

"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.**

Living for the Millionth Chance.

By RUTH CAMERON.



RUTH CAMERON

I had a discussion the other day with a man about sending checks to people whom you do not know. This man held that it was not safe to do because the people might raise them and then you would be responsible. "I should worry," said I, "my checking account isn't big enough so that I would lose a great deal."

"Oh, well!" said he, "you are responsible to the whole extent of your property."

This did not seem possible to me, so we discussed the matter further, and I found out that he based that statement on the fact that he had heard of a man whose check was raised and who had been suspected of collusion with the raiser, and had finally had to make restitution.

The Superior Attitude of the Ultra-Cautious.

"But you wouldn't be in collusion," I pointed out.

He smiled that superior smile with which the ultra cautious view the ignorance of people who aren't forever hedging themselves in with fears. "How could I prove that?" he asked triumphantly.

"I couldn't prove he couldn't prove it," so we adjourned the discussion.

"Later I talked with the treasurer of a bank about the matter of checks raising, asking him what the chances were. 'Never while I have been here,' he said, 'have I had a raised check. I should say about one chance in a million.'"

They Plan Always For The Worst.

That statement interested me deeply, not only because I wanted to know about the check situation for my own information, but because it described so well the way that man and others like him—the check is only an example of his attitude toward life—order their existence. They live not for the nine hundred and ninety-nine thousand, nine hundred and ninety-nine chances in the million but for the one chance.

There are so many, many things that might happen, that do happen once in a million times, or so. To look out for them all would take most of the joy out of life. And that's just what happens to the people who live for the millionth chance. (Add to those who have to live with them.)

Excessive Fear Of Germs Is Cowardice.

The extravagant fuss some people make about germs is a typical manifestation of this state of mind. It is good to be cleanly, good to be careful, splendid to keep yourself in such physical health that you can throw off germs, but it is terrible to think about germs all the time.

It's foolish to live for the millionth chance and it's cowardly. There's some element of chance in everything in life and to be so fearfully afraid of chances is to be afraid of life.

The man I described is a monstrosity because he has let his habit of exaggerating the millionth chance obsess him until he has lost all sense of proportion. But there are many who have a tendency that way. Check it while you can. Believe me, (and I have bitter reasons to know) it is a terrible thing once it gets control of you.

Prevent syrup made from sugar from graining by adding a teaspoonful of cream of tartar to the syrup, then bring the whole to a quick boil before putting it away.

75 Cases California Oranges,

ALL COUNTS.

SHIRIFF'S and PURE GOLD JELLY POWDERS.
SHIRIFF'S and PURE GOLD FLAVORING EXTRACTS

Canadian Made Pure Fruit JAM,

14 lb. pails and 12 and 16 oz. glass jars, viz:

RASPBERRY, STRAWBERRY, MARMALADE.
All new season's pack.

Campbell's SOUPS,
11 varieties in stock:

TOMATO, CELERY, ASPARAGUS, BEEF, MOCK TURTLE, OX TAIL, CHICKEN, MULLIGATAWNY, JULIENNE, VEGETABLE, CONSOMME.

C. P. Eagan

DUCKWORTH STREET & QUEEN'S ROAD.

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 490.

Rann-Dom Reels.

THE ALARM CLOCK.

The alarm clock is a vicious piece of mechanism which is used to murder sleep. More sound, triple-toned sleep is butchered every day in the year by this pernicious device than can be made up in a thousand years of snoring slumber in a church pew, and yet we effort is put forth by our lawmakers to muzzle it. Why do we prohibit the use of the giant fire-cracker and curb the ambition of the amateur cornet player, while at the same time allowing the alarm clock to explode at 5.30 a.m. and wake everybody within two blocks of its roosting place?

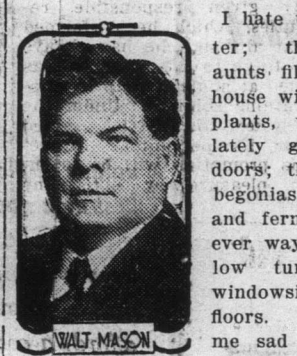
The alarm clock has been in operation for only a comparatively few years. Our forefathers used a home-made imitation in the form of the Baff Cochon rooster, which rises at an unearthly hour and sings a plaintive melody which sounds a good deal like the opening bars of a Bach fugue. For a long time this humble bird was relied upon to awaken the neighbourhood, and he performed his noble mission with the utmost fidelity and enthusiasm. Yet he has now been pushed aside by a tin terror costing sixty-nine cents, which goes into a long, convulsive spasm just when everybody else in the house is turning over for another snooze. And still we prate about justice and equality!

