

# "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.**

## Becoming Clothes for Men!

By RUTH CAMERON.



RUTH CAMERON

Do men, as a rule, I wonder pick out their clothes with any definite effort to get something becoming? Or do they look upon clothes as something required by law and the climate and not worth spending any thought upon?

When one sees a man who seems to have considered the question of becomingness in picking out clothes he stands out so distinctly from the rest, that I suspect the latter is the case.

I know that some of my masculine readers are backing away from the very idea of picking out clothes to become them. They are stigmatizing it as foppish and unmasculine.

**Not Against Nature**

I don't think that it is necessarily so, by any means.

Nor against nature. The male bird, remember, has the brighter plumage. Of course I should not like to see a man who put so much stress on clothes that he neglected his business for them, or starve himself for the sake of fine things to wear.

But I do not see why an intelligent selection of those clothes which by their color and fit bring out his best points and his worst, is anything a man should be ashamed of.

**Why Not Harmonious Clothes?**

I like to see a man whose clothes have some distinct relation to his personal appearance. For instance, take a man with iron grey hair. Put him in a brown suit and a blue necktie, say. He has no distinction. Put him in a suit just the right shade of

grey, and either a grey or black tie (or a tie of some vivid unusual color to contrast), a white, grey or black and white shirt, silver or gun metal cuff links and a scarf pin (if he wears any) that carries out the same color scheme, and he gratifies the eye.

Some men I know will laugh at my mention of these smaller details but I like to see things match. Of course I don't mean the colored handkerchief, tie and socks kind of matching. That's too obvious, too bought by the box. I mean some deliberate selection from his wardrobe as I have mentioned.

**Most Men Look Well in Dark Blue**

Some men are wonderful in the right shade of brown (not too pronounced a brown); some men look their best in dark blue and almost all men look well in it (just as a plain dark blue suit is the safest choice for the average woman). Out, too, makes a whole lot of difference with men. I don't know much about the subject but I do know that short men and especially short men with an inclination toward being fatter than they once were, ought to be very careful what cut they wear. Belted, skimpy coats for instance are fatal to them. Tall men can be more reckless.

No, I wouldn't give two pence for a man whose mind was always on his clothes, any more than you would, reader friend, but I don't see why a man shouldn't show his taste, if he has any selecting becoming instead of unbecoming things to wear, and in combining the different parts of his wardrobe harmoniously.

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.

## 75 Cases California Oranges, ALL COUNTS.

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

**Canadian Made Pure Fruit JAM,**  
14 lb. pails and 12 and 16 oz. glass jars, viz:  
RASPBERRY,  
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MARMALADE.  
All new season's pack.

**Campbell's SOUPS,**  
11 varieties in stock:  
TOMATO,  
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## Apples!

Right now for delivery to-day:  
200 brls. Fancy Wagner Apples.

To arrive Wednesday:  
120 sacks (100 lbs. each) Yellow Onions.  
200 cases Sweet Oranges—250, 216 and 176 count  
30 kegs Heavy Cluster Grapes.

And about Thursday:  
400 brls. Fancy Winter Apples—Baldwins and Starks.

**Soper & Moore,**  
Importers & Jobbers.  
Phone 450.

## Rann-dom Reels.

THE POSTOFFICE ELECTION

The postoffice election is a successful method of inciting a peaceful, law-abiding community to riot and bloodshed. It is seldom resorted to except by congressmen who do not expect to be re-elected, and who therefore would just as soon see the people rule as not.

There are only two ways in which a vacancy can be created in a postoffice that pays over \$80 a year, and that is by death or removal, as postmasters never resign except at the urgent request of some United States marshal. But when a vacancy does occur, a new postmaster can be made out of the raw material in the community before the other candidates have time to reach Washington. Sometimes the material used is so raw that a protest goes into postoffice department and is at once placed on file until the judgment day.

When there are six candidates for the postoffice, all of whom can deliver more votes than a two-ton truck, the congressman looks the field over and decides that he believes in popular government. He then calls an election and retires to the storm cellar equipped with a life belt and gas respirator, leaving the result in the hands of Providence and the country central committee.

