

LATEST GENT'S FURNISHINGS!

We take pleasure in announcing to the trade our first shipment of Gent's Furnishings for 1918. We have made preparations to serve our patrons with the best apparel procurable. An inspection of our large and varied stock will convince you of our success. The offers itemized below, you will note, are selling at Old Prices.

Fancy String Ties!

No matter what your taste or requirements may be in the neckwear line, whether medium or highest grade in quality, mellowed in tone, or the subdued colors and patterns in rich, harmonious hues of handsome, lustrous silk—your Tie is here. Prices 40, 70, 75 and 80c. each.

Live Leather Belts!

A Solid Leather Belt that will stretch like elastic. Prices 40 and 75c. each.

Elastic Armlets!

Round and Flat5c. pair

Negligee Shirts!

Men of taste appreciate our handsome Shirts the moment they clap their eyes on them.

Price from
\$1.10 up to \$3.50.

We've Choice Shirts for the man who is a conservative spender, and for the man whose purse strings are looser. **WE HAVE THE BEST.**

Marshall Bros

Suspenders!

Police and Fireman's50c. pair
President65c. pair
Shirley President70c. pair

Boston Garters!

You cannot be comfortable without a pair of Boston Garters, 35 and 40c. pair.

Collars!

Our usual assortment of Gent's Linen Collars.

Suggesting Nerves.

By RUTH CAMERON.



RUTH CAMERON

Not long ago I was calling on a friend of mine and found her daughter at home, though my call was paid during school hours (you might read intention into that sentence, but I assure you there was none. I liked the little girl and would like her still more if she were allowed to be a more natural, normal child. But thereby hangs my tale.)

I expressed my surprise at the unexpected pleasure, and her mother said, "yes, Lucy was transferred from her old schoolhouse to a new one at midyear, and the nervous strain rather upset her; so she is resting for a day or two. She is so high strung, you know."

Fancy!

Or Did You Think It Fun?

Can you remember, when you were a child, recuperating from the nervous strain of changing from one school house to another?

To be sure, the child is delicate and nervous; but just how much of that delicacy and nervousness results from the atmosphere with which her extremely solicitous parents surround her, is to my mind a very grave question.

She Was Proud Of Being High Strung. She was with us when her mother made that explanation. It seemed to me I could see a shadow of self pity cross her face when her mother spoke of the nervous strain. And I'm sure I saw a look of pride when she heard herself called "high strung." Thus early does a child learn to take a foolish pride in abnormality!

Children are sensitive, plastic creatures, alert little chameleons, quick to take color from the conditions about them. Could a child live in an atmosphere that constantly suggested and expected nerves and delicacy on his part, and not respond in some degree to that expectation?

I know another mother who is always saying (in the presence of her child), "No, I don't think Grace had better do that, I am afraid it will over-

tire her," or "You see she has overdone, she is all tired out."

Never Discuss A Child's Health In His Presence.

Of course I realize that children must be in some degree guided and restrained. They do not know what is good for them ("Do we know more?") But I do think this restraint and guidance could be made a little less obtrusive. I do think that the child need not hear its health perpetually discussed in its presence; and above all, I do feel that the idea of nerves should not be instilled into young brains. Goodness knows they'll find out about them plenty soon enough.

Minard's Liniment Co., Limited.

Have used MINARD'S LINIMENT for Croup; found nothing equal to it; sure cure.

CHAS. E. SHARP.
Hawthash, N.B., Sept. 1st, 1905.

Your Boys and Girls.

The first duty a parent owes to a child is to give the child confidence in itself. Such confidence is not egotism. It can accompany modesty and humility of spirit if properly developed. Every right effort, even though crude, should be praised so that the child will grow up with a belief in his talents, which will go a long way toward making him a successful business man.

Praise and encouragement from parents are the foundation of success. Believe in your children and teach them to believe in themselves. It is far better than giving them an inheritance of land or houses or money. Children can be educated in the better things of life and given high standards without knowing that they are being taught, if the parents have tact and foresight.

Everyday Etiquette.

"When several girls send one gift to a bride, should they inclose just one card?" asked Bessie.

