

JANUARY OFFERINGS

Of WANTED WHITE GOODS at Sharply Cut Prices.

The importance of these really remarkable price reductions is best learned by a personal inspection of the goods. Every item listed in this advertisement, and many more, will be offered at such attractive prices that the shrewd shopper will realize that now is the time to buy and save money.

WHITE FLANNELETTES at special Cut Prices.

WHITE TABLE DAMASKS still offering at attractive prices.

A JOB LOT OF WHITE LAWNs. Values up to 20c. We offer at an all round price 12c.

WHITE TUCKED LAWN (Lace Insertion). Regular 27c. NOW 20c.

WHITE TUCKED LAWN (Lace Insertion). Regular 30c. NOW 22c.

WHITE TUCKED LAWN (Embroidery Insertion). Regular 30c. NOW 22c.

WHITE TUCKED LAWN (Embroidery Insertion). Regular 35c. NOW 27c.

WHITE TUCKED LAWN (Embroidery Insertion). Regular 40c. NOW 30c.

ONE PIECE VERY FINE TUCKED LAWN. Regular 60c. NOW 45c.

White Laces and White Embroideries.

An immense showing of High-Class Laces and Embroideries that will appeal to the particular woman.

Marshall Bros

The Dish Towel or the Wife?

By RUTH CAMERON.



RUTH CAMERON

A housekeeper of the old school saw her younger neighbor boiling out a dish towel in a strong washing powder. "You'd better not do that, my dear," she suggested, "they won't last so long."

"Oh, I know that," answered the younger woman, "they won't last so long, but I shall last longer."

"Don't you think it's extravagant?"

"Not at all. I don't think the few cents a year, which is the most I could save by washing those things out by hand, are to be compared with the time and energy I save. We are not very well off, but I'm sure my husband would rather have me save myself than the dish towels."

I chronicle that conversation because I think it strikes the key note of one of the greatest blessings the woman of to-day has to be thankful for—the new attitude towards woman's work.

A hundred years ago the idea that it was as important to save the woman as the materials she worked with, or the cost of her equipment, was an idea unknown to the rank and file.

Favoring the Soapstone.

I can actually remember that in my great uncle's home the womenfolk were not allowed to fasten the clothes wringer on to the set tubs for fear that would wear out the tubs (soapstone and not at all fragile I assure you), consequently every piece of washing had to be lifted out of the set tubs into another tub. This burden of extra work was subsequently proved unnecessary, for since the vener-

able gentleman's death some fifteen years ago, the womenfolk instead of the soapstone, have been favoured, and the latter still shows no sign of wear.

It would only be a skinflint tyrant who would demand such a sacrifice of women's strength on the altar of economy to-day. Yet my grand uncle was neither a skinflint nor tyrant, but extremely generous in most things and kind to his womenfolk. It just wasn't in the air in his day to question how long the womenfolk lasted if the soapstone and the dish towels were carefully preserved.

Even if we had had electrical devices, and the other household labor savers a hundred years ago, it is doubtful if men would have thought them necessary or been willing to buy them. Witness the beautiful barns, the expensive silos, the latest in farming implements, and the house without a comfort or convenience, which was so common a sight in the country twenty-five years ago.

What the Expressman Said.

Contrast that with a conversation I had the other day with an expressman who brought my trunk. We happened to speak of electric bills. "Mine are quite large," he said, "but you see the wife uses the electric iron and the vacuum cleaner a good deal." And there wasn't the slightest note of complaint in his voice. I regard this new attitude toward women's work as one of the results of the new feminism, and not the least encouraging. I think men are beginning to appreciate women's companionship and to be willing that women shall be human beings and not mere household machines. I only wish that women responded even more readily than they do to this opportunity.

Ruth Cameron

Now for ORANGES

1200 dozen SWEET VALENCIA ORANGES on retail at 12c. doz.

FULL STOCKS for immediate delivery, Brls. Cabbage, Cases Oranges, Cranberries, Partridge Berries, Apples, Carrots, Parsnips, Turnips, Potatoes, Beans.

Soper & Moore.
Phone 486.

1,500,000 Pounds Subsidy for Trade.

"Cautiously, but surely, the British people under stress of national need are finding salvation in methods long advocated by co-operators and Socialists," says the Daily Citizen.

