

To the Ladies of Newfoundland.

Something Special in Fur Collar Coats, that will interest you, at a price within your means, that will keep you nice and warm during the coming Winter.



Z426.
Quilted Lined Beaver Cloth Coat

—WITH—
Ohio Sable or Isabella Collar.

Only the best quality German beaver cloth is used in these coats. They are lined with quilted black sateen and interlined with wool felt. The arm holes have leather shields for extra protection. Coats are either black Ohio sable or brown Isabella fur. These coats are made with a loose or semi-fitting back. Colors: navy, brown, green, cardinal and black. Length, full 50 inch. When ordering please say if required semi-fitting or loose back and whether you want black or dark brown fur collar. If you contemplate the purchase of a high class finest quality fur collar coat you will save money by ordering this splendid model at

SCROGGIE'S SPECIAL PRICE:
\$21.75.

Do not Forget to State Size.

SATISFACTION GUARANTEED.

W. H. Scroggie

Limited

Mail Order Dept., Montreal, P.Q., Canada.

An Appreciation.

Editor Evening Telegram:
Dear Sir,—Please allow me space in your valuable paper to speak of the intended departure of our beloved pastor, Rev. W. P. Finn.

On October 2nd, 1892, he officiated in our church in Joe Batt's Arm. On the 2nd of October of the present year he was again present in our church. After celebrating the Holy Sacrifice of the Mass, he turned towards his people to address them.

He began to speak of his departure from amongst us. He was interrupted by the sobs and tears of the whole congregation, sorrow for the loss of our kind, faithful priest filled our hearts to overflowing. The man who could call forth emotion such as was then exhibited need no other tribute from my poor pen.

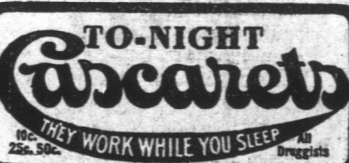
Let me tell you, Mr. Editor, of some of the work done by our priest during these eighteen years. We, strange to say, were better off with regard to our church and school than our neighbors in either Tilting or Fogo. Both church and school in Tilting were mere ruins. Go there to-day and you will see a beautiful church, up to date in every respect; a fine school (superior), also a hall and reading room, combined. Whom may we thank for these improvements? Father Finn; seconded, of course, by the help of the "good men and true" of dear old Tilting.

But, Mr. Editor, I regret to say the last named place has produced an infatuate, one so low down as to attempt to throw discredit on our dear priest in the public Press. He styled himself "Vox Populi." To my mind a more appropriate pen name would be "Vox et praeterea nihil." He would thus be coming nearer the mark.

This "Vox Populi," by virtue of the position he occupies, has a certain amount of influence over a certain lot of men—save the mark. These poor misguided creatures help him in his foolish attempts to destroy the peace of one of the best of men. We all know how aggravating it is to be beset by the mosquito pest; well, Mr. Editor, we view the attack made by "Vox Populi" in just the same way we would an attack of that most annoying insect. The only remedy is to keep brushing them off until you are well away from them. Our pastor will soon be well away from the petty annoyances to which he has been subjected by the foolish pride of one who refuses to acknowledge a superior.

Fogo can boast of a fine church and school built since Fr. Finn has been here. Our church has been improved by the erection of a spire. To sum up, not one part of the parish has been neglected. Our best wishes will follow him to his new home. May he be very happy there.

Thanking you for space, I am, Mr. Editor,
Yours,
PIAT JUSTITIA RUIT COELEM.
Joe Batt's Arm, Oct. 25th, 1910.



SEWING MACHINES—Great reduction November month only. To close large stock we offer big reduction on Hand and Foot Machines November month. Call early.—CHESLEY WOODS, 140 Water Street.—Nov. 2ft.

OATS, BUTTER, CHEESE.

By S. S. Bonavista.
200 Bags P. E. I. Black Oats.
100 Bags P. E. I. White Oats.
50 Boxes September Cheese.
26 Boxes P. E. I. Butter.
(Selected in 2 lb. blocks.)
20 Cases P. E. I. Eggs.

16 Brls. Graham Flour.
Buckwheat Flour.
Farina.
Semolina.
Potato Flour.
Scotch Oatmeal—7lb. tins.

California Oranges, 40c. doz.
Cranberries.
Piacentia Celery.

GOOD FLOURS
For Bread or Pastry.
5 Roses. Robin Hood.
Verbena. Windsor.
Buffalo. Royal Household.
Our Chief. Special.
King George. Stock's Patent.

