

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

TEACHING CHILDREN TO HAVE "NERVES."



RUTH CAMERON

I don't suppose any thinking person in these days questions the theory that suggestion and auto-suggestion have a great deal to do with the development of our likes and dislikes, our habits, and, ultimately, with our character.

Why is it, then, that so many people (or ought-to-be-thinking) people will discuss a child in front of him in a way that cannot help giving him harmful suggestions?

She Thought He Got It From Her Grandfather; I Didn't.
For instance, I heard a little boy's mother give a long dissertation on his dislike of several kinds of fruit, at the table in his hearing. He didn't like bananas, she said, or strawberries, and lately he had even taken a dislike to pineapple which he used to eat. She thought he got it from his father's father who seldom ate fruit. "Queer how it should skip a generation—his father was very fond of fruit."

The next day there was ice cream which the little boy was eating with evident relish when some one happened to mention that it had pineapple in it. Immediately he stopped eating it and refused to eat any more. Just like his Grandfather Bartlett," said his mother.

I should place the blame much nearer home than that. And not on his father's side of the family either.

The Way the Modern Child is Encouraged to Pick and Choose!

The way the modern child is encouraged to like this and dislike that, and pick and choose what he will have and what he won't have, and change his mind and pick at his food, is certainly some contrast to the way children of two generations ago were told to eat what they were given and say nothing and be thankful that they had good food and a comfortable home.

Another example of harmful suggestion is the habit of talking in his

presence about how nervous a child is. A child shouldn't know what nerves are, much less be given the idea that he has them.

"High strung" is another word which a child, hearing used of him, is quick to get the idea of—and if he is at all quick (which, presumably, he is, or he wouldn't have that adjective applied to him) to make good use of. Why try to control a fit of temper when yielding to it only proves that you are high strung?

She Ought Not to Question Their Sleeping Well.

In a home in which a friend of mine sometimes visits, she says the mother (who is a light sleeper) always asks each child in the morning how he slept. And each one gravely answers, "Pretty well" or "I had a bad dream" or something like that. Now just fancy a mother encouraging children to think that they would sleep better than well. What a flavor to give the breakfast table!

Children are by nature healthy, unself-conscious animals. It is inevitable that they will lose some of this healthy, un-self-consciousness as they grow older. But surely there is no need to hurry the unhappy process by putting such thoughts into their heads.

It is an excellent thing to see how little you can get along with.

Orange gelatine served in the orange hull makes a most attractive dessert.

Open Every Night

STAFFORD'S DRUG STORE

Theatre Hill,

will be open every night till 9.30.

DR. F. STAFFORD & SON,

Wholesale and Retail Chemists and Druggists, St. John's, Nfld.

READY

for delivery to-day.

200 only 90 lb. Bags

P. E. I. Blue Potatoes.

Soper & Moore
Importers and Jobbers.

Know James? What!

"I have one regret at the passing of John Barleycorn," said Harold Lloyd, the Rolin-Pathe screen comedian, as he glanced meditatively at a glass of sparkling ginger ale a waiter had set before him. "and that is that the incentive for this kind of story is gone forever."

"Two confirmed alcoholics were slouched down in their chairs at the club after an exceedingly moist evening. Conversation dragged, until finally one said rather quickly: 'D'yuh know Jones?'"

"What Jones d'yuh mean?" asked the other.

"Cecil Montmorency Dyckman Jones, of course," said his friend.

"Oh, Cecil Montmorency Dyckman Jones! Sure, know'n well. Fine fellow, ole Cecil Montmorency Dyckman Jones. Wha' 'is name?"

HOUSEHOLD NOTES.

Always ice a cake while warm. Raisins are among the best of foods.

It is harmful to silk stockings to iron them. Flour should be measured after being sifted.

Little Benny's Note Book.

By LEE PAPE.

Yesterday I had a grate idee to shine my shoes without nobody telling me to and surprise pop, and I shined them so good they looked like bran new shoes, taking me about 20 minmits on account of me shining them so perfect, and I went down in the parlor were pop was setting waiting for supper, and I sat down in front of him with my feet in plane site, saying, Hello, pop.

Hello yourself, sed pop. Not even looking at my shoes, and I started to wiggle them, and pop sed, For the love of Peet, are you going krazy erround the feet, stop that.

Wich I did, and after a while I started to cross my legs and uncross them, thinking he mite notice my shoes going up and down, and pritty soon pop sed, Say, if you've got Sent Vituees dance, I'll ixcuse you, but if you haven't, cut that out.

Wich I did, and after a while I put my feet up on the seat of another chair, thinking he couldn't help noticing them on account of them being so high. With he noticed them, all rite, all but the shine, saying, Wat in the world has got into you, don't you know any better than to stick your feet up on the furniture like that, I'll be giving you a krack on the nuckles in a minnit.

