

Newfoundland SHELL Company, Ltd.

Capital - - \$60,000.

Capital secured to Shareholders by Government guarantee.

Registered Office, Horwood Lumber Co. Building, Water Street West.

PROVISIONAL DIRECTORS:

HON. M. G. WINTER
A. J. HARVEY, ESQ.
F. W. ANGEL, ESQ., B.A., Sc.
R. F. HORWOOD, ESQ.
HON. R. K. BISHOP
R. B. JOB, ESQ.
S. O. STEELE, ESQ.

This Company is under contract with the Canadian Shell Committee to manufacture Shells for the Imperial Government under terms which assure very profitable returns.

The Newfoundland Government has manifested interest in this project by assuming all risks, and giving a guarantee protecting Shareholders from loss, and also admitting all machinery duty free.

Five Hundred Shares in the Stock of the Company (par value \$50.00 each) are now offered for Public Subscription.

Applications for Shares will be received by the undersigned at the Company's Office.

R. F. HORWOOD,
Secretary.

nov25,121

War's Effect on Scotch Herring Fishery.

Few industries in Scotland have suffered more from the war than the fishing industry, upon which such a large portion of the population depends for its livelihood, writes Consul E. Haldeman Dennison, Dundee, Scotland. In normal times nearly 90,000 persons are engaged in Scotland in occupations directly connected with the fisheries, of which the herring fishery is much the most important branch. Upon the success or failure of the herring catch the prosperity of the fishing population almost wholly depends, and it is this branch of the industry which has been most favorably affected by the war.

In normal times over 5,000,000 hundredweight (one hundredweight equals 112 pounds) of herrings are landed at the various Scottish ports, valued at from \$7,500,000 to \$10,000,000. A large proportion of this is exported in a cured state to eastern Europe, mainly Germany and Russia. Since the outbreak of the war the great Continental markets have been closed to this trade, and the loss of these markets has been severely felt by the Scottish fishing industry.

An official report just issued shows that in the 12 months, 1913-1914, the aggregate quantity of herrings landed in the United Kingdom was 12,830,000 hundredweight, valued at \$20,911,350; in the year of the war—that is from July 1, 1914, to Aug. 1, 1915—it was 2,650,000 hundredweight, valued at \$5,216,888, a decrease of 10,180,000 hundredweight, or 79 per cent, and \$15,694,462, or 75 per cent. In Scotland the decrease amounted to 4,179,000 hundredweight and \$7,833,200, or 87 per cent, and 82 per cent respectively.

In the 12 months of war the total quantity of fish landed on the coasts of the United Kingdom amounted to 17,288,000 hundredweight, valued at \$41,912,928, as compared with 24,925,000 hundredweight, valued at \$67,347,493, in the previous 12 months. Of the total decrease in the value of the fish landed in the year of the war the herrings represent 70 per cent, and all other fishes only 30 per cent.

The Alleged Emigration of Young Men.

The campaign of the new Department of Recruiting in Ireland has been inaugurated by full-page advertisements in all the Irish newspapers, and by a personal letter from the Lord Lieutenant, who is Director-General of the Department, to all men of military age in the country. This letter states that 50,000 new Irish recruits are required.

Mr. John Redmond, replying to a correspondent who drew his attention to a newspaper statement that large numbers of young Irishmen were emigrating from Ireland in order to avoid compulsory military service, writes:—

I think my best course is to send you the most recent official figures with regard to emigration from Ireland. In the year 1913, 30,967 persons emigrated from Ireland; and in 1914, 20,314 persons emigrated from Ireland; and in 1915, up to the end of September, 11,446 persons emigrated from Ireland. In the months of July, August and September, 1914, the total emigration from Ireland was

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Amusements.

TO-DAY AT THE CRESCENT PICTURE PALACE.

To-day the Crescent Picture Palace presents a noted three reel feature: "The Girl of the Music Hall," Alice Joyce and Guy Coombs supported by all the Kalem stars appear in this great masterpiece. "Alice of the Lake" is a one act Selig drama and is a very interesting story. "Slippery Slim's Wedding Day" is one of those rollicking western comedies that the Essanay Company are famous for. Mr. Dan Delmar sings a very pretty southern ballad: "In the Gloaming of Wyoming." Don't miss seeing this great week opening bill.

"OUR BOYS."