A postoffice election is always accompanied by acrimonious charges and counter charges, and by the time the polls have closed every candidate stands before the community in his true light, ready to be indicted by the grand jury for nameless crimes which he thought had been forgotten when he joined the church. Many a man with fine family connections and a spotless name has emerged from a postoffice election with a criminal record longer than a missionary sermon, and has been obliged to resign from the board of deacons on account of ill health. Every candidate who is defeated lies low until the fall elections, when he loads up a seven-pas-

senger touring car with aggrieved relatives and posts them at the polls with split ballots and a vindictive spirit. As a result, the congressman who calls several postoffice elections in rapid succession, stands about as much show as a Percheron draft horse with the spring half in a hurdle race. The postoffice election is a good thing when it happens in some other town.

## LOOKING FOR PEACE.



WALT MASON

I'm longing for the boon of peace, that's been for weary years mislaid; I yearn to see the struggle cease, and captains seeks some milder trade. Who is not weary of the strife, of war with greedy, reckless jaws? Methinks the whole world and his wife would hail such boon with glad hurrahs. The world is dark without this boon, the large smooth boon of which I write; at noon I croon a yearning tune, I sigh for it at morn and night. But when the boon at last appears, it ought to bear the guarantee that nevermore in coming years will war lords wield the snickershee. I would not give a rusty prune, I would not give a rind of cheese, for any thorn, misfit boon that's bound to bag around the knees. I hear some fellows boasting peace, regardless of the brand on tap; but as I've said to Jane, my niece, this has to be the last big scrap. Until the captains are agreed, and make their vow, so help them, John, that armaments must go to seed, oh, let the dreary fight drag on! Still sound the drum and loud bassoon, still ply the claymore and the gun, until we have an all-wool boon, that will not ravel, rip or run!

## Fads and Fashions.

Suits trimmed with buttons covered with the same material.  
Sleeves are short for day wear and often long on evening gowns.  
Wolf fur is so beautifully treated this year as to be almost like fox.  
There are Chinese tunics of gorgeous silk. They open on the side.  
Jersey cloth is still important material in fashionable dressmaking.  
Some coats have the body made entirely of fur, with a full skirt of satin.  
White satin and white buttons make a chic trimming for a black velvet dress.

## 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.**  
sept16,17

## Keep Yourself in Touch with the War.

SOME OF THESE WILL HELI YOU.

- The Soul of the War by P. Gibbs, 70c.
  - The Battle of Verdun by M. H. Duggard, 90c.
  - The Imperial War by A. M. de Beck, \$1.50.
  - Badgets by Patrick Vaux, 65c.
  - The White Road to Verdun by Kathleen Burke, 44c.
  - A Secret Service Woman by H. de Halsalle, 65c.
  - Germany and the Germans by P. Collier, 85c.
  - The War and the Balkans by Noel Buxton, M.P., and C. Roden Buxton, 35c.
  - Nash's War Manual, 75c.
  - A B C Guide to the Great War, 35c.
  - War Songs of Britain by Butler, 90c.
  - Canada in Flanders by Sir M. Arthur, 40c.
  - Germany's Gospel Exposed. Submarine Warfare by H. C. Fyfe, \$3.00 for \$1.75.
  - Battle Honours of the British Army by Norman, \$3.00 for \$1.75.
  - Little Gray Ships by J. J. Bell, 35c.
  - The British Army from Within by One Who Has Served In It, 35c.
  - The World's Greatest Military Secret Service by G. Barton, \$1.75.
  - Pocket War Atlas of the War, 45c.
  - Soldier Songs by Patrick Mac-Gill, \$1.10.
- Very sorry that we cannot state more, but we would be very pleased to see you and show you our numerous other Books, Maps and Flags of the World.
- If the War Books you need are not listed here, just send us the titles; we will see that you get them.

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- Men's Army Boots only . . . \$3.00
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  - Men's Army Boots only . . . \$4.50
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  - Men's U. S. Army Boots . . . \$5.50
  - Men's U. S. Army Boots . . . \$6.00
  - Men's Long Rubbers only . . . \$4.00
  - Men's Snag Long Rubbers only . \$6.50
  - Men's Red Ball Red Long Rubbers only . . . \$5.50
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