

JANUARY OFFERINGS

Of WANTED WHITE GOODS at Sharply Cut Prices.

The importance of these really remarkable price reductions is best learned by a personal inspection of the goods. Every item listed in this advertisement, and many more, will be offered at such attractive prices that the shrewd shopper will realize that now is the time to buy and save money.

WHITE FLANNELETTES at special Cut Prices.

WHITE TABLE DAMASKS still offering at attractive prices.

A JOB LOT OF WHITE LAWNS. Values up to 20c. We offer at an all round price . . . 12c.

WHITE TUCKED LAWN (Lace Insertion). Regular 27c. NOW 20c.

WHITE TUCKED LAWN (Lace Insertion). Regular 30c. NOW 22c.

WHITE TUCKED LAWN (Embroidery Insertion). Regular 30c. NOW 22c.

WHITE TUCKED LAWN (Embroidery Insertion). Regular 35c. NOW 27c.

WHITE TUCKED LAWN (Embroidery Insertion). Regular 40c. NOW 30c.

ONE PIECE VERY FINE TUCKED LAWN. Regular 60c. NOW 45c.

White Laces and White Embroideries.

An immense showing of High-Class Laces and Embroideries that will appeal to the particular woman.

Marshall Bros

Taking It Easy.

By RUTH CAMERON.



RUTH CAMERON

A very delicate, but very sternuous woman who has a larger home than she needs, was asked by a placid minded neighbor why she didn't shut off the rooms she wasn't using and save the trouble of cleaning them. "Oh I couldn't bear to let things slide like that," she said. "It would make me miserable to think of the dust accumulating in those rooms." "Don't think of it," advised the placid minded neighbor cheerfully. "But I couldn't help it," said the strenuous one. And she really thought she couldn't. How many thousands of homes would be made happier if more women would learn that it is possible to acquire the art of letting relatively unimportant things slide and not fretting about them. And how many tens of thousands of lives would be prolonged! Another woman of this same strenuously conscientious type was told by her doctor in the middle of the house-cleaning season that she simply must stop at once and do nothing but rest for six months.

Speaking With the Doctor.

"But doctor," she pleaded, in that peculiar way in which we all plead with our doctors as if their orders were arbitrary ideas of their own and could be changed and made more lenient if only they chose, "but, doctor, just let me finish my housecleaning first. I've only two more rooms to do."

"Not another room," he retorted with that disagreeable obduracy that doctors sometimes show. "But, doctor, I'd rest so much easier." Then his patience gave out. "Madam," he said, "it is really nothing to me. Certainly you may finish cleaning your house if you wish. You are right, you would unquestionably rest easier. And," he added significantly, "very much longer too." Resting Easy Above the Ground Or— I don't doubt that there are thousands of women resting easy in their graves to-day who would be alive, and happy and useful if only they had acquired the art of resting easy above ground in spite of having to let things slide. To tire oneself to the exhaustion point getting things done just so, or to fret oneself to the exhaustion point because one cannot get things done just so, these are the Scylla and Charybdis of the modern woman, only unlike Scylla and Charybdis there is a perfectly safe channel between these two dangers, the mind control of the woman who does what she can without detriment to her health and refuses to fret herself about the rest.

Ruth Cameron

Minard's Liniment Co., Limited. Gentlemen.—Theodore Darais, a customer of mine, was completely cured of rheumatism after five years of suffering, by the judicious use of MINARD'S LINIMENT.

The above facts can be verified by writing to him, to the Parish Priest or any of his neighbours. A. COTE, Mercant. St. Isidore, Que., 12 May, '98.

Who is 'Eye-Witness?' Big Pictures Programme.

A LITERARY SECRET REVEALED.

Not a few extraordinary stories have been going the rounds as to the identity of "Eye-Witness," the one correspondent in the fighting line, whose graphic descriptions of the great war are only equalled in interest by the despatches of Sir John French. Because of that little touch of humorous detail which adds so much to their liveliness, the report of "Eye-Witness" are said by some people to be written by a well-known journalist and author, who has been specially commissioned by the Government to tell the story of the war day by day in his own inimitable fashion. But it is a guess very wide of the mark.