The inventive genius of man has added several blood-curdling attachments to the modern alarm clock which the early models lacked. For the small sum of \$1 you can buy an alarm clock which will discharge its vocal chords at the head of the bed for forty-five minutes, without stopping to take breath. It will then back up to the place of beginning and release a series of short, irritating barks, very soothing to the nerves of somebody in the next room who got in on the 4.20 train. All that is needed to make this instrument of torture perfect and complete is to equip it with a fire hose which can be turned on the placid face of an obdurate

sleepers and cause him to arise in a damp and agitated condition.

After an alarm clock has been used every morning for several weeks it seems to lose its punch and persuasive power, and has to be suspended just above the right ear of the sleeper, where it can deliver its appealing message at close range. When resorted to at infrequent intervals, however, it should be wrapped up in a quilt and buried in a telescope grip in the closet, as it has a loud and aggressive tick which sounds like driving a Shetland pony over a wooden bridge. In flat buildings and apartment houses the use of the alarm clock should be prohibited by law, except when deadened with comforter and limited to one short yell.

WINTER GRIEF.



WILF MASON

I hate the winter; then my aunts fill all the house with potted plants, which lately grow outdoors; there are begonias, palms and ferns which ever way a fellow turns, on windowsills and floors. It makes me sad to plant my feet in boxes of masticum sweet, when hunting for a book; it makes a weary toiler hot to hump his head against a pot suspended for a hook. I have to pack big pots of flowers from place to place, at divers hours, so they will get the sun; I pack them all around the coop, and now I set them on the stoop—the work is never done. Oh, there are pots upon the shelf, where stood the works of Richard Reaf, and pots upon the stairs; and there are pots of silly greens where I would keep my magazines, and pots upon the chairs. I have to drop my clanging lyre and go and tend the furnace fire, so some blamed plants won't freeze; I have to leave my downy cot to see that some old swinging pot escapes the winter breeze. I have to water foolish plants and keep them free from bugs and ants and worms and grubs and bots; and till the long, long winter goes, I'll bump my brow and bust my nose against the hanging pots.

If you are arranging short-stemmed flowers, throw into the water a number of ordinary bottle corks. These will buoy up the flowers, keeping them in position.

In Paris imitation ostrich feathers are made of yarn.

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.

St. John's Gas Light Co.

MINARD'S LINIMENT CURES GAR-
GET IN COWS.

Here and There.

When you want Mince Collops, try **ELLIS'.**

FOR AVIATION CORPS.—Mr. Chas. Coultas, telegraph operator, leaves shortly for Canada to join the Aviation Corps.

When you want Sausages, why get **ELLIS'**; they're the best.

C. M. R. C.—The Chairman, Rev. J. Brighton, lectured to a large audience on "The Scope of Christ's Kingdom" at yesterday's meeting of the C.M.B.C.

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

SEVERE WINTER NORTH.—Severe winter weather is now being experienced on the Labrador coast. Gales from the North East with blinding snow storms prevail almost daily in that region, according to late reports from there.

Stafford's Phoratorine for all kinds of Coughs, Colds, Bronchitis, Asthma and various Lung Troubles.—nov6,tf

WORKINGMEN'S HOMES.—As suggested at the last session of the Board held Thursday night last, the question of erecting a number of workingmen's dwellings in the East End of the City will be discussed fully at a special meeting of the Municipal Council to-night.

When you want something in a hurry for tea, go to **ELLIS'**—Head Cheese, Ox Tongue, Boiled Ham, Cooker Corned Beef, Bologna Sausage.

NOTE OF THANKS.—John and Maggie O'Driscoll wish to express their sincere thanks to the following who sympathized with them on the death of their dear mother:—Mrs. and Miss Breen, Mrs. O'Neil, Mrs. Leary, Miss Duggan, Mrs. Sullivan, Mrs. Charles Roud, Miss Myrick, Mrs. C. Power, Mrs. John Murphy and Mrs. Myrick, of Cape Race, and Mr. Brazil, of Tor's Cove, for messages of sympathy.—adv.

