On no account should you miss this Sale. We are sparing no effort to make this Anniversary Sale the most startling event of the entire year.

# SOON COMING

A Sale that will take the general buying public by surprise. Watch for further announcements.

# MWERSARY (S)

PREMIER GARMENT CO.

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#### RELIABLE AS IT'S REPUTATION,

gained, after half a century's service to the people of Newfoundland.

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#### Where Will it End

we would correspond by telegraph alost entirely, that is, as far as meroncerned by letter telegraph; but my old friend only laughed at me. Today, and for some years past, the Anglo American has established Night Letter Rate, and communication can be kept up at comparatively little cost. My mind could grasp all this, and perhaps many other improvements, but when I received a letter from my young friend, our brilliant and successful Superintendent of the Western Union Tel. Co., of New York, Mr. Thomas Foley, enclosing a photograph (cabinet size) of the Princess Mafalda, daughter of the King and Queen of Italy and the Prince Philip of Hesse, in their marriage costumes. which was transmitted from London to New York, I am not surprised that am relegated to the Museum, in company with our deceased friend the last of the Boethics, I being one of the few remaining operators of the

Company-the first in Newfoundland. The photo of Princess Mafalda and Prince Philip was cabled from London to New York by means of the marvelous Bartlane process of picture transmission. It was taken at Raccanigi, Italy, Wednesday, Sept. 23rd immediately following the Royal wedding-rushed to London by train and airplane and cabled to New York.

The Bartlane Process is a method of picture transmission whereby a perfect picture is punched on an ordinary telegraphic or cable tape and transmitted over ordinary telegraph or cable lines. At the receiving station the tape is run through a light projector, producing on a film an accurate reproduction of the original photo-

Capt. M. D. McFarlane of Pacific and Atlantic Photos, Inc., and H. G.

SNOODLES

IZZIE, THE

MERMAID, HAS

SEEN AROUND

HER ISLAND

HAUNTS FOR SEVERAL DAYS. "BUSAFACE" BILL IS GETTING

YERY LONESOME FOR HIS SWIMMING SWEETIE -

HE CAN WAIT NO

NOT BEEN

BEAUTIFUL

Mirror are co-inventors of the Barthlane Process, which is controlled ex-

The photos (which I showed to our talented artist Will Parsons, and made ed at all in the faces, and only slight only retouched in the background as wedding was sent by cable from Lonplane, then sent by wire over 2,000 miles from the wired negative, and days when ships threw their despatches overboard at Cape Race. Newfoundland, and were picked up by the Scanlans, Abbots and others to be sent on London Telegraph Lines of the fifties and sixties of the past century! And the above has been done, why not some present or future Edison transmit them by flashlight in perfection without retouching, even as the mes sages were flashed over the Atlantic Cables on the mirror of the sixties and seventies in my early days in Heart's Content. If we can transmit sound over thousand of miles, it is in the radius of probability, that the flash light in photograph transmission can be accomplished in the same manner,

To give another example of what has been done by telegraph, I need but mention the test case by a flier in airplane who took a photo of the Barracks at Fort Leavenworth, received in New York in less than thirty minutes, and the photo published in the New York Times.

with, of course, some extra inven-

old New York and London Telegraph





## and New Editions.

—H. G. Wells ....\$1.50 One Increasing Purpose-A. S. M. Hutchinson, author of "If Winter Yellow Shadows — Sax Rohmer's latest .. \$1.35 The Ancient Highway James Oliver Curwood,

Stolen Idols-E. P. Oppen-The Man the Woman Loved-Ruby M. Ayres,

The Gaunt Stranger-Edgar Wallace .....\$1.35 Dear Lady Bountiful -Kathrine Tynan...\$1.35 Adventures of Mr. Joseph P. Gray-E. P. Oppenheim ......\$1.00 The Golden Web—E. P. Oppenheim . . . . . \$1.00