The truth is that this chronicler of military matters—whose articles are passed so readily by the Censor—is Colonel Ernest Dunlop Swinton, D.S.O. of the Royal Engineers, who holds the high-sounding appointment of Assistant Secretary and Librarian of the Imperial Committee of Defence. Colonel Swinton belongs to a military family, his brother having been killed in one of our Indian frontier campaigns. Another brother is in the Indian Medical Service, while Colonel Swinton himself first entered the army as a cadet at Woolwich Military Academy, afterwards joining the Engineers at Chatham.

During the South African War Colonel Swinton did some valuable work with the Engineers, and incidentally found material for a number of military books as thrilling and entertaining as they are valuable for the information they contain. Under the pseudonym of "Ole Luk-Oie," the secret of which had been kept until quite recently, Colonel Swinton wrote stories and sketches which are regarded on both sides of the Atlantic as masterpieces of military writing. One of the finest stories he ever wrote—"Full Back"—is published in the December number of the "Grand Magazine." This story, which tells of deeds in the air, was written some considerable time before the war broke out, and, in view of the magnificent work of our army aviators in France, the prophetic instinct displayed by the writer in regard to the conditions of the present war is truly remarkable. Those readers who desire to make a further acquaintance with the brilliant writings of Colonel Swinton, alias "Ole Luk-Oie," alias "Eye-Witness," will find this story of absorbing interest.

"AT THEM AGAIN, BOYS!"

The wife of Private Ponnell, of the Royal Sussex Regiment, recently received a letter from the matron of a war hospital in France, informing her that her husband was wounded. He sent his love and "a kiss for baby." On the next day the matron wrote again to say that Private Ponnell was dead. She went on: "Your husband was apparently thinking about the battle a good deal, for quite at the last he called out: 'Come on, boys, at them again! I don't mind if they are six or a hundred—one last fight!—I'm done—good bye, jads! The good old Sussex!'"

Our blood is up, but if your temperature is up beware of influenza. Entrench yourself against the foe with Stafford's Phorone Cough Cure. Price 25c. Postage 5c. extra.—Jan 9, 15

TO REMOVE DANDRUFF

Get a 25-cent bottle of Danderine at any drug store, pour a little into your hand and rub well into the scalp with the finger tips. By morning most, if not all, of this awful scurf will have disappeared. Two or three applications will destroy every bit of dandruff; stop scalp itching and falling hair.

Children's Day at Nickel To-Morrow.

"Jack and the Beanstalk." To-morrow and Saturday are children's days at the Nickel Theatre when the great fairy tale "Jack and the Beanstalk" will be produced for their special benefit and pleasure. This is one of the best stories for children ever written; it is known to every child. The opportunity of seeing it at the movies have never been available in St. John's before and the opportunity will not come again for many a long day. All the little ones are anxious to see it and parents should strain a point to send their children. That they will be delighted with it is certain for it is especially adapted for juveniles. The story is in two reels and every part of it is highly interesting. It will be seen at the matinees only on to-morrow and Saturday afternoons. Doors open at 2 o'clock. There will be other pictures of course, and Miss Ayre will sing.

RECIPE FOR MAKING GOOD BREAD.

Take 1 quart of VICTORY flour, 1-3 cake Royal Yeast, dissolve in one cup lukewarm water, pour this on flour with enough warm water to make stiff batter; in four hours this will be ready for mixing, then add 2 quarts VICTORY Flour and 2 dessert spoons table salt, and 1 pint lukewarm water; knead ten minutes, then let rise over night, mould into loaves, let rise until double its bulk and bake for one hour. For fancy bread add 2 dessert spoons granulated sugar, one of butter. Jan 12, 15

Here and There.

TWO ARRESTS.—The police made two arrests last evening, one for larceny and the other for drunkenness.

NINE DAYS OUT.—The S.S. Queen Wilhelmina will, no doubt, put in an appearance shortly, as she is now over nine days out from Liverpool.

VOLUNTEERS COMING FORWARD.—There arrived in the steamer train last night from Carleton and neighbouring places about a dozen young men, some to join H. M. S. Calves and others to enlist in the second contingent. Many of the latter are members of the local Carleton Diphtheria

Cold Weather COMFORTS!

Let us help make your home more comfortable this winter. Look over this list, you are sure to need some of them.

MILNER OIL HEATERS. The Best Heater made. \$2.50 and \$3.50. CLARK'S FOOT WARMERS. Makes driving in cold weather a pleasure. No odor—just heat. \$2.50 each.



RED COAT WEATHER STRIP. Stops draught, snow & sleet. 5c. ft. HOT WATER BOTTLES. 30c. to \$1.00. THERMOS BOTTLES. Keeps liquid hot 24 hours without fire! all sizes. \$1.50 up to \$4.50.

