MC 2035 POOR DOCUMENT



LOCAL NEWS

There is a message in that sentence for every national manufac-turer seeking a market for his pro-

There are no "pitfalls" on the straight path, no gaps to be filled

The straight path is the "daily

newspaper." It not only reaches the consum-

The high cost of living may worry the ouseholders of St. John but most of us can be glad that we are in a city where it is possible at least to earn even a liv-

ing these days. * * * The Villain Discovered.

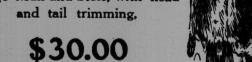
A quaint application of an oft quoted saying was made in a local kindergart-en the other day. A little miss came to school with eyes reddened by weeping and to her teacher's questions replied that she was crying because someon had killed the household pet, her lovely Tab-by. "I know about that," spoke up an-other tot, who had heard the sad re-cital, "and I know who killed it. They'se a man goin' around doin' 'at. Mamma said 'Mr. Curiosity killed the cat.'" * * * Not a Hero Yet

and to her teacher's questions replied that he household pet, her lovely Tarby the may these days through the Parity as anall town is placing itself on the may these days through the Parity as an one has suggested changing the mark the days through the Parity as an one has suggested changing to many homes in the dire of the name of Mecklenburg: or Column teacher and the had a narrow escape this papened to be the only man in the day for the local corps on active service and and the the different types of so the elder boy, who seemed to have to any nor corporal in the transmess in draw the soles of the local corps on active service with the different types of so the elder boy, who seemed to have to any the different types of the local corps on active service and and the the way be the different types of the local corps on active service to the the different types of the local corps on active service to the the day. How who kalle, " the way more the the elder boy, who seemed to have to have there has been somewhat of a may happened to be the only man in the day is the ware so to are to the elder boy, who seemed to have to the effect that "the local corps on active service to the the day. How who kalle," the signal matter two of the cole corps on active service to the the day. How and the the way be the the day to how the the there has been somewhat of a the there has deal market in the form the song the the ordy man in the day is the ware new today. "Well," replied the song the anone to corps and the the there has been somewhat of a the there has been somewhat to a more sold as the the way be to be the only man in the day is the ware new today. "Well," replied the sold there has been somewhat of a the different types of the local corps on active service entities the work on the the there has been somewhat of a the there has been somewhat of a the different types of the sold the mark to be the only man in the day is the ware new today. "Well," replied the sold the mark to work the merker to the candin the there

Extra Cash Prices for Saturday, Oct. 17th. CLEANERS, ETC. GENERAL LIST 10c. tumbler Mixed Mustard.. 8c. 10c. tin Black Knight Polish.. 8c. 10c. tin Casarco Sardines... 8c. 1 bottle Maconochie's Sauce.. 9c. 1 pkge. Natural Peas.....10c. 12c. pkge. Ready Cut Maca-roni 10c. roni 10c. 15c. tin Evaporated Milk.....11c. 20c. bottle Coffee Essence.....16c.

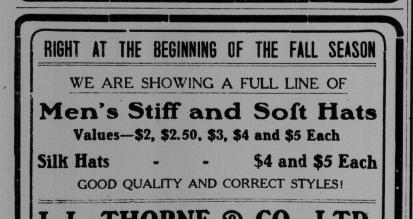


HERE'S ANOTHER BIG SNAP **Russian Black** Wolf Sets Large Muff and Stole, with head



Only a small number of these sets; hard to distinguish from Canadian Wolf.

F. S. THOMAS 539 to 545 Main St.



Dev. R. P. McKim, Rector. Delaven must be vexed at the war, nince it's taking attention away from his

ALL CANADIAN SIGNALLERS Stevens was rector of the parish. The building was designed originally by the late D. E. Dunham but has since under-

but there was still a floating indebted ness and until that had all been cleare up, the congregation felt that they would rather wait before they could feel that they were free to ask the bishop to con-

FORTY HOURS The Forty Hours' Devotion opened in the convent of the Good Shepherd yesterday morning, and will close on Sunday evening. His Lordship Bishop LeBlanc officiated at the services last evening. RECEIVE THE PURPLE BECEIVE THE PURPLE they were free to ask the bishop to con-secrate the church. At the service tomorrow Bishop Richardson will be assisted by the rector and Rev. J. L. Cotton, who has been curate of St. Luke's for nearly two years and by D. H: Nase and W. F. Cronk, church wardens. Rev. W. B. Armstrong, a former curate of St. Luke's, now re-siding in the city, has also been invited

RECEIVE THE PURPLE The investiture of Rt. Rev. Monsignor Hebert of Buctouche, vicar general, as a domestic prelate, will take place there on Sunday, Oct. 25. His Lordship Bishop LeBlanc will conduct the ceremony, and Rev. Father Robichaud, of Fox Creek, will preach.

