

Violet Dulce

A daintier and more delicately refined TALCUM POWDER you cannot imagine than Violet Dulce with its "breath" of the little flower for which it is named, and its fluffy softness that makes it grateful to the tenderest skin.

JUST 36c. THE BOX The Ross Drug Company, Limited 100 King Street - Phone Main 2767

A Box of Our Candies

Will Make an Acceptable Gift We have a number of dainty inexpensive boxes just right for "A BIRTHDAY GIFT" SEE OUR WINDOW

BOND'S

AUTHORITATIVE FALL MILLINERY OPENING AT MARR'S

A rich assemblage of the finest and most recent feminine headwear creations from foremost Canadian and American style centres awaits your inspection at our store and showrooms. This year's fall exhibit is the most elaborate and complete in our history.

Marr Millinery Company, Limited 1-3-5 Charlotte Street

LADIES

Our new Fall and Winter Coats are ready for inspection. Call and examine at

The American Cloak Mfg. Co. 32 Dock Street Phone Main 833

Here is shown one of the latest models in

Ladies' Hudson Seal Coats

We are also showing the same model in Electric Seal. These Coats are all made of French Dyed Skins. Fancy Linings. Prices, \$75.00 to \$125.00

If you will come in, we will be pleased to show you what is new in Coats and convince you of our Low Prices.

F. S. Thomas Main Street Hudson Seal \$125.00

Primecrest Cottage Cheese

"A Choice Morsel" is our Cottage Cheese—one of the nice things that go so far, in completing a well-ordered table.

PRIMECREST COTTAGE CHEESE is made with the same scrupulous care as to surpassing uniform quality and perfect cleanliness that have characterized the production and handling of every Primecrest product. It has a delicately piquant flavor you'll always remember.

It Comes in 10c. and 20c. Packages

You can get it anytime from our refrigerator-equipped delivery teams.

Phone W. 374 Primecrest Farm SOUTH BAY St. John

Peaches For Preserving Small Caskets of Peaches

50 Cts. to 60 Cts. Each. NOW IS THE TIME TO BUY!

Gilbert's Grocery

TICKET 216 WINS

Ticket number 216 is the winner of the grand prize at the fair held at East St. John on Labor Day by the Sons of

England band. The ticket is good for the first payment on a lot in Courtenay Bay Heights and, if the winner selects a double lot valued at \$400, is thus worth \$88 in cash.

GIFTS COME IN WELL ON THE FIRST DAY

Patriotic Auction Promoters Well Pleased With Quick and Generous Response

The donation slips which are to be used in acknowledging contributions to the Patriotic Auction were scarcely out of the hands of the printers this morning before they were being readily signed by well-wishers, contributing cash or goods representing a generous amount. There was much variety to the class of goods donated, depending largely upon what kind of store or business was conducted by the donor, but every gift was appreciated. They can all be used for conversion into money, and the same is true with respect to the contributions of home-cooking, preserves, pickles, and other commodities which will be given by many housewives.

SOME POSTAL MATTERS

Further Word About the Writing on the Picture Card—Why Not a Three Cent Stamp?

Yes, it is still permissible to send a picture post card through the mails for the modest postage rate of one cent. But this rate will allow the writer to add only his name and address and no other writing. The government thinks it worth another cent to carry the card if it is burdened with the usual written messages such as "Wish you were here," "Having a great time," "will be home next week," or any of the other effusions such as most picture post cards bear.

Several weeks ago the Times pointed out that the postal regulations permitted a five word message to be written on cards otherwise classed as printed matter and that postmasters were interpreting this to mean that any picture post card would pass at one cent if the message written on it was limited to five words. Soon afterwards the postal department in Ottawa issued a circular instructing the postmasters that this message was permitted and that the five words would be permitted only on printed visiting cards, Christmas and New Year's cards, which pass at the one cent rate without the need of a war stamp. This information was duly passed along to its readers by the Times.

