

A Word to the Wise is Sufficient!

We are Now Offering

A JOB LINE of Ladies', Children's and Misses'

FELT and CORDUROY VELVET HATS.

In this offer the word BARGAIN is fully defined.

Values from \$1.50 up to \$3.00. All One Price.
Your Choice for \$1.20.

JUST OPENED:

A Shipment of Ladies' Am. Winter Coats.

Marshall Bros



Your Choice for \$1.20



Your Choice for \$1.20

Too Confounded Content.

By RUTH CAMERON.



RUTH CAMERON

The other day I wrote about the person who always regrets any choice as soon as it is made and feels certain that he should have liked the other road better. At the other end of the temperamental scale is the person who always feels that what he has done is the right and wisest thing. For instance, a friend of mine built a house in the west part of a certain suburb. He wanted to get a lot on the eastern side but the price was so high and so he took the other. He is showing me his place the other day and he said, "I'm so glad we didn't get that other lot, the one we wanted. You know it's so much quieter here, there's a lot of traffic down that street. I don't believe we would have liked it at all."

That is the way he always feels about any choice he makes—that the thing he didn't take probably wasn't worth having anyway.

There are lots of people like that, and there always have been. We have good reason to know that they existed at least as far back as Aesop's time.

That Bland Satisfaction With Themselves And Their Possessions. Of course it is a very fortunate state of mind. If you cannot have just what you like, just like what you have. People with that bland satisfaction in themselves and their possessions are rather pleasant companions on the whole than the discontented people who are always wishing they could have or do something else.

And such perfect contentment must be very pleasant for the people who feel it—it really does feel it, and don't just ape it. And yet I'll confess I don't wholly like it. It irritates me. Perhaps because I'm envious of people so fortunately endowed. Such Contentment Comes From Turning One's Back On Facts. But partly, I think, because such contentment is based on the habit of self-deception; on the habit of not facing any facts that one doesn't like. It outrages truth; it stifles self-analysis. And because I think that to know oneself as nearly as possible is one of the two most important things in life, I don't wholly like people who are so all-fired satisfied.

Minard's Liniment Co., Limited
Dear Sirs,—I can recommend MINARD'S LINIMENT for Rheumatism and Sprains, as I have used it for both with excellent results.
Yours truly,
T. B. LAVERS,
St. John.

Pithy Pars.

Marriage in Spain takes place by day or at night, according to the fortune of the young couple or their station in life. If well to do, the ceremony comes off in the early part of the morning.

The whistling tree, which is found in the West Indies, in Nubia, and the Soudan, has a peculiarly-shaped leaf and pods with a split edge. The wind passing through these produces the sound which gives the tree its name.

Selected Bacon Pork

Now on Sale by Side or Cut, Backs and Bellies.



Parties wishing to have sides of Bacon smoked can have same attended to here after their selection is made from my stock.

The finished product will be delivered promptly at your address.

Pure Lard by the lb.
"Blue Nose" Butter by the lb.
"Blue Nose" Butter in tins, viz: 1's, 5's, 28's
Heinz White Pickling Vinegar.
Heinz Peanut Butter.
Heinz Tomato Soup.
Heinz Beefsteak Sauce, etc.

FRESH RABBITS.
FRESH EGGS.

C. P. Eagan

DUCKWORTH STREET & QUEEN'S ROAD.

Last Call this season for Plums.

Due by express to-day.
Ready for delivery Monday.
20 baskets BLUE PLUMS.
30 baskets GREENGAGES
20 baskets RIPE TOMATOES.
30 baskets CONCORD GRAPES.
Book orders to-day.

Soper & Moore,
Importers & Jobbers.
Phone 480.

Rann-Dom Reels.

ACCIDENT INSURANCE.

Accident insurance is a successful method of converting a sprained ankle into real money. It is the only method known by which a man can fall down an elevator shaft and receive his reward in this life. Government experts have shown by careful estimates that prior to the introduction of the habit of paying people for getting hurt accidents were few and far apart. There was no incentive for a man to go out and turn an ankle or grow a carbuncle on the back of his neck. One of the most unprofitable things anybody could do was to break a leg, for it left a feeling of extreme annoyance without any cash surrender value. People were more careful of their legs and arms in those days than they are now, and did not allow them to be nicked and bent out of shape with so much freedom. A great many men went through life with the same number of legs that they started out with, without realizing that they could be insured for more than they were worth.



