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CONTEST

NEW DUNLOP **HEELS**
PEERLESS

When you purchase a pair of Dunlop Heels, ask for the Pink Slip in the box.

Then examine both your rubber heels carefully.

Prizes for phrases run from \$1.00 to \$10.00 monthly.

FRED. V. CHESMAN, Agent, St. John's.

The Moloch of To-Day.

By RUTH CAMERON.



There is a certain bug-a-bug in existence to-day to which more happiness, comfort and money are sacrificed than ever went into the service of any old time divinity. And the name of this idol—y o u shall guess.

An old neighbor of ours who moved away from the town eight years ago came back on a visit the other day. When she left town she anticipated being very unhappy and homesick, so I asked her if she had grown to like her new home as well as her old.

"I've liked it better," she said, "ever since the first homesickness wore off. And I think I shall tell you just why."

"As you probably remember," my husband had had business troubles for a year or two before we left and we were terribly hard up, more so than anyone realized. That was the trouble. We couldn't bear to have anybody realize how much we had to economize. And so we tried to keep up appearances. I used to sit up until one or two o'clock night after night making clothes for the children and myself so that we could be just as well dressed as if I could afford to have the dressmaker and do all sorts of other things like that.

"Of course we economized to the bone wherever it didn't show but even then we were spending more than we should. The first of the month when the bills came in was terrible. I shall never forget how miserable Jack would look and how his voice would sound flat and queer. We and en-

ough to live simply and happily on, but we couldn't do that. We had to strain every nerve to keep up appearances. I was fond of the old crowd and I hated to leave them. But I didn't realize what a miserable strain I had been living under, until we moved.

"We went to a city where we didn't know a soul and we had a flash of common sense and took a simple apartment that was within our means and lived accordingly. My dear, you can't imagine what a relief it was to be rid of that strain. It was like getting out to the country in the spring, or stretching when you have been in a cramped position for a long while. We made friends, delightful friends, but mostly people with about the same income as we ourselves. We had to do without some luxuries, but we had the bigger luxury of not being afraid of the first of the month or of what anyone thought of us.

"We have more money than we did at first but we are not trying to keep up appearances. We are too busy being happy and getting the most real pleasure and comfort out of life to think how we appear. Of course we are tempted sometimes, but we remind each other that it doesn't pay. Jack had a chance to come back here, but we wouldn't do it, because we were afraid we might drift back into the old ways."

"As I said before, there is a certain bug-a-bug in existence to-day to which more happiness, comfort and money are sacrificed than ever went into the service of any heathen divinity. And the name of that idol is 'Keeping Up Appearances.'"

Fall Styles. 1914

WE announced last week the opening display of our new Fall Coats. From the following description of one or two of the most elegant designs an idea good enough to make you want to see the entire stock can be obtained.

Fancy Astrakan Cloth Coat in dark Tango shade, deep collar of rich Velvet, Raglan sleeves with wide armholes, fancy cuffs and pockets and broad, extra low belt effect. (Same style coat in mid. and dark mahogany Brown, Cardinal, Grey, Navy and many pretty mixtures.)

Astrakan Cloth Coat in fancy Saxe and Black striped mixture. Round corners, deep collar and cuffs, lined throughout rich Saxe Satin.

All styles and sizes of Ladies' Coats in the newest colors and materials.

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War News

Messages Received During the Night.

GERMAN ATTACKS REPULSED.

Special to Evening Telegram.

LONDON, Sept. 19. The Exchange Telegrams correspondent in a despatch received last night, says a comprehensive account of the five days' battle on the Aisne River, which he described as the fiercest on the western theatre since the beginning of the war, was given by a French officer who arrived in Paris yesterday. On the morning of the 14th, the officer said, the Germans called a halt, but by the afternoon the battle became general. All next day the battle was of a ding-dong nature, the Germans evidently awaiting reinforcements. During the night however, they delivered a furious attack on the extreme left, but the British and French troops gallantly met the onslaught, repulsing the Germans no fewer than ten times, with fearful losses. The Germans still came on, however, seeking to break through the French line. There has been nothing like it since the war began. The enemy hurled dense masses of troops on us in a supreme endeavor to check our forward progress but when dawn came we still held our position, and even had gained ground slightly. The artillery duel continued throughout the next day. The morning of the 17th again saw a desperate fight. This time we threw the Germans back 17 kilometres, capturing 600 men and a lot of mitrailleuses.

