

WE ARE SMASHING HIGH PRICES.

The high cost of living is becoming a serious problem to many people, but we are trying to keep down prices for our patrons. First by purchasing our goods in the right markets and at the proper time, and last, but not least by marking our goods at the Lowest Possible Margin of Profit. We now announce

A Big Job Infants', Children's and Misses' Fall Millinery.

Infants' Plush and Velvet Bonnets, from 90c. to \$1.20 each.

Children's Plush and Velvet Hats, from \$1.00 to \$1.20 each.

Misses' Plush and Velvet Hats, from \$1.10 to \$1.40 each.

Also, Now Opened:

Ladies' Fall Millinery HATS,

American Manufacture.

Sole Agents in Nfld. for

WARNER'S RUST-PROOF CORSETS.

Marshall Bros

Sole Agents in Nfld. for

LADIES' DOROTHY DODD BOOTS.

Side Talks by Ruth Cameron

CHOOSING RUGS AT SEVEN.

I stopped before a show window the other day when I was in the Big City to admire some very beautiful oriental rugs which were part of the window display. But before I had been there a moment, I found myself more interested in a woman and a little girl who were also looking at the display, than in the display itself.

"Which rug do you like best?" the woman was asking the little girl. The little girl who was not over seven or eight, gravely picked out hers—not an oriental, but not such a bad-looking rug either, and then requested her mother to choose.

The Rug With the Shine to It. "The mother chose a beautiful oriental in soft tones of old blue. 'It's not so bright as yours,' she explained her choice, 'but see how soft it is. Can't you almost feel the softness by looking at it? And see what a kind of shine there is to it too. Doesn't it make you think of moonlight?'

"Yes, it does, kind of," said the little girl, evidently half won away from her own choice, "and see that gray one, Mother (picking out another, this time an oriental) that's got a moonlight look, too."

Just at this moment the mother glanced up and caught my look of interest and smiled. "We're learning to like beautiful things," she said. "Don't you think we are progressing?"

"Wonderfully," I said with an enthusiasm I did not have to assume. "We're always choosing things Mother and I," chimed in the youngster, "and it's lots of fun."

You Can't Start Liking the Beautiful Too Young. "I suppose it's a good deal to expect of a seven year old to appreciate an oriental rug," went on the mother, "but I have an idea that you can't start liking the really beautiful things too young."

They went away, hand in hand, evidently the most congenial companions, and left me thinking of a mother who used to repeat the most beautiful poetry she knew to her child even before he began to talk—also of several other mothers who thought that was perfect nonsense. But it was perfect nonsense to ac-

READY

for delivery to-day.

200 only 90 lb. Bags

P. E. I. Blue Potatoes.

Soper & Moore Importers and Jobbers.

ROCKS AHEAD.

The country's going to the deuce, and anarchy is breaking loose. Whichever way we chance to turn we find new ills, and threats to burn, and if you throw a crisis in the neck. We hear such bunk, and bushells more each morning in the soft drinks store, where all the graybeards congregate to mourn the sinking ship of state. Cheer up! We heard the same old gag before this country had a flag; we heard it, or our fathers did, ere Bill Tell shot at Gessler's lid. They used to hear the same old dode when Caesar was the Roman's hope. And Noah heard it when he sailed, that time the drouth predictions failed. "Our garden's going to the dogs," cried Adam, when he chased the hogs, which had destroyed, with tooth and tusk, the rhubarb and the currant bush. Our distant prehistoric sires, who had no chairs or comfy fires, but had to roost around in trees, were guilty of the same old wheeze. There always will be rocks ahead, and gob-lins, dire and bogies dread, but our old ship of state will glide to safety on the further side. So let's forget our doubts and fears, and order four denatured beers.

FOR THE HOLIDAY

TAKE A KODAK WITH YOU.

Our stock of

KODAKS, BROWNIE and PREMO CAMERAS

is complete.

Also a full stock of Eastman film, and Film Pack to fit every size camera at

TOOTON'S,

The Kodak Store, 320 WATER STREET.

Little Benny's Note Book.

BY LEE PAPE.

Me and Puds Simkins and Reddy Merly and Leroy Shooter was setting on my front steps tawking, and pop was standing on the top step smoking and thinking, and us fellows started to tawk about wat we would do if we had a million dollars, Puds Simkins saying, I know wat I'd do, all rite, I'd buy a hole serkus and have it going on all the time, and I wouldnt leave enybudy in to see it except my friends, and I wouldnt even leave them in if they got too lippy.

I nokw wat I'd do, sed Reddy Merly, Id buy about a duzzin fire engines and Id drive a different one to every fire and help to put it out, and sometimes Id leave my friends drive the other ones, and sometimes I wouldnt.

If I had a million dollars Id change it all into dimes, sed Leroy Shooter, Id have more dimes than anybody else in the world, and Id bid a mountain out of them and set on the top of it with 10 big bull dogs garding it down at the bottom, and if eny of my friends wanted a dime Id leave them take one if I felt like it, but if eny of them tried to take one without asking me ferst, the bull dogs would chase them about a mile and a half.