Some accident insurance policies agree to reimburse the insured when he has eaten not wisely but too well. While accident insurance is in many respects a great boon, it has too often proven a corrupting influence. There is something about an accident insurance policy which is paid up for the

next thirty days that transforms a timid, cautious policy holder into a demon of recklessness. When a man realizes that if he draws blood while grinding the coffee for breakfast he can lay off for six weeks at the expense of some temporarily solvent accident insurance company, he is tempted to let his foot slip. Whenever you see a male passenger dropping off the rushing board of an express train with both hands full of grips and striking the ground on his right ear, you can make up your mind that he has just taken out on accident insurance policy which covers every form of casualty except the mumps. Some accident insurance policies agree to reimburse the insured when he has eaten not wisely but too well, or is detained from business with a sore thumb. This has caused a lot of new ailments to spring up and cash in at the rate of \$25 per week. It is getting so that there is more satisfaction in falling down the back stairs and unscrewing one's collarbone than there is in remaining in good health and sending a money order to the head office every four weeks. Accident insurance is a great help in time of need, but the only person who can rely upon it for a steady living is the India rubber man.

In Ireland.

Whilst the Irish convention is striving to prepare a constitution of Home Rule that will be acceptable to all parties the country is passing through a period of financial prosperity unequalled for many a year. The war seems far away, food is plentiful, excellent and much cheaper than in England. America's vast aviation plans have brought special joy to Ireland. It takes 180 yards of the finest cambric to make the wings of a single one of these thousands of airplanes America plans to build. "And this cloth can only come from Ireland," say the enthusiasts. "Irish linen, made from Irish flax, can have practically monopoly prices henceforth." Flax is Ireland's prime industrial crop. This year it covers 107,400 of Erin's acres, an increase over last year of 15,000 acres. Said one authority: "America's huge military aviation scheme alone will call for over nine million yards of Irish linen, a strip of cambric over 5000 miles long." Ireland expects also to be the terminus of the trans-Atlantic aerial service, which aviation experts are predicting after the war. While the Irish farmer is prosperous as never before, the industrial north, especially the Belfast ship-building district, had had its war prosperity. And to Dublin the Irish convention has brought not only crowds and money, but the dawn of a new hope for a self-governed and prosperous Ireland.—The Wesleyan.

Everyday Etiquette. "When a girl turns a man down upon his asking her to dance, is he at liberty to dance that number with another girl, or must he sit it out with the first girl?" asked inquired George. "He is at liberty to look for another partner and is not obliged to sit with her through the dance," was the older brother's reply.

MINARD'S LINIMENT CURES GADGETS OF 'OWLS.

Newfoundland Scotch-cure Herring.

The demand for Newfoundland Scotch-cure herring continues active in spite of the high prices which have ruled in this market during the past month, but there is a tendency on the part of some operators to make concessions to buyers in some cases. The fact that the price of this pickled herring was bolstered in anticipation of an acute shortage in this market may yet have a boomerang effect upon the market. Most herring operators continue to look upon the market the bull side, however, and there are but few who have taken into consideration the "temporary" demand due to the Jewish holidays, which begin next week. It is a safe deduction that should the demand fall off after the celebration of the Jewish New Year's and feast days the market would undoubtedly show a sharp decline. As operators here have paid high prices for their stocks this summer, however, there is every reason why they should combat any effort to bear the market. Stocks of Newfoundland Scotch-pack herring are not so plentiful at this time, the sales of the past fortnight having cleaned up many lots that have been held over since last fall and winter and most of the goods received during the spring. Supplies coming forward are generally small, and in themselves would not take care of the present requirements of the trade. Advice from Newfoundland state that stocks are closely cleaned up there, several of the larger firms dealing in herring buying all available stocks from the packers. The demand at present is largely for fall-caught fish, buyers eschewing spring herring unless it is of fancy quality. The range of prices now quoted is from \$15 to \$19 per barrel, but in some cases higher prices have been obtained for extra fancy goods. Nova Scotia Scotch-cure herring is also selling well and at about the same prices that are being realized for Newfoundland herring. The market at the close of business this week was stronger than during the week because of the depletion of several lots of goods which have been much sought by purchasers.—New York Fishing Gazette, Sept. 15th.

The Shah has in his palace at Teheran a 12-in. globe, upon which the parts of the world are set out in jewels of various colours—England with rubies, India with diamonds, the sea with emeralds, and so on.

