

A Word to the Wise is Sufficient!

We are Now Offering
A JOB LINE of Ladies', Children's and Misses'
FELT and CORDUROY VELVET HATS.
 In this offer the word BARGAIN is fully defined.



Your Choice for \$1.20

Values from \$1.50 up to \$3.00. All One Price.
Your Choice for \$1.20.
 If you are wise the word BARGAIN will mean a New Stylish Hat at a MONEY SAVING PRICE.

Marshall Bros



Your Choice for \$1.20

A Cure for Bluntness.



RUTH CAMERON

There are certain diseases of the mind for which there is no treatment so powerful as homeopathic treatment. And chief among these is an over development of the habit of bluntness. We all know the type of person who prides himself on his bluntness. He doesn't believe in tact. He thinks it's deceitful. And he is never deceitful. He says exactly what he means. (Strange he should so often mean something disagreeable.)

He tells you that your new gown is unbecoming, that you are looking very tired, that you should have faced your house in the opposite direction, that he wouldn't give his house room to the kind of electric fixtures you have bought, that he has seen roses twice as large as those you pride yourself on, etc., etc.

He thinks he tells the whole truth. Doubtless, if you asked this man why he didn't tell the whole truth as well as the truth, he would inflate his chest and tell you that is exactly what he aims to do.

But it is exactly what he doesn't do. For every disagreeable truth there is usually some compensating pleasant truth. Your new gown may not be becoming but it is of beautiful material and smart style. Your electric fixtures may not be to his taste but they may be excellent of their kind. Why is it any more truthful to say the disagreeable than the agreeable thing?

Be Homeopathic Except In The Size Of The Dose. And now for the homeopathic

treatment. Your patient has the disease of too much bluntness. The homeopathic theory is that like cures like. So treat him with a similar bluntness. Be as frank with him as he is with you. There are things about him that don't wholly suit you. Bring them to his attention. Don't do it just after he has got under your skin with one of his disagreeable truths, else he will think you are merely resentful. Do it in the same matter of fact way that he does. (And don't be homeopathic in the size of your doses.)

Thin Skins Go With Blunt Tongues. Doubtless he will be one of the most surprised men that ever was. Theoretically he should appreciate frankness in others. Actually people who are so frank cannot seem to stand frankness at all. Blunt tongues and thin skins appear to go together.

If he has the stuff in him this dose of yours will set him thinking. He may begin to see why frankness is not always the best thing in the world.

If he hasn't the stuff in him it will simply make him sore on you. He may cut you from his list of friends. But to quote a wise honored phrase, "you should worry."

MINARD'S LINIMENT Co. Limited. Gents.—A customer of ours cured a very bad case of distemper in a valuable horse by the use of MINARD'S LINIMENT.

Yours truly, VILANDIE FRERES.

Backs of blouses nowadays are as interesting as the fronts. A great deal of narrow braid is seen on straight dresses. Black satin is very effective when worn with gray facings.

Selected Bacon Pork

Now on Sale by Side or Cut, Backs and Bellies.



Parties wishing to have sides of Bacon smoked can have same attended to here after their selection is made from my stock. The finished product will be delivered promptly at your address.

C. P. Eagan
 DUCKWORTH STREET & QUEEN'S ROAD.

Pure Lard by the lb. "Blue Nose" Butter by the lb. "Blue Nose" Butter in tins, viz: 1's, 5's, 28's Heinz White-Pickling Vinegar. Heinz Peanut Butter. Heinz Tomato Soup. Heinz Beefsteak Sauce, etc.

FRESH RABBITS. FRESH EGGS.

Apples, Oranges, etc.

- To arrive per steamers due this week:
- 160 bris. Gravenstein Apples—1's and 2's.
- 140 bris. Gravenstein Apples—Special 3's.
- 180 cases Calif. Oranges—All counts.
- 60 bags American Onions—100 lbs. each.
- 50 cases Spanish Onions—5's.
- 150 bags Split Peas.—60's
- 200 bags Round Peas—100's.
- 200 bags White Beans—112's.

Soper & Moore,
 Importers & Jobbers.
 Phone 450.

Rann-Dom Reels.

JAPAN. Japan is a small, restless nation which is thinking of homesteading a claim on the Pacific Ocean. There are several islands in the Pacific on which Japan would like to grow her celebrated brand of Oolong tea and the flat-footed cooie, but she is prevented from doing so by the navy of the United States, which plants itself in the right of way with both arms folded and steam up.



There are several islands in the Pacific on which Japan would like to grow her celebrated brand of Oolong Tea.

Japan has a very fertile soil and produces more population to the square yard than anybody else except China, whose inhabitants are obliged to sleep in layers of pig-tailed humanity. Every foot of tillable land in Japan is occupied by people who cannot move in any direction without a head-on collision. A few years ago Japan seized Korea and moved a few million of her almond-eyed subjects into the same, but her birth rate has not caught up with the disbursement and most of her citizens have to stand on one foot in order to avoid being suffocated. Travelers, tell us that it is harder to get around Tokyo in a jitney bus than it is to secure a front seat at a Sunday afternoon revival meeting for men only.

The Trusted Aid.

LLOYD GEORGE'S PRIVATE SECRETARY HOLDS STATE SECRETS.

This Girl London Born—All the Stupendously Important Affairs of an Empire, Pass Safely Through the Young Lady's Hands—Secretaryship Held by Men Heretofore.

Next to David Lloyd George, Prime minister of England, Miss F. L. Stevenson, his private secretary, is perhaps the most important person in the British Empire. She performs duties for which men have been knighted amid the plaudits of the nation. Every thing that reaches Lloyd George necessarily passes through Miss Stevenson's hands. The private secretary of the prime minister is his chief confidant, his tactful counselor and, in a sense, even the keeper of his conscience.

