

## Capt. Butler Writes.

**"A LITTLE MEDAL."**  
Mrs. John J. Butler, of Topsail, recently received a letter from her son, Captain Bertram Butler, who, we need hardly remind our readers, has been awarded the Military Cross. He enclosed the following letter from General Hunter Weston, of which he is justly proud:—

Headquarters, VIII Corps, B.E.F.,  
22nd August, 1916.

To Capt. B. Butler,  
1st Battalion Nidd. Regiment.  
I heartily congratulate you on the honour done you by His Majesty the King in awarding you the Military Cross for your gallant action on the night of 26th-27th June, 1916.

ATLANTIC HUNTER WESTON,  
Lieutenant-General,  
Commanding VIII Corps.

In his letter, Capt. Butler says: "We have been out of the trenches for a week now, but we shall be going back again in a few days time. I am getting quite used to it now, and am getting an expert at dodging bullets and shells. So far I have kept out of their way generally, and I hope to be able to stick it out right through."

When I go to London I shall be sending you home a little medal to keep me in remembrance. It ought to be worth more than a football medal, so I want you to keep it yourself until I shall need it, which I hope will be very soon. It was a little warm the night I won it, but thank God, I came through all right, though some of the boys did not. I'll tell you all about it after the war.

There were lots of these medals won by our boys on July 1st which nobody will ever hear of, and which will never be awarded; but war is an awful game—some have the luck to be noticed and others haven't."

## Personal.

Rev. Dr. Penwick, Mrs. Fenwick and Miss Alice Fenwick left by last evening's express en route to Toronto. Mr. Hutchings, K.C., went out for a few days shooting on last evening's express; also his daughter Miss Irene Hutchings, who goes to Toronto where she will attend college.

Dr. L. E. Keegan left on last evening's express for the West Coast. Misses Mews, Darby and Moore left by last evening's express for Sackville University.

Magistrate Fitzgerald returned yesterday to Grand Falls.

## Everyday Etiquette.

"What is the proper way for a married woman to sign her name to letters?"

"When signing a business letter and she wishes to indicate that she is a married woman she should sign (Mrs.) Mary K. Jones. When signing a social letter she should use her full name without the 'prefix,' replied helpful auante.

**EARLY SHIPMENTS.**—Fish shipments from points in the Belle Isle Straits are unusually early this season.

**SAGONA HEARD FROM.**—The Reid Newfoundland Co. received a message from Capt. Parsons of the Ss. Sagona, saying she reached Hopedale on the 18th and was then coming south. Almost all the fishery were leaving the coast and within a few weeks the fishery would be over.

## "We Are Here to Stay."

A Chat with the Manager of the Ice Cream Centre.

"So it is not true, Mr. Ryan, that you are closing this store at the end of the Ice Cream Season," I said, as I demolished a generous plateful of ice cream with chocolate fudge.

"Not only is it not true, but the very contrary is the case, replied Mr. Ryan. We expect to do a larger business during the fall and winter months than we did during the summer, even."

"How is that?" I asked. He noticed my lifted eyebrows.

"Well, just see—we are building up a nice trade in the delivery of ice cream to private houses. The chief residential section of the city is quite near, and orders for ice cream, ordinary and fancy ice cream—this latter by the way, somewhat of a specialty with us—can be filled promptly."

"But it is the hot drinks that we intend to specialize during the cold weather. We have imported an Automatic Water Heater, a most ingenious contrivance for heating water, and keeping it hot—and just at the right heat too, neither scalding nor lukewarm, but just on the dot of temperature, and by this means we can get a chocolate fully up to the mark in all other respects—flavor delicious, consistency proper—to give the maximum of satisfaction; and to procure Hot Coffee, Horlick's Malted Milk, Hot Beef Drinks, 'Hot Soda,' and so on. I believe these drinks—proper heat drinks—will strike our patrons pleasantly."

"You see, we already have a reputation to live up to. People expect to get at the Ice Cream Centre everything a little better than they can get elsewhere, and we must at all costs not disappoint them. We have been trying from the start to create this atmosphere of 'a little better,' and I do not think we have totally failed," he concluded, as I rose, having finished my ice, "at any rate the Ice Cream Centre is here to stay."

## Published by Authority

1ST NEWFOUNDLAND REGIMENT HEADQUARTERS.

St. John's, Sept. 18th, 1916.