T. J. EDENS,

151 DUCKWORTH STREET,
112 MILITARY ROAD.

ALL OUR LADIES COATS

Have Been Reduced in Price
FOR EXHIBITION WEEK.



FOR EXAMPLE:

A Coat that would cost
You \$7.00 last week cost
You

\$5.00 Now.

Visitors to the city, as well as those residing here, will do well to note the fact, and before purchasing their Coats visit us and see for themselves.

Please remember Prices are FOR EXHIBITION WEEK ONLY.

S. MILLEY.

A Handsome Exhibition IN MEMORIAM. Concert at Horse Cove

The windows of the Water Street store in which is sold Union Blend Tea, of which Mr. Fred V. Chesman is the agent, presents a very handsome and strikingly brilliant appearance these nights due to the exhibition in them of the specialties of Moir's Limited, confectioners, biscuit and cake manufacturers, of Halifax. The windows are lit with electric bulbs, and in them one can see as he passes by a various selection of pastries, cakes, wafers, almond paste goods, filled macaroons, cheese straws, and Scotch almond fingers, all so neatly placed and so invitingly arranged that they impel one to purchase. Special mention must be made of the checkerboard cake which is a very rich creation and covered with almond paste frosting. Unique amongst these fancy exhibits are meringues, mushrooms and potatoes which colored in natural tints look as if they had been plucked from the earth instead of being the creation of the baker or confectioner. There are also German fancy cakes in great profusion, so popular with the ladies who serve afternoon teas, while crescents, sponge wafers, fruit and plain pound cake are temptingly arranged on the shelves, and the white display is most attractive. These are of course all novelties but after all only form a very small proportion of the specialties manufactured by Moir's. Many exceedingly pretty boxes are also displayed and are filled with Moir's light and dark coated chocolates famed for their variety of fillings and delicious flavours. Their manufacture over 495 different fillings of chocolates, and the success of their goods here is due to the fact that they are perfectly fresh consignments being received from the factory at Halifax. Mr. Chesman who is the well known Union Tea hustler is already doing a large trade in these dainty and delicious commodities.

It was with deepest regret that we learned of the loss of the ill-fated "Regulus," on Monday last, with all her crew, and among the number Frederick Conway Cooke. Fred, as he was familiarly called, was born in 1890, and was educated at St. Bonaventure's College, where he was a favourite with both masters and pupils, being of a shy and retiring disposition. At the age of 17 he left school to study the drug business, but his health not being very good he was ordered to give it up, it was then that he took to the sea, and was on the Clyde, Mayflower and Regulus in succession. His one desire, or I might call it his passion, was to be a captain some day; he spent all his spare time studying navigation books, and he bade fair to be one of our most successful men. It is all over now, however, and we trust he is better off, but his place will be hard to fill. To his sorrowing mother and two sisters, as well as all the other stricken relatives of the crew of the "Regulus" the sympathy of the whole community goes out.

Saturday night at Horse Cove an excellent concert was held in the Roman Catholic School. Many were present from Bell Island and Broad Cove, and the school was packed long before the performance began. It was given by the pupils of the school and some other ladies and gentlemen of the place under the careful training of Miss May Gosse, teacher, there. All present were delighted with it, and Miss Gosse is to be congratulated on the successful way in which the programme was carried out. There were many nice recitations and songs by the children and a very laughable farce in which the following ladies and gentlemen took part:—Miss M. Gosse, Miss L. Lawlor, Miss B. Larry, Mr. R. Lawlor and Mr. P. Lawlor. The concert was succeeded by a tea and dance which was enjoyed by all. The proceeds realized amounted to much more than what was expected, and will be given for the benefit of the new school which is being erected there.

E. M. H.

ONLY TWO MORE TRIPS.—It is expected that the S. S. Bonavista will make two more trips to Montreal before the St. Lawrence freezes up.

COMPANION.

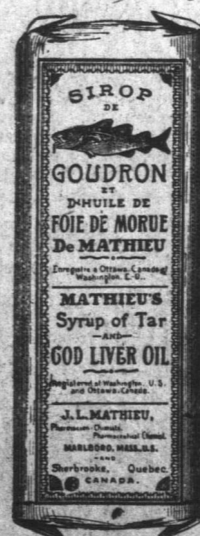
PERSISTENT COUGH.

Wherever soothing syrups fail to cure that persisting cough which exhausts you,

MATHIEU'S SYRUP

of Tar and Cod Liver Oil and other medicinal extracts will rapidly and definitely rid you from it.

The merits of Mathieu's Syrup are highly recognized and endorsed. Here are a few proofs:—



Waterville, N.S., Dec. 27, '07.
Fillmore & Morris, Amherst, N.S.
Dear Sir,—Herewith we enclose our cheque \$15.00 in settlement of our account to date.
W. O. COOK & SON.

