

"Economy," The Keystone of Success.

Economy is the watchword of the whole world to-day. We are all called upon to economize for the benefit of our Empire, and for our own personal benefit. Economy is essential to success. **SUCCESS FOLLOWS ECONOMY.** The offerings itemized below are real aids to economy.

Embroideries!

A Big Job in White Embroideries, 10,000 yards. Although they have advanced over 50 per cent. we are still selling at old prices, according to width, **6c. to \$1.00 per Yard.**

DRESS GOODS--32 pieces Dress Plaids. Value for 40 cents. Selling at **35c. per yard.**

CHECK GINGHAMS--10 bundles Remnants Check Gingham, just the thing for Children's Overalls, selling at **16c. per yard.**

Ladies' American Coats!

Only a few remaining from our Fall shipment. **Now is the time to secure a serviceable**

WINTER COAT.

Up-To-Date Styles, Newest Materials, from **\$10.00 up to \$34.00 each.**

Marshall Bros

Ladies' Felt Hats!

About two dozen, the balance of a Big Job, ranging in price from \$1.20 to \$3.60, clearing at

90c. each.

Fancy Flannelette Blouses, a Big Job!

40 dozen Ladies' Fancy Flannelette Blouses, value for \$1.50, now

\$1.10 each.

LADIES' PETTICOATS--10 dozen Colored Petticoats, well assorted, **\$1.20 to \$3.60 each.**

Just Little Changes.

By RUTH CAMERON.



RUTH CAMERON

I don't mind washing dishes in other people's homes," a dear old lady who has washed in a many dishes in the course of her life said to me the other day, as she insisted on taking her stand by my dish drainer, "why I think that's real fun. All the dishes and pots and pans are different you know, and that makes it so much more interesting. Where I used to have to wash dishes for eight we had some old white dishes and I used to think, now if I could just have some different dishes and not have to look at those same dishes every day, I wouldn't mind half so much!"

There was something infinitely pathetic to me about that last statement.

The Sameness That Kills.

It was such a perfect and pitiful expression of the longing for change of some sort, even so slight a one as "different dishes," that eats away the heart and courage of many a woman who is shut into the prison of a dull routine.

Of course routine work has to be done by someone. It is inevitable that dishes shall be washed and rooms swept and lamps filled and beds made over and over again, day in day out. ("If only some of these things would stay done," a resentful housekeeper often sighs to me). But it isn't inevitable that this routine shouldn't be sometimes flavored with the spice of change.

Even Changing a Room About Sometimes Helps. Changes, even small ones like

changing a room about, buying a single new piece of furniture, having some new clothes made, rest the mind that has gotten cramped by the daily routine, as a shift of position rests cramped muscles.

It is wonderful, too, how small material changes and pleasant little interests can help people who are trying to get over some great loss. A woman who lost her only child a few years ago told me how she deliberately thought up such little changes for herself and her husband. At her suggestion they bought complete new furniture for their bedroom, had electric lights installed and went on a visit to a relative who lived some thousand miles away. Of course these were infinitely little things compared to their great loss, but they helped these two people to get a new grip on life.

Sometimes a Change Prolongs People's Lives.

Sometimes large changes, such as a complete change of scenery and surroundings will prolong people's lives for years. I have known middle aged people who made such changes or had them forced upon them, suddenly start to grow young instead of old. Sometimes of course the change kills instead of cures. I suppose that depends upon the stuff the patient is made of.

A druggist can obtain an imitation of MINARD'S LINIMENT from a Toronto house at a very low price, and have it labeled his own product. This greasy imitation is the poorest one we have yet seen of the many that every Tom, Dick and Harry has tried to introduce.

Ask for MINARD'S and you will get it.

When you want Steaks, Chops, Cutlets, try ELLIS.

10c. Line.

Mr. Shopkeeper, if you want a good large can of

BAKING POWDER

to sell for 10c., we have it. Special low price on cases, 10 oz. each.

Soper & Moore
Importers & Jobbers
Phone 454.

Rann-Dom Reels.

GOOD-NATURE.

Good-nature is one of the principal products of sunshine, and when well-rooted never fails to produce a bumper crop. When a person has become thoroughly saturated with kind-dried good-nature he is welcome at any social circle, especially around the family hearth at a time when the baby is cutting several shrill-voiced teeth and the apple pie has been thoughtlessly creamed in the oven.

