.**

MARSHALL Bros.

AMERICAN SHEETS.

Hemstitched, ready for use,
60c. per lb.

Wash Ginghams.

30 bundles in checks and stripes,
10c. per yard.

American Collars.

20 doz. White Muslin. Regular prices 15, 18, 20 up to 40c. each. To-day's price,
15c. each.

Gent's Silk Neck Ties.

50 doz. Gent's Hook-on Ties. No band around the neck; no tying knots, just hook them on the stud. A regular time saver.
28c. each.

Criticising Competitors.

By RUTH CAMERON.

"You don't like her," I said, "I can tell that by your tone." The woman in question was from my own town. As a representative of a certain organization, she had gone to another town and there had come into contact with an old friend of mine. I expected them to be friends and was surprised when my question in regard to her elicited no enthusiasm. Hence my challenge. It was not denied.

He Began By Running Every One Down.

"No," admitted my friend, "I don't. expected to, but it was this way—the very first time we met she began by asking me if I knew certain people who were active in the work here, and by running them down. There was Mrs. Knowles, I don't particularly care for her, but she is good-hearted, and I didn't think it was up to a stranger to run her down. Well, Mrs. Mead couldn't say enough about what a bore she is, and then she said she thought Mrs. Martin was loud, and Mrs. Holyoke was old-fashioned and narrow-minded, and so forth and so on. Apparently, there wasn't any one she really approved of except herself."

Not an agreeable impression which people who are always criticising and running down others are apt to leave.

Every One Will Think You Are Self-Satisfied.

You may not really be self-satisfied, but if you are dissatisfied with every one else and say so, people are likely to draw that conclusion.

Above all things, it never pays to run down people who are in the same line of work as you, yourself.

A certain writer has just received a stinging rebuke from the critics because, whenever she is interviewed, she has some criticism to offer of some one of her fellow-craftsmen.

She May Not Be Jealous, But

Now she may be offering this criticism in the most impersonal way. She may fully value the good points of the authors whose defects she picks out. But only those who know her well enough to know that, will believe it. Jealousy is an almost universal human fault, and the public is quick to translate criticism of one's competitors into an expression of it.

How much good does it do you to run people down?

None at all.

And how much harm?

That you can never measure.

So, when you look at it reasonably, what's the use?

BE READY for the cold weather. Get in your supply of Fuel. GAS COKE is an excellent substitute for hard coal. We have COKE of best quality, made from Pennsylvania Coal, which we are selling at $8.50 per ton at the Gas Works, or $9.20 per ton sent home. Send in your order now. ST. JOHN'S GAS LIGHT COMPANY.

Everyday Etiquette.

"I found I couldn't attend Mrs. Brown's reception," remarked Ralph. "Is it necessary for me to call upon her?"

"Whether you attend the reception or not, you should call upon the hostess within two weeks after the date of the entertainment," was uncle's advice.

LAST CALL FOR

Plums!

We have received by express this morning 390 6-qt. baskets of splendid Fruit.
100 baskets Blue Plums.
150 baskets Greengage Plums.
100 baskets Golden Drop Plums
30 baskets Ripe Tomatoes.
10 baskets Crawford Peaches.
We do not expect any further shipments this season.

APPLES.

In stock, by Graciana and Florizel:
100 brls. Early Williams.
100 brls. No. 1 Gravenstein.
100 brls. Large 3's Gravenstein.
50 brls. assorted kinds.

Soper & Moore,

Retail and Wholesale.

WOODROW'S VIEWS.

To Woodrow's office I went faring; he talked a while of vital things. "The hang-downs Charley Hughes is wearing, must shock the thoughtful soul, by jings. Shall we have whiskers in high places? This is the question paramount; the voters call for shaven faces—all other themes are no account. There's no excuse for wearing clover like Fairbanks, Hughes, and other gents; the days of spinach long are over—a shave now costs but fifteen cents. My foes would fain obscure the issues by talking things that cut no ice, and think that wild and wooly tissues of sophistries should well suffice. They are accomplished verbal frinkers, and dodge around from theme to theme, but, friend, the crucial theme is whiskers—make note of that; it is no dream. Shall whiskers desecrate this dwelling, that mighty statesmen used to know? If once it starts, there is no telling how far the whiskers fad will go. My, friend, the issue's plain before us, and never to the rear it drops; let us, our bright flag waving o'er us, stand up for razors, mugs and strops."

AT THE CRESCENT.

Ham and Bud are on deck at the Crescent Picture Palace to-day in "Maybe Moonshine" a comedy depicting the boyhood days of Ham and Bud. "The Ruse" is a great three reel Broadway Star feature produced by the Vitagraph Company featuring Joseph Kilgour and Harry Morey. To-day's issue of the Selig Tribune, the world's greatest news film contains a lot of interesting and instructive items including the latest type of war planes. Mr. Sam Rose sings a new ballad: "I've Got the Blues for Home Sweet Home." Professor McCarthy presides at the piano playing the newest and best music.