ST. JOHN, N.B., Jan. 10, '07.
Fillmore & Morris, Amherst, N.S.
Dear Sir,—We telegraphed you to-day to ship immediately 5 Gross Mathieu's Syrup. We hope you will send it promptly, but if you are not able to send the whole amount at once, please send us some as our stock is getting low.
NATIONAL DRUG & CHEM. CO.

ORANGEDALE, C.B., Aug. 7, '08.
Blacking & Mercantile Co., Ltd., Amherst, N.S.
Dear Sir,—We have nothing but good to say of Mathieu's Syrup and can conscientiously describe it as the most popular and successful Cough Medicine we handle. Owing to the absence of any drug store in this vicinity there is a great variety of proprietary medicine sold in the course of the year, and Mathieu's Syrup pre-eminently leads in its own class. Yours sincerely,
D. MARTIN.

AGAINST HEADACHE there is no remedy so active as Mathieu's Nerve Powders which contain no opium, morphine or chloral. 25 cts. per box of 18 powders.

J. Y. MATHIEU CO., Sherbrooke, Can.
OS. McMURDO & Co., Wholesale Chemists and Druggists, St. John's, Nfld.

TIM SHANAHAN

Makes a Straightforward Appeal to the Employers.

We have an exhibition of local made goods now going on in the Rink and this exhibition is going to cost someone a lot of money. Now 'tis not for amusement all this work is tackled, 'tis to boost up our home-made goods and to create a bigger demand for them from our own people. Up to the present everyone knows that there is a certain amount of prejudice to the local manufacture and we have hard work to remove it.

One shopkeeper kicking against another about closing for a few hours is not the spirit to arouse enthusiasm among the people. What we want is unity, and where will the loss of

trade come to any particular store if all close.

The clerks around here are the people who should be made enthusiastic over the home-made article, but if they are treated in a shoddy manner by their employers, are they going to lose any sleep pushing the products of our factories?

I would not think of trotting out this argument only that it has been admitted by all that we want a poke in the ribs to wake us up to an interest in our local industries. And as it has been admitted that we are slow then nothing should stand in the road to impede their progress.

In a former article I suggested that the school children be in attendance, and I am pleased to note that the committee has acted on my suggestion. They have also kindly fallen in line as to the soul-stirring music, and now all that is required is a few hours with the shops closed.

The argument may be put up that the clerks can go down to the Exhibition after the stores close at nine o'clock.

This is right enough as far as it goes, but let us ask ourselves the question, will the clerks who live in the West End and who are working hard all day go there, away down in the railway yard after closing up?

I hope they will; I hope they will go there in their hundreds, but time will tell.

Another question we should ask ourselves is, if the stores are open will the **outport man** go down to the Exhibition. He may or he may not, but if the stores were closed he would go there sure.

If this Exhibition is to be a monster advertisement for our industries let us have no milk and water business about it. Close the stores for one evening. Let the clerks all get together. There they will meet their cousins and their aunts from the outports, as well as their customers in the city, all joined in one large enthusiastic gathering, the outcome of which will be an awakening to the value of our home-made goods and an increase in the demand for them. If you want to arouse interest in the first Exhibition it must be made a half holiday. If the Exhibition were an annual affair it might not be necessary to close, but 'tis not an annual affair, it is a new idea and our people in consequence must be given some inducement to take it in.

The manufacturers and the shareholders are certainly interested, but they should not run away with the idea that the people are enthused.

It is up to them to arouse interest, and I believe if they act on this humble suggestion they will have the exhibition the success that I hope 'twill be.

TIM SHANAHAN.

T. T. Cartwright, the well known representative of E. W. Gillett Co., Toronto, who has been on a business trip around Bonavista and Trinity Bays, returned by the shore train, and is at the Croisble Hotel. Mr. Cartwright shortly leaves for Canada to spend the winter. He reports the demand for Gillett's goods as being away ahead of any previous year. Before returning to Newfoundland Mr. Cartwright will visit Western Canada and several of the large cities in the United States.

Fellow Citizens!

Just a few words on
This momentous occasion.

Don't wait for an attack of the grippe to force you to buy your

HEAVIER
UNDERWEAR,

get it now and be ready for the drop in temperature.
We've imported a fine stock of the Best



Unshrinkable Underwear

from the best mills in the world. So we are ready to give you exactly the kind of UNDERWEAR you want, and at the LOWEST PRICES:

\$1.00 a garment up.

P. F. COLLINS.