prisoners here. It is contemplated such lists which will include information as to physical condition of prisoners, will be interchanged periodically. Arrangements are also being made for transmission to Germany of letters, parcels and money orders for prisoners. The German Government intends to permit correspondence between British prisoners and their friends in England. The Austrian Government, it is also announced, intends to grant similar facilities with regard to prisoners in its hands.

EXCHANGE OF PRISONERS.

PARIS, Sept. 19.

The French and German Governments are arranging, through Washington, for an exchange of prisoners of war. It is understood that James W. Gerard, American Ambassador to Germany, has called Germany's attention to the plan.

SHOULD DECLARE WAR ON GERMANY.

LONDON, Sept. 19.

The States should declare war on Germany immediately, declares Professor Nale, of the Chicago University.

WILL REVIEW TROOPS.

OTTAWA, Sept. 19.

Sir Robert Borden left last night for Valcartier, where he will attend together with H.R.H. the Duke of Connaught, and a number of Parliament and other official visitors, when a review of the troops will be held at the camp.

ORGANIZING ANGLO-AMERICAN CONTINGENT.

LONDON, Sept. 19.

There are not lacking adventurous spirits these days who like to get into the European fight, hence the Anglo-American contingent that Lord Lyveden is organizing. It is not the intention of Lord Lyveden to interfere with American neutrality, and he, therefore, seeks only British subjects in the States or Americans who are residents of Britain, or have taken out British citizenship papers. Permission to organize such contingent has only recently been granted by the British War Office, yet over two hundred have already enrolled. The plans are to form half an infantry battalion, 480 men, one or two squadrons of cavalry of 150 men each, and besides small detachments. Then, if at the end of four months, the command passes the Inspector, the men will take the Ancient Army Oath of Allegiance to the King, and go to the front as a unit.

PROMINENT OFFICERS KILLED AND WOUNDED.

LONDON, Sept. 19.

The War Office has received from headquarters at the front, under date Sept. 15th, the names of twelve officers who were killed, thirty-four who were wounded, seven who are missing. Among the killed is Lieut. Colonel B. H. Montross of the Somerset Regiment. Lieut. Colonel H. C. Lowther, of the Scots Guards, is among the wounded; Colonel Lowther was formerly Secretary to the Duke of Connaught.

CAPTAIN BARTLETT AT NOME.

OTTAWA, Sept. 18.

Captain Bartlett, who was skipper on Stefansson's ship the Karluk, has arrived at Nome on the American revenue cutter Bear. Information has been received by G. J. Desbarats, Deputy Minister of Naval Affairs, from Capt. Bartlett, who states in his telegram that those who survived the wreck of the Karluk, are with him, all well. The names of the survivors he gives as John Munro, Robert Williams, W. McKinstry, F. W. Maurel, John Hadley, H. Williams, E. F. Chaffee, R. Templeman, all seamen, whose places of residence are not recorded. Capt. Bartlett is leaving Nome with the rest of the party on the 25th of September, aboard the Senator for Victoria, B.C. On arrival there he will proceed to Ottawa without delay.

PATROL CUT UP.

LONDON, Sept. 19.

The Official Information Bureau announces that on Sept. 16th, Commander Samson, with an armoured motor car force attached to a naval flying corps, encountered a patrol of Uhlans, near Fontenay, France, killing four and wounding and capturing the fifth. The British suffered no losses.

INFORMATION IN RECIPROCITY.

LONDON, Sept. 19.

The Press Bureau says that the Government has received information that the German Government is prepared to communicate lists of British prisoners in their hands, in return for similar information as to German

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To fit Girls from 5 to 17 years, in
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