Wich jest then pop sed, Well how about you, Benny?—wat would you do if you were a millionair? Sum-thing more sensible and more beneficial to mankind in genral, I hope. Yes sir, I sed, Id offer prizes with it Id give a prize to whoever was the best at serten things.

Good, sed pop, wat kind of things, for instants? and I sed, O, different things, Id give a prize to whoever could hold their breth the longest, and whoever could wawk the ferthest on their hands, and whoever could wissel the loudest with their fingers, and different things like that.

Yee gods, sed pop. And he threw the rest of his segar away, ony being about enuff of it left to throw away enyhow, and went in the house.

Just Received

Two Thousand Bottles

Wampoles

Cod Liver Oil.

DR. F. STAFFORD & SON,

Wholesale and Retail

Chemists and Druggists,

St. John's, Nfld.

Brainy Bees.

What a bee does not know is supposed to be not worth knowing. That may or may not be true, but the two following incidents—one of which was witnessed by the writer—testify to the remarkable sagacity and efficiency of bees.

On one occasion a hive was being "spied upon" by a wasp. When a wasp ascertains that a hive is worth tacking, he carries the news to his friends, and sometimes succeeds in ousting or severely worrying the bees. While the wasp-scout was nosing around, the bees stayed in the hive, but every time the wasp approached the small entrance hole a bee came out and walked round in a circle, doing sentry-work, till the wasp departed.

An hour later a wasp—presumably the scout—was found dead on its back on the top of the hive, and the bees were busy again.

Minard's Liniment Co., Limited. Dear Sirs.—I had a Bleeding Tumor on my face for a long time and tried a number of remedies without any good results. I was advised to try MINARD'S LINIMENT, and after using several bottles it made a complete cure, and it healed all up and disappeared altogether.

DAVID HENDERSON, Belleisle Station, King's Co., N.B., Sept. 17, 1904.

What He Thought.

(From Pearson's Weekly.)

A woman hailed a tramcar conductor in the excited manner customary with many of her sex, but the car did not stop until some of the people inside had called attention of the conductor to the fact that the woman wished to enter. As she got in she glanced at the man indignantly.

"Why didn't you stop the car for me?" she snapped.

"How was I to know you wanted to get on?" asked the conductor.

"Didn't you see me swinging my arms and jumping up and down waving my umbrella?"

"Of course. Could anyone help seeing you?"

"Then why didn't you stop?"

"Because I thought you were dancing to that street organ!"

His Own Worst Enemy.

(From the Hartford Courant.)

Ultimate Consumer incautiously gets in the way at every turn. Not only is he the victim of high prices, but, according to certain experts, he is the cause of them. He is a careless cuss, buying any sort of price for what he thinks he wants, although he may loudly complain about it afterward. He mightily hates to deny himself anything, and so he gets it in the neck quite hard and quite frequently.

Fall Styles The First Showing.

A limited quantity of very smart frocks for Fall and Winter were opened by us on Friday last, and are to-day on view in our Showrooms.

These are exclusive French and American models, no two alike. Among the selection may be seen:—

1. Black Satin Sonple, heavily piped on sleeves and overdress.
2. Black Plain Silk Jersey, round neck, self buttons, side fastening, loose girdle. (An ideal model, giving long slender lines.)
3. Navy Ribbed Silk Jersey, round neck, and Russian Blouse effect.
4. Navy Serge, trimmed Military braid, Sand Jersey Vest and Cuffs.

This showing includes some beautiful models in Serge and Satin, Serge and Fur and Serge and Military Braid.

U.S. Picture & Portrait Co., The Home of Fashion.

GOING UP!

Not our prices, but our building.

A NEW STOREY

is now in course of erection, made necessary by the big demand for

VICTORY BRAND CLOTHES

We put workmanship into our suits that makes them "stand up" in wear, and style that makes them "stand out" in a crowd.

WHOLESALE ONLY.

THE WHITE CLOTHING MFG. CO., LTD.

June 6, 1904

EXPRESS PASSENGERS. — The following passengers landed from the Glencoe at Port aux Basques yesterday morning and are on the incoming express: T. K. Tallent, Mrs. J. C. Levy and two children P. and Mrs. Proudfoot, Rev. C. F. Kerwin, Mrs. J. Greene, R. Wheeler, J. K. Forsey, Mrs. (Dr.) Smith, Miss K. LeRoux, R. Pike, A. T. Bell.

By Wood Cowan

Protected by George Matthew Adams

Prices Cheerfully Given.

If you are contemplating Plumbing or Heating your home, see me. Can furnish you with price on same at a moment's notice for first-class work at reasonable figure.

BE WATCHFUL and see that your Heating Boiler is in good order, and about that other Radiator you wanted in. Only a few months more and winter will be on us. Remember, I personally perform or supervise my own work.

A. FITTMAN, Plumber, Steam & Hot Water Fitter, No. 11 LeMarchant Road, Phone Parsons, 638, if you need me for that job. 11/22, 6m

Every Saturday evening after 7 o'clock, Choice Ends of Beef, Mutton, Lamb, Pork will be sold at cost. ELLIS & CO., LTD., 203 Water Street—20723

Miss Information

WHAT'S A LITTLE DIRT AMONG FRIENDS.