"To-day's the day" when the greatest picture ever shown in this country will at 2.30 be projected upon the screen at the Casino Theatre. This wonderful production is already the talk of the town and we honestly and fearlessly predict that it will cause a furore in the city and crowded houses will enthusiastically show their great appreciation of Mr. Kiely's continued and up-to-date efforts to please the theatre-going public of St. John's. Special permission was granted by the British War Office in order that this "masterwork" might be secured and the cost of production represents the outlay of an enormous sum. Taken by an operator of the highest standing and directed by a "master mind" this finished product will prove itself to be a revelation to the many admirers of our brave lads who will be seen under every possible condition whilst going through their daily routine. Every man in the Regiment is distinctly recognizable. In short this is a picture the like of which has never before been placed upon any screen anywhere. Doors open daily at 2 and 7. Performances commencing at 2.30 and 7.30. The final evening performance will commence at 9.45.

BRITISH THEATRE.

The show to-night promises to attract large numbers at the British. The four-reel drama Richelieu, dealing with the historical events of France in the 16th century will be as an unspoken play the best of its kind. Mrs. Ayre's song to-night will be "Land of Hope and Glory," and those who have heard this song will realize the musical treat in store for them to-night. The "Animated Weekly" is a very attractive one dealing with some of the most recent events of world-wide interest, among them the funeral of Lieut. Warford the British aviator, who destroyed a Zeppelin single handed a few months ago and was afterwards killed on his way to France to be decorated by the French President. A very pleasing comedy "Peggy's Sweathart" completes a show second to none in the city.

"THE GODDESS" BEGINS AT NICKEL TO-DAY.

All lovers of the 'movies' will go to the Nickel Theatre to-day to see the opening chapter of the greatest serial ever photographed for the motion pictures. "The Goddess" has met with tremendous success in New York and in the other large cities of America, and has been highly praised. Anita Stewart and Earle Williams are in the principal roles and their playing is said to be exquisite. The story of "The Goddess" is a beautiful one, being entirely different to sensational detective stories. The management has arranged to show it at 8.15 and 10.15 each night. The balance of the bill is made up of high-class pictures and will afford pleasure to all. "The Profligate" is an Essanay drama in which Bryant Washburn and Ruth Stonehouse appear. "Out of the Past" is a powerful two-part Vitagraph drama, and "His Luckless Love" is a Keystone comedy.

COMING BALLARD BROWN AND THE ONE AND ONLY MADGE LOCKE.

There is a splendid all-round programme at Rossley's Theatre to-night. Carroll and Ellor, the popular Irish singing and dancing couple, also the finest female impersonator will appear in laughable sketch, entitled "Kelly's Hotel," one solid laugh. Also another high class singing act with elegant costumes. The pictures are changed three times weekly, Vitagraphs, Keystone, Comedys, Pathe Weekly, Reliance and the Mutual Players. There is a treat in store for patrons. Ballard Brown and Miss Madge Locke will appear next Monday in a new act. These favorite artists have been booked especially for the Pantomime. Look out for other big surprises.

The Cook's Fault.

I have been using DEARBORN'S BAKING POWDER and will continue to do so. I have found it a good article and it is not the fault of the powder if any cook is not successful with it.

MISS IDA DAUPHINE,
Lunenburg, N.S.
Nov. 29, 1915.

I was cured of terrible lumbago by MINARD'S LINIMENT.

REV. WM. BROWN.

I was cured of a bad case of earache by MINARD'S LINIMENT.

MRS. S. KAULBACK.

I was cured of sensitive lungs by MINARD'S LINIMENT.

MRS. S. MASTERS.

Teach the child to take good care of his teeth. One way to prevent decay between the teeth is when retiring fill the mouth with salty water, and force it back and forth through the teeth with the cheeks. The antiseptic quality in the salt will cleanse the mouth.

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MARK ONE OF THE FOLLOWING GIFTS for SOMEONE ON YOUR CHRISTMAS LIST:

Vest Pocket Kodak
Autographic Kodaks in all sizes.
Autographic Brownies in all sizes.
Folding Pocket Brownie in all sizes.
Box Brownie in all sizes
Premo Cameras in all sizes
Developing Outfit
Printing Outfit
Kodak Film Tank
Kodak Film Pack Tank
Eastman Plate Tank
Kodak Autotime Scale

Brownie Developing Box
Brownie Enlarging Camera
Brownie Enlarging Camera Illuminator
Kodak Portrait Attachment
Kodak Sky Filter
Kodak Color Filter
Kodak Metal Tripod
Kodak Amateur Printer
Kodak Flash Sheet Holder
Kodak Dark Room Lamp
Kodak Print Roller

Felko Tripod
Printing Frames, all sizes
Film Clips
Eastman Thermometer
Velox Paper & Postcards, all sizes.
Azo Paper & Postcards in all sizes
Dry Plates in all sizes
Films for every make Camera
Film Packs
Albums, all sizes
Photo Mounts
Photo Mount Calendars for 1916.