Today the postoffice inspector received a communication from the secretary of the department in Ottawa referring to an inquiry from Montreal based on the first article in the Times, and replies to it in the terms of the circular, already published in this paper. The letter from the department says: "Although it is permissible to write good wishes, congratulations, etc., expressed in five words at most, or by means of conventional initials on printed visiting cards and on Christmas and New Year's cards, classed as printed matter, this must, on no account, be construed as a general permission allowing any five words to be written on any kind of a card mailed as printed matter."

Another matter which is still worrying many of the postmasters, particularly in the rural districts where a knowledge of the printed regulations does not seem to be a necessary qualification for the job, is the question whether the war tax stamp should be used on printed post cards advising customers of the time when a commercial traveler will call, the card having the name of the traveler and the date of his visit filled in by hand.

This is specifically provided for in the regulations which permit such cards to be classed as printed matter and therefore not subject to the war tax. Only today the local post office received an inquiry from an outside office on this subject and travelers report having difficulty in getting some of the postmasters to accept these cards at the one cent rate.

MAY NANNARY AND GENEVIEVE BLINN HELP IN BENEFIT

Formerly of St. John, Now Noted Actresses on Pacific Coast

The San Francisco Call in a recent edition gave considerable space to an article dealing with a proposed benefit concert for one of the local churches. Among the artists who kindly offered their services were May Nannary and Genevieve Blinn, two of the best known actresses on the Pacific Coast. W. R. Dalley, theatrical manager, also promised to furnish several high class vaudeville attractions. The picture of both actresses appeared in the publication.

TAKING MILITARY COURSES IN HALIFAX

Among those taking a lieutenant's course at Halifax are Lieut. A. W. Eveleigh, 74th, Sussex; Lieut. E. E. Nixon, 62nd, St. John; Lieut. S. M. Smith, 62nd, St. John; Lieut. R. McKay, 64th, Sussex; Capt. J. G. Kirkpatrick, 64th, Sussex; Lieut. S. W. Hetherington, 67th, Windsor, Charlton Co., N.B.; Lieut. R. L. Perry, 91st, Cady's, N.B.; Lieut. J. H. Doone, 71st, St. Stephen; Lieut. F. A. Nicholson, 71st, Milltown, N. C. O's course: Sergt. H. Creed, Sergt. A. C. Crookshank, Sergt. A. H. Taylor, Sergt. W. H. Irwin, Corporal E. Clarke.

REAL ESTATE NEWS

Transfers of real estate have been recorded as follows: St. John County Coldbrook Realty & Dev. Co., Ltd., to Philip Goldstein, two properties at Glen Hanson, 74th, Fredericton; East St. John Land Syndicate to Margaret S. wife of W. H. Moore, property in Simonds; William Levi to C. E. Lamoreaux, property in Lancaster; St. John district I.O.O.F., No. 1, to Union Club Company, property in Princess street; Kings County Mary J. Adams to E. O. Adams, property in Springfield; Michael Gaulty to Farm Settlement Board, \$80, property in Studholm; Lucila M. Northrup to J. M. Northrup, \$80, property in Springfield.

THE SLACKER

Private Archie F. Smith, one of the first Fredericton men wounded on the battlefields of Flanders, has returned to the front and is now in the trenches again with the 14th Battalion. In a letter to his wife he says: "Here is a little bit of poetry you can give to The Fredericton Gleaser. It looks good to me and it will hit the slackers. I think there are a lot of them at home. I don't mean Fredericton alone, but in that part of the country."

"The Man Who Stayed at Home. He'd go when he was fetched," he told Recruiters who attacked. He was the slackest slacker of All slackers who have slacked! The shirkiest of shirkers, too, He saw no need to roam, The man whose sack is safest is 'The Man Who Stays at Home.'

So home he stayed, and used to smile At soldiers trooping by, For he was mother's boy, and it Would hurt him so to die. He creased his pants, and shot his cuffs, His pretty hair he'd comb, Let fools go forth to fight for him— The Man Who Stayed at Home.

Unto the city day by day He made his peaceful trot, Until he slipped into a lift— Just where the lift was not! For him they chant no requiem Beneath cathedral domes, Yet Death came forty times as quick To the Man Who Stayed at Home! —Richard Morton.

