

ons
age.



Men
Know!



particular about their shoes, and consider their pocket book, we value at \$11, \$12, \$13 and \$14. In providing for our trade the can be offered at these prices. Made for us by a special maker, our specifications.

Splendid Shoes!

Blucher, medium or military lasts.

know—the men that wear our say about them.

st opened up a big assortment Girls' Footwear, together with

Footwear.

to fit every shoe style going. prompt attention.

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Shoes, 218 & 220 Water St.

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A Glance Through Items

mentioned here will convince you that the values are unbeatable, and under existing conditions cannot be replaced for very much higher prices.

CALL AND SEE THEM.

BOOT and SHOE BARGAINS.

50 prs. Women's Buttoned Kid Boots, \$3.20 per pair.

70 pairs Women's Leatherette House Shoes, all sizes, 3-8, \$1.35 pair.

40 pairs Men's House Shoes, \$1.10 pair.

Remnants.

POUND BLANKETS,

\$1.25 Pound.

BED SPREADS,

95c. and \$1.30 Pound.

FLOOR CANVAS.

2 yards wide, \$1.95 yard.

40 different patterns to choose from.

1 yard wide, \$1.00 yard.

1,000

CONGOLEUM MATS,

18 x 36, only 33c. each.

MEN'S WIDE END TIES,

only 56c. each.

Good value for 75c., in medium and dark colours, mostly stripes; extra wide, up-to-date in every respect.

SEE THEM NOW.

MEN'S WORK SHIRTS,

\$1.65 to \$3.40 each.

In every wanted fabric and pattern; full cut, double stitched throughout, excellent make.

SEE THEM IN OUR NEW MEN'S STORE.

Remnants.

Coloured Scrims, 29 & 40c.

yard; 8 to 10 yd. lengths.

3,000 yards Striped Flannel-ettes, 37c. yard; 10 to 20

yard lengths.

600 Yards VIYELLA.

Cream 85c. yard

Striped \$1.10 yard

In dainty, most useful patterns and shades.

75 dozen

WOMEN'S FLEECE LINED

VESTS and Pants,

only 85c. garment while this lot

lasts.

Bishop, Sons & Co., Ltd.,

Phone 484.

P. O. Box 920.

MAIL ORDERS RECEIVE CAREFUL CONSIDERATION.

A REAL CURE FOR STRIKES.

Very Thoughtful and Fabulous Person is Today Searching for the Solution of the Problem of Unrest. All Such Will do Well to Read the Following Article With Care and Understanding, for it May Well be that our Contributor Has Found a Path Leading Out of the Wood of Worry to the Open Sunshine of Mutual Trust.

Publicity and Propaganda are the agents by means of which much of the industrial unrest can be quietened, if not altogether removed. What is the present situation? Strikes follow strikes. Precarious conditions are entered into. They are promptly torpedoed. More strikes ensue. And so on. Meantime, industry is dislocated, trade is lost, the national prosperity is undermined. We become poorer, relatively, actually and prospectively. This is all wrong. It is a wrong-headed and roundabout method of keeping the industrial peace, and its fruits are failure and unemployment.

Bridging the Gap. A policy of enlightenment furnishes the best hope of calming the passions that rage in the industrial world—a policy of publicity and propaganda conducted in the interests of the national industry. Not a Government department, if you please. We have an "excellent sufficiency" of state bodies nowadays, and no sane man wants to add to the vast and costly bureaucracy which, in reality, governs the British Empire.

Publicity and propaganda should be left to the great corporations of industry, to the large business houses, and that both measures have become mutually necessary adjuncts of prosperity will be shown. In the larger industrial concerns a serious gap exists between the worker and the employer or the director, as the case may be. The worker scarcely knows for what sort of a man he is working, what the business policy of the house may be, where the principal markets of his particular contribution are found, or what are the fluctuations and the risks of trade.

Route His Interest. He is, as it were, an ant among a mass of ants doing a particular form of routine work. He feels the completed product for which he is a contributor. He is, to use another simile, a piece of unfeeling and unfeeling mechanism in a great, dumb machine. In daily practice the worker goes from his home, which is rarely in a rural environment, to a large workshop, where he does something for somebody, for somewhere.

Surely the results can be easily guessed. The worker is little interested in this unsatisfactory state of affairs. His stock of sympathy, enthusiasm, and loyalty quickly evaporates, and where it is not succeeded by irritation and unrest, it is followed by a deadening indifference and inertia.

