

Opening Announcement!

THE SAMPLE BARGAIN STORE

Open to the Public Thursday Morning at 9 o'clock.

Having been as fortunate as to purchase the entire stock of Samples of a Wholesale House far below the original cost of landing, we offer today to the public an up-to-date large assortment of

MANUFACTURER'S ADVANCE STYLE SELLING SAMPLES at Prices BELOW ORIGINAL COST

All must be sold within two months as our lease expires. Our stock consists of latest styles of

Ladies'

Coats, Costumes, Blouses, Skirts, Dresses, Underwear, Wool and Silk Sweaters, Morning Wrappers, Fur Collars, Hats, Scarfs, Petticoats, Stockings, Umbrellas, Etc.

Gent's

Sweaters, Negligee Shirts, Working Shirts, Underwear, Neckwear, Clothing, Umbrellas, Etc. MISSES' and CHILDREN'S READY TO WEAR OF EVERY DESCRIPTION

DRY GOODS and FANCY GOODS BELOW COST

Watch Evening Papers for Daily Advertisements or better call and convince Yourself, but early, if you please, to avoid the rush. We promise to save you dollars on every purchase, and remember

All Our Goods are Marked in Plain Figures. No Goods on Approbation or Charging Accounts.

J. P. MAHER & Co. Ltd., 167 Water Street



Published By Authority

Under the provisions of "The Stamp Acts, 1898-1914," the following Rules and Regulations respecting Stamp Duties, in substitution for those of date September 15th, 1914, have been approved by His Excellency the Governor in Council.

JOHN R. BENNETT,
Colonial Secretary,
Dept. of the Colonial Secretary,
October 6th, 1914.

- Every instrument shall be stamped on its face, when possible.
- Cancellation of stamps shall be made by the person cancelling, writing, printing or perforating his name or initials with date across stamp.
- Bills of Exchange, Cheques, Promissory Notes, Bills of Lading, Shipping Receipts, and Charter Parties shall be stamped and the stamps thereon cancelled as follows:—
 - Bills of Exchange, Cheques and Promissory Notes drawn or made in the Colony by the person signing the same; provided that in the case of a cheque on a Banker, the Banker to whom it is presented may, if it is unstamped, stamp the same and cancel the stamp.
 - Bills of Exchange, Cheques and Promissory Notes drawn or made outside the Colony by the Person in the Colony into whose hands any such bill, cheque or note shall come unstamped before he in any manner negotiates or pays the same.
 - Bills of Lading executed outside the Colony by the consignee in the Colony into whose hands any such Bill of Lading may come before he in any manner negotiates the same.
 - Bills of Lading executed in the Colony by the shipper. Provided that if any Bill of Lading is presented to any person or Company for signature unstamped, such person or Company may stamp the same and cancel the stamp.
 - Shipping Receipts by the shipper. Provided that if any Shipping Receipt is presented to any person or Company for signature unstamped, such person or Company may stamp the same and cancel the stamp.
 - Charter Parties by the person in the Colony last executing the same.
 - Charter Parties executed wholly outside the Colony by the person in the Colony into whose hands any such Charter Party comes unstamped before he in any manner uses or takes any action upon such Charter Party.
- The person upon whom the obligation to stamp and cancel any instrument is imposed by these Rules shall be deemed to be a person issuing an instrument, and, if he fails to stamp such instrument with its proper stamp, or to cancel such stamp, he shall be liable to the penalties imposed by Section 22 of the Act 61 Victoria, Cap. 14, entitled "An Act respecting the Payment of Certain Fees and charges by Stamps."
- Any Rules and Regulations which may have been heretofore made under the provisions of "The Stamp Act, 1898-1914," are hereby rescinded.

(NOTE.—Copies of "The Stamp Act" and of the foregoing Rules and Regulations may be obtained from the Banks, the Stipendiary Magistrates, the Departments of Justice, Finance and Customs, or the Colonial Secretary.)

Oct 8, 14

FOR SALE
Birch Junks, at 70c. per hundred. Apply on board schr. "Albert," Monroe & Co.'s South Side wharf.—Oct 8, 21

AUCTION!

