

# QUALITY and PRICE.

The person who is really economical does not consider price only when purchasing, rather does the wise person look first for Quality---then price. Our aim is to give our customers Quality blended with price. Good value. Consider carefully the offers itemized below and practice economy.

## Men's American Soft Felt Hats.

The latest style in the most comfortable Hats worn. Black, Navy, Grey and Brown. Prices \$2.00, \$2.20 and \$3.50.

## Men's Soft Collars.

20 doz. Men's Soft Collars; odd lines, odd sizes. Values 25 to 35c. each. Selling all one price, 15c.

## Durham Duplex Safety Razor.

The best Safety Razor in the market. It's a pleasure to shave with a Durham. Try one. Price \$1.30 each. Spare Blades always in stock.

## Lace Curtains.

150 pairs, the balance of our big job. White and Cream. Dainty Lace Curtains. Prices \$1.80, \$2.10, \$2.50 and \$2.80 pair.

## Art Cretonne.

5 bundles of Remnants beautiful Art Cretonne. Value for 60c. Selling 40c. per yard.

## American Flags.

20 doz. "Old Glory" Flags (on sticks). Prices 20, 45 and 80c. each

# Marshall Bros

## Job Spring Blinds.

10 doz. Job Spring Blinds, with fittings. A small job with big value. Prices much below regular lines.

## Extension Rods.

20 doz. Brass Extension Rods. To the many customers who have been waiting for Extension Rods we say, BUY NOW. Prices 12, 20 and 22c. each.

## White Wood Window Poles.

100 White Enamelled Window Poles, 4 1/2 ft. long, with fittings complete, only 20c. each.

## ABOUT FLOWERS.

By RUTH CAMERON.



RUTH CAMERON

Do You Like Petunias?

The flower anent which the discussion arose, was the petunia. Never from a child have I quite liked petunias. In the first place I don't like their colors. Their white isn't a pure, perfect white like that of daisy or bloodroot or lily, and their red is that particular shade of red which the American beauty rose takes on when it begins to fade, and for which I have ever had a distaste. It lacks either the richness of a real red, or the piquancy of such off-reds as cerise and scarlet. Then, too, I think there is a tinge of patronage in my attitude towards petunias, left over from my childhood days when petunias had a way of making themselves cheap in our garden. We never planted them, and yet every year they came back and riotous over the whole garden, sometimes crowding out flowers to which I had extended a definite invitation and in whose fate I was more interested. There were utilitarian advantages, from a child's point of view, to petunias; one could suck them and one could blow through them, sometimes producing a queer little trumpet sound,--but as a flower they were too common, too obnoxious, and not lovely enough to win my admiration. They seemed somehow a counterpart in the flower world of the omnipresent English sparrow.

Names of Flowers are Interesting.

And lastly I think the name itself antagonized me. Somehow it isn't a pretty flower-like name. Names of flowers are interesting to me. I think they do really help to influence our feeling toward the flower. Take that exquisite name, the "daybreak pink"--who can say that it did not help make that exquisite flower it connotes the more popular?

And to take a homelier example, when I knew that bane of the farmer, love of the artist, as wild carrot, I never appreciated it. It was not until I heard it called "Princess lace", or better still "Queen Anne's lace", that I realized how lacy and dainty and altogether lovely this roadside flower is. Could Any Name Fit The Flower As Zinnia Does?

With flowers, as with people, some names seem to fit, others are off key. Zinnia is a truly marvelous example of a perfectly fitting cognomen. Could anything sound more like that queer, stiff, vivid, ugly flower than that name? On the other hand, Sweet William is a name that the flower never quite lived up to. I had loved the name when I met it in description of old fashioned gardens, and I was disappointed when I first met the reality.

To take some of the most common flower names, "rose" seems to me to have a suitable suggestion of exquisite sweetness and loveliness, and "daisy" to have some of the lilt and cheerfulness of that happy little flower. And yet I am not altogether sure that I do not, because of associations, read those qualities into the names.

The old problem again,--which comes first the egg or the hen?

Bear Island, Aug. 26, 1903. Minard's Liniment Co., Limited. Dear Sirs,--Your traveler is here to-day and we are getting a large quantity of your MINARD'S LINIMENT. We find it the best Liniment on the market making no exception. We have been in business 13 years and have handled all kinds, but have dropped them all but yours; that sells itself; the others have to be pushed to get rid of.

W. A. HAGERMAN.

## Fashions and Fads

Guimpe frocks are in high favor with wets.