"A very striking instance occurs in connection with the manufacture and supply of aniline dyes. The manufacture of these dyes, though the process was actually discovered by an Englishman, has been virtually monopolised by German firms, who supplied nine-tenths of the £2,000,000 worth annually required in this country. Yet the dyes are essential to an industry of something like £200,000,000 a year, on which at least 1,500,000 workmen are dependent."

To meet the situation the Government has promised support to a national movement for making Britain independent of foreign dyes.

The official proposal is:—

- (1) The formation of a limited liability company with a share capital of £3,000,000 in £1 shares, of which 75,000 is expected to be called up.
- (2) The advance to the company by the Government of £1,500,000 at 4 per cent, as a first charge on the assets and repayable in 25 years.
- (3) The appointment of two directors by the Government.

KING ALBERT DIGS IN THE TRENCHES.

London, Jan. 12.—King Albert spent several hours Sunday with a pick and shovel, digging trenches like a common soldier, writes a Belgian from the front to his family in the refugee camp here. "It happened in this way, while inspecting with some staff officers, the king saw a group of his diggers looking very tired. He inquired how long we had been working. Being told, he sent us away for a rest, while he proposed to his staff that they take our places."

Arrived on Monday by S. S. Stephano: Winter Keeping Apples — Kings, Baldwins, Wagners, Greenings, Ben Davis; California Fruits, Pears in boxes, Lemons, Cal. Oranges, Florida Oranges, large bunches Bananas, California Grapes, Blue and Red, in baskets and kegs; American Baldwins in brls. Special attention given to export orders. Price list sent on request, at GLEESON'S, 108 Water Street East. P. O. Box 681.

MINARD'S LINIMENT CURE DISTEMPER.

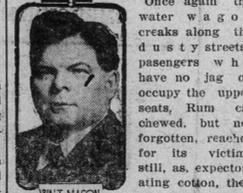
'The Optimists Corner.'

"Opportunity," they say, "knocks once at every man's door," sooner or later. Some quickly open the door, others are too busy doing nothing to heed it, while still another class is too sound asleep to hear the knock consequently a very few comparatively speaking, ever attain the success which is written in capital letters. The meaning of the words opportunity and luck should not be confused, for their difference is as the difference between day and night. Luck doesn't mind dropping in without an invitation—but he's a mighty lukewarm friend to rest your entire weight against. But when opportunity knocks its generally because you've given her reasons to believe that her attentions will be appreciated. In other words we make our own opportunities by paying strict attention as to what Liniment you supply your customers with.

Stafford's Liniment will give the best results of any Liniment for sale in Newfoundland.

Prepared only by
DR. F. STAFFORD & SON,
St. John's, Nfld.
Manufacturers of 3 Specialties:
Stafford's Liniment.
Stafford's Prescription "47"
Stafford's Phorotone Cough Cure.
Jan 15, 1915

THE WATER WAGON.



WALT MASON

Once again the water wagon creaks along the dusty streets; passengers who have no lag on occupy the upper seats, Rum cashew, but not forgotten, reaches for its victims still, as expectorating cotton, they ride slowly up the hill. "Leave that fierce old jolting wagon," murmurs Boozie, in siren tones; "come and hit a foaming flagon. 'Twill refresh your flesh and bones." Here and there a spineless ruder leaves his seat to go and drink sundry slugs of added cider, or a pint of crimson ink. But the tourists on the wagon who sit tight, are lucky boys; they escape the slimy dragon, and drive on to wholesome joys. Oh, the journey's early stages are the sorest and the worst; then in every breast there rages such a horizontal thirst! But the thirst that meets resistance quits its victims soon or late, while the wagon, in the distance, hits a swift and merry gait. Then at last the wagon reaches good old healthy Hydrant Town, and the tourists, fresh as peaches, from their perches clamber down, full of joy and hope and laughter, all divorced from boozey woes to live happy ever after, drinking from the garden hose.

Boy's Narrow Escape.

BURIED IN SNOW.
A boy named Flynn, had a narrow escape from death, yesterday afternoon. He was in a snow house in a lane off George Street. Suddenly it caved in and Flynn was buried. A woman named Gandy, who saw what happened, quickly gave an alarm and the lad was extricated from his perilous plight, though in an exhausted condition. The lad was almost suffocated and a minute longer would have ended his life. He was brought about by the use of restoratives.