"Each girl should enclose her card with the gift," answered her elder sister.

APPLES.

150 Bbls. Baldwins,
100 Bbls. Starks,
50 Bbls. Gnao,
Assorted sizes 1's 2's and assorted,
100 Boxes Evaporated apples, bulk,
50 Boxes Evaporated apples, 11 cartons,

Soper & Moore

Milady's Boudoir.

BEAUTY EXERCISES.

Many a mouth is expressionless because it lacks either flexibility or firmness. This can be remedied by properly exercising the muscles. The muscles of the mouth are like the muscles of any other organ of the body as they require exercise to be healthy and properly developed. Talking and laughing are generally considered exercises enough to keep the mouth muscles in proper condition.

For the woman who has thin, colorless lips, the following exercise will thicken the lips and give them the rich glow of color they should have. Gently roll the lips between the thumb and forefinger. This should be practised every day and in less than a month you will notice an improvement in shape and color.

The charm of many faces is so destroyed by a receding, undeveloped underlip, amounting almost to deformity. This may be corrected by projecting the tongue forward and moving it from side to side between the teeth of the lower jaw and the lips. This may be practised often throughout the day without attracting attention. Its action causes the muscles to relax, and the gentle massaging, which the tongue gives, will soon fill out the lips by improving the circulation and adding flesh.

The lower part of the arm is often thin, even when the upper part is developed. This makes the wrist seem large and bony. Try this exercise to remedy this condition: Standing with chin up, heels together, raise the arms at the sides to shoulder level. Now, clench the fingers into a tight fist, open and stretch the fingers out and apart as if reaching for something a few inches beyond your finger tips. Close into a fist again, open and stretch. This exercise should be very strongly felt in the forearm, showing that the muscles there are also being stretched.

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

MINARD'S LINIMENT CURES DIPHTHERIA.

Another Opinion.

Editor Evening Telegram.

Dear Sir,—Seeing so many different opinions from persons in our local papers as to what causes dun, or discolored fish, I ask you please for space to give my views on the matter.

I notice an expert that will give some scientific opinion on this subject is about to be imported to tell us what causes dun or discolored fish. Is it possible such a man has to be imported? Where is the gentleman coming from that can tell our old reliable fishermen how to make good fish or to keep it from getting dun or discolored? There are many fishermen, I regret to say, who are altogether too careless with the handling of their fish, from the knife, until they have it, so-called, fit to get it off on a purchaser; and then get paid the same price as the man that has the genuine article; the latter taking every care of it from the knife until he has it fit for market. The greater the demand and the greater the price, fish is worked off not nearly sweated as it should be. When such fish is bought from the fishermen, it is stowed away in large bulks in stores; it sweats in the bulk and the result is dun or discolored fish. The result of sweating in the bulk in the stores causing the well dried article that is mixed up with it to go bad also. A well dried article of the finest quality will go dun if foul or damp air gets to it in the stores. Salt, no doubt, has considerable to do with fish having a nice smooth appearance. Cadiz salt seems to be most suitable for our Newfoundland shore caught cod, that is, when it is salted to dry for European markets. Many other grades of salt leaves a very fine sediment on the face of the fish after it is washed; more especially if the person washing the fish does not take care to wash it in good clean water. Ten hogheads of salt or even less is quite sufficient to salt 100 qts. cod, when salted in stages, to make good merchantable fish, or twelve hogheads to 100 qts. when salted on board a vessel, that is to dry it for European markets. All the salt there is in Cadiz will not cure one quintal of cod, when it has been left too long without being split and salted. No salt will bring it back; as an article of food it is no good. Salt made with chemicals possibly may have something to do with pink fish, not red or silmy. Fish too lightly salted will go bad in two days on flakes when put out to dry. Should it be foggy or wet weather, it will become red and silmy, and no amount of sun afterwards can remove the red color and slime from it. Quantity is very often considered, not quality; this is a great mistake. The extra prices for all grades of fish at the present time does not tend to improve the cure. If purchasers were to notify the fishermen that they would not purchase the fish unless it was properly cleaned, salted, well dried and also sweated, we should again maintain our former standard.

