

TO-DAY'S Messages.

11.30 A.M.

MORE PRO-GERMANISM.

WASHINGTON, To-day. Henry Ford called on President Wilson to-day in support of a movement for a neutral conference to attempt to end the European war and establish permanent peace. He told the President he considered Christmas the best time for such movement, but declined to say how the President received the suggestions. I am willing to give all the money I have got and go anywhere, if my doing so will aid this movement, said Ford, as he came from the White House. President Wilson has kept the States out of the war, and I have learned his course is being approved by the people generally throughout the country, said Ford. Mrs. Philip Snowden, wife of a member of the British Parliament, and Mme. Rosika Schimmer, of Hungary, will see the President on Friday to urge the same movement. Ford will be here with Mrs. Snowden and Mme. Schimmer.

BRITISH CONSUL 'ARRESTED.'

LONDON, To-day. Sir Edward Grey, Foreign Secretary, announced in the Commons yesterday afternoon the seizure of the British Consul and the Manager of the Imperial Bank of Persia as Shiraz has been officially confirmed. They were arrested, he said, without the knowledge of the Persian Government by gendarmes who are now in revolt throughout the country.

DEATH SENTENCE COMMUTED.

PARIS, To-day. A despatch to the Havas News Agency from Madrid, says: At the request of King Alfonso the sentence of death, passed upon Anna Benazet, by a German court martial at Liege, late in October on her conviction with others of having collected information useful to the French Government for whom it was intended, has been commuted to imprisonment for life.

BRITISH WEALTH.

LONDON, To-day. A rough estimate of the capital wealth of the British Empire places it at \$130,000,000,000 and its yearly income \$20,000,000,000. Reginald McKenna, Chancellor Exchequer told an inquirer in the Commons yesterday.

BULGARIAN STATEMENT AT ATHENS.

ATHENS, To-day. M. Passarow, Bulgarian Minister in an interview to-day announced he had good reason to believe the Greeks would under no circumstances allow their troops to march against either the Bulgarians or the forces of the Central Powers. The Greek commander at Saloniki yesterday demanded the troops of Entente Powers vacate camp. Lambete, commander of the troops, at first refused to comply with the demand, then offered to change the position of the troops in Greek camp some distance away. Finally, however, he gave in and began building barracks near Zeitlok.

REDMOND'S ROUSING REPORT.

LONDON, To-day. So far as the Western front is concerned, Germany is beaten said John Redmond, Leader of the Irish Nationalists Party, who has just returned from a visit to the army in France. In addressing a recruiting meeting yesterday. Every day, every hour, she is getting weaker. For every shell she throws at us we throw five. There are no pessimists among our men fighting there. From the commander-in-chief down through all ranks of the army there is a feeling of absolute confidence on the result of the war. Redmond visited the Belgian lines and saw King Albert. I told him said the Irish leader, we were determined to gain the independence of Belgium at any cost. Come weal or woe, Ireland would have no peace that doesn't bring about the rehabilitation of Belgium. Redmond concluded with a message from the Irish troops at the front to their fellow countrymen. They ask me to say they feel that every man of them in this war is fighting not merely for liberty and right, but for the pros-

perity of their beloved Ireland as well. Ask Ireland to stand by them. Tell the Irish people that they will be disgraced for ever in history if they fail to send out reserves to replenish the gap that may be made in Irish ranks.

ATHENS STORY OF KITCHENER.

PARIS, To-day. Earl Kitchener, British Secretary of War, in a conversation with Greek officials in his recent visit to Athens is reported here to have declared England will have by next March four million soldiers under arms and be in a position to arm and provision six million Russians. That consequently would show great stupidity to think the war could end otherwise than in the complete overthrow for Germany. This information is contained in an Athens despatch to the Havas Agency which adds Lord Kitchener admitted the declaration of war found the Entente Powers insufficiently prepared for a long campaign, but said the Allies have known how to utilize the time that has since elapsed to complete their military preparations.

KING CONSTANTINE'S EXCUSES.

