

GRAND OPENING OF NEW FALL GOODS

FRIDAY, SATURDAY and MONDAY,

INTRODUCING OUR HARVEST SALE.

Our New Fall Goods have just arrived, and as we are somewhat overcrowded, we intend to price it sensationally low for 10 days, commencing to-day. Here is an opportunity to buy New Fall Merchandise at prices that you ordinarily pay for shop-worn goods. Our buyer is now in New York—has been for some time, and was very fortunate to get many specials for this bargain-giving event. This is a special invitation for you to visit our Store. Come and see our stock and get your share of the many specials offered at this Harvest Sale.

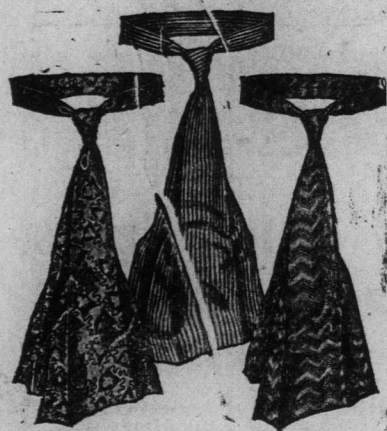
Men's Ties.

Our buyer was very fortunate in securing several gross of Men's Ties at a special price. They are the newest styles and patterns, mostly four-in-hand. Men, come and see them and save 15c. on each Tie. Our Price for Harvest Sale 10c

Another bargain in Men's Collars, best linen and low style mostly; all sizes and at a special price. Harvest Sale 10c

Men's Socks for the cold weather. A special lot of Men's Hose for the coming cold weather. Usually sold for more—but at a Special Price to-morrow 20c

Men's Caps for Fall and Winter, very special lining with fur turn-down for ears. This Cap will keep you comfortable during extreme cold weather. Special Price for Harvest Sale 75c



OUR BIG PAN Bargain.



This truly is named correct—Our Big Bargain Pan. We were the first and probably the only Store that features a big Pan at a small price. During our sales we have had great success and the sale of this article was tremendous. To-morrow we intend featuring it again at a Special Price. Only 29c

Some Bargains For Early Shoppers

6c. TUMBLERS 4c.
15c. BUTTER DISHES 10c.
HATCHETS 20c.
HAMMERS 10c.
SCREW DRIVERS 10c.
FRYING PANS 20c.
BUCKETS 20c.
PUDDING PANS 10c.
MILK PANS 15c.

MEN'S UNDERWEAR for Cold Weather

Men who want comfort during the cold months ahead should visit our Underwear Department to-morrow. Here you will see a good selection, all sizes, at very special price of 50c

Men's Laundered Shirts, some odd sizes, but one that will probably fit you. Harvest S. Price 69c

A special lot of Sailed Collars in many sizes, including the Rubber Collar. At this Sale, 2 for 5c

A good assortment of Early Fall Caps, many patterns and styles and nicely made. Your choice 50c



A Clearance Sale of SPECIAL LINES at Practically Cost.

\$1.00 Women's Blouses 50c.
\$1.00 Felt Hats 50c.
\$1.50 Misses' Dresses 85c.
\$1.50 Boys' Sweaters 95c.
9c. Embroidery 5c.
95c. Men's Overalls 75c.
95c. Men's Work Shirts 69c.
\$1.50 Women's Dresses \$1.00
\$1.85 Silk Blouses \$1.35
\$1.00 House Dresses 75c.

75c. Boys' Rompers 45c.
60c. Boys' Underwear 45c.
45c. Children's Cotton Overalls 39c.
40c. Suspenders 25c.
15c. Gingham 11c.
\$3.25 Women's Shoes \$2.98
Wool Blankets \$2.50
\$1.55 Women's Skirts \$1.25

Bureaus & Stands.

Made specially for us by factory in building. Encourage Home Industry. Buy goods made in Newfoundland. Our Special Bureau or \$8.50
Stand to-day for \$4.50
Stand to match, \$4.50.

Couches.

Made in many different styles. In fact you can give us any size and pattern. The Couches will be made specially for you "as you like it." See our lead-er-to-day for this \$4.95
Sale \$2.00 up

Home Necessities --- LABOR-SAVING DEVICES.

Imported to Sell at 5, 10, 15, 20 and 25 cents.

Clothes Lines 15c.
Drip Pans 15c.
Rinsing Pans 15c.
Muffin Pans 10c.
Bread Pans 10c.
Cake Turners 5c.
Egg Beaters 10c.
Toasters 10c.
Clothes Brushes 15c.
Can Openers 10c.
Tea Kettles 20c.
Whisks 20c.
Scrub Brushes 15c.
Buckets 20c.
Hammers 10c.
Forks 5c.
Shovels 25c.
Williams' Talcums 25c.



Our CHAIR Dept.

Is being brightened up most every week with new stock. Only recently we received a special assortment and will be on sale to-morrow from

68c.