### Garrett Byrne

Twenty and one-half minutes after ed States Army had tested the mili-Lieut. George W. Goddard of the Unit- tary value of photography and develed States Army Service, flying in a opment in the air combined with tele-DeHaviland plane over Fort Leaven- phone transmission. The experiment worth, Kan., had photographed the was declared an unqualified success position of a theoretical army, the pic- by Colonel Enochs, who was acting for ture, developed in the air and trans- Major Gen. Charles P. Summerale, mitted by the American Telephone and Corps Commander. Lieut. Goddard is Telegraph Company to its offices at 24 said to be the originator and developer Walker Street, New York, was in the of the method of developing photohands of Colonel Berkley Enochs, graphs in an airplane within seven chief of staff of the Second Corps minutes after the camera has snapped. At 11.051/2 the photograph, fully developed, was put on the wire. It was placed in the hands of Colonel Enochs, men. I have seen telegraphy in its will be lucky numbers.—oct14,1i who had established his temporary headquarters in the telephone company's Walker Street building, at John's to Cape Ray, connecting with 11.171/2. At 11.18 a message of acknowledgment was handed by Colonel there was only one "string" connect-Enochs to the American Telephone and Telegraph Company and this was Atlantic. Now who will perfect the received by the commanding officer taking of photographs from one hemisat Fort Leavenworth at 11.22. This phere to the other, by adopting the "Aerial photograph received at

message read:-11.171/2 a.m. eastern time. Photograph readily interpreted and of great military value. The co-operation and

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THE HOME OF GOOD SHOES

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pany are worthy of the highest praise.' I wonder what would those great by his great naturalability-without public benefactors Gisborne, Cyrus friends or assistance from any out-Field, Peter Cooper, Chandler White, side. I shall watch the improvements Marshall Roberts, not forgetting Bis- with the greatest interest, and will hop Mullock of St. John's and the rest keep the readers of the Telegram inof those enterprising capitalists who formed of developments, more especfinanced the Atlantic cable in the ially of the active part taken by any sixties, after repeated failures, think Newfoundlander. of the conditions of telegraphy to day, when the people of the world in their day thought that their efforts Saturday will decide the prize to connect the old world and the new, winners in the Halifax Marathon was the greatest mad-cap scheme that Sweep. Total prizes \$6,450. Enwas ever conceived in the minds of tries 1, 2, 3 and 4, we feel sure, swaddling clothes, when there was only one land line "string" from St. Aspey Bay in Cape Britain, and when

ing Europe with America across the 'flash light" or some other means to accomplish this great invention. should not be surprised if the honor would redound on our talented and versatile young friend, Thomas Foley, from the historic town of Brigus skill of the air service and the Ameri- but now Superintendent of the Westcan Telephone and Telegraph Com- ern Union Cable Company of New

The Halifax Road Race on

#### SNEEZING? The sign that you are catching cold. Heat and inhale Minard's and stop



#### Jack Hobbs Declines to be Candidat

LONDON, Oct. 7 .- Jack Hobbs noted Surrey Cricketer, who or ust 18 last established a world's by making his 127 century and a er record by his 14th century season, has declined an invitabecome the Liberal candidate Balham and Tooting division London Borough of Wansworth next Parliamentary election Sir Alfred Butt, the Conservative ber. Sir Alfred Butt is a thea manager. He had held the seat s

Hobbs addressed the prisone Norwich Jail recently and his sy was greatly enjoyed by the inmi One of them, in moving a vote thanks to the famous cricketer, if they all had played the game up the cricket pitch as Hobbs had do they would not be in prison.

Fragrant-Flapper-"Can you commend this brand of perfume Druggist-"Certainly, miss. ne of our best smellers.

"EMPIRE" - - " "MODERN ALASKA" - - RANGES

"MONARCH" - - - -"ENTERPRISE" PIPELESS FURNACES. ALL ABOVE AT FINEST PRICES.

### JOHN CLOUSTON

Forty-Six Years in the Service of the Public-The Evening Telegram. "Bushface" Had A Hook Also







Man

tic and sa n of the ro public hanical vel now all abo taxes sho luxury. They ly roads in te given up ord Montag Sunday Ext Chiozza Mo on sense ut a million les using t bably at leas

vered by the es-probably erage journey something run every nday, makir