Regimental Order.

By Colonel Sir W. E. Davidson, K.C. M.G., Officer Commanding.

1.—Military Honours—

Captain B. Butler has been awarded the Military Cross and Regt. No. 20, Private S. Dewling has been awarded the Military Medal.

2.—Promotions—

No. 729, Corporal R. Waterfield, to be Sergeant from July 12th, 1916.

No. 1272 Lance Corporal M. Grace, 708 Lance Corporal S. Foran, 423 Lance Corporal J. Field, 658 Lance Corporal J. Morrissey, (from 3/8/16), to be Corporals from July 12th, 1916.

No. 689 Private J. Morrissey, 809 Private J. Cox, 301 Private G. Geny, 1270 Private Martin Kent, 370 Private J. Long, to be Lance Corporals from July 12th, 1916.

J. J. O'GRADY,  
Captain and Adjutant.

Under the provisions of Chapter 133 of the Consolidated Statutes of Newfoundland (Second Series), entitled, "Of the Solemnization of Marriage," His Excellency the Governor has been pleased to issue Licenses to Solemnize Marriages, to Messrs. John A. Spencer, and Arthur Brett, representing the Methodist Church at Pilley's Island and Hamilton Inlet, Labrador, respectively.

## McMurdo's Store News

WEDNESDAY, Sept. 20th, 1916.

Two of the John H. Woodbury's Co's specialties are less known than they ought to be. The Soap, Toilet Powder and Toothpaste, have become among the most popular of soaps, cosmetics, and dentifrices respectively, and Woodbury's Ointment, and the latest addition to the list Woodbury's Shaving Stick, are in the same high class as those first named. Woodbury's Ointment is valuable as an external application in cases of eczema, barbers' itch, abscesses, ulcers, and similar troubles, and "you can feel it heal," and may be employed as an embrocation for sore muscles and tendons, rheumatism, lumbago, etc. The Shaving Stick is a modification of the same formula as that of the Facial Soap and has the same general virtues, and the specific one of making an excellent lather, rendering shaving a less irksome matter than with many Shaving Soaps. Price (Ointment) 60c. (Shaving Sticks) 40c.

Department of the Colonial Secretary, Sept. 19th, 1916.

## The Burial of the Air-Huns.

Many people in Canada will feel inclined to join in the protest that is being made in England against the action of the military authorities in according a military funeral and paying full honors to the Huns who met death when a Zeppelin was brought down while engaged in the un military and cowardly business of dropping bombs in the night on defenceless women and children in their homes.

These Huns were not soldiers fighting with soldiers. They were armed men carrying death to non-combatants and destruction to undefended homes. They were out to do sheer murder under conditions which they believed to be absolutely safe to themselves.

In what way did they deserve the respect that was expressed in the solemn ceremonial of a military funeral at the hands of the British people? For the honorable soldier in the enemy army who does his duty as he sees it, and meets his death in a gallant way, one hopes that there will ever be in the British people enough generosity to accord him the respect that a brave man deserves. But these raiders of the night who, high and as they think safe from danger to themselves, drop death at random, slaying they care not whom, old or young, man or woman, sleeping child, or favored hospital patient—are they to be recognized as honorable soldiers honorably doing their legitimate duty?

If so, why are not our own airmen engaged in the same respectable work of dropping death on enemy cities, towns, and villages while the women and children sleep? Why does all England insist that there shall not be reprisals in kind to the barbarous warfare carried on by the enemy? If the warfare is too barbarous to engage in it, why are our soldiers required to pay tributes of respect to the barbarians—altogether too few in

## The Hohenzollern Felon

London Chronicle.—When the Lusitania was sunk, her sinking, we may be sure, was not the unprompted and uncontrolled idea of the captain of the guilty submarine. When Louvain was smothered in blood and fire, the decision cannot have been merely that of the German officer in command of the spot. When Miss Cavell was executed, the German authorities in Belgium explained that only one person had power to give the contrary decision—the Emperor. Captain Fryatt's murder—obviously and solely an act of policy—comes home to the same felon. It may be said that in aiming so high, we risk prolonging the war and rendering the return to a satisfactory peace more difficult. But when the "scrap of paper" was torn up and Belgium was originally invaded, did not the resigning Emperor and his Government make it clear that any treaty which relied on their signatures would be worthless? Can we hope to get any satisfactory peace with William II. except an entirely one-sided one, in which we should have to look for every satisfaction that we required not to undertakings but to material guarantees? Might it not really accelerate a lasting peace, and enable it to be less invidious for the German nation than would otherwise be the case, if we explicitly took the ground that we were prepared to discuss terms with Germany, but not with the Hohenzollerns and their accomplices in crime?