Some private ministers, as for instance Lord Beaconsfield have caused peerages to be bestowed on their private secretary with a knighthood of the Order of the Bath but with the hand of one of his daughters.

In view of the fact that many distinguished men have occupied the position of alter ego to the British Premier, Lloyd George overturned an almost pre-scriptive precedent when he appointed Miss Stevenson.

The nomination created a sensation, being particularly welcome in the ranks of those who are working to broaden the estate of women in the realm.

The woman who now occupies the spacious private secretary's room at 10 Downing street, the historic official residence of the prime minister of England, is London born, the daughter of a Scotch father and a French mother.

After serving him as a private secretary in connection with his preparation of the national insurance act, she was continued as one of his official secretaries when he became chancellor of the exchequer in 1913.

She was retained in the same capacity when he became minister of munitions two years ago. Of five secretaries she was the second in rank. When Lloyd George succeeded to the war office he took Miss Stevenson along in the secretarial capacity.

As the chief private secretary of the prime minister Miss Stevenson received a salary of \$4,000 or \$5,000 a year.

She is a graduate of the London university and the Royal Holloway College. Her only brother was killed on the French front in the battle of Guiney last year.

A Faithful Servant.

READY TO WORK NIGHT OR DAY. Gas is your ever ready helper right in your home—no begging for delivery, no delays in getting it. One gets so used to it that one is apt to forget how helpful it is. Take a little trouble. Study its uses; get to understand how to obtain every particle of help you can from it.

Remember that for Light, Heat or Cooking it has no equal. If you have any little difficulties with it, bring them to the Gas Office. Our advice and help will be most readily given.

The Hatred Stunt.

I do not hate the German crew as fiercely as I ought to do. I know I ought to yip and roar and kick some panels from the door, whenever I hear a German name, the symbol of a nation's shame. But it is vain to sit up late indulging in cheap brands of hate; and if I hated night and day, until a pair of slats gave way, my hating wouldn't help the right, or put a single foe to flight. I'd rather show up good and strong, to send a bandage to the lad who lost a wing near Pétrograd, to buy the surgeons lint and knives, that they may save some heroes lives—I'd rather do that sort of thing than hate from now until next spring. I sometimes think I am too meek when friends and neighbors rant and shriek, expressing hatred by the ton for every German and his son. But when I hate for half an hour I feel my stomach turning sour, my form is bathed in clammy sweat, and I must see the village vet.

WALT MASON

WALT MASON

WALT MASON

WALT MASON

WALT MASON

WALT MASON

WALT MASON

WALT MASON

WALT MASON

WALT MASON

WALT MASON

WALT MASON

WALT MASON

WALT MASON

WALT MASON

HAVE YOUR PICTURES FRAMED!

And hang them where you can see them every day. Many a trouble seems easier after a glimpse at some well-loved pictured face, and many a dull day brighter after a glance at some beautiful bit of landscape. Picture framing has long been a specialty with us, it has been the study of years. And our stock of Mouldings—our working equipment—our craftsmen—and our finished work is too well known to need advertisement.

Bring your pictures to us and we will frame them to the best advantage, high class Mouldings and first class workmanship being our standard.

U. S. Picture & Portrait Co

CLEANLINESS, QUALITY, SERVICE,

AT **Johnson's** Fancy Bakery, 174 Duckworth St.

WE CAN DELIVER THE GOODS.

In stock, a large assortment of DRESS GOODS—in Poplins, Cotton Cashmeres, Canton Cords, Meltons, Plaids, Chepe de Chene, Serges, Whipcords, Satin Cloths, Tweeds, Voiles, Sport Goods, Plain and Corded Velvets, Embroideries. PRICES RIGHT.

GARNEAU LIMITED, Wholesale Dry Goods, 1st Floor T. A. Hall, Duckworth Street. aug3,mos,m.ctd Phone 727. P. O. Box, 26.

Advertise in the Telegram

W
 W
 Look
 obe

War News

Messages Received Previous to 9

BRITISH CRUISER TORPEDOED AND SUNK.

LONDON. The British cruiser Drake torpedoped and sunk, according to Admiralty announcement. She was torpedoed on the morning of the North Coast. She reached harbor in a low water. One officer and were killed by explosion. The remainder of the ship's crew saved. The Drake was a 14,100 tons. She was built in 1901 and had a speed of 20 knots. Her complement was 1,400. She was a sister ship of the Hope, sunk in the battle of Chile, in 1914, with the loss of 1,400 men. The Drake was well known in Eastern American waters. Several times visited the United States and Canadian ports. She was flagship of the fifth fleet, which attended the Panama celebration in New York, in 1916.

THE BRITISH AT LANGENARCK.

The anticipated return of Marshal Haig's big offensive has begun and all of the first day have been won. Like the preceding attack one was timed to the British at a given signal swarmed from their trenches and harrowed by shells great army of artillery a front of more than eight miles of the south of Tower Hamlets of Langenarck. They made heavy gains of territory and heavy casualties on the British while they themselves suffered losses. They took many large numbers of which rendered in order to reach safety from the machine gun attack was delivered with a dash of previous days and surely the British standing heavy counter-attacks, took the British had been marked out for a depth of more than a main ridge of heights and southeast of Ypres, fords a dominating position launching of future attacks all in the hands of the British at several points the railway now is virtually in Haig's hands. More than 10,000 man prisoners had been behind the lines when the statement concerning the sinking was sent. Large numbers

ing up to a cinema
 MINARD'S LINIMENT CURES DIPHTHERIA.

ters to whom much sympathy is extended.