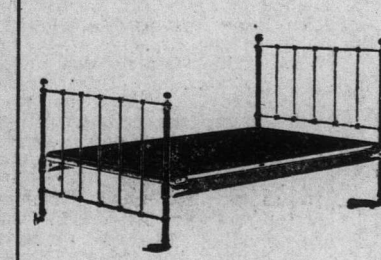
UNDERWEAR for Comfort.

Women who need Underwear would do well to visit our Underwear Dept. to-morrow. We have just received a nice selection of Underwear for the coming cold months and we certainly advise you to buy now. There is a tendency for prices to advance, so buy to-morrow at this Sale and save money. Our Special for this Sale 50c



Mattresses That Are Built By Machinery And Not Stuffed By Hand.

Every merchant likes to tout the horn once in a while, but these days you must have the goods to make a noise. In selling Mattresses and Springs we certainly can make a big noise. All Mattresses made for us in factory in building are built and stuffed by hand. We select our own tickings and see that every part of the Mattress is uniform. We guarantee every Mattress and Spring sold at this Store. Mattresses from \$2.00 up
Springs from \$2.00 up



Bedsteads.

We have the Sole Agency for a Special Bedstead made by the Ideal Bedding Co. This Bedstead is bored on sides and ends which is attached with a spring and bath. It is called The Combination Bed, and our Special Price for this \$4.95
Harvest Sale is

SPECIALS.

7 piece Glass Berry Sets. 10c.
Reg. 50c. Special 39c
to-morrow
20c. Bay Rum 15c.
Sloan's Liniment 29c.

THE FAIR ST. JOHN'S NEWEST SPECIALTY STORE.

Corner Water and Springdale Sts.

Sideboards.

In Surface Oak finish, with plain or British Bevel Mirror; highly constructed and nicely finished, at
\$12.50 up

Shall It Be ?

A BONNET for the little one,

A FALL HAT for yourself,

OR A NICE

Embroidered Collar, at 25c.,

Then buy this week at

A. & S. Rodger's

Advertise in the Evening Telegram

The Great Somme Film

FACTS ABOUT THE MEN WHO TOOK IT

The most amazing film of modern times is undoubtedly "The Battle of the Somme," which is attracting enormous crowds to the picture theatres at which it is shown. After you have seen this remarkable picture, vividly portraying the everyday life of our "Tommy's" under fire, invariably you remark, "Who took it?"

Realizing that the brave operator was constantly under heavy shell-fire, openly exposed to the bullets of the Hun, his life might at any minute have been wrested from him.

As a matter of fact, the picture as it is now shown was taken by two operators, Mr. J. B. McDowell, managing director of the British and Colonial Kinematograph Company, and Mr. G. H. Malins, an operator in the service of the Gaumont Company. These two men have been appointed by the British Topical Committee, representing the Kinematograph Companies, who pay them at the rate of £1 a day, the cost of travelling, transport, and billets being defrayed by the War Office, and they work under the direct supervision of Captain Fauphrop, Military Director of Kinematograph Operations on the Western Front.

The young Gaumont operator, Mr. Malins, who has filmed over a third of the Somme pictures, has been at the Front for over a year. He has taken pictures on practically every part of the Western Front, including the French lines near Vesges.

One of his most audacious acts was to film the whole of the Belgian and British lines from an aeroplane at an altitude of nearly 12,000 feet. Parts of the pictures have been shown publicly, but the Headquarters Staff have reserved most of it for their own use.

It must be remembered that although Mr. Malins has "catered for the public" by filming "The Battle of the Somme" and other pictures, most of

his time is taken up in making pictures of the German lines for the General Headquarters Staff, who have a private cinema for the special purpose of viewing these films.

Just before the great offensive this intrepid young man had an alarming experience. After having taken a picture in a trench, he was unfixing his camera when two bullets passed through his service cap. Probably thanking his "lucky stars" for such a miraculous escape, he made his way back to a village where he had left his car. The Germans were dropping "tear" shells at the time, and he found both his chauffeur and car so "un-nerved" by the effects of this Hun "rightfulness" that the car had fallen into a ditch, and he had to carry his camera many miles along a shell-swept road, in order to reach his destination.

Although Mr. McDowell, who is well known in the kinematograph world, has not been at the Front so long as his young colleague, having arrived out there last June, he has taken many stirring pictures while shrapnel was bursting over his head, and often so exposed himself to danger that he had to be called away.

So great has been the demand for "The Battle of the Somme" that it is now booked for over 1,000 picture theatres in the United Kingdom, and American agents are particularly keen to have it shown in the United States, as our neutral friends are anxious to see how the big "scrap" is being fought across "the duck-pond."

SEWERAGE FOR GRENFELL TOWN.—A load of iron pipe, recently imported from abroad, goes forward on the s.s. Prospero to St. Anthony where sewerage is to be installed.