Minard's Liniment Cures Diphtheria.

Congratulations on Distinctions.

MESSAGE FROM THE GOVERNOR.
23rd September, 1916.

Dear Sir,

I beg to enclose herewith copy of message sent by His Excellency the Governor to Captain Timewell, the publication of which will be of interest.

Yours truly,
J. R. BENNETT,
Colonial Secretary.

The Editor
Evening Telegram.

No. 189.
Code Telegram to Capt. Timewell.
(Sent 19th September, 1916.)

Please convey to Lieutenant-Colonel Franklin, Captain Butler and Private Dewling severally hearty congratulations from Colonel, Officers and all ranks of Newfoundland Regiment on distinctions gallantly won in battle.
GOVERNOR.

COX'S GELATINE. — Mark the brand. The housewife's choice and the old favorite that stands every test. For sale at all first-class grocers. Insist on getting Cox's.—june24,tf

Serge chamois is a new fabric which is excellent used with velvet.

T. J. Edens

Selected
TABLE BUTTER,
2 lb. Prints.
This is butter for particular people.

By S. S. Florizel.
200 6 qt. Baskets Plums.
400 6 qt. Baskets Green Gages.
50 Brls. Grav. Apples.
20 Half Brls. Pears.
40 Bunches Bananas.
20 Cases Cal. Oranges.

10 Cases
BAKEAPPLES in Tins.

50 Cases Tomatoes, 3 lb. Tins.
50 Cases Tomatoes, 2 lb. Tins.
100 Cases No. 1 Salmon.
50 Cases Campbell's Soups.
Prices's Night Lights.
Price's Carriage Candles.
McVittie & Price's Fcy. Biscuits.

BOVRIL and VIROL,

Full Stock just in.

Use
BULLDOG BRAND BEST 45c. TEA.
5 lbs. for $2.00.

Dates, 1 lb. Cartons, 11c.
Bonnie Belle Baking Powder, 20c. lb.
Root Beer Extract, $1.50 doz., 15c. bottle.
16 oz. Bottle Pickles, 13c.
West Coast Creamery, 1 lb. block, 30c.
Surprise Jellies, 10c. package.
10 lbs. Spanish Onions, 42c.
Maple Sugar, 25c. lb.

T. J. EDENS.

Duckworth Street and Military Road.

Hr. Grace Notes.

Royal Naval Reservist Samuel Crocker is here from Halifax on a few weeks visit to his family.

Congratulations to Reservist Laurence Hayden and his family on the honor conferred on him by the Royal Humane Society. Laurence is a fine specimen of manhood, and is a manly man withal. He spent a month with his friends here recently and left with the last draft of soldiers and sailors for the "other side." Congratulations again.

Mr. and Mrs. Leonard Ash, of Carbonear, were passengers on yesterday's express to the city. They will select the fall goods for their fast-growing business at Carbonear.

Our popular townsman Mr. G. H. Badcock, having secured a position in St. John's, will remove with his family there about the middle of October. We wish them all well but feel sorry to miss the family from Harbor Grace.

Mr. A. A. Parsons, Supt. of the Penitentiary at St. John's, who spent the last few days in town, left on this morning's train for home.

Wild berries are exceptionally plentiful this year, and a very large quantity are being gathered every day.

The schr. Minnie Maud arrived from Bryant's Cove last evening, after having taken on board a quantity of dry fish for her owner, Mr. E. Simmons.

Mr. and Mrs. H. H. Archibald returned from St. John's by Wednesday's train, having spent a couple of pleasant days visiting in the city.

Wednesday last was the last holiday in the summer arrangement, but owing to the day being so disagreeable some of the shop keepers are in favor of having a day in its stead next Wednesday.

At a special meeting of the Conception Bay British Society held on Thursday night, the handsome sum of $260 was donated by the members for patriotic purposes. The executive of the society will decide to what fund this amount will be given. We congratulate the members on the truly patriotic spirit that prompted them to help the Empire in this way.

The schr. Baden Powell, Capt. A. Parsons, of the South Side, arrived from the Labrador yesterday. This is the first schr. to arrive from the coast this season.

—COR.

Hr. Grace, Sept. 23, 1916.

Your Boys and Girls.

In selecting menus for young children macaroni and spaghetti should be more relied upon for variety than is usual. The error of using potatoes every day is one of the most common to be met with in the nursery. The starch of a properly cooked potato is usually easily digested, but too great reliance is usually placed upon its supplying a large share of the nutriment in a well balanced menu, whereas the fact of the potato being three parts water to one part of starch shows the fallacy of this conclusion.

They are useful for supplying salts in restricted dietaries: for instance, if vegetables and fruits are not obtainable, they may be depended upon to supply some of the salts necessary for a well balanced menu and at the same time provide starch and prevent concentration. The fact that the starch of potatoes is easily digested makes them a fit food for the young, and if not abused, that is, not relied upon for every day use, they are a valuable nursery food.