Some people are born good-natured and others acquire it by dint of hard work. It is better to be born with a sunny disposition and a perpetual 6 by 4 smile than it is to inherit four farms and go through life looking like a human toothache. On the other hand, many a person has started out in childhood without any visible signs of good-nature and after being hit below the belt by adversity has become as mellow as a claretous peach at the bottom of the basket.

One fine thing about good-nature is that it is as contagious as the red measles, but doesn't have to be quarantined. The minute a cheery, sparkling-eyed woman breaks into a gloomy gathering of the Ladies' Aid Society and begins to get rid of an accumulation of enthusiasm, energy and courage, she will infect the rest of the members to such an extent that it will be decided to re-paper the parsonage without a dissenting vote. No noble project, like buying a couple of non-skid casings for the pastor or removing the hitching posts from Main Street, was ever accomplished by workers suffering from an internal grouch.

The Good nature, when once durably located in the system, is not affected by sorrow, ill health or misfortune. Some of the best-natured people in the world are those who have no reason to be. The crippled child is the sweetest flower of the flock. The old gentle lady, seated in a bed of pain, makes beautiful the ministry of suffering by her patience and unselfishness. When trouble comes thick and

gentleness of spirit blooms at its best. We could all cultivate a little more good-nature without starting any divorce suits.

ARGUMENT.

I've never found in joint debate much profit or much pleasure, though I have a number of arguments of weight, and facts beyond all measure. My neighbours sit around all day and argue you without ceasing; they jabber, in their tireless way, until their lungs need greasing. They say the same thing over and over, a million times they've said it; and in the village not a store will give these sleek credit. They tell how governments would run if their advice were heeded, and lack the price to buy a ton of coal that's badly needed. Some of their wives are scrubbing floors and others take in washing, while all the day these wise old boxes are arguing and joshing. There are so many useful jobs that people should be doing. I don't admire the windy swabs, their talkfest still pursuing. That man will yet be in a box, will yet be swatted dizzy, who leans against a post and talks while other men are busy.

WALT MASON

Household Notes.

To clean brass that has been exposed to the weather, make a paste of salt and common vinegar; rub the brass with the mixture and leave for ten minutes. Then clean in the usual way.

Even when there is cream in the coffee, the stains can be removed from the most delicate silk or woolen fabric by brushing the spots with pure glycerine and rinsing in lukewarm water.

Never close up a finger with court plaster. It involves the possibility of pus and long inflammation. Wash the cut with warm water and turpentine should be applied. Then bandage with linen cloths.

When preserving, sprinkle some ashes on the stove lid beneath the kettle of boiling fruit. This prevents standing over the stove to stir the fruit. It will not burn or stick if this method is followed.

When whipping cream cover the bowl with a piece of paper with a slit in the top the shape of a maltese cross. Insert the egg beater into the slit and the cream may be whipped without danger of spattering.

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. Make 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.

St. John's Gas Light Co.

Here and There.

WANTED—A Second-Hand Cod Trap. P. H. COWAN & CO., 276 Water St.

GOOD FISHING WEST.—With a good supply of squid baiting, an excellent fall fishery is being had at Rose Blanche and vicinity. Cod are plentiful and the average catch is three quintals per day for a dory.

WEED CHAINS.—Keep your car from skidding by using the famous Weed Chains. All sizes in stock. BOWRING BROTHERS, LTD., Hardware Department.—oct18, eod, tf

LOGGING OPERATIONS.—Already earnest preparations are being made for the winter's logging operations in the interior, particularly in and around Gambo. It is expected that the cut this season will be as large as that of any previous year.

STATIONARY ENGINES. 2, 3, 6, 8 and 12 h.p. in stock, and other sizes to arrive. A good, strong and serviceable make that has given entire satisfaction. Ask for our prices and terms before buying elsewhere. L. M. TRASK & CO., 140 Water Street, nov3, 61

DOING WELL.—Mr. Arthur G. Williams, manager of Harvey's butter factory, who went to New York for special treatment to his eyes, is doing well. The specialists who are looking after his case hoped for a permanent cure, without operating.

When you want Roast Beef, Roast Veal, Roast Mutton, Roast Pork, try ELLIS.

NOTE OF THANKS.—Mr. and Mrs. Butler wish to thank the many kind friends, who sent notes of sympathy, also Miss Field (Matron) and Staff of the Insane Asylum, Mr. Meaney and Staff of the Postal Telegraph Department, Mr. P. Anderson, Mr. and Mrs. Simon Butler and Miss G. Parsons who sent wreaths and flowers to adorn the casket of their beloved son Harry. —adv.