WOOL BLANKETS,
\$4.60 to \$9.20.

WADDED QUILTS,
\$2.10 to \$6.00.

Look through your stock now, for with October we will soon need more warmth.

Wool UNDERWEAR
for Men, Women and Girls

And a large stock of
FLEECE LINED UNDERWEAR
for Men, Boys, Women and Girls.

All at Last Year's Prices

BISHOP, SONS & COMPANY, LIMITED.
PHONE 484. MAIL ORDERS RECEIVE CAREFUL CONSIDERATION.

War News.

**Messages Received
Previous to 9 A. M.**

BRITISH CRUISER DRAKE TORPEDOED AND SUNK.

LONDON, Oct. 4. The British cruiser Drake has been torpedoed and sunk, according to an Admiralty announcement to-night. She was torpedoed on Tuesday morning off the North Coast of Ireland. She reached harbor but sank in shallow water. One officer and 18 men were killed by explosion. The remainder of the ship's company were saved. The Drake was a vessel of 14,000 tons. She was built at Pembroke in 1901 and had a speed of 22 knots. Her complement was 900 men. She was a sister ship of the Good Hope, sunk in the battle off Coronel, Chile, in 1914, with the loss of 887 men. The Drake was well known in Eastern American waters, having several times visited the United States and Canadian ports. She was the flagship of the fifth cruiser squadron which attended the Hudson-Fulton celebration in New York, in 1909.

THE BRITISH ATTACK.

The anticipated renewal of Field Marshal Haig's big offensive in Flanders has begun and all objectives of the first day have been won and held. Like the preceding attack, the last one was timed to the minute. The British at a given signal at daylight swarmed from their trenches that had been harrowed by shells from the great army of artillery all along a front of more than eight miles from the south of Tower Hamlets to north of Langemarck. They made notable new gains of terrain and inflicted heavy casualties on the Germans, while they themselves suffered slight losses. They took many prisoners, large numbers of whom gladly surrendered in order to reach a haven of safety from the maelstrom. The attack was delivered with all the wonted dash of previous offensives. Swiftly and surely the Britishers, notwithstanding heavy counter attacks at various points, took the positions that had been marked out for them, some to a depth of more than a mile. The main ridge of heights running north and southeast of Ypres, which affords a dominating point for the launching of future attacks, is nearly all in the hands of the Britishers, and at several points the Ostend-Lille railway now is virtually within range of Haig's guns. More than 3,000 German prisoners had been passed behind the lines when the latest official statement concerning the day's fighting was sent. Large numbers of others are being gathered in. Especially bitter fighting occurred to the east of Zonnebeke, the nearest point of approach to the desired railway line which connects Ostend, Zeebrugge and other northern points of supply with the German line to the south. The efforts of the Germans to stay the British were fruitless, as likewise were their efforts further north in the region of Poelcappelle where the British gained ground to a depth of about two-thirds of a mile. Thousands of prisoners have been taken by the British in their new drive which was begun this morning, east of Ypres, in Flanders. All objectives of the British were won, including positions characterized by Field Marshal Haig's report from headquarters to-night, as of great importance. The text of the report follows: Our attack this morning was launched on a front of over 8 miles from south of Tower Hamlets to the station on the railway north of Langemarck, and has been completely successful. All our objectives have been gained. Positions of great importance have been won, and over 3,000 Germans already have reached the collection stations. We are now in possession of the main ridge to a point 1,000 yards north of Broodisde.

A BERLIN REPORT.

BERLIN, Oct. 4. The German version of the Battle of Flanders, as reported in a statement issued from the German headquarters to-night is as follows: On the battlefield in Flanders the British during to-day's great attack, penetrated only about one kilometre deep into our defense zone between Poelcappelle and Gheluvelt. Bitter fighting is still proceeding to the east of Zonnebeke and west of Pecelare. On other fronts, the statement adds, there is nothing of importance.

AUSTRIAN ATTACKS REPULSED.

ROME, Oct. 4. Further violent attacks by the Austrians against the positions held by the Italians on the slopes of Monte San Gabriele, in the Gorizia sector, were repulsed, according to the Italian official statement issued to-day.

TO INVESTIGATE CHARGES.

WASHINGTON, Oct. 4. A committee of five members was appointed by the House to-day to investigate charges made by Representative Heekin, of Alabama, that certain members of Congress had acted suspiciously in connection with the war.

TO DEAL WITH LABOR UNREST.

WASHINGTON, Oct. 4. The Government is working to develop some comprehensive system dealing with labor unrest which threatens to hamper war preparations; to extend to a number of industries having war contracts the

present system of wage adjustment boards, which have been created for condoning construction of shipbuilding, longshoremen's work, army and navy clothing productions, to increase the number of war department contracts, containing clauses providing that in case of suspension of work by strikes the Secretary of War shall settle the disputes; to enforce agreements with industries for whose products standard prices are to be fixed, and not to reduce wages. To encourage employees to form associations by industry groups to deal collectively with labor demands, and press informally for adjustment of disagreements before they reach the strike stage, and under the pressure of the Government's war power to commandeer and operate plants.

ARABS JOIN BRITISH.