And in this psychological state he is easily persuaded to "run off" at tangents, to resort to the strike. The excitement of the strike furnishes him with a stimulant and an interest in life. To some minds a strike is a tonic, although costly in the end.

The Cinematograph Would Help. Deploable? Undoubtedly! But very understandable, and very human.

The radically bad state of things disclosed can be profoundly altered by the employment of businesslike propaganda.

It will be necessary first of all to interest the workers in the business, engage their lively concern for its success, and establish friendly relationships all round.

To this end, manufacturers and the great captains of industry ought to set up departments—they need only be small if efficient—to present, interestingly, facts concerning the business to the workers. This is an important work, and needs to be done skilfully. Accuracy is necessary; otherwise the suspicion of unreliability will attach to the whole product.

The workers should be shown, by means of photographs, where their work goes. If abroad, then they will be interested to see it photographed. When any contract is successfully "pulled off," the workers should be immediately acquainted with all the facts that can be disclosed without giving secrets away to defeated rivals.

This Department of Publicity would have, therefore, as its first care, the re-interesting of workers in the products of their hands or their machines, and the instruction of all employees in the detail of the commercial battle in which they are participants.

Those who have had experience of Propaganda departments in the war can estimate the beneficial effects which would flow immediately after the adoption of this propagandist policy. As Mr. Boyd Cable relates, progressive firms found that it paid

A Kodak Album.

You keep taking pictures, but how do you keep the pictures you take? Pictures neatly mounted in a KODAK Album are safe against loss and injury and appropriately displayed, on the Album page, both in interest and effect. We have just received a big shipment of KODAK Albums. What you want is at

TOOTON'S,
The Kodak Store,
320 WATER STREET.

during the war to knock off work, shut down the factory for one or one and a half hours, and pay workers as well as lose the output, in order that a speaker could relate interesting things about the war in which the workers were interested as workers.

Don't Rely on Newspapers. Propaganda in peace can be as effectively employed as in war, in stimulating enthusiasm without which industry can only drag itself along wearily. Realist the intelligence of the worker, tell him the why and the wherefore, and half the battle is won.

Assuming the maintenance of a constant stream of information through the factory and workshop, a mental state favourable to the team-spirit will be always in existence, and it will be the means of preventing half the strikes which continually take place.

Supplement this effort by the dissemination of articles bearing upon the general labour situation, and more of the weapons of offence have been struck from the hands of the Bolshevik. Employers leave too much to newspapers. But there are all sorts of newspapers, and those which foment strikes are not likely to be scrupulous in the presentation of their "facts." Calls to passion should be countered by a recital of hard facts.

Finally, if all these devices fail, the method of prompt publicity should be employed. The employers should state their case to the public through the newspapers. They should give all the material facts at once, before the threatened strike is called. Public opinion is generally the deciding voice, and to the public all the information should be speedily conveyed.

The Hour is Grave. In none of these recommendations is the interest of labour affected adversely. The labourer is mostly worthy of his hire; all that is sought is the prevention of strikes owing to the stupid methods of secrecy practised by most of even the biggest firms to-day.

Britain's great fabric of trade is threatened. America threatens it. Japan threatens it. Neutrals, who have developed their own productive resources in the war threaten it. The hour is grave, and there must be an end to methods of secrecy—the methods of antiquity—if Great Britain is to maintain a place in the coming great rivalry for trade.

It is essential that strikes be eliminated, or be reduced to negligible dimensions.

The policy which manufacturers must follow, therefore, is to cultivate the friendly human interest of workers by displaying frankness and complete confidence on their part. Industry must be humanised, and the great employer must come down from Olympus to talk freely to his men. Employers and employed should meet frequently in common council.

Let the workers "know" all about it, and there will be a great and unparalleled peace throughout industry.

"Cures" for Rheumatism

Rheumatism is perhaps a disease which affects more people on this earth than any other complaint, and the writer agrees that a sample is ample! But the number of recommended "cures" embracing the common Glauber's salts and the costliest drugs, still seem to leave some sufferers to the annoying ache.

Of the "cures for rheumatism" there are some very curious ones on record, and one or two which have come under notice are perhaps interesting, though the writer (whose bones almost protrude through the skin on account of the dampness whilst O.H.M.S.) has not yet tried these "cures."