SOLDIER BEREAVED

Private C. E. Thompson and Mrs. Thompson have the sympathy of many friends in the death of their eight months old son, Francis Edward.

Seed on Fertile Ground

Seeds of themselves will not grow—they must have the aid of soil and climate. Soil study is now a science and experts can tell the farmer just what will thrive best in a given area. A manufactured product is like seed. It does not grow into sales and profits by itself. It takes soil and climate in the way of introduction and advertising. Manufacturers who use newspapers can call on the aid of science. They can skip the barren soil and plant only where conditions are right. Manufacturers anxious to pursue the modern way are invited to write to the Bureau of Advertising, American Newspaper Publishers Association, World Building, New York.

Macaulay Bros. & Co., King Street, St. John, N. B.

Saturdays Our Stores Will be Open Until 10 p.m.; Open at 8 a.m.; Close 6 p.m., Excepting Saturday 10 p.m.

LADIES' SILK SWEATERS

with Long Silk Sash, Tassel Ends, \$10.50 each, in Yellow, Canary, Rose, Pink, Bright Green, Navy, Black, Copenhagen, White, Cream, Bordeaux, Plum.

HATS—Silk Knitted, Sailor shape, stiff brim, and crown made just like the fabric in sweaters and cash to match in colors and material, \$3.50 each.

All Colors in Brushed Wool Sweaters.

ZEPHYR KNIT SPENCERS—A very light, fine knit jacket that takes up little room under suit coat, gives much warmth without weight. They come in White, Rose, Light Grey, etc.

MACAULAY BROS. & CO.

See Our Line of Modern Heating Stoves

We sell the latest and most up-to-date line of Heaters in the city including Burrell Johnson New Silver Moons, Glenwood Oaks, Winner Hot Blasts, Daisy Oaks, Fairy Oaks, Standard Ideals, Glenwood Wood Stoves.

From this variety you will have no trouble making your selection. We will take your old heater in exchange

Glenwood Ranges Kitchen Furnishings Furnace Repair Work D. J. Barrett 155 Union Street Phone M. 1545 St. John, N. B.

Early Fall Showing Stanfield's Underwear

Our stocks of Stanfield's Fall and Winter weights are complete. The reliability of Stanfield's Underwear is well known from the Atlantic to the Pacific and need no words of commendation by us. Your inspection of the New Fall Garments is invited.

Table listing various underwear items and prices: Stanfield's Nova Scotia Ribbed Wool Shirts and Drawers, Special Price \$1.00 garment; Stanfield's Red Label Shirts and Drawers in early fall weights; Stanfield's Blue Label Shirts and Drawers in early fall weights; Stanfield's Black Label Shirts and Drawers, in heavy weight.

KING STREET COR. GERMAN SCOVIL BROS., LIMITED, St. John, N. B. GREATER OAK HALL

KHAKI GREAT COATS

The advancing season brings nearer and nearer the time when the warm, comfortable Khaki Great Coat will be pressed into service, and you will make no mistake by leaving us your measure NOW to be sure of the early delivery of YOUR OWN.

Our range of Military Great Coat Cloths is very complete, and our tailoring department provided with every facility for this important line of work which, in itself, is a specialty.

Every Military Garment that leaves our workrooms is backed by our GUARANTEE OF ABSOLUTE SATISFACTION.

Great Coats \$30.00, \$33.00, \$35.00 Each.

In the Low Rent District :: PIDGEON'S :: Cor. Main and Bridge Streets

D. MAGEE'S SONS, LIMITED, 63 KING STREET

ANNOUNCEMENT!

Our FUR PARLORS are now open and we invite your inspection of Our Latest Parisian and American Styles in Ladies' Fur and Fur-Lined Coats, Muffs and Stoles; Also Gent's Fur and Fur-Lined Coats. These garments are all made in Our Own Factory and therefore, GUARANTEED by US.

MAGEE'S FURS Are Always Known As "RELIABLE FURS" D. MAGEE'S SONS, LIMITED 63 KING STREET