NEW YORK, Oct. 4. Interesting military possibilities in Palestine are forecasted from Mecca. Arabic newspapers reaching here say in effect that the Arabs in Arabia are in revolt against the Turks and have effected a junction with the British army in Southern Palestine. The Arabian revolution was making headway when the latest British official statement regarding it, issued on Aug. 22, reported its progress. The King of Hedjaz, as the new head of the Arab revolt is styled, was then declared to be conducting military operations on

a comprehensive and well-thought-out scale, and had definitely attached his cause to that of the Allies. Already a considerable section of the Hedjaz railway running parallel with the Red Sea coast northward from Medina, had fallen under Arab control. Current advices say that this railway is now controlled by the Arabs as far north as Maan, about 70 miles northeast of Akaba, at the head of the Gulf of Akaba on the east side of Sinai Peninsula. It is pointed out that the reported Arab junction with the British, whose advance in Palestine is now in the vicinity of Gaza, is likely to prove of notable importance as regards the occupation of Syria. With the close of a hot, rainless summer, campaigning again is possible, and the Turks apparently will have to cope not only with the British on the southwest, but the Arabs on the south and east. A speedy report of concerted action by the combined forces is forecasted in advices.

REPRISALS.

LONDON, Oct. 4. According to the Standard a policy of reprisals for German air raids, has been decided upon.

AERIAL ACTIVITY.

LONDON, Oct. 4. Naval aircraft yesterday bombed St. Denis, Zeebrugge dock and gates, Bruges docks and other targets, and the Thourout railway junction, says to-day's official report on British aerial operations over Belgium. All our machines returned safely.

AVIATOR'S DEATH CONFIRMED.

PARIS, Oct. 4. The death of Capt. George Gunemer, the famous French aviator, has now been definitely confirmed. Information received by the Red Cross says that he was shot through the head north of Poelcappelle on the Ypres front. He was identified by a photograph and his pilot's license found in his pocket. The aviator was buried with military honours.

CHARGE AGAINST FORMER MINISTER.

PARIS, Oct. 4. The Chamber of Deputies assembled to-day and decided to take up immediately discussion of the case of Bola Pasha, who was arrested on a charge of having conducted German propaganda in France. Louis J. Malvey, former Minister of the Interior, who resigned on account of the press attacks against him in connection with exposures of German intrigues with the President of the Republic, has received a letter from Leon Doudet, leader of the Royalist Association and editor of L'Action Francaise. This letter, reciting the infamous calumnies against me, has been transmitted to the Premier, who communicated it to me. I cannot accept this letter in silence. Premier Painleve interrupt-

ed, saying the accusations against Malvey, are very grave; he is accused of having betrayed secrets to Germany during the three years. There were cries from all parts of the Chamber.

HINDENBURG REPLIES TO CONGRATULATIONS.

AMSTERDAM, Oct. 4. Field Marshal Von Hindenburg has made a general reply to the congratulations sent him on his 79th birthday, which is published in the German press. It is in the form of an appeal to the German people to remain united and not trouble about what may happen after the war, because this merely carries discord into the ranks and strengthens the hope of our enemies. Be confident, Germany will get what she needs, that both air and space will be given to German oaks for their free development. The reply continues: "Keep your muscles tense, your nerves firm and your eyes on the goal."

QUEBEC FOR PROHIBITION.

QUEBEC, Oct. 4. Prohibition has passed by a majority of 2,500. Up to 7 p.m. returns were incomplete.

SINKING SUBMARINES.

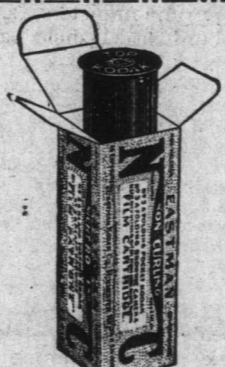
LONDON, Oct. 4. A high official of the Admiralty said to-day that more submarines had been sunk during the past three months than during any similar period.

U. S. AIR SERVICE.

WASHINGTON, Oct. 4. The twenty thousand airplanes for America's fighting fliers in France, authorized in the \$640,000,000 aviation bill passed by Congress in July, actually are under construction. Secretary of War Baker announced to-day that the whole air craft program had been so co-ordinated that when the planes and the motors are completed, trained aviators and all other equipment will be waiting for them. When this nation's army move up to participate in the fight, the Secretary said, the eyes of her army will be ready. Within a reasonable time, considering the period for preparation, the country will send its first airplane to Europe.

Gentlemen:—

The Royal Stores, Ltd., have a splendid line of Cigars and Tobaccos. They are selling Quesed, a very fine quality of Plug Cut Tobacco, manufactured by Mr. Patterson of Virginia, who eliminated the bite and made pipe smoking a luxury. Try a package of Quesed, it will please you. White fur crowns are not unusual on the newest hats. Nyal's Face Cream at Stafford's Drug Stores, Duckworth St. and Theatre Hill.—sep7/17



The only Film fit for a Kodak is
EASTMAN FILM.
Dependable, Uniform, Fast.
Our supply in all sizes is complete—get your film here for the holiday.
TOOTON'S,
The Kodak Store, 320 Water Street.

Ladies' Fall & Winter Hats AND Coats

We have just received shipments of the above goods and invite your early inspection whilst the assortment is at its best.

OUR COAT VALUES ARE WELL KNOWN TO BE THE BEST PROCURABLE, and despite all the circumstances against us this season, you will find our Coat Values keeping up our reputation in this department.

We are also opening a lot of good values in—
LADIES' SHOWERPROOF COVERT COATS.
LADIES' BLACK RUBBER and OIL COATS.
MISSES' BLACK RUBBER COATS.
MEN'S and BOYS' BLACK OIL COATS.
LADIES' FLANNELETTE UNDERWEAR and NIGHTDRESSES.

In Flannelette Wear it will be impossible to offer later the values we now offer, and we advise early shopping for your own good.

HENRY BLAIR.