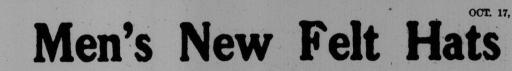
Rev. Father Robichaud, of Fox Creek, will preach. POULTRY STILL SCARCE In the country market this morning there was again a scanty stock of poul-try. Turkey and geese were particu-larly scarce, while chickens were slightly more plentiful, but ranged quite high in price. Meats were in good quantity, but dairy products had not been brought in in large supply. Vegetables were abun-dunt. -DEATH LIST LONG THIS WEEK Four cases of tuberculosis and four of cholera infantum were included this week in the records of deaths at the board of health offices, which totalled 27. The others were inanition, and pneu-monia, three each, and marasmus, soft-disease, two each, and marasmus, soft-en each. Method was beind fever, and old age, one each.

on, vestrymen The rector and congregation of St Luke's are being heartily congratulated on the prosperity of the church and the The Straight Road ration will be one of "On a straight road no one can

day of con rejoicing to all.



Turn this thought to your own advertising and merchandising A Times reader draws attention to a crowd of boys who spend the time at which they should be at school in noisy demonstrations about the corner of St. Patrick and Richmond streets. ers who buy the goods but in-fluences the dealers who sell the Apparently lacking parental care, or de-fying parental authority, they look neglected and do as they will. Window breaking, cigarette smoking and use of language that cives a shock to heapers



R. P. SWEETMAN, MGR

THE NEW FALL HATS FOR MEN are most attractive. We are showing the authoritative styles in both Soft and Stiff Felt Hats made by the leading hat makers of England and America.

Come today, whether to buy your new hat or just to look, - you can't put off buying time much longer.

See the New Hat, "Smart Set"

We have just opened up a new shipment of these hats, which have taken so well with the young men this Fall. They are in soft felt in dark grey, brown, green, blue, black, with bands and bindings of contrasting colors.

We guarantee, backed up by the makers, the color and wear of these hats, and will replace free of charge, any hat which does not give reasonable service. The Price \$2.50

KING STREET, GREATER OAK HALL



Meet This "Housekeeper" Today It will cost you nothing to see how easily the "Housekeeper' Vacuum Sweeper cleans carpets and rugs. Hundreds of St. John's womenfolk have seen the work this Housekeeper does and are cleaning their floor coverings now, Via The Housekeeper Way Our Housekeeper Combination and Vacuum Cleaner and Sweeper is without an equal for daily household service-**Fully Guaranteed** \$9.75 Price . . A. Ernest Everett, ^{91 Charlotte}

SCOVIL BROS., LIMITED, St. John, N. B.

These Are Soft Hat Days

And we have the hats with all the style you could wish for. We have just opened another order of those high crown, narrow brim soft hats in Eliphant Grey, Navy Blue and Brown with contrasting bands.

Our first order sold out so quickly we hardly knew the hats were in stock.

It is hard to find a stock offering such wide selection as ours, especially with every shape new.

Come in and let's show our line to you. Hats made in Canada for \$2.00, \$2.50, \$3.00

Stetson American made hats for

Adat goods. Newspaper advertising not only creates demand, but it makes sales. J. L. THORNE & CO., LTD. language that gives a shock to hearers are features of their idle lives. The complaint is made not solely because of the annoyance they give people, but in their own interests and the suggestion is added that a rounding-up by the truant officer would be in order. Manufacturers interested in Hats made in England for\$3.50, \$4.00, \$5.00 Stetson finding the straight road are in-vited to address the Bureau of Hatters and Furriers - 55 Charlotte Street Advertising, American Newspaper Publishers Association, World Building, New York. D. MAGEE'S SONS, Ltd, AND FURS 63 King St.