Jet buttons trim a midnight blue dress effectively. Pretty new fall hats are made of Silk and wool combinations are extremely popular. Feather fringe is the acme of chic on blue serge. Purple is the dominating color in autumn millinery. There are still a few poke shapes among the new hats.

## Fresh Tomatoes, 10 cts. per lb.

Canadian Turnips,  
California Oranges,  
California Lemons,  
Purple Grapes, 4-lb. baskets.  
Apples in boxes,  
Fresh Garden Peas,  
Cauliflower.

## C. P. Eagan

Duckworth Street and Queen's Road.

## New Apples!

Due by Steamer this week

## 336 Bbls.

New Nova Scotia Apples! orders now booking.

Soper & Moore  
Wholesale Importers and Jobbers.



STICK TO THE JOB YOU'VE GOT.

"I'm goin' to quit," said Dan McGann, when the evening whistle blew.

"So here's my badge and here's my tools and here's my pay checks, too."

"What's wrong?" the foreman asked with a strange look on his face.

"Nothing at all," said Dan McGann, "but I've found another place."

"I'm going to work in another shop an' stand at another drill; I've got a friend that has asked me down to work at the other mill. I've no complaint at my treatment here, you've always used me fine, an' the only reason I'm chasin' jobs is to help out a friend of mine."

"Do you know what it means when you're chasin' jobs?" said the foreman then to Dan.

"You are hurtin' the boys that fight in France an' helpin' the Hun, my man."

You are hinderin' two machines that ought to run at their fastest speed, an' they'll both fall short for days an' days of makin' the shells we need.

"Would you like us to wire the boys in France to stand for a day or two?"

For the shells they need while we find a man to work in the place of you?

We'll forget the money an' time, my boy, that makes the change will cost. But while you're movin' from place to place it's life that is being lost."

"I'll stick where I am," said Dan McGann. "I'll stay till the war is done. It shall never be said that I stopped one shell on its way to the dirty Hun. An' I'll print this sign for the boys to read. Perhaps it will help a lot: 'To win the war in the quickest way, just stick to the job you've got.'"

ACCIDENT & FIRE INSURANCE.—Are you fully protected against both? If not see HENRY C. DONNELLY, Board of Trade Building.—sep27,1m

## Published by Authority

Upon the recommendation of the Food Control Board and under the provisions of the Food Control Act, 1917, and the War Measures Act, 1914-1918, His Excellency the Governor in Council has been pleased to approve the following Regulations regarding the sale of Sugar, Flour and Molasses.

W. W. HALFYARD,  
Colonial Secretary.  
Dept. of the Colonial Secretary,  
October 8th, 1918.

## SUGAR.

1.—From and after this date the retail price of white granulated sugar, within the Municipal Limits of the town of St. John's, shall not exceed 13 cents per pound, and in the outports 14 cents per pound; and for all other sugars the retail price shall not exceed 10 1/2 cents per pound, within the Municipal Limits of the town of St. John's, and 11 1/2 cents in the outports.

## WHITE FLOUR—FIRST GRADE.

2.—The retail price of Manitoba First Patent White Flour shall not exceed \$15.50 per barrel within the Municipal Limits of the town of St. John's, and in the outports \$15.00, with the addition of an amount equivalent to insurance while in transit and to freight actually paid thereon, from St. John's to the point of sale.

## WHITE FLOUR—SECOND GRADE.

3.—The retail price of Second Grade White Flour shall not exceed \$15.00 per barrel within the Municipal Limits of the town of St. John's, and in the outports \$15.00 per barrel, with the addition of an amount equivalent to insurance while in transit, and freight actually paid thereon from St. John's to the point of sale.

## WAR STANDARD FLOUR.

4.—The retail price of all grades of War Standard Flour shall not exceed \$14.90 per barrel within the Municipal Limits of the town of St. John's, and in the outports \$14.90, with the addition of an amount equivalent to insurance while in transit and freight actually paid thereon from St. John's to the point of sale.

## MOLASSES.

5.—The retail price of molasses shall not exceed \$1.20 per gallon within the Municipal Limits of the town of St. John's, and in the outports \$1.20, plus freight and insurance.

6.—Any person who shall offer for sale or shall sell by retail any sugar, flour or molasses at a greater price than that fixed in above regulations shall be guilty of a breach thereof.

7.—All the foregoing prices to be for cash sales.