"VICTORY" FLOUR

You cannot buy better at any price anywhere. FRANKLIN'S AGENCIES, Ltd.—Jan 12, 1915

A BIG JUMP.

We are informed that flour has taken another jump—and brands that were selling this day week for \$5.50 have risen to \$7.75. White brands that were quoted at \$3 retail, are now being offered at \$5.40.

Winter SPORTS!

We all know the pleasant hours that can be spent in winter, Skating, Snow Shoeing, Sliding, etc. Make this winter a happy one by spending as much time as you can in the open.

HEADQUARTERS FOR ALL SPORTING GOODS.

SKATES—All the best makes in all sizes. Acme Skates from 50c. to \$1.50. Hockey Skates from 80c. to \$5.40.

SNOW SHOES—Best quality, Ladies' and Gent's. Also a special Lumbermen's pattern Shoes, at a low price; also Moccasins, genuine Chamois; all sizes.

SLIDES—A large size Champion Coaster, to hold 3 or 4 people; strong and light. Better than a Bob Sled \$3.25

HOCKEY STICKS—All qualities, from 15c. to 50c.

Ayre & Sons, Ltd., Hardware Dept.

Interesting Military & Naval



Inserts are now packed in Gem Cigarettes in addition to the three coupons. These attractive inserts, of which there are fifty in the series, are of particular interest at the present moment, being copies from actual photographs of leading men, war ships, air crafts, etc., engaged in the present war.

To the first fifty holders of the complete set we will present an attractive album to contain them, on their being presented at our Premium Department.

Imperial Tobacco Co. Newfoundland Ltd.

Copy of Message

RECEIVED FROM A. W. PICCOTT. BURGEO, Jan. 18, 1915. "Splendid meeting here Saturday night, got four volunteers. PICCOTT."

BUSINESS AS USUAL



Centre Cloth

A very pretty assortment in Linen, embroidered in fast blue wash linen, square cut, large and sizes measuring from 12 x 12 to 20 x 20.

Reg. 60c. White Sale Price
Reg. 90c. White Sale Price
Reg. \$1.00. White Sale Price
Reg. \$1.50. White Sale Price
Reg. \$2.00. White Sale Price

PILLOW SLIP

We are well stocked in these shoddy, frilled, embroidered and hemstitched, varied ranging from 18 x 28 to 21 x 30 slips are amongst your wants come and secure a year's supply, we have a you in value here.

Reg. 25c. White Sale Price
Reg. 30c. White Sale Price
Reg. 35c. White Sale Price
Reg. 40c. White Sale Price
Reg. 55c. White Sale Price



Picture to-night 'I'll give SHOWROOM

With a generous assortment of Ladies, Knickers, Princess Slips, Night Longcloth and Lawn, exquisitely fast and perfect in cut and finish, and

Children's White Dress

A very special lot of dainty White dresses trimmed with embroidery and lace edging at neck and sleeves, 1 and 3/4 sleeves; sizes to fit girls from years. Reg. up to \$1.60. White Sale Price

Underskirts.

Swift and sure cuts are to be found even the cheaper grades compel you to try them; they are so dainty and made good quality; nice deep embroidery faultlessly cut; the better grades marked to the lowest during the Sale.

Reg. 95c. White Sale Price
Reg. \$1.20. White Sale Price
Reg. \$1.70. White Sale Price
Reg. \$2.00. White Sale Price
Reg. \$2.50. White Sale Price
Reg. \$3.30. White Sale Price

Nightdresses

The best in English and America high and low necks, nicely trimmed with ribbon heading and handsome very neck, made from excellent quality and long cloths; th excellent assortment have just shown and such a range making it possible for everybody share of the offerings.

Reg. 70c. White Sale Price
Reg. \$1.10. White Sale Price
Reg. \$1.40. White Sale Price
Reg. \$1.60. White Sale Price
Reg. \$2.50. White Sale Price

Camisoles.

The daintiest and most up to date creations are to be found in our Ladies' Camisoles, beautifully trimmed and long cloths with ribbon etc.

Reg. 30c. White Sale Price
Reg. 40c. White Sale Price
Reg. 60c. White Sale Price
Reg. 80c. White Sale Price
Reg. \$1.10. White Sale Price
Reg. \$1.50. White Sale Price