At Pleasantville, on Saturday next, 10th inst., at three o'clock in the afternoon, Wood Sheds which were used by the 1st Newfoundland Regiment, made of Ploughed and Tongued board, suitable for building barns and Outhouses, also Tables and Trestles suitable for banquets, etc.
The hour of sale has been made to suit people living in the nearby settlements.
P. C. O'DRISCOLL,
Auctioneer.
Oct 7, 31

ADVERTISE IN THE MAIL AND ADVOCATE

The Newfoundland Fox Exchange.

Dealing in the buying and selling of LIVE STOCK.

If you are desirous of buying or wish to sell write us.

Highest Prices Paid For Raw Furs.

—Office—
276 Water Street,
St. John's, N.F.

FRENCH REVENGE A TERRIBLE ONE

At Sedan, 1914, They Got the Opportunity of Paying Back the Old Score of Sedan, 1870

London, Oct. 5.—Details have reached here of the brief story sent by cable some time ago of the French revenge on the field of the Sedan for their defeat forty-four years ago. During the strategic retreat of the Allies southward from the Belgian frontier the Germans were led into a trap and suffered one of the worst defeats of their present invasion losing thousands of men. The French were so successful it is said, that they could have held their position indefinitely, but strategy required them to retire with the remainder of the army.

Second Battle of Sedan.
One correspondent describing the second battle of Sedan says:
"The French general ordered his troops to fall back across the river and take up positions on the opposite heights. The bridges were mined, but were left standing in order to deceive the Germans into thinking that the French were retreating hastily. The ruse succeeded. The Germans advanced across the bridges in close formation. When several German regiments had crossed the French blew up the bridges and the French artillery started firing at the German columns, which retreated hastily to the river only to find the bridges gone."

Meriless Slaying.
"The French regiments then advanced with quick firers and the merciless slaying continued until dark. Many Germans threw down their arms and attempted to swim the river and large numbers were drowned. When night-fall came the French brought up searchlights and continued the work of carnage."

"The artillery threw shells at the rate of a dozen rounds a minute into the German ranks, and varied its tactics by throwing incendiary shells into the forest where part of the German force had taken refuge. The burning woods lit up the whole front of fifteen miles."

"In the morning an armistice of two hours was granted to allow the Germans to bury their dead. The French had suffered the loss of only a handful."

Don't Be Content

To have your garments patched by inexperienced workers; have them retailed as they should be done by

C. M. HALL,
Genuine Tailor and Renovator.
243 THEATRE HILL

SAW SAW-TOOTH GERMAN BAYONET

Correspondent From Neutral Nation Tells of Forbidden Weapons and Fighting Turcos

Mr. Richard Härding Davis, who caught up with the French army while it was fighting at Soissons, cables to the New York Tribune an account of half-saw bayonets that tear the flesh and rip the bone, and are forbidden by the laws of war, which were found in the trenches abandoned by the Germans.
"I had not seen them before," says Mr. Davis, "nor did I believe they existed. I classed them with the other false charges that are made in every war of poisoned wells, dum-dum bullets, and firing on ambulances."

Was Convinced.
"Recently I saw three saw bayonets found in trenches which the Germans had abandoned. The saw edge was not given them by the soldiers hammering one bayonet blade against another, but was machine-made, and each bayonet bore the Government stamp, a number, an imperial crown, and the word 'Erfurt.'"

Mr. Davis describes the Turcos and Senegalese as the fiercest fighters of all.
"In the trenches taken by them from the German Guards and the famous Death's Head Hussars the Germans showed no bullet wounds. In almost every attack the men from the desert had flung themselves upon the enemy, using only the butts of their rifles or their bayonets."

Unexcelled Fighters.
"Man for man, no white man drugged for years with meat and alcohol is a physical match for these Turcos, who eat dates and drink water. They are lean as starved wolves, they move like panthers, they are all muscle and nerves, and they have the comforting belief that to die sends them straight to the seventh heaven. As Kipling says, a man who has a sneaking desire to live has a poor chance against one who is indifferent whether he kills you or you even kill him."

"The French," concludes Mr. Davis, who cables from Paris, "the French are almost invariably using these black men to lead the charges. Some think this shows that they do not value their black brothers. On the contrary, they so use him because they know that in help-yourself fighting few white men care to face him."