Aw heck, I, I thawt. And I went out in the back yard mad and rubbed dert on my shoes till they looked as if nobody hadent ever even tried to shine them, and jest then the suppir bell rang, and I went in the dining room and pop was there allreddy, saying, Wate a moment, young man, do you mean to say you would have the nerve to sit down to the table with shoes in that condition—go up stairs and cleen them immedieitly.

Wich I did, taking me about 2 minmits.

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.

Knitted underwear is a great saving, and it needs no laundering.

That Was It.

One of the favorite stories told in army camps in the earlier days of the war was that of the recruit who developed a queer mania very shortly after he had been assigned to a platoon. Time and again in barracks and out he was seen picking pieces of paper from the floor or ground looking at it and muttering, "That's not it," and passing on. He refused to explain his actions. The matter finally came to the attention of the officers, and they had him reported to the attention of a medical board for examination. When the recruit grabbed up the papers on the table and looked them all over before he could be prevented, "That's not it," he repeated, as he examined each one feverishly. Finally, after lengthy observation, the medical officers recommended his discharge, via the "S. C. O." route. When the soldier detailed to accompany the apparent lunatic to his home was handed the discharge certificate the cause of it all seized it and pursued it hastily. "That's it!" he yelled. And it was, for the release from the service was permitted to stand.

RELIEF COMING.

Be patient yet a little while, and winter will return; the blasts will come in arctic style, the blasts for which you yearn. A little more of ardent heat, that heat which is a crime, and we may all exult in sleep, and have the hanged time. What though all night we toss and roll, and slumber does not come? 'Twill soon be time to shovel coal, and make the furnace hum; then life will be one round of bliss without a carking care; remember it, on days like this, and cease to sigh and swear. Be patient, for it's always wise to bravely stand the gaff; so boil the germs and swat the flies, and at hot weather laugh. The geese will soon be flying past, following the polar storms, and following the eager blast will cool our fevered forms. And all our cares will disappear when winter brings its snows, and we have frostbite in the ear, and chilblains in the toes. How merrily we'll pay for coal that costs twelve bucks a ton, the precious knowledge in our soul, that summer days are done!

THE WHITE CLOTHING MFG. CO., LTD.
june6.eod

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.

FOR SALE!

FORD Touring Car,
1917 MODEL.

New top, and oversize tires on rear, paint good, looks like new. Taken in trade for a Briscoe.

Will Sell at a BARGAIN.

This car was thoroughly overhauled by me about three months ago and should not need any repairs for considerable time; is licensed and ready to go anywhere.

PARSONS,
King's Road. The Auto Man.

NEWFOUNDLAND. Notice to Mariners.

(No. 3 of 1919)
Curzon Head — Woody Point, Bonne Bay.
LIGHT ESTABLISHED.

Position—On Curzon Head, entrance to Bonne Bay.

Lat. 48° 30' 20" N.
Long. 57° 54' 20" W.

Character—A flashing Red Acetylene Gas Light giving 20 flashes per minute thus:

Light Dark Light Dark
0.3 sec. 2-7 sec. 0.3 sec. 2-7 sec.

Elevation—Height of light from high water to focal plane: 45 feet.

Structure—A square wood structure with sloping sides, painted White, Lantern Red.

Remarks—This light was put into operation August 25, 1919.

J. G. STONE,
Minister of Marine & Fisheries.
Dept. of Marine & Fisheries,
St. John's, Newfoundland,
August 28th, 1919. sep8.31



St. John's Municipal Council.

NOTICE TO MASONS.

Tenders will be received by the undersigned until Thursday, 11th Inst., at noon, for the building of 12 Chimneys for Houses, Q-141 Vidi Road.

The City Council will find all materials. All information and particulars of the work will be furnished by Mr. John Coaker.

JOHN L. SLA...
Sec.-Treas.

SEP 8, 1919



Dr. A. B. Lehr,
Dentist,
203 Water Street.

This is the Old Reliable Office.
Established 27 years.

PTORRHEA.

Of all the poisons taken into the blood, the germs and pus contributed by diseased gums (Ptorrhea), are the most destructive to the human system. If every red blood cell is forced to fight against numbers of germs to the cell, the blood cannot attend to the building up of the body, and if allowed to continue the system is bound to break down and eventually you are an invalid. Kidney, stomach, heart trouble, rheumatism and many other diseases are brought on by diseased gums and teeth.

EXAMINATION FREE.

THE BLUE PILL Raw-
Uns' Cross. Local Sales Depot for
Benson and Hodges Cigars and Ciga-
rettes and Samoset Chocolates.
Jan 22, 1917