SALONIKI, To-day. Denys Cochlin, Minister without portfolio in the French Cabinet has abandoned his proposed trip to the front and left yesterday on board a Greek cruiser for Athens. From a person who is in a position to be fully informed in the situation, the Associated Press learns that King Constantine assured Earl Kitchener, British Secretary of War, he had never considered disarming or internment the Entente Allied troops who might take refuge on Greek soil though a number of Austrians including several officers are now interned in Greece. Respecting the friction which has arisen between Greece and Britain and the coercive measures which the British insist in no sense constitute a blockade, it was stated the King regards this situation the result of a misunderstanding easily remediable. Greece is ready to assure the Entente Allies that her only purpose in maintaining troops in Macedonia is the legitimate necessity of self preservation, especially in the event of the Allies deciding to abandon their Balkan expedition and leaving Greek Macedonia at the mercy of the victorious Bulgarians with their army already in the field. As statements of the French and British, respecting the serious continuation of the campaign leave Greece in doubt on this point, it was said there is no present possibility of either demobilization or withdrawal of Greek troops from Saloniki, but the moment the Allied forces operating in this field assume proportions sufficient to guarantee the serious prosecution of the Balkan campaign rendering Greece's own demand in Macedonia superfluous, the King will not refuse to consider the demobilization or at least the withdrawal of Greek troops from Saloniki. Their presence is regarded as embarrassing the movement of Allies. A likely solution of Greek and British differences will be reached along these lines, it was said.

12.45 P.M.

REINFORCEMENTS FOR MONASTIR.

LONDON, To-day. The Serbian army at Monastir is being reinforced by troops from Governor Krustev, Dibra and Ochrida, according to a despatch from the Serbian front dated Monday. Guns and munitions are being sent from Salonika. The Serbs occupy positions southwest of Prilepat, Pribles, Krusovo and Brodo. General Bokovitch, Serbian Minister of War, is arranging for the shipment into Serbia by way of Monastir, of quantities of provisions, which have accumulated at Salonika. The situation on the French front is described as being calm.

GERMAN FOOD PROBLEM.

COLOGNE, To-day. The Volkes Zeitung, in a sharp article, urges the Reichstag which meets next week, to call the Government to account for its failure to deal adequately with the problem of supplying food stuffs. To supply German nations with provisions is at present a most important military question and one which must be carried through before the winter, the Volkes Zeitung says.

ENTENTE MINISTERS MEET GREEK MINISTRY.

PARIS, To-day. Ministers of the Entente Allies at

Athens, called upon the Greek Government in a body on Tuesday to discuss the question of what action Greece would take should the allied troops now in Macedonia be compelled to retreat across the frontier, says a Havas despatch from the Greek capital. The message asserts the official statement announcing the action of diplomats described the step as friendly. Official confirmation of the Athens report has not yet reached Paris.

GERMAN SHIPPING.

LONDON, To-day. Of the 5,459,296 tons of which German Merchant marine consisted at the beginning of the war, 230,000 tons have been captured by the British navy and 38,000 tons by other allies, while 117,000 tons has been sunk, 397,000 tons interned in ports of the British Empire. The remainder, except a few ships at large in the Baltic, are interned in German and neutral harbors. These figures were given out by Sir Owen Phillips, while presiding at a meeting here of the British Shipping Company.

U. S. PROSECUTES GERMAN SHIPPING DIRECTORS.

NEW YORK, To-day. The Government brought forward to-day more witnesses to prove that Karl Buentz, Managing Director of the Hamburg-American Line and three of his associates conspired to defraud the United States, when they sent a fleet of steamships out of American ports to supply German warships, operating in the Atlantic and Pacific Oceans early in the war. The prosecution expects that before the trial is over, there will have been written into the record of the case a large part of the history of raids of German commerce destroyed in the early part of the war. The Government has fifty witnesses or more, still to be heard.

Advertising Not an Expense.

Advertising is an INVESTMENT not an expense—and should be treated as such.

Because it has been the habit of some merchants to look upon it as an expense, a wrong view has been gained. Perhaps the misconception arose from the fact that in book-keeping it has been the habit to charge advertising to expense.

