

Unusual Is Hardly the Word.

To express the Bargain Giving of the C. L. Merch Co's. Gigantic Sale. The money saving feature of this GREAT SALE IS FAR MORE THAN UNUSUAL. This Sale, in fact, is A PARING DOWN OF PRICES TO THE VERY CORE.

Values that heretofore have never been subjected to the price-cutting knife as well as a still further lowering of all lines covering every department and including every article—Every item in the store has undergone price trimming that produces the most remarkable bargains yet offered you and YOU CAN COME TO THIS SHOP ABSOLUTELY CERTAIN OF FINDING THE BEST BARGAINS IN ALL ST. JOHN'S.

MEN'S BARGAINS EXTRAORDINARY.

Men's very fine Goodyear Welt American Boot for only	\$2.40
Men's All wool Heather Half Hose	22c
Extra Grade Men's Fleece Lined	45c
Grey Army Heavy Work Shirt	63c
Men's Navy Blue Plain Knit Wool Jersey, for only	\$1.10
Men's good Worsted Pants, for only	\$1.05
Men's good value Tweed and Navy Serge Suits at Big Bargain Price of only	\$5.25
Grey Heavy Knit Men's Coat Sweater for	75c
A guaranteed \$7.00 Men's Mackintosh	\$4.75
A guaranteed \$5.00 Men's Mackintosh Rain Coat for	\$3.75

WOMEN'S Goods at Great Savings.

Extra Quality American White Lawn Blouses	78c
High Art American Superb Blouses, only	\$1.05
White Cotton Underskirts, embroidery trimmed, for only	80c
Ladies' Navy, Black and Tweed Dress Skirts, only	\$1.75
Ladies' Navy and Tweed Heavy Winter Coats, at only	\$2.95
Ladies' Fine Sweater Coats, in white, with grey border, only a limited number in stock which will be closed out for only	75c
Foundation Collars only, each	4c
Heavy Black Ribbed Ladies' Wool Hose	25c
Good Pillow Cases, size 4 x 33, only	16c
Brown Turkish Towels, red stripe, each	11c
Fine White Honeycomb Quilts, Knotted Fringe	\$1.10

REMEMBER—Everything in this Large Store at equally Big Savings. Come to-day if you can—but be sure to come when ready to buy.

BIG WEST END STORE.

C. L. MARCH, Co.,
Limited,
Corner Water and Sprindale Sts.

BIG WEST END STORE.

Pet Turtle, Gone 57 Years, Returns
After an absence of more than half a century and long mourned as dead, Sammy, a pet land turtle that long ago passed the century mark, returned to his home at the farm of John Allen, Chestnut Hill, Philadelphia, says the New York Herald, where the hard-shelled pet of Mr. Allen's father received a warm welcome. The turtle crawled warily to the doorstep of the Allen home, appearing glad to return after his fifty-seven year stroll. Mr. Allen discovered on the turtle's back the initials "J.A." with the date 1854, which were carved by Allen's father in that year.

The old residents remembered Sammy in their boyhood days, and had no difficulty in identifying him as the pet of the neighborhood more than half a century ago.

Beavers Put Out Lights
North Bay in Darkness Because Dams Block Water Power Supply.
North Bay, Ont., Sept. 29.—North Bay was in darkness last night, no electric current being available for illumination. The power for the local plant is generated on South River, twenty miles away, by the Nipissing Power Company, and low water is given as the reason for the failure of the power, caused, the company's officials state, by beaver dams in Algonquin Park, where the head waters and reserve storage of South River are located.

Missing Since Monday.
A message was received yesterday at the office of the Minister of Justice from Bonne Bay, saying that a young woman, Amanda Howell, of that place, had been missing since Monday last. A search party was sent out Wednesday and they traced her to a marsh two miles beyond Trout River.

T. J. EDENS.
BY S. S. ROSALIND,
200 bags P. E. I. BLACK OATS.
20 cases FRESH EGGS.
20 bxs Purity Butter, 2 lb. prints.
40 tubs Purity Butter 10-lb. each.
Chase & Sanborn's Seal
Coffee, 1-lb. tins.

T. J. EDENS.
By S. S. Florizel,
10 cases California Oranges.
10 bunches Bananas.
Cal. Table Plums.
20 baskets Grapes—Green & Blue.
Cauliflowers and Cucumbers.
Fresh Oysters—in shell.
100 bris. Apples—Kings and Gravensteins.

Head Badly Hurt.
A man named Noseworthy going down into the hold of a steamer at an uptown wharf yesterday fell through a man hole and was badly hurt. He was taken to Peter O'Mara's drug store bleeding profusely, and after a while Dr. Frazer attended him.