Stafford's Liniment cures Rheumatism, Lumbago, Neuralgia and all Aches and Pains. For sale everywhere.—jly22,tf

MINARD'S LINIMENT CURES DIPHTHERIA.

The Trenches.

A foot of mud twelve inches deep,
A little hole through which you peep,
A short Lee-Enfield which you keep
To pile the Hun up in a heap.
If from their trenches they should creep,
And charge us like a flock of sheep,
You'd see us from our dug-outs leap—
Say, did you think we were asleep?

When death flies swift on wave or field,
Be Thou a sure defence and shield!
Console and succour those who fall,
And help and hearten each and all.
And those who weak and broken lie
In weariness and agony,
Great Healer, to their beds of pain
Come, touch and make them whole again!

For these to whom the Call shall come
We pray Thy tender welcome home;
The toil, the hilliness all past,
We trust them to Thy love at last.
Renew their hearts with Christ-like faith,
And guard them from disease and death,
And in Thine own good time, Lord,
Thy peace on earth, till time shall end.
PRIVATE W. G. COYSH.

St. John's Boy Makes Good.

Newfoundland is always proud to hear of the success of her sons and especially are we pleased to note that Edwin Haddon, youngest son of the late John Haddon (H. M. C.), and well known in St. John's, has won rapid promotion since he went to the West. He was recently appointed cashier for the Canadian Life Insurance Co.'s branch at Vancouver, B.C., and commands a substantial salary. His many friends here wish him continued success and good luck in the land of the Maple Leaf.

Left For Ireland to Enter Priesthood.

Mr. Charles McGrath, a brilliant pupil of St. Bonaventure's and a general favourite amongst his associates, took passage by the Red Cross Liner Stephano last night en route to All Hallows College, Ireland, to study for the priesthood. He is the youngest son of Mr. and Mrs. T. McGrath, of the East End and a brother of Rev. Dr. McGrath, of St. Patrick's Parish, Riverhead. He has a sister, Mary, a Red Cross nurse and a brother, Wilfred, of the First Newfoundland Regiment, who saw active service on Gallipoli and in France, where he is now attached to the Royal Army Medical Corps. We wish the young novice bon voyage.

Once upon a time there was a child that never had its picture taken. That was its parents' fault.

Once upon a time there was a young man who never had his picture taken. That was his fault.

Once upon a time there was a dear old Mother who never had her picture taken. That was her children's fault.

It's YOUR fault if your friends Haven't YOUR picture.

Portraits portray life history. They are a necessity.

Arrange for a sitting NOW.

J. C. PARSONS,
Bank of Montreal Bldg.

Sealing Fleet For 1917.

The Norwegian steamers Njord and Jacobson, now engaged in the coal trade, will prosecute the seal-fishery again next spring and will sail from here. Last spring they cleared from North Sydney. We understand also that they will take local sealing captains, but it is yet undecided whether they will go to the Gulf or on the Front to hunt. The 1917 local sealing fleet will be the smallest on record and will not exceed a dozen vessels. The "S. S. Ranger," which is being re-built and re-classed, will again take part. When finished the ship will be practically new.

Here and There.

THE S. S. EAGLE.—The S. S. Eagle loads freight at North Sydney for the Reid Company.

Miss Emilie Mare will sing at the Patriotic Concert, in aid of the Cot Fund, at the Royal Theatre, Star Hall.—oct4,2t

CATTLE CARGO DUE.—The s.s. Sahle I. is due here to-night from Charlottetown and Sydney with a load of produce and fifty head of cattle.

FISHERS HOME.—The schooners Esther and Rowena have arrived home at Little Bay Islands from the Treaty Shore fishery with 230 and 150 qtls. of codfish, respectively.

PRELIMINARY NOTICE.—The Congregational Ladies' Aid Society intend holding their Annual Sale of Work on Wednesday, Nov. 22nd.—oct4,3t,w,th,s

TOOK BIG FREIGHT.—Owing to the big freight offering, the S. S. Stephano did not get away for Halifax and New York till late last night. She took a large fish shipment.

Grand Patriotic Concert at the Royal Theatre Thursday night, under the distinguished patronage of His Excellency Governor Davidson. Half the proceeds for the Cot Fund. The best local talent of the city will assist, including Miss Johnson (Violin), Miss Jean Strang, Mr. C. J. Fox and others. Reserved Seats 50 and 30 cents. General admission 20 cents. Moving Pictures 7.30. Concert 8.30 p.m.—oct3,3t

Clover Leaf Tobacco,

Smoking or Chewing,
5c. and 10c.
per plug.

The Best Value in Newfoundland.

M. A. DUFFY

(Sole Agent).

Linseed oil, turpentine and a Japanese dryer, makes a very good oil to use on hardwood floors.

Always remove mildew as quickly as possible. The longer it remains the more difficult it will be.