Advertising produces a new business—it swells the volume of business and profit—therefore it is an investment.

Only the man who looks upon advertising as an expense who is afraid of it, prejudiced against it, loses money in Advertising.

The man who treats advertising as an investment and gives it the attention an investment requires—knows that every dollar rightly invested in this direction yields compound interest—and more.

McMurdo's Store News

WEDNESDAY, Nov. 24th, 1915. We have on show just now a very nice assortment of Men's Shaving Outfits and Dressing Cases, some of which are very handsome, and all of them good value at the prices asked. They are just the thing for Christmas or Birthday Presents. We should like you to see them. There is also a good line of Military Hair Brushes, some in cases, very elegant. We have also one or two Ladies' Dressing Cases, of superior style and workmanship. You will like these for some of your friends.

Cream of Lilies every season extends the number of its users. This reason is plain; it does fully what is claimed for it, softening and healing the skin of face and hands, and protecting those parts against the effect of cold winds. Price 25c. a pot.

KYLE'S PASSENGERS.—The Kyle arrived at Port aux Basques at 7.35 a.m. to-day with the following passengers in saloon: A. E. Jamison, Miss L. Tibbo, G. E. and Mrs. Tibbo, Ches. Burton, Miss L. Corneally, E. W. Phelan, Mrs. C. F. Matthews, Mrs. G. Ford, Mrs. H. Matthews, Miss E. Gilham, T. Moulton, Miss A. Moulton, Miss M. Pennell, Mrs. J. McDonald, Rev. J. Bartlett, A. D. McIsaac, J. F. and Mrs. Stewart, F. B. Mason, Mrs. R. G. Ash, F. T. Conworthy, Mrs. M. P. Smart, Miss M. Smart, R. Phippard.

FLORIZEL SAILS.—The s.s. Florizel sails at 10 o'clock to-night for Halifax and New York, taking a full freight and the following passengers in saloon: Miss N. L. Knight, G. O. Jorgensen, A. B. Morine, Mrs. and Miss Crosbie, Mrs. A. Lynch, Miss Barnes and 10 second class.

W.P.A.

CHRISTMAS GIFT FUND FOR OUR SOLDIERS AND SAILORS.

Amount acknowledged	
Proceeds of Supper and dance in Burgeo, per W. J. Matthews	\$3,556.53
Sybil Garland, Joseph Vacher, James Beauchamp and Fred Drunford	24 00
Holyrood	17 90
Mrs. Shortall	5 00
Mrs. R. G. Pike	5 00
Mrs. John Smith (Hr. Breton)	5 00
Evelyn, Gwendoline, Edgar and Margaret Baird (Campbellton)	5 00
Mr. John Macfarlane	3 00
St. Mary's Y.M.A.	2 50
Mrs. W. H. Cowperthwaite	2 00
Rev. H. and Mrs. Scott (Fogo)	2 00
Mrs. Ed. Cox (Hr. Breton)	2 00
Mr. Ed. Warren (Bishop's Falls)	1 50
Mrs. Dean	1 00
Mr. Robt. Ledingham Templeton	1 00
Miss Jean Ledingham	1 00
Miss Daisy Mufford	1 00
E. M.	1 00
Miss Florence Cook	1 00
Mrs. Chas. Hammond	1 00
Miss E. Barnes (Curling)	1 00
Miss Ethel M. Scott (Fogo)	1 00
Miss Ethel Pippy	1 00
Mrs. G. A. Macdermott (Pool's Cove)	1 00
Mrs. R. J. Paul (Burin)	1 00
Mrs. W. J. Paul (Burin)	1 00
Mrs. Ephraim Inkpen (Burin)	1 00
Mrs. E. M. Burgess (Burin)	1 00
Mrs. M. Butler (Burin)	1 00
Misses Jenny and Ethel Moore (Wesleyville)	4 00
	\$3,651.49

The Value of Perspective.