PERSONAL NOTES.
Miss Elliott who has been touring the Western States and Canada the past year, is visiting her sister, Mrs. Fred V. Cheaman, "Kilkare," Barnes Road, Miss Elliott is accompanied by her niece, Miss Hazel E. Crabbe.

TOLD HER TO REST BUT SHE COULDN'T

BUT MRS. CHEFF FOUND A CURE IN DODD'S KIDNEY PILLS.

She suffered from Rheumatism, Neuralgia and other symptoms of Diseased Kidneys—Dodd's Kidney Pills made her strong and healthy.

"I suffered from Rheumatism, Neuralgia, Violent Headaches and Palpitation of the Heart," Mrs. Cheff states. "My back ached, I was always tired and nervous and I had weak spells. My doctor told me to just rest, but that was just what I couldn't do, till reading of the cures of others led me to try Dodd's Kidney Pills.

"From the first dose they helped me. I soon left my bed and started to do my ordinary housework. "I took in all twelve boxes of Dodd's Kidney Pills and now my health is excellent. I recommend Dodd's Kidney Pills to all suffering women."

"Thousands of Canadian women will tell you that Dodd's Kidney Pills are the one sure relief for suffering women."

Naval Engagement.

Special to Evening Telegram.
NEW YORK, Noon.
A cable to the Tribune from London says a naval engagement has taken place in the Adriatic Sea, with the loss of 300 men and two torpedo boats by the Turks. The despatch says all the Italian warships have now withdrawn from the Adriatic and Ionian Seas in deference to Austrian representations. The Constantinople correspondent of the Daily Chronicle is assured that one Great Power has made important proposals to Turkey on the subject of war, and it is hoped a solution of the trouble may be found.

An Interesting Exhibit.

There are now on exhibition in Messrs. Ayres & Sons' Showroom, Window two pieces of wood which have been used to test the respective qualities of Copper Paint and what is now so well known in Newfoundland—SOLIGNUM—as preservatives against the attacks of sea worms and insects. Both pieces have recently been taken from the waters of the harbour, and before being immersed, one piece was treated with a well known brand of Copper Paint for four inches along either end, the intervening space being left unpainted. The other piece of wood had one end covered with SOLIGNUM. A glance at the two sticks now shows no comparison between the two preparations as a preventive against the destroying insects, for whereas the wood of the Copper Painted stick is so eaten away as to have lost its original outline, and showing thousands of holes caused by worms, that of the Solignum covered stick is the same as when placed in the water. The wonderful protective qualities of this great preparation, had rendered the entire length of wood impervious to the attacks of the destroying elements.

The exhibit is of interest to every Merchant, Planter, Fisherman, Carpenter, and House Owner in the Island, as it shows in no uncertain way the remarkable preserving powers of SOLIGNUM over any other preparation, and demonstrates that it can be used to good purpose either for preserving wharf piles, boats, schooners' bottoms, ships' decks, timbers, etc. As a house covering and single stam it has no equal.

Cost of Living in Japan

(From the "Yorodyu Choho.")
Every item of our everyday life is as costly in Japan as in Europe or America. A respectable-looking three story house can be rented in London for thirty pounds, while the same money can rent only a wretched cottage in Tokio. Bread, milk, meat, electricity, gas perhaps with the exception of eggs, nothing is cheaper in Japan. It costs far more to run a house in Tokio than in London. Then why are the wages and salaries lower in our country? Because of misuse of labor and over-abundance of labor. What the Europeans move with the derrick we let men and women carry on their shoulders; so necessarily a great number of them must be paid for.

Coleridge as a Soldier.

In the young days the poet Coleridge had a little love affair which ended in disaster, for the lady refused him. In despair he enlisted in a cavalry regiment, which he hoped would be ordered on foreign service, that he might end his blighted career on the tented field. For family reasons he dropped his correct name, but from a feeling of sentiment, retained his initials; so Samuel Taylor Coleridge became Private Silas Tompkins Camberbatch. The regiment did not leave the country, and it was not long before his soul wearied of barracks life and its utter absence of romance.

CHRONIC BRONCHITIS

Cannot be cured with ordinary soothing syrups. The disease must be attacked at the root to eradicate the irritation of the lungs, heal the wounds and strengthen the respiratory organs. The composition of

MATHIEU'S SYRUP
of Tar and Cod Liver Oil and other Medicinal Extracts marks it amongst all other remedies as the true specific for the diseases of the throat, the bronchial tubes and the lungs. Here are a few conclusive proofs:



PORT GREVILLE, C.B., Dec. 31 '09.
Blacking & Mercantile Co., Ltd., Amherst, N.S.
Dear Sirs—Please ship by next express if possible, 3 doz. Mathieu's Syrup. It is the best cough mixture on the market. Yours truly,
W. STERLING.

Ohio Man is Sentenced to Church.