Your Business Success in 1917

Acts upon the dependability of your service of supply.

Three big facts—big buying power, tremendous production, expert workmanship—stand behind our claims of superior service. It will pay all merchants to see our spring ranges in

Men's and Boys' Suits, Overalls, Shirts, etc.
DO IT NOW.

Newfoundland Clothing Co., Ltd

BULL RUN—Oh My, Yes—Of Course It's Always Different When a Woman Does It—Has This Ever Happened to You?
BY CARL ED

Now hit 'em easy until I get onto it!

What was an accident—I assure you—Bull!

GEE—I THOT YOU WUZ GONNA HIT 'EM EASY!

You did that on purpose—you mule!

at!
\$1.20
ED!
see them
ems eas-
ell-loved
full day
a beauti-
ED!
en a spe-
study of
dings—
crafts—
too well
we will
antage,
st class
ard.
rait Co
VICE,
n's
St.
GOODS.
nt of
S
Cords,
Serges,
ns, Velles,
ed Velvets,
ED,
kworth Street,
P. O. Box 86,
telegram

To-Day's Messages.

10.00 A.M.

AMERICA'S AIR FIGHTERS. WASHINGTON, To-day. This airplane, from the tip of its propeller to its engine, machine gun and camera, will have been made in the States...

COMPLETING THE BLOCKADE.

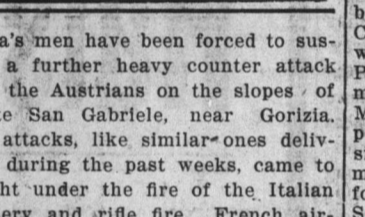
WASHINGTON, To-day. The final move to prevent supplies from reaching Germany from the outside world was taken today by the American Government...

Coughs

Mr. J. R. M. Swinney of Cowley, Alta. writes: "I found PEPs a most wonderful remedy for asthma and bronchitis. For a considerable time I suffered from these ailments, sometimes being so badly choked up that I could scarcely breathe..."

PEPs give quick relief. They are the direct treatment. Place a PEP in the mouth, as it dissolves, soothing, healing vapors are released and breathed down direct to the seat of the trouble...

FREE TRIAL. Send this article, with the name of the store where you wish to try a box of PEPs, to T. J. Edens, 2500 Street, St. John's, Nfld., for free trial package.



Send this article, with the name of the store where you wish to try a box of PEPs, to T. J. Edens, 2500 Street, St. John's, Nfld., for free trial package.

weeks after the two raiders left Mopha Island where they had been captured by the Germans. The last put to sea on August 21st and the other on September 5th...

BIG MAJORITY FOR SCOTT ACT.

By an overwhelming majority the citizens of Quebec have voted in favour of the enforcement of the Scott Act...

FORMING THE CANADIAN UNION GOVERNMENT.

Political developments came thick and fast today. Shortly after noon Hugh Guthrie, a leading War Liberal...

THE MALVY INCIDENT.

Louis K. Malvy, former Minister of the Interior who resigned office on account of the press attacks against him in connection with the exposures of German intrigues...

MORE TYRANNY.

HAVRE (Belgian Official). To-Day. Zeelo, in Eastern Flanders, has been used for a long time for drying food and cigarettes for passing English prisoners...

GERMAN RAIDERS AT LARGE.

Two German commerce raiders, manned by the crew of the famous Ze Adler, which in two developments was stranded on Mopha Island in the South Pacific after roaming for seven months upon American waters...

T. J. EDENS. WRECKD GOODS! 500 slices BACON PORK. 2500 tins EVAPORATED MILK. Get Our Prices for FLOUR. 14 lb. sack Best Flour, \$1.10. FAMILY MESS PORK. PIGS' JOWLS. SPARE RIBS. N. Y. CORNED BEEF. N. Y. CHICKEN. BOLOGNA SAUSAGE. HEINZ'S. Tomato Soup. India Relish. Horse Radish (Evaporated). Sweet Mixed Pickles. Sweet Mustard Pickles. Sour Mixed Pickles. Chew Chews. Spicy Onions. Beefsteak Sauce. FRESH RABBITS. FRESH COUNTRY EGGS. DUCKWORTH STREET and RAWHORN CROSS.

only follow us and imitate our methods. We started bombing from airplanes; they followed but we always have been and are now doing more than twice as much as they are able to do...

THE AIR FIGHTING.

LONDON, To-day. The following special communication was issued last evening, dealing with the aviation branch of the Army: Low clouds and a high west wind on Wednesday made aerial work almost impossible...

AIR CASUALTIES.

LONDON, To-day. The Times says several hundred and four airplanes and seaplanes were brought down on the western front in September. This is a higher total by nearly 30% than for the preceding months...

OUTPUT NOT YET LARGE ENOUGH.

LONDON, To-day. The Times naval correspondent writes of reports on shipping losses: Whether we compare them with those of other weeks or months or any previous weeks, the returns are the most encouraging we have had since the intensification of warfare...

NOT A HITCH IN THE ATTACK.

BRITISH HEADQUARTERS, To-day.—South of the Meunin Road, where only a short advance was intended, our objectives were reached at an early hour. North of the road the English battalions carried the Hamlet of Polderhoek and Polderhoek...

W.P.A. Christmas Fund.

Amount acknowledged: \$428.20 Mrs. Dawson (King's Cove)... 2.00 \$430.20 Red and rose shades are combined with gray.

The Wellington THE UNIVERSAL PIPE



HONEST PIPE VALUE. When you buy a Wellington Pipe you get your money's worth—well reasoned genuine French briar and good workmanship that comes with 50 years of experience...