A visit to our Store is sure to solve some of your gift problems.

TOOTON'S, the KODAK STORE,

Representative Eastman Kodak Co., N.Y.

DEVINE'S
DOUBLES
DOLLARS.

Devine's Great Autumn Sale

Starts To-Day and continues until end of November. Take advantage of this opportunity. Read every item carefully. You cannot afford to miss it.

WEAR
Wool Underwear
See our Stock.

Men's Overcoats

We have sixty-five Men's Overcoats that were bought at a bargain in the English market previous to advance in prices and are now being offered at very low prices. They come in shades of Grey and Dark Green, and are both serviceable and stylish. They are worth from \$14.50 to \$16.00. We are clearing during Sale at \$10.50 and \$12.00.

Boys' Overcoats

Mothers, the time has arrived to make your boys feel warm. Overcoat time is here. Boys' Overcoats that originally sold at from \$3.20 to \$3.80 are now clearing at \$2.00 and \$2.50. These Coats are samples, hence the low price.

Boys' Suits

We cannot be beaten in this line. It will be well worth your while to see the Boys' Serge two-piece Suits, with two pairs of Pants to each Suit. They are the "cutest" Suits you ever saw, with white pearl buttons. The price is low. Now clearing at \$3.00 each.

Overalls for Men

Blue Derry, very strong; all sizes. Regular 80c. During Sale, 65c.

The World's best Overalls, "Sweet-orr," made from finest quality Blue Derry, strongly stitched, 7 pockets, can't rip. Engineers, Railwaymen, Firemen, Carpenters will have no other. Price \$1.50 per garment (with and without bibs).

Sweater Coats for Men

A full line from \$1.40 to \$6.50. Now let us tell you that if you are needing something exclusive in Sweater Coats we can supply you. Shades are Navy and Grey, Maroon and Green, and Brown. When you are needing a Sweater Coat, see these.

Men's Boots and Rubbers

Here is a line of Boots for you, men, that will save you money: Blucher cut, Gunmetal, solid all through. Regular price \$3.00. During Sale, \$2.49.

MEN'S RUBBERS.

The famous Bear Brand and Maltese Cross. Prices range from \$1.00 to \$1.40. During Sale, 95c. and \$1.29. Men's "last you all the winter" Heavy Soled Rubbers, \$2.20.

Wall Papers from 10c. per piece

We are now showing a very artistic line of Wallpapers in large rolls of 16 yards to a piece; the patterns are neat. During Sale we shall show a very fine line from 10c., 15c., 20c., 25c., 30c., 40c. and 50c., with Borders to match.

Children's Nightdresses

Oh, you little ones! You can get a warm Flannelette "Nightie" right here, and the price is only 40c. during Sale. They will be all sold in a day or two, so come quickly.

FURS

The Fur season is here and you had better select while stock is replete. Specials: 3 sets of Seal, with large Muff, at \$6.00 per set. Worth \$15.00 originally. We are also showing a very nice line in Marmot, Coney and Siberian Wolf, all marked down.

Remnants---Piles of them

You'll be all after them. We have hundreds of Flannelette and Fancy Blouse Remnants, all piled high for your inspection, with prices at low water mark. They range in lengths from 2 1/4 to 4 and 5 yards and are splendid value from \$9.00 per yard up. Come early and get your pick.

Something for Nothing.

With each Sale of \$5.00 we shall give away absolutely free, one of our Famous "Savory Roasters." Supply your needs now. Come early

J.M. Devine
THE RIGHT HOUSE

Corner of Water and
Adelaide Streets,
St. John's.

Cure Your Bad Cough By Breathing "Catarrhazone."

You may dislike taking medicine—but coughs are best cured without medicine. The modern treatment is "Catarrhazone"—it isn't a drug—it's a healing vapor full of pine essences and healing balsams. It spreads over the surfaces that are weak and sore from coughing. Every spot that is congested is healed—irritation is

soothed away, phlegm and secretions are cleaned out, and all symptoms of cold and Catarrh are cured. Nothing so quick, so sure, so pleasant as Catarrhazone. Beware of dangerous substitutes meant to deceive you for genuine Catarrhazone. All dealers sell Catarrhazone, large size which lasts two months price \$1.00; small size 50c.; sample size, 25c.

Will Beat Record for Field Glasses.

The century mark is being approached fast. Thus far Mr. Eric A. Bowring has received ninety-one Field glasses. Shanghai, which holds the record at present for field glasses, will be beaten when Newfoundland reaches the 100.

Minard's Liniment Cures Dandruff.