SERVICE TO THE NATION DEMANDS GOOD HEALTH

War is bringing home to every man, woman and child the fact that service to the nation is not a matter alone for the soldier and sailor and munition worker.

There is work, necessary work, for everyone to do, in the way of thrift and production, and to do this work, health is the first essential. Even the most willing will find progress is slow if the health is bad.

Probably the most common complaint among those doing unaccustomed tasks is backache. Work may cause a tired feeling that will easily pass off but this backache that almost doubles one up is an indication of a condition of the system that needs treatment. The kidneys are giving evidence of their weakness and the sufferer should be thankful for the timely warning given by this pain.

The quickest and surest relief from backache is a treatment with Gin Pills. Gin Pills are the best remedy for the kidneys. Anyone who is unable to perform his or her full duty should take Gin Pills. Free sample on request to National Drug & Chemical Co. of Canada, Limited, Toronto, or to the U.S. Ad. Dist. Dr. Co. Inc., 232 Main St., Buffalo, N.Y.

ASK FOR MINARD'S LINIMENT AND YOU WILL BE SATISFIED.

The "Boston" BARGAIN HOUSE

SPEAKS

To her Gracious Majesty Miss or Mrs. Loyal Newfoundland. We realize our customers are supreme and our every effort shall aim to please. On Saturday morning, Nov. 10, at 8.30, we shall open

The "Boston" Bargain House at 362 Water Street,

corner of Queen, three doors west of General Post Office, immediately opposite Parker & Monroe's Shoe Store (West). You'll find it. Yes.

Some Things We Stock:

We shall offer for Men, Women and Children a very substantial line of Hose in pure wool, 1916 pick. The values are good and you will be delighted to be able to purchase Wool Stockings. Get them at the Boston Bargain House, 362 Water Street. You'll strike it? Yes. Ladies warm winter Underwear will also be among the features at the lowest possible prices.

A very snappy line of GIRLS' CRUSHER HATS at \$1.00. Very "Bosty" looking, good value. There shall be bargains in REMNANTS and POUND GOODS. LADIES' SKIRTS will be sold at \$1.80 in Cotton Serge, CHILD'S MISSES' and LADIES' RUBBERS at low prices. Wonderful value in WHITE BLEACHED SHEETING. Make a raid on the POUND TOWELS—they won't last long. LADIES' COATS will be sold at reasonable figures for all.

There will be bargains in BOOTS that will surprise you.

YARD FLANNELETTES and DRESS GOODS are all going at the best prices St. John's knows.

In short, it will be a regular landslide of bargains in all goods for any member of the family.

TO HIS MOST EXCELLENT MAJESTY, MR. MAN.

We have not forgotten you, sir, for we know with the prices soaring every day, with foodstuffs at prices that will tax to the utmost the resources of bare armed labour, you are looking around to buy clothing where it is lowest.

MEN'S PANTS, MEN'S OVERALLS, MEN'S SHIRTS are all marked low here. Examine our OVERALLS at \$1.19. See our MEN'S SUITS in good tweed patterns. Yes, and WOOL UNDERWEAR. We can do well for you. We can give you HATS and CAPS at reasonable prices, and BRACES and NECKTIES and anything in Men's Wear that is necessary.

You'll look us up? Yes. Remember the address, it will pay you to remember it Saturday—362 Water Street, opposite Parker & Monroe's, 3 doors west of Post Office.

For Boys and Girls, for Men and Women we have merchandise that will suit all. Capable help will look after you. Bargains will blaze forth all around. Come, get your share. Many Job Lines to be cleared at cost. All we have to say for this time. What do you think of it?

The "BOSTON" BARGAIN HOUSE
362 Water Street,
Opp. Parker & Monroe's.

ENTERTAINMENT AT LOGY BAY.

A very enjoyable dance was held at Mrs. B. Kavanagh's, on Monday night. There were over thirty couples present at the gathering including many from the city. The Highland Fling was the opening which was ably danced, after which dancing was kept up until the wee small hours of the morning. Logy Bay, Nov. 28.—adv.

NEW ALTAR.—The panel of the

new altar of St. Joseph's Church, made by Callahan, Glass and Co., is painted white and gold, representing scenes from the Last Supper; occupying the centre of the new altar is a beautiful statue of St. Joseph.

When you want Mincee Collops, try ELLIS.