And the Wellington gets your money's worth out of your tobacco—dry, sweet smoke. The well catches the moisture.

At good dealers, in all shapes and sizes, at 75 cents and up. Choose yours. WM. DEMUTH & CO., New York



Grenfell Inquiry. Here and There.

Nothing finer than ELLIS' Pork Sausages, Beef Sausages, Tomato Sausages. Try them. WIRE TROUBLE.—Owing to the Red Nfld. Co.'s telegraph wires being interrupted, the express passenger list was not received up to press hour.

W.P.A. Christmas Fund.

Amount acknowledged: \$428.20 Mrs. Dawson (King's Cove)... 2.00 \$430.20 Red and rose shades are combined with gray.

And the Worst is Yet to Come

Illustration of a man falling from a tree. ALL KINDS OF HOT-HOUSE VEGETABLES FOR SALE. MINARD'S LINIMENT CURES DIPHTHERIA CURES DANDRUFF.

"Nfld. Magazine,"

ISSUED EVERY TWO MONTHS. The only standard size magazine published in Newfoundland will be on sale on Monday, Oct. 8th, at all the city bookstores and at Bell Island, Portugal Cove, Heart's Content, Carbonear, Bay Roberts, Grand Falls, Curlew and other places in the outports...

CONTENTS.

"The Vintner's Guild of London," by H. W. LeMessurier, C.M.G.; "Eptaphs," by Arthur W. Martin; "The Whip of the Wretches," concluded by Tubal-Cain; "Buddy's Blighty," "Nfld. Forestry Companies," by Lieut. D. Thistle; "In Memoriam (July 1st-10th, 1916)," concluded by the Administrator, Canon W. R. Smith; "Out-of-Doors" (concluded); "Matthew Apalak," educated Equilibrium orphan, by G. H. B.; "St. John's Harbor at Night," a poem by Robert Gear MacDonald; "Insurance Department"; "List of School Teachers Attending Summer School," concluded by "Humorous Writings and pointed paragraphs"; "Illustrations with brief writings—front cover; "School Teachers Attending Summer School"; Staff Sergt. Westervelt, Capt. R. M. Bartlett, M.C. with Bar, Sergt. William H. Martin, 2nd Lieut. Phil. S. LeMessurier, Ambrose Fitzgerald, R. N. R. (French Medal), Pte. Patrick J. Pte. Geo. Pte. Edward M. and Sergt. Leo J. Jackson, sons of the late E. M. Jackson; Lieut. D. Thistle; "Honouring Heroes of Beaumont Hamel, July 1st, 1917"; Mattheu Apalak, 2nd Lieut. A. S. Newman, Pte. Cecil Hunt, Pte. Jas. Bennett, motor car presented to soldiers by G. M. Barr, Esq.

Here and There.

BOWRING'S SHIPS.—The Prospero left Westville last midnight going north. The Portia sails for western ports to-morrow morning.

TRAIN MOVEMENTS.—Yesterday's outgoing express left Norris' Arm at 5 a.m. to-day. The incoming express not reported owing to wire trouble.

Just Arrived.—Nyal's Face Cream at Stafford's Drug Stores, Duckworth St. and Theatre Hill, Sept. 31st.

DRY DOCKED.—The Norwegian steamer, which struck the land near Cape St. Mary's, has discharged her cargo and gone into dry dock for repairs, which are expected to occupy several weeks.

Motor Cycle Seats, Horns and Carrier Seats, etc. BOWRING BROTHERS, LTD., Hardware Dept.—sep21,ed,tt

COLLISION.—At 11.50 a.m. to-day street car No. 3 collided with a cart owned by Mr. John Stamp, truckman, while passing the foot of Buchanan street. With the exception of a broken cross bar no damage was done.

It is cheaper to purchase where everything is CLEAN and SANITARY. Try ELLIS' MINCED COLLOPS.

WON D.C.M. and M.C., etc. "Billy" Anderson, son of R. H. Anderson, late manager of the Bank of Nova Scotia here, has won the D.C.M. and the M.C. while serving with a London regiment. His promotion is now in charge of a tank and has done splendid work with the big machine.

It costs less to buy where CLEANLINESS and SANITATION is the first consideration. Try ELLIS' SAUSAGES, they have made a name already.

WANT TO BECOME AIRMEN.—As a result of our interview with Lieut. R. G. Reid, Jr., in yesterday's issue, quite a number of young men called on Lieut. Reid this morning and learned from him some things of interest in connection with the Imperial Royal Flying Corps. Any person between the ages of 18 and 45 can see Lieut. Reid by calling at the despatching office of the R. N. Co. at 11.30 a.m. to-morrow.

It does not cost you any more to buy ELLIS' ROASTS, STEAKS, CUTLETS, CHOPS—because the Market is CLEAN and SANITARY.

MARRIED. At St. Mary's Church, Heart's Content, by the Rev. Canon Stewart, on October 3rd, Marion, only daughter of Mr. and Mrs. C. W. Rendell, to Mr. Alfred Rowe of the Western Union Cable Station.

DIED. Last night, after a lingering illness, Mildred, darling child of John and Ethel Taylor, aged 15 months. "Safe in the arms of Jesus."

FUNERAL NOTICE. The funeral of the late Mrs. H. C. Morris will take place from S. G. Chiller's Mortuary Rooms, George Street, this afternoon at 4 o'clock.

MINDARD'S LINIMENT CURES DIPHTHERIA.