3 SPECIALTIES.

STAFFORD'S LINIMENT for Rheumatism, Lumbago, Neuralgia and all Aches and Pains.

STAFFORD'S PRESCRIPTION "A"

for Indigestion, Dyspepsia, Catarrh, Gastritis and Nervous Dyspepsia. Price 25c., 50c. a bottle. Postage 5c. and 10c. extra.

STAFFORD'S PHORATONE COUGH CURE for all kinds of Coughs, Colds, Bronchitis, Asthma and Various Lung Troubles. Price 25c. bottle. Postage 5c. extra.

Prepared only by
DR. F. STAFFORD & SON,
St. John's, Nfld.
Theatre Hill Drug Store is open every night till 9.30.

Ladies' Fall & Winter Hats AND Coats

We have just received shipments of the above goods and invite your early inspection whilst the assortment is at its best.

OUR COAT VALUES ARE WELL KNOWN TO BE THE BEST PROCURABLE,

and despite all the circumstances against us this season, you will find our Coat Values keeping up our reputation in this department.

We are also opening a lot of good values in—
LADIES' SHOWERPROOF COVERT COATS;
LADIES' BLACK RUBBER and OIL COATS.
MISSSES' BLACK RUBBER COATS.
MEN'S and BOYS' BLACK OIL COATS.
LADIES' FLANNELETTE UNDERWEAR and NIGHTDRESSES.

In Flannelette Wear it will be impossible to offer later the values we now offer, and we advise early shopping for your own good.

HENRY BLAIR.

CLEANLINESS, QUALITY, SERVICE,

AT
Johnson's
Fancy Bakery,
174 Duckworth St.

Pears and Gravenstein Apples.

100 Half Barrels Pears,
150 Barrels Gravenstein Apples,
100 Crates Silver Peel Onions,
80 Cases California Oranges.

All counts. Due to arrive ex steamer. Prices right
BURT & LAWRENCE,

JUST ISSUED

"Investors"

A BOOKLET EXPLAINING THE MAKING OF SECURITIES AND THE PROMINENT OF INVESTMENT SECURITIES ARE

We shall be glad to

A. E. J. INVESTMENT SECURITIES UNION BANK TRANSFER CO. 74 BROADWAY

Express Passenger

The following first class passengers are on the incoming steamer due this afternoon:—
L. G. MacGregor, L. H. In Miss A. LeGrow, S. B. Kes H. Hart, A. Johnson, H. J. H. Baird, Mrs. M. C. Cart Berrigan, W. J. Whall, Mr. Spencer, J. J. Pine, Rev. D. W. Spence, Mrs. F. Murray, rissey, Miss E. Giles, J. T. Miss L. Keeping, Thomas Dr. Gannon, Mrs. P. Western, Mrs. E. C. Currie, Gellan.

A Faithful Servant

READY TO WORK NIGHT Gas is your ever ready helper in your home—no begging, no delays in getting it, so used to it that one gets how helpful it is. Stand how to obtain every help you can from it. Remember that for light Cooking it has no equal. I any little difficulties with them to the Gas Office and help will be most ready. St. John's Gas Light sept. 11

Aviator Returns

Lieut. R. G. Reid, R. perial Flying Corps, who on a brief visit to his p and Mrs. R. G. Reid, left for Toronto where he duty as instructor in av already stated in the Reid has been interviewed ber of young men who learn something about the ness and on arrival at City of Canada he will to headquarters.

IT HAS MANY DE USES.

Use Cleveland's Co of Chocolate. Below is a recipe Frosting:

1-3 Cup Butter.
1 1/2 Cups Icing Su
1 Tablespoon Cleve Cocoa.
1 Tablespoon Cold over).

Cream butter, add ally continuing the b add Cocoa and of right consistency or force through a and tube.

J. B. ORR CO., LTD. aug 20, 1917

Portia

The S. S. Portia sailed 7.30 p.m. Saturday with the following passengers: Capt. Dawe, H. S. Pte. Slaney, J. M. S. Parsons, A. Ambler, thews, Capt. Lardner, Moulton, J. M. Fleming, J. Kelly, White, Wheatley, B. dames James, Sherry Gibbons and 20 in She took the largest season.

The S. A. C.

Stonelaying ceremony Salvation Army Church will take place to-day p.m. His Excellency Walter E. Davidson, preside.

SNOWING AT LABRADOR. — A received by the R day from Capt. Pe is, at Cartwright, rifle S. E. gale was falling.

MINARD'S LINIMENT CURES D