8.—No dealer is to refuse a tender for cash when a purchase is made.

9.—Any person violating any of the provisions of these regulations shall be guilty of an offence and liable upon summary conviction before a Magistrate, or Justice of the Peace, to a penalty not exceeding one thousand dollars, or to imprisonment for a period not exceeding three months, or to both fine and imprisonment (one half of the fine shall be paid to the informer and the balance to the Food Control Board, for the benefit of the Dominion). oct31

## WHERE IS HE!

The Germans lose on every front; they make a botch of every stunt; their morale is to pieces shot--where is the good old German gott? The term is Kaiser Bill's, not mine; I do not think it good or fine; it is irrelevant, profane, the output of an added brain; but if there is a German gott, who smiled on all the damage wrought, and would the German entree allow, where is that good old gott right now? Perhaps he's tired of standing back of such a false and cruel pack of Prussia's stained, dishonored flag, of Wilhelm's loud and endless brag, in which gott takes a second place if Hohenzollern shows his face. The Kaiser's hosts are on the run, they're losing all the ground they won, and "Kamerad" they meekly whine, as they go pelting for the Rhine. How does the pious Kaiser steel and strike the hardest kind of trof? Where is his "good old German gott"? When victories were coming thick, "was 'me und gott" that did the trick; and now that every written sheet brings Wilhelm tidings of defeat, he'll doubtless think that phrase is rot, and charge up all the blame to gott. Can any nation hope to win that quotes Jehovah with a grin?

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## WARNER'S Rust-Proof Corsets!



To be in fashion you should wear a

## WARNER'S CORSET.

A comfortable fitting Corset, a fashionable shaping Corset, and a Corset guaranteed to wear without rusting, breaking or tearing.

When you discard a WARNER'S it is because you wish a New WARNER'S.

Price: \$2.30 pair up.

## Marshall Bros

Sole Agents for Newfoundland.

## PIANO PLAYERS, \$650 and upwards.

PIANOS--\$325 and upwards.

ORGANS--\$68 and upwards.

Call at our Showrooms and see the grand value or send for Catalogues.

## CHARLES HUTTON,

The Reliable Piano & Organ Store.

## The First Principle of Modern Business is SERVICE

That is where we shine.

Good Goods well made, moderately priced, and honest effort made to deliver on time. Expert accounting and satisfactory settlements of all claims.

The biggest clothing manufacturing organization in Newfoundland backs up its claim for Superior Service.

WHOLESALE ONLY.

## Newfoundland Clothing Co., Ltd.

mar, eod, tf

WM. WHITE, Manager

Advertise in the "Telegram"

## TODAY'S MESSAGES.

### SOME OF THE RESULTS.

BRITISH HEADQUARTERS IN FRANCE, Oct. 9th (Via Ottawa Reuters Agency).--Yesterday's victory of the Allies, besides prisoners, a square miles of territory and a haul of field guns, trench mortars and machine guns. Moreover important tactical results were achieved. The enemy has been thrust back into open country beyond any continuous works. The heavy counter-attacks from the direction of the line, and the enemy's numerical inferiority, resulted in a first to the line, which they are now strongly fortified village of Nierges, in the direction of Cambrai, just southeast of Valenciennes. The Germans have started burning towns far to the line, on which they are now burning. The Germans are being given no rest whatever, for in addition to the barrage falling on them as they vainly try to stem the British and Americans, the British guns are hammering their rear lines, paying special attention to roads. As darkness fell, the sky was dotted with airplanes, which dropped bombs on all sorts of targets. German prisoners indicate that the enemy intend to strike first to the Valenciennes and then to the line of the Meuse. The bulk of the Germans in France are retreating, but however, they will be hard fighting all the way to the prepared positions of the lines, but it will be fighting over a new country, where the enemy tank and armored motor cars cavalry should have, if they not are having the opportunity to the work out for them. The main positions north of Cambrai dominated by the new British line. On the southeast, the British in a position to hasten the recovery, by turning an outflanking against the German positions. The gains in yesterday's battle were wrung from the enemy only a desperate struggle. At Villers-Outreaux, the British were met perfect storm of machine gun behind which German infantry massed in great strength. A doggedness finally subdued this resistance, the village was in and cleared up while the front pushed well to the east. It was a counter attack, launched from the direction of Avion, resulted in the hand to hand fighting, before our lads had at first to give a ground against the weight of prior numbers. Naval divisions in deep waves through the newly fortified village of Nierges, many prisoners.

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