FRIDAY. Newsy Reading HOME Purse... --- the Family... GREYTONNES. 30 inch Cretonnes... BOLSTER CASE... HEARTH RUGS... CUSHION COVER... DUCHESS SATIN... Boys & Girls' Suits... SHOWROOM... CHILDREN'S KNIT... BUST FORMS... BACK COMBS... MINARD'S LINIMENT CURES DIPHTHERIA.

GALVANIZED SHIP BUILDING NAILS,
5, 6, 7, 8, 9 inch.

CONVEX WASHERS.

Galvanized SHEET IRON,
in 20, 22, 24, 25, 26 gauge.

Selling at
LOWEST PRICES.

BOWRING BROTHERS, Limited,
Hardware Department.

SLATTERY'S Wholesale Dry Goods

500 Gross **BOOT LACES.**

50 doz. Ladies	100 pieces
WOOL CAPS,	DRESS SERGE,
Assorted Colours.	Navy, Red and Brown

At Lowest Possible Prices.

Estate W. A. SLATTERY.
Phone 522. Duckworth Street. P.O. Box 236.

SUGAR! SUGAR!

To arrive about October 17th,

500 barrels
American
Granulated Sugar.

GEO. NEAL

Pears and Gravenstein Apples.

100 Half Barrels Pears,
150 Barrels Gravenstein Apples,
100 Crates Silver Peel Onions,
80 Cases California Oranges.

All counts. Due to arrive ex steamer. Prices right

BURT & LAWRENCE,
14 NEW POWER STREET.

NO MATTER HOW THE FIRE IS CAUSED


if you're not insured, you're a loser. Take time to see about your policies. We give you the best companies and reasonable rates.

PERCIE JOHNSON
Insurance Agent.

Smallwood's Big Shoe Sale.

Ladies' Black Cloth TOP BOOTS,
Reg. \$5.00 values, now only \$3.50 per pair.
All sizes.
Secure a pair to-day.

Mail Orders receive prompt attention.



F. SMALLWOOD
THE HOME OF GOOD SHOES.

Final Notice to Our Clients.

This is the last opportunity to buy PERFECTION TIRE SHARES AT ONE DOLLAR. We will accept orders for same up to Saturday at noon, and all mail orders that have the envelopes postmarked on that date will be honored at one dollar. On Monday morning Treasury shares will be \$1.25, and a special news-letter and prospectus will be mailed. That mailing will be a straight-from-the-shoulder talk, giving up-to-the-minute information frankly, startlingly, forcefully. It MUST compel YOUR attention. If you want a copy, tell us to put your name on our mailing list. It costs nothing and carries no obligation.

IT MAY BE THE MEANS OF MAKING BIG PROFITS FOR YOU.

J. J. LACEY & CO., Ltd.,
INVESTMENT SPECIALISTS, CITY CHAMBERS.
(Over Royal Bank of Canada.)

ROOM PAPER!

We have 60,000 pieces

Room Paper,

a whole store full. We must have this room for other goods soon, and consequently we are offering special inducements to wholesale buyers.

Call and see them, or send for patterns.

Wholesale and Buyers.

Robert Templeton

STANFIELD'S

Reliable, Unshrinkable

WOOL UNDERWEAR

at Low Prices.

We are now offering a full range of STANFIELD'S CELEBRATED WOOL UNDERWEAR for Men, Women and Boys at money-saving prices.

These prices cannot be repeated when this stock runs out. We booked this lot some time ago, since when, on most lines, the manufacturers' prices have advanced over twenty per cent., and further advances are likely.

Our Retail Prices are Low,
being based on our purchase prices arranged practically a year ago.

Remember, STANFIELD'S WOOL UNDERWEAR IS ALL ROUND RELIABLE UNDERWEAR. IT HAS A REPUTATION BEHIND IT. IT WILL NOT SHRINK OR GET HARD IN THE WASH. THE PRICE IS LOW.

No Underwear will give you better service. Also, that we aim to give you the best service possible.

Henry Blair

Henry Blair

NOTICE.

THE STEAMER



Portia
will leave the wharf of

Bowring Bros., Ltd.,
ON

Saturday, 6th Oct.,
at 10 a.m.,

calling at the following places:

Cape Broyle, Ferryland, Fermanagh, Trepassay, St. Mary's, Salmonier, Placentia, Marystown, Burin, St. Lawrence, Lamaline, Fortune, Grand Bank, Belleoram, St. Jacques, English Hr. West, Hr. Breton, Pass Isld., Gaultois, Pushthrough, Richard's Hr., Francois, Cape LaHune, Ramea, Burgeo, Rose Blanche, Channel, Bay of Islands, Bonne Bay.

Freight Now Being Received.
For freight or passage apply to the Coastal Office of

BOWRING BROTHERS, LTD.
Coastal Mail Service.
Telephone 306.

Use

TAYLOR'S BORAX SOAP.

The most economical Soap on the market, possessing cleansing energy for every household purpose.

BAIRD & Co.
Agents for John Taylor & Co., Ltd., Toronto.

3 Very Useful Books!

THE WOMAN'S BOOK.
Contains everything a woman ought to know. Household Management, Cookery, Children, Home Doctor, Business, Dress, etc. About 800 pages. Price \$1.50.

JACK'S SELF-EDUCATOR.
A guide to a liberal education, 22 subjects included with carefully prepared courses of reading on each subject. 822 double column pages. Price \$1.60.

JACK'S REFERENCE BOOK.
An Encyclopaedia of General Information. A Medical, Legal, Social, Educational and Commercial Guide. An English Dictionary. 1088 pages, quarto, cloth. Price \$1.60.

Garrett Byrne,
Bookseller & Stationer.