If you need stylish, perfect-fitting and well-made clothes—in Suit or Overcoat—and reliable Cleaning and Pressing, call or phone **SPURRELL**, 365 Water Street. Phone 574.—adv.

NOTE OF THANKS.—Mrs. John Donnelly and family wish to express thanks to the following for kindness to her late husband during his stay at General Hospital:—Dr. Keegan, Dr. Cowperthwaite, Sisters Taylor and Scott, Nurses Hyde, Miller, Hardigan and Williams; also Sir William and Lady Reid, Miss Nellie Reid, Miss Rogers, Mrs. J. E. Ryan, Mrs. Royle, Mrs. Edwards, Mrs. A. Dowden, Mrs. Penman, Mrs. W. Earle, Mrs. Ring and Mrs. T. Donnelly; and for wreaths and flowers to adorn the casket:—Miss Nellie Reid, Mr. E. A. Bowring, Mrs. Edwards, Mrs. Wadsworth, Miss Winslow, and to all the numerous friends who assisted them in their bereavement.—adv.

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.
aug3,6m,tm Phone 727. P. O. Box 88.

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.

CLEANLINESS, QUALITY, SERVICE,

Johnson's Fancy Bakery,
174 Duckworth St.

Advertise in The Evening Telegram

To-Day's Message

12.50 P. M.

CANADIAN HEROISM

FRANCE, Nov. 10th.

hours of continuous fighting, Canada stands Paschendaele Ridge, solidified all the positions splendid advance this our infantry stormed the heights for another yards, taking Venture and the Cross Roads and dawn until dark the echoed to the roar of our has been the most tremendous every duel in the history of Flanders. Two minutes advance the enemy barbed then until five o'clock every gun which could along the whole front ed against our attack new defensive method offered little infantry advance. His lines zone were thinly held ing massed in a line yards to the rear. went forward practically position. On the left holding fortified about stouter resistance, o'clock we had taken tives. To the left of ing an almost impenetrable swept by the enemy from strong points of Yps Parma, were in conjunction with the left flank was exposed the flank accordingly was veteran battalion the left, our troops in a the top of Paschendaele exposed to a concentrated artillery fire from the Oosthiewerkerke and the north and Waterland and Terhand in the employed every kind of raining shells into our He was literally and blust out of our failed. What our it held, but all day the Canadian history and high explosives r their positions. The rowed by enemy fire buried under mud and comrades and buried out, and digging out times. They held on morning gave place to the evening. But guns roared incessantly enemy's defensive batteries from north fighting the whole ofillery on long miles of Neither resting or ners fought the great salient flaming with dusk and heavy with day 12 hours of continuous barrage was our artillery. Then let upon the salient. The get up and from the wounded men stumbling over the now plowed staggering exhausted row heard walks advanced dressing stas story of how our held and consolidated.

FRENCH AND BELGIAN

An official communication the War Office last night was no infantry, and lery was quite lively in the sector of Papeete, so Houtholst Forest, in bank of the Meuse, the Hill 244 and Chasse day was calm on the of Belgian Communism right of Newcomb, on, shelled the German com near Essen. The enemy bombarded our trenches and vanced work in the of Aerial bombs were nuch our cantonnments. In No the Germans bombarded of Ranscapelle, which getically replied, on Nov German artillery and mitions fell against our in the region of Pame Pervyse as well as a tree of Dixmude. We lence enemy batteries and my works at Wom and Enemy airplanes ripped the environs of Fossau. Eastern Theatre. No was moderate and nary in some skirmishes at the near Dobropols, in the Lakes.

SUCCESSFUL ITALIAN

ATTACK.

An announcement the to-day reads: After ter artillery preparation the evening before, our passed our line in the neighborhood of Lago, at advanced posts on the Serragh, Hill 111, behind

DOOD'S KIDNEY PILLS

FOR ALL KIDNEY

CURES RHEUMATISM

DIABETES

AND ALL

DISORDERS

OF THE

URINARY

SYSTEM

DOOD'S

KIDNEY

PILLS

FOR ALL KIDNEY

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