## Household Notes.

Sifted coal ashes are excellent to mix into the soil of the flower garden. This makes the soil soft and loamy.

A good flavor can be added to the scalloped potatoes by adding a sweet green pepper, boiled and chopped fine.

Keep the peanut butter jar turned upside down when on the shelf. This will make the last bit as oily as the first.

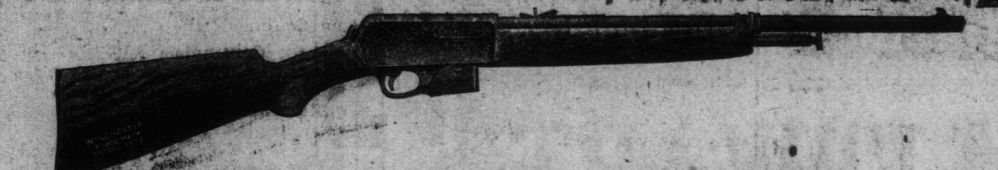
## Shooting Season Opens Sept. 20th.

Ask us for anything you need for a Shooting Trip or a Trapping Venture. We can fill your orders.



## FOR SMALL GAME HUNTERS.

We have many suggestions in Breech-loading Shot Guns, ranging in price from \$5.75, and Rifles from \$2.50 each; and a large stock of Ammunition loaded with Black Powder, Smokeless and Ballistite, and from No. 10 to BB Shot.



## FOR BIG GAME CHASERS.

The following will appeal: Powerful Rifles of different calibre, Repeating Remington and Winchester; Bear, Lynx, Fox & Otter Traps, etc.



## CAMP OUTFITTING.

Our reputation in this line is so well known that it is scarcely necessary to say we can fill any order down to the needs of the humblest woodsman and up to the requirements of the multi-millionaire.

**Ayre & Sons, Ltd.**

## Ladies' RAGLANS

Grey and Fawn, with Belt and Military Collar, for

**\$6.75.**

These are a New Lot just opened, and are

**Exceptional Value**

at the price.

**S. MILLEY**

## Quebec and France.

Without discussing the attitude towards the war of M. Bourassa, the Canadian Nationalist leader, to whom Captain Papineau, his nephew, now in France, has addressed a remarkable exhortation, it will remain a matter of surprise that the sufferings of France, if not the call of the Empire, should not have evoked a greater enthusiasm in the Quebec Province. For the French Canadian not only speaks French, but looks French, and is French largely in sentiment as well as in origin. His nursery rhymes are same which have been handed down

from generation to generation of French children, and his songs are often the old songs of Poitou and Picardy and Provence. And a song or even a refrain may be a monument as lasting as stone or bronze. With large numbers in French Canada the call of the blood has been irresistible, and the French have spoken with glowing appreciation of the help of those whom they regard almost as sons of la vieille France. That more have not gone is no doubt due in part to the narrowing effect of political prejudice, for which M. Bourassa is not alone responsible, and also, I believe, to sentiments which he may share, but which he did not inspire. French Canada is not only intensely devout, but the priest there exercises an in-

fluence comparable only to that of his kind in Ireland. France under the Third Republic has not always been able to avoid hurt to the feelings of her own Catholic people, and resentment has had its echoes on the banks of the St. Lawrence. I should not be surprised if there had been a sensible cooling of sympathy for France in Quebec since M. Combes and the Law of Associations.—Ex.

Stafford's Phorator Cough Cure is the best preparation for all kinds of Coughs, Colds, Bronchitis and various Lung Troubles. Price 25c. Postage 5c. extra.—jly22,t

## The Good Things Mother Used to Make Were Good—

But modern skill in cooking has produced many different dishes of surpassing flavor.

Same with old-fashioned corn flakes. They seemed good once, but modern appetites now find something far better in

## New Post Toasties

They are so different and superior to any old-style flakes that you will never know the acme of real corn goodness until you try New Post Toasties.

They cost no more—

## Tomorrow's Breakfast

Made in Canada—By Canadian Postum Cereal Co., Ltd., Windsor, Ont.

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