THE LONDON DIRECTORY
(Published Annually)

enables traders throughout the World to communicate direct with English

MANUFACTURERS & DEALERS
in each class of goods. Besides being complete commercial guide to London and its suburbs the Directory contains lists of

EXPORT MERCHANTS
with the goods they ship, and the Colonial and Foreign Markets they supply;

STEAMSHIP LINES
arranged under the Ports to which they sail, and indicating the approximate Sailings;

PROVINCIAL TRADE NOTICES
of leading Manufacturers, Merchants, etc., in the principal provincial towns and industrial centres of the United Kingdom.

A copy of the current edition will be forwarded freight paid, on receipt of Postal Order for 2s.

Dealers seeking Agencies can advertise their trade cards for £1, or larger advertisements from 2s.

The London Directory Co., Ltd.,
25 Abchurch Lane, London, E.C.

KEEP MINARD'S LINIMENT IN THE HOUSE.

REID-NEWFOUNDLAND COMPANY.

South Coast Service.

Passengers leaving St. John's on 8.45 a.m. Train Saturday, October 6th, will make connection at Placentia with S.S. "Glencoe" for the usual ports between Placentia and Port-aux-Basques.

Reid-Newfoundland Co.

Evap. Apples, in 1-lb. Cartons & 50-lb. Boxes.

Seeded Raisins, 36 1-lb. pks. to case, 45 12 oz.

Red Cross Baking Powder, good value, in 5-lb., 1-lb, 1-2 lb., 1-4 lb., and 2 1-2 oz. tins.

DATES, 7c. package.

SPICES—Compound and Pure, in 6-lb. boxes, 3/4 lb. packets and 3 oz. tins.

EVAPORATED PEACHES—Fancy, in 25 lb. boxes.

BARBADOS BROWN SUGAR.

CUT LOAF SUGAR—Domino, in 5 lb. cartons.

SOUPS—Morton's in 2 lb. tins; Lasenby's in glass; Campbell's.

BUTTER—Bluebonnet, 2 lb. slabs, 1 lb. slabs, 5 lb. tins, 28 lb. tins.

BIRD'S CUSTARD POWDER—Tins.

ASPARAGUS, Tins.

BOWRING BROTHERS, Limited,
Phone 532. GROCERY DEPT. Phone 532.

No Advance in Price

The New Fall Showing
—of—
Christy and Stetson
Hard and Soft
HATS.

Tried and proven for half a century, is now open for your inspection at

SMYTH'S.
They fit like old ones.

J. J. ST. JOHN.

SLOAN'S LINIMENT,
Known the world over for its immediate cure. Retailing at 25c. per bottle.

J. J. ST. JOHN,
AGENT,
Duckworth Street and LeMarchant Road.

IN PAGES TO-DAY.

FRONTON, Noon. — Strong to moderate gales, E. to rain to-night. Sunday — S.W. showers at first clearing and cooler.

WELCH'S GRAPE JUICE

VOLUME XXXIX.

LLC

Auction Sales!

THE PEOPLE'S AUCTIONEER

AUCTION—FREEHOLD.

For Sale by Public Auction, on the Premises, on

Tuesday Next, 10th inst.,
at 12 o'clock, noon,
that Desirable Freehold Property

Dwelling House thereon, situated on Carter's and Theatre Hills, measuring on Carter's Hill 98 and Theatre Hill 22' 5". Further particulars may be had from MESSRS. PETER & HALLEY, Solicitors, Rebuilding, or

P. C. O'DRISCOLL,
Auctioneer.

AUCTION SALE.

Box Ranch and 21 Foxes.

have been favoured with instructions from Mr. W. J. Dover, Director of The Exploits River Fox Co., Ltd., to sell by Auction at our office, Duckworth Street, on Saturday, the 20th day of October, at 12 o'clock noon (remember the time) the Ranch of 28 acres Freehold, on the Grand Falls and Bot. Railway, 7 1/2 miles from Grand consisting of Caretaker's 4-Cottage, Shack, Wire Runs and 24 pairs of Foxes and 21 Foxes, viz:

5 pairs SILVERS,
1 only BLACK VIXEN,
7 pairs PATCHES.

For particulars upon application to W. J. DOVER, Liquidator, Grand Falls, or

RED J. ROIL & CO.,
Auctioneers.

BE SOLD BY PUBLIC AUCTION.

Tuesday Next, the 9th inst.,
at 11 o'clock,
At the Premises of

THOMAS WALSH,
Coal Merchant, South Side.

BOX CARTS, 4 SLIDES,
SLIDE SHAFTS,
WHEELS,
LONG CART FRAME,
WHEELS, 2 FISH BEAMS & RODS,
WHEELS,
IRON HAND CART WHEELS.

M. A. BASTOW,
Auctioneer.

Newfoundland POULTRY ASSOCIATION

SALE OF PURE BRED COCKERELS AND PULLETS 1917.

Under an arrangement with the Newfoundland Agriculture Board the Poultry Association is offering for sale during October a limited number of pure bred Cockerels and Pullets at a nominal price of One Dollar each. Every bird will be guaranteed to equal, if not excel, imported birds costing Five Dollars (\$5.00).

This offer is only open to those persons in Newfoundland who live in the ports and outside of the city limits to encourage the breeding of Pure bred Birds.

Purchasers of these Birds must agree to keep them for two years. Applicants under the above conditions must send their application, enclosing One Dollar (\$1.00) with each stating breed required, to

JOHN F. CALVER,
Sec. Nfld. Poultry Association,
St. John's.

All applications must be in by October, 1917. oct 6, 1917

FOR SALE—House on Governor Street East. May be seen any time after 3 p.m. Apply to MRS. T. HALLETT. oct 3, 1917