Chicago Tribune.—Great Britain is secure and stable compared with the Great Britain of those dangerous and unstable days when the news of Wagram meant the downfall of a government in London, when Napoleon's threat from Boulogne carried the real possibility of putting French grenadiers in London. Great Britain never was so well organized for national need as it is to-day. Its fleet never had the sea under better control; its armies never were so large and its Government seldom has been able to weather periods of failure in better shape. Even the Crimean war sent the Aberdeen Ministry out in disgrace. Asquith has gone through this war so far with only the loss of a few Cabinet Ministers. A perspective will not save the British from anything that lack of national effort may prepare for them, but it at least saves them from magnifying difficulties observed by the microscopic eyes of an unrelated present.

SURPRISE NIGHT TO-NIGHT. AT ROSSLEY'S.

For those who did not get the chance to see the surprise act on Saturday night can do so to-night. On Saturday, Carroll and Ellor, Jack Rossley and Professor Roche had the audience in roars of laughter. Besides the regular act which they will repeat to-night. On Friday night there will be the usual contest and several names are in already. Those intending to compete should send in their names early, children under 14 cannot appear. The new pictures are very fine. "The Poor Little Cripple" in two parts, by the Vitagraph players; "Max's Money" by the Reliance Company, a fine society drama; "De-layed," a Keystone comedy, and the usual Pathé Weekly of the very latest events. The shows at Rossley's are clean, clever and up to date. The pantomime of "Beauty and the Beast" will be a great production.



Having enjoyed the confidence of our Outport and City patients for many years, we beg to remind them that we are "doing business as usual" at the same old office, 203 Water Street.

Remember, Lehr's Teeth stand for durability and workmanship, combined with good fit. Full Upper or Lower Sets \$12.00 Good Clean Extraction Without Pain 25c.

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Our Special Showing of

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Smart, Snappy,
Ready-to-Wears

Becoming Styles, with narrow bands.

Also, a Very Attractive Lot of

Sample Skirts,

In Cloths, Tweeds,
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Marked exceedingly low to suit the times
On show for the first time to-day.

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House Furnishings!

We are going it strong in this Department, and we say without fear or favor that the value is the best obtainable.

WADDLED QUILTS, \$1.60 to \$4.80. Attractive Paisley Patterns	HEARTH RUGS, 70c. to \$5.00. In Turkish, Plush & Wilton	TAPESTRY CURTAINS, \$3.20 to \$5.00. Shades of Red and Green.
EIDERDOWN QUILTS, \$10.00 to \$13.50. Light as air.	DOOR MATS, 80c. to \$1.10. Plush, Wilton & Tapestry.	ART SERGE, 56c. yard. Fringe to match, 13c. yard.
WOOL BLANKETS, \$2.45 to \$7.80. Bordered and Plain.	COCOA MATS, \$1.30 to \$1.70. STRAW MATS, 85c. each.	PLAIN CASEMENT CLOTHS, 22c. yard. Heavy Twill Casement, 34c.
COTTON BLANKETS, 90c. to \$1.55. 45 x 72 and 64 x 80 sizes	STAIR OILCLOTH, 8c. yard.	TAPESTRY TABLE COVERS, 90c. to \$4.00.
HONEYCOMB QUILTS, \$1.30 to \$1.70.	SPRING BLINDS, 29c. each.	PLUSH TABLE COVERS, \$5.90 to \$13.00.
MARCELLA QUILTS, \$2.10 to \$3.70.	EMBROIDERED TRAY CLOTHS, 55c. to \$1.00.	LACE CURTAINS, \$1.15 to \$6.30 pair.
TRAVELLING RUGS, \$4.00 to \$6.40.	SATIN DAMASK SUPPER CLOTHS, 58 x 69 \$1.35 72 x 90 \$1.70	WHITE & CREAM SCRIM, 10c. yard.
CRIB BLANKETS, 38c., 60c., and \$1.00.	EMBROIDERED TEA CLOTHS, 36 x 36, 55c. to \$3.60.	WHITE COSEY COVERS, 16c.
	H. S. EMBROIDERED SHAMS, 55c. to 80c.	O'OLEYS, 10, 12 & 25c. ea
	PLAIN SHAMS, 20c. each	CRASH CUSHION TOPS, 50c.

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