"Chill Chasers."

We have received another shipment of these popular portable heating stoves in three sizes which we are selling at \$6.50, \$7.50 and \$8.50.

We also call attention to our special "Rumpley" Gas Iron, in nickel finish, complete with flexible tube connection. We are selling this iron at \$5.00, and recommend it as a useful Xmas Gift.

Phone 97, or call at our Showroom, Oke Building.
ST. JOHN'S GAS LIGHT CO.
dec22,17

of being able to produce the best quality of fish in the world.

Yours truly,
GEORGE PENNEY,
of J. Penney & Son, Ramea,
March 7, 1918.

"For the Red Cross."

On the last trip of the s.s. Ethel—truly a voyage of "storm and stress"—and when storm-bound at St. Lawrence, on Friday evening, Feb. 22nd, a most interesting and pleasing "impromptu" entertainment was held in the saloon which was productive of some remarkable talent amongst the rank and file of the Commercial Travellers' Association.

Capt. Samuel Piercy, of Grand Bank, acted as chairman, and the programme—which was voluntary in all cases—consisted of political monologues (local) by Mr. Wm. Hamlyn; Selected Reading by Stanley Elliott, and vocal solos by Messrs. Malcolm Parsons, Fred Seymour, and J. A. Carmichael. Popular and patriotic choruses were also rendered in good shape by the full company, and altogether a very pleasant and profitable social hour was spent harmoniously on board the Ethel at St. Lawrence. Before singing the National Anthem, Mr. Carmichael in a short speech, in which he made brief allusion to the many exciting incidents of the voyage, from St. John's suggested that we might fittingly end up the evening's entertainment by having a collection taken up on behalf of one of the many patriotic funds. Capt. Goodie, in supporting this suggestion, complimented the members of the Commercial Travellers' Association generally, to which President Elliott (N.C.T.A.) warmly responded.

A collection was then taken up and the sum of thirty-five dollars realized. This was unanimously voted to the Imperial Red Cross Fund, and has been forwarded to the Hon. Treasurer, Mr. Frank Steer—Com.

You can depend on Stafford's Drug Store, Theatre Hill, being open until 9.30 every night.
feb23,17

VANISHING SUBS.



WALT MACON

The submarines go subbing forth, manned by heroic men; they journey east and west and north, and don't come back again. The Kaiser sees his costly boats go sailing from his shore; then something frightful gets their goats, and they come back no more. "There is a hole," the Kaiser sighs, "somewhere beneath the sea; there U-boats go, no more to rise; alas, and woe is me! When first my U-boat graft was sprung, I called for volunteers; the chosen seamen then gave tongue to loud and happy cheers. They sailed away to break and burst old Britain's power and might; ach, schweitzerkase and liverwurst! where are my boys to-night? And when to save the Fatherland I now ask volunteers, no sailor lifts a willing hand—I'm facing mutineers! And so I have to make the threat of hemp and gallows scenes, before they'll come, already yet, to man my submarines. Naught can frighten the German soul like formless mystery, and I'm afraid of that great hole, some where beneath the sea!" And still the Kaiser's U-boats go, by crews reluctant manned; and some grim monster, down below, is seeing that they're canned.

MINARD'S LINIMENT CURES GARTER IN COWS.

W. V. Drayton.

Complete
New Stock of

Pianos

All High-Class

Player Pianos, Pianos & Organs

We are offering them at prices which will appeal to every dollar saver. Terms as usual made to suite purchasers.

W. V. Drayton,
256 Water St.

Gossage's Soaps

The Best!
The Sweetest!
The Cheapest!

GEO M. BARR,
AGENT.

Question for the Investor.

If we sent to your door, without expense, obligation or liability to you, the fullest details concerning an investment wherein you may place ten dollars or ten thousand, with absolute safety and with equal chances to the big investor for great growth and large cash dividends, would YOU read them?

If we place the evidence before you, will you consider it? Will YOU be the judge and the jury?

That's fair, isn't it?

J. J. LACEY & CO., Ltd.,
Investment Specialists, City Chambers.

Insurance Agent