MINARD'S LINIMENT CURES GARGET IN COWS.

PERFECTION.

When you buy from us you get

Fine Gold,
Good Weight,
Bright Finish,

and every Ring is carefully examined before going out.
Out of town orders receive ever attention from

T. J. DULEY & Co.,

THE RELIABLE JEWELLERS, ST. JOHN'S.

Age Only Improves

STEWART'S Cake.

Some housewives demand **Lightness** in cakes.

Some demand **Fine Flavor** or **Appearance.**

Users of **Stewart's Cake** demand more—and they get it consistently, because its wholesome quality seldom varies.

Long after ordinary cake is dry and tasteless you can readily identify Stewart's Cake by its rare freshness of flavor and a texture still soft and moist.

Here again is the economy of **Stewart's Cake.**

It prevents waste by keeping fresh.

Buy your next cake at **Stewart's** and let your folks decide without prejudice.

The bright porous texture will win them—the well aerated crumb, the thin tender crust.

Its amazing lightness brings no regrets.

100 Baskets

DAMSONS

AND

Greengages

Due by Express To-Night.

Arrived By S. S. "Florizel,"

Pears,
Crab Apples,
Gravenstein Apples,
California Oranges,
New York Corned Beef.

C. P. EAGAN,

DUCKWORTH STREET & QUEEN'S ROAD.

AMERICAN FISH CARRIER HERE.—The United States schooner Alkona, Capt. Howard, arrived in this port on Saturday evening from Gloucester in ballast. The Alkona will load codfish in a couple of outharbours for an American port, as will also the J. J. Flaherty, which came here last week from Gloucester. Capt. P. Howard, of the Pilot Service, brought the Alkona here and made the run in seven days.

Turkeys, Ducks and Chicken at ELLIS'.

City Sto

In the Throes of
Heaviest and
For Many Ye
the Scene of M
Felt for Ship

With the ushering in of the a season was witnessed last nig of the fiercest hurricanes ever e enced in the history of the co To-day the streets of the city a burbs show everywhere eviden the storm. Buildings of all kin dimensions suffered injury, esp in isolated sections of the cit along the country roads where graph poles and fences were down, trees uprooted and des barns and outhouses damaged a er property more or less de The damage wrought was ex and costly on land and sea. Th was accompanied by vivid fla lightning. Strange to say, h no thunder was heard. Short last midnight the lightning b play havoc with the live wires the city and ere long the electr and power was put out of com Early yesterday afternoon th freshened towards the southea towards evening steadily in accompanied by torrential s About ten o'clock the wind bl hurricane force and then g subsided and veered around southwest. Between two an o'clock the wind blew hard harder and when the latter h reached the gale raged in all tensity, blowing at the velocity miles an hour. Everything t shiver as if from the effects of ature earthquake. Windows blown out of thousands of res churches and public buildin many people were up all n would be difficult to enumerate places that suffered damage, e give a summary of what w learned thus far. One house Street was completely capsiz the occupants had a narrow the Parade Rink was badly d ed, the roof being blown off sides smashed in; the face b the clock in Gower Street Chu some slates swept off the chimney carried away, slates off the roof and windows sm at the Methodist College Hall Chapel of Our Lady of Good Cathedral Square, the entire blown off; the roof of St. A Presbyterian Church badly d the large stained glass windo south side of Cochrane St. M Church broken in; the windo towers and other parts of the thedral smashed; part of th of St. Joseph's Presbytery, Sh was shifted; the tower of the Montreal building was twist dials in the large clock in th House carried away; numero poles blown down; many st molished and one of the wo of wreckage is at the Furne pier, where the roof of one of sheds is completely blow storm was also severely felt waterfront. Two of the lar gangways at A. Harvey & Co ises were swept overboard; vessels broke from their moo account of the heavy und drifted around the harbor, an suffered damage by pounding

Returning Soldi Given Royal Welc

SATISFACTORY ARRANG MADE PENDING SCHEME.

A tribute to th of our regimen glorious 1st of seen in the nu enthusiasm of of citizens that assembled day afternoon to welcome returning soldiers that arri express. Several of them wounds on that memorable have since been discharge were wounded at Gallipoli enjoying a few months' They were under command Charles Strong. After the had drawn up amid cheers, ans were received by a gu our and welcomed by t Premier, Hon. J. R. Bennet half of the country and t tion Committee.

A number of automobiles them through the city, gay ing in their honour, to G House, where His Excelle ed them warmly and entert regally.

Mr. Bennett in his addre Station took the opportuni an important pronounce the subject of the treatm turned soldiers, a matter t tention has been so much late. He assured the me the Government and the large had their welfare heart, and that steps had to assure them every pro ment and the recognition vices deserved. Some of t tions that had been made were deserved, others ex none of the matters com were due to indifference ness, and their causes we hoped, removed. On Frida a meeting of the Reserve Finance Committees certa ary arrangements had which would meet all need Government pension sch be settled and put into Members of the Regiment receive their discharge