The "bee-sting cure" was once a common treatment in the Isle of Malta. It originated there when it was discovered that people, having been stung accidentally, were rendered immune from rheumatism, which had previously troubled them.

Then another quaint cure for "matics" has been known under the name of the "whale cure," which is said to have been tried in Australia. With what success it has not been ascertained; but at a certain seaside resort out there, a hotel once accommodated patients, who would wait till a whale was caught. Then the "cure" began. The whale was landed, holes dug in its body large enough to "admit" patients, and into these "rheumy" ones would get.

According to the severity of the complaint, so they would remain; but this "treatment" should at least make one forget rheumatism.

Colds Cause Headaches and Pains. Feverish Headaches and Body Pains caused from a cold are soon relieved by taking LAXATIVE BROMO QUININE Tablets. There is only one "Bromo Quinine." E. W. GROVE'S signature on the box. 30c.

JUST RECEIVED:

A shipment of Frost Wire Gates, standard size; Drive Gates, 8 and 10 feet wide; Walk Gates, 3½ and 4 feet wide; also Farm and Poultry Fencing. Also a shipment of Big George Metal Shingles, Valley Ridge Cap, etc., all galvanized. These Galvanized Shingles are stormproof and fireproof, and have been tested here for the past 13 years and are still as good as new. For prices and particulars apply to

H. R. COOK, Rockley Farm, Outer Cove Rd. Agent for the Frost Steel and Wire Co., Ltd., Hamilton, Ont. oct17,20,ead

Kippers, Kippers, Kippers—The Real Thing. Have you tried our delectable Kippers? If not, you have never tasted a real kipper, for their equal has never been sold on this side of the Atlantic. We have had twenty years' experience in the kipper trade in Scotland and ours is the real kipper—the most delicious and appetizing of all foods—try them, friend, for breakfast or tea. Only one dollar per dozen. Cash with order. Try a dozen. After that your family will see that you order more. A. FLETT & COMPANY, Herring Curers, Curling, Newfoundland. nov,14



"Wait, Mother! Don't Forget This"

Johnny has decided opinions on what he wants for dinner—especially for dessert. But mother is certain of one thing—he just loves Pure Gold Quick Puddings. And she always makes sure that there is a plentiful supply in the pantry.

There are a great many "Johnny"—and grown folks, too—whose favourite dessert is a Pure Gold Quick Pudding. They're so wholesome and tasty—and so easy to prepare.

Order a selection from your grocer. Tapioca, custard and chocolate.

Pure Gold Desserts QUICK PUDDINGS

Pure Gold Manufacturing Co., Ltd., Toronto

P. E. OUTERBRIDGE,

Sole Agent for Nfld. King's Road, corner of Gower Street, Telephone 567.

Gordon Company's Wines

We are expecting next week a shipment of the famous Gordon Wines which were so popular last year that we sold two carloads. The assortment comprises the following kinds and will be found very suitable for the coming Christmas trade:—

Grape Wine, Ginger Wine, Ginger Brandy, Red Cherry Wine, Black Cherry Wine, "Hotscotch," Port Wine.

Orders now being booked by the barrel or dozen, assorted or otherwise. This will be the only shipment of this line we will have in before Christmas.

P. E. OUTERBRIDGE,

King's Road, corner Gower Street.

TELEPHONE 567.

We have just received a very small shipment of De Reszke "Tenor" Cigarettes.

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Hides & Furs Wanted.

50,000 Muskrat Skins; also Silver, Cross, White & Red Fox, Marten, Mink, Bear, Weasel and Lynx Skins.

Highest Market Prices.

North American Scrap and Metal Co.

Phone 367. Office: Cliff's Cove. (Late G. C. Fearn & Son's premises.) nov3,ead,tf

MINARD'S LIMENT CURES GET IN COWS.

FOR SALE!

One House on Gear Street, immediate possession; one on Pleasant Street, freehold, immediate possession; one House on Springdale Street, good investment; one House on New Gower Street, one House on Alexander Street, freehold; one Double Tenement House on Gower Street, one House on Forest Road, House on Hamilton Avenue, one on Brazil Square, one in Hoylston, one on Water Street West. For further particulars apply to

J. R. JOHNSTON,

P. O. Box 1219. 30½ Prescott Street, Real Estate Agent.

I Did Not Ask For Advice,

said the lady. What I want is a barrel of

VERBENA FLOUR

the public Evening Telegram.