ELECTRIC HEATING PADS. No bother. Just attach to electric socket; has a switch to regulate the heat. \$5.25.

MAIL ORDERS PROMPTLY ATTENDED TO. HARDWARE DEPARTMENT. Ayre & Sons, Ltd.

The Crescent Picture Palace

BIG MID-WEEK PROGRAMME.

"The Cycle of Adversity,"

A strong Rex drama, featuring Bob Leonard and Edna Mason.

"THE BRUTE"—A compelling drama of the frontier. "UNIVERSAL ANIMATED WEEKLY"—A whole reel of interesting and instructive topics. "SNOOKUM'S LAST RACKET"—Featuring Pearl White in a sizzling comedy. "WITHOUT FAULTS"—Another good comedy. J. O'NEIL FARRELL, Baritone, singing popular songs and ballads. On Friday—"INTO THE LION'S PIT"—A 2 Reel Spectacular Production with Edwin August.

Six Photo Post Cards for \$1.00, at

TOOTON'S STUDIO, The Photographer in Your Town. Studio Open Every Night.

LORD HALSBURY ON "THOU SHALT NOT STEAL."

The Earl of Halsbury, ex-Lord Chancellor, spoke plainly at a meeting of the Victoria Institute.

"Any Emperor who wants to take somebody else's land is a dirty thief, and I do not approve of the sort of delinquency which would prevent our expressing ourselves plainly as to conditions of that sort. They are actions

of which any man should be ashamed.

"What is the notion of world empire? It is this: There is something which you don't possess yourself and which you are going to make your own. By such means you are to carry your grandeur and your glory to the uttermost parts of the earth, and whether the offender be Napoleon—who committed great crimes—or Sen-macherib, he ought to be hanged. The principle of world empire

means that by violence and force you are to take that which belongs to another, and in doing so you are to inflict suffering upon your fellow men.

No more useful gift for a man than a Safety Razor. We sell the Giant Junior Safety at 50 cents. A perfect shaver and the wonder of all users. CHESLEY WOODS, 140 Water Street, Manufacturer's Agent—de 14, 15



Centre Cloth

A very pretty assortment of Linen, embroidered in various designs, square cut, large sizes measuring from 12 x 12 to 18 x 18. Reg. 60c. White Sale Price Reg. 90c. White Sale Price Reg. \$1.00. White Sale Price Reg. \$1.60. White Sale Price Reg. \$2.00. White Sale Price

PILLOW

We are well stocked in the finest, embroidered and hemmed pillow cases ranging from 18 x 25 to 20 x 25. They are amongst your wants and secure a year's supply, we give you in value here.

Reg. 25c. White Sale Price Reg. 30c. White Sale Price Reg. 35c. White Sale Price Reg. 40c. White Sale Price Reg. 55c. White Sale Price



Picture to-night 'Twill give SHOWROOM

With a generous assortment of Knickerbocker, Slips, Longcloth and Laces, exquisite and perfect in cut and finish.

Children's White Dress

A very special lot of dainty trimmed with embroidered lace edging at neck and sleeves; sizes to fit 8 to 12 years. Reg. up to \$1.00. White Sale Price

Underskin

Swift and sure cuts are to be even the chaper grades condition, they are so dainty and food quality, nice deep cut, faultlessly cut, the better marked to the lowest during sale.

Reg. 95c. White Sale Price Reg. \$1.30. White Sale Price Reg. \$1.70. White Sale Price Reg. \$2.00. White Sale Price Reg. \$2.50. White Sale Price Reg. \$3.50. White Sale Price

Nightdress

The best in English and high and low necks, nicely with ribbon beading and lace trimmings, made from excellent and long cloths; the best have yet shown and such a making it possible for every shape of the offerings.

Reg. 70c. White Sale Price Reg. \$1.10. White Sale Price Reg. \$1.40. White Sale Price Reg. \$1.60. White Sale Price Reg. \$2.50. White Sale Price

Camisoles

The daintiest and most captious are to be found in Ladies' Camisoles, beautiful laces and long cloths with etc.

Reg. 30c. White Sale Price Reg. 40c. White Sale Price Reg. 50c. White Sale Price Reg. 60c. White Sale Price Reg. \$1.10. White Sale Price Reg. \$1.50. White Sale Price