Eaton, Ohio, Sept. 30.—Found guilty of being intoxicated, Cornelius Crowell will have to attend church and prayer meeting services for the next six months, and to prove that he has attended these religious meetings he will have to produce weekly a statement signed by the Rev. M. I. Comfort, pastor of the United Brethren Church, where he has decided he will attend.

A fine and costs amounting to \$22.50 will be paid by Crowell at the rate of \$4 a week, and unless the court's orders are obeyed he will be sent to the workhouse to serve 30 days.



TOWERS' FISH BRAND REFLEX SLICKERS
WEATHERS THE ROUGHEST WEATHER
On ordinary slickers, water finds its way in at the front. On the REFLEX Slicker, our REFLEX edge (pat. d) guides every drop of water to the bottom of coat where it drops off.
KEEPS YOU ABSOLUTELY DRY
SOLD EVERYWHERE
SATISFACTION GUARANTEED
Ask your dealer to show you the REFLEX
A. J. TOWER CO., BOSTON
TOWER-CANADIAN LTD., TORONTO

Canadian Gold Coins.

New Issue to be Made in Course of Few Weeks After Arrival of Dies From England.

Ottawa, Sept. 28.—The issue of Canadian gold coins, which will be made in the course of a few weeks, will bear King George's head on one side, and on the other the Canadian coat-of-arms. The dies are now on the way from England, and coinage will be commenced as soon as they arrive in the Capital. The designs for the five and ten dollar pieces are practically the same. The five will be generally known as a 'George', and a ten as a 'Double George'.

Gravenstein Apples

Selected Stock, at the following very low prices:
No. 1 \$3.00.
No. 2 \$2.70.
No. 3 \$2.40

Orders now booking for Local Damsons and Local Plums.

Good Sound Gravenstein Apples, 10 cents gallon.

C. P. EAGAN,
Duckworth Street and Queen's Road.

ad's
able
ar,
s & all Sizes,
entlemen's,
1 Bros.,
sy Store.
andy Replaces Alcohol
Increase in Liquor Consumption Results in Greater Demand for Sweets.
A good authority we are told that the decrease in the use of alcohol, which has resulted from the great prohibition, there has been a corresponding increase in the demand for sugar, candy and sweets generally. The lover of wines and whiskies is never addicted to betiments, and, contrawise, the consumer of sweets has no taste for liquors. "In some way," says the New York Medical Journal, "the alcohol does the duty of sugar in the human system. Sugar and chocolate form the basis of the soldier's ration, and since the abolition of the sailor's rilly, Jack has become such a lover of candy that tons of it are carried on the ships of the navy, and a large part of his pocket money goes in the purchase of wholesome bon-bons."
Coastal Boats.
REID NELD. CO.
The Argyle arrived at Placentia at 4 1/2 a.m. yesterday and sailed last night on the Red Island route. The Solway left Carbonear at 9.50 a.m. yesterday going north. The Dundee arrived at Westleyville yesterday. The Ethie arrived at Catalina today. The Clyde left Lewisporte at 7.25 a.m. yesterday for the north. The Gloucece arrived at Placentia at 10.05 a.m. to-day. The Invermore left Port aux Basques at 11.50 a.m. to-day. The Home is north of Bonne Bay.
NELD. PRODUCE CO.
The Fogota left Westleyville at 3.30 a.m. yesterday going north. The Susu left Hermitage at 9.30 a.m. yesterday.
DIED.
Last night, at the residence of his daughter, Mrs. G. A. Jarvis, Toronto, James Spearman, eldest son of the late James Wintery of H. M. Customs, aged 66 years.
This morning John F. Johnso, aged 41 years, funeral on Monday, at 2.30 p.m. from his late residence, 45 LeMarchant Road; friends and acquaintances please accept this, the only intimation.
This morning, of bronchitis, Mary Catherine, darling child of Laurence and Louise O'Keefe, aged 1 year.
Last evening after a long and tedious illness, William Piley, aged 71 years, leaving a wife, one brother and two daughters to mourn the sad loss of a kind and loving father; funeral will take place at 2.30 p.m. to-morrow, Sunday, from his late residence, 46 Gilbert Street; friends and acquaintances please accept this, the only intimation. Boston and foreign friends please copy. The body will be taken to the S. A. Citadel where a funeral service will be conducted.
This morning, of pneumonia, John Madigan (nick), dearly beloved son of Michael and Mary Madigan, aged 15 years, funeral on Sunday, at 2.30 p.m. from his late residence, No. 11 Leslie Street; friends and acquaintances will please accept this, the only intimation.
OST— This morning,
Water Street, between Goodridge and Franklin's, a sum of money, the property of a poor fisherman. Finder to be rewarded on leaving same at this office.
MINARD'S LINIMENT CURES GALGET IN COWS.