Now is the time to secure a good barrel of No. 1 or 2 Grapenstain Apples, cheaper this year than for years past, and better pack also. Bartlett's and Clapp's Pears in ½ brl. and bris. A big shipment of Preserving Plums in six quart baskets, Red, Blue and Green. California Oranges, Plums, Bananas, and a shipment of Long Island Potatoes, beautiful, dry and large, at GLEESON'S, 108 Water St. East.

READ THE MAIL AND ADVOCATE

TOOK BIG RISK TO BRING HELP

Was Wounded in Fight But Crawled Through Fire Zone to Tell of Wounded Comrades

Mr. Fernand Duchene, who until the outbreak of the war was residing with his wife at York, where he was French master at Archbishop Holgate's grammar school, has been wounded at Verdun, where he was serving with a French infantry regiment as a corporal. In a graphic letter which the headmaster, the Rev. W. Johnson, received recently, Mr. Duchene says:
"On the morning of Sept. 6 the general issued orders that we were to stand our ground at all costs till the last. We did it, but at what a cost! I was going to charge a village when a shell fell behind me, burst, and hit me in several places—three times on the head, twice on the right leg, at the ankle and the thigh, and once in the left leg, at the ankle."

Dangerous Situation.
"I was left on the battlefield, and crawled to a hut not far from where we were, and there I found nine others. We were exposed to a terrible fire from the artillery, and expected the hut to be blown to pieces at any time. Towards the end of the second day we decided that two of us should volunteer to fetch some help, so I did, and another followed me."
"We were exactly between the French and German lines, so we started crawling on all fours. We had no sooner appeared at the doors than—as it was a moonlight night—the gunners saw us, and commenced to pour a violent fire at us. How we escaped I don't know. We just managed to turn the corner, and were safe, but it took us seven hours to crawl 500 yards."

"When we reached the ambulance in the French lines I told the cure what I had done and where my comrades were, and I had a supreme reward of hearing him say, above the buzz. You have done very well, my child. I felt him kiss me on the forehead, and fainted away. Three hours later, when I regained consciousness, I had the pleasure to know that my comrades had been saved. Since then we have been removed to a kind of provisional hospital, where I am now, waiting to get better."
"What about the British soldiers? Here you only hear, on all hands, 'ils sont magnifiques, ils sont superbes, quels soldats!' No better tribute could be paid to any soldiers."

READ THE MAIL AND ADVOCATE

WE SHOULD WORRY!

Hardly, but advertisers should worry, and that's a sure thing. Almost every newsboy in town sells *The Mail and Advocate*, as well as a large number of shop agents, in different sections of the city and outports.

TALK IS CHEAP—

Advertising is also very cheap, if carried in the right medium. *The Mail and Advocate* is the Can't Lose paper now. Must be true. Everybody's talking. It's not the price you pay but the returns you get.

PERSISTENT!

Ha! That's the kind of Advertising that brings you Results, providing, of course, you have it accomplished through the right medium. *The Mail and Advocate* has the largest circulation and is a sure result getter.

The Elite Tonsorial Parlor,

Prescott Street, near Rawlins' Cross,
F. ROBERTS, Proprietor,

Mr. F. Roberts, of the Elite Tonsorial Parlors, begs to announce to his many patrons, that he has installed the very latest Massage machines for face and hair; also that he will carry full assortment Choice Cigars, Cigarettes and Tobacco.

On and after to-day the Parlors will be open each weekday from 8 a.m. until 11 p.m.

FERRO Marine Engines and Repair Parts.

Meitz & Weiss Kerosene Engines

Silver Star and Royalite Brand Kerosene

Gasoline & Lubricating Oil

A. H. MURRAY,
St. John's.

ALLIANCE ASSURANCE CO., LTD.

THE RIGHT HON. LORD ROTHCHILD, G.C.V.O. Chairman
ROBERT LEWIS, General Manager.

TOTAL ASSETS Exceed \$120,000,000.

Fire Insurance of every description effected.

LEONARD ASH, Carbonear,
Sub-Agent for Carbonear District.

BAINE, JOHNSTON & CO.
Agents for Newfoundland.