PLAIN WHITE LAWNS. WHITE CHECK LAWNS.

A special purchase now offered at a big discount under present regular

JANUARY OFFERINGS of Wanted WHITE GOODS at Sharply Cut Prices.

A JOB LOT

WHITE NAINSOOKS,

in 10 yard lengths, 13c. yard. Regular 16c.

A Wonderful Chance to Save on EMBROIDERIES.

All widths and splendid variety of patterns. This Department has always been noted for its genuine values. Our present display will prove

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 recognize that now is the time to buy.

EVER SERVICEABLE WHITE TWILL SHEETINGS.

Reduced to 50c., 55c., 60c. up. Former prices, 65c., 70c., 75c. These goods were purchased before the advance in cotton. You get the benefit of

A Lot of WHITE TURKISH TOWELS. Specially priced for quick

clearance.

Will do well to avail of the present offerings, all foreign advices point to higher prices.

Marshall Bros

Intending Purchasers

A Clearing Lot of WHITE TABLE DAMASK. Reg. prices 50, 55, 70, 75c. Now 45, 50, 60, 65c.

Where your Dollars go Farthest.

Where your Dollars go Farthest.

COCCENTRACE CONTRACE COCCENTRACE CONTRACE CONTRA

Overdone. By BUTH CAMERON.



There is a house | tional floral decorations, half a dozen on a certain street dull green bowls are set round in through which I homelike informality and in each often pass which of these, instead of a mass of flowers reminds me of are just a few blossoms, so few that an expression you become conscious of the beauty of which my mother the individual blossoms. Last time used to use, "It was there the bowls held cosmos. looks," she would have seen cosmos many, many times, say of something but I never realized before how love of this nature, "as ly they were.

if he had tried to and couldn't." In case your mother or grandmother didn't use a that expression.

I'll translate it by telling you what the house is like.

Too Much Gingerbread Spolled The House.

would be very pleasant and dignifiedlooking if its builder had not attempt- and we subsided into smiles. He kept ed to make it grander than the other it up a little longer and we actually ses on the street. His method of so began to find it difficult to produce doing was to cover it with all sorts of the necessary smile. ornate decorations. There are fluted So it ever goes. Enough is a feast piazza posts and carved wreaths and and a little more than enough spoils scrolls and gingerbread work of vari- the taste of all that goes before. ous and sundry sorts. As a result, To have the energy to start things the dignity of simplicity is entirely and the intelligence to know when to missing and in its place is the tawdri- stop-these are two of the biggest ness which always begin to appear factors of success. when the newness wears off the gingerbread work

There is a little inn in a country town not far from my home which has Doing for that Eczema? leaped into tremendous popularity during the last few years. A woman runs it. One reason for her success is. I believe, her sense of restraint.

She Knows When To Stop.

to stop.

ret here and there in all the details of appointment and service To take Zylex, 50c. a box; Zylez Soap, 25c. a appointment and service. To take cake. just one instance-instead of conven-

In stock for immediate de livery 280 barrels choice N. S. APPLES, including

> Wagners, **Baldwins**. Starks. Manns, Kings.

Soper & Moore

Indians Gave

London, Jan. 10-(Through Reuter's Ottawa Agency)—A special despatch from Delhi says: The princes and people throughout

"Nothing; I've about given up try "That is not wise. Do as I did and en, while recently there came a' reyou will probably be cured in a short She knows that great secret—when time. I used Zylex and Zylex Soap with it and my Eczema began to improve at once. A couple of boxes you can get glimpses of this secured. You can get Zylez at your thousand beds for Mesopotamia, and the greater portion of the material for it has already been collected. A special results of the greater portion of the material for it has already been collected. A special results of the greater portion of the material for it has already been collected. A special results of the greater portion of the material for it has already been collected. A special results of the greater portion of the material for it has already been collected. A special results of the greater portion of the material for it has already been collected. A special results of the greater portion of the material for it has already been collected. A special results of the greater portion of the material for it has already been collected. A special results of the greater portion of the material for it has already been collected. A special results of the greater portion of the material for it has already been collected. A special results of the greater portion of the material for it has already been collected. A special results of the greater portion of the material for it has already been collected. A special results of the greater portion of the material for it has already been collected. A special results of the greater portion of the material for it has already been collected. A special results of the greater portion of the material for it has already been collected. A special results of the greater portion of the material for it has already been collected. A special results of the greater portion of the material for it has already been collected. A special results of the greater portion of the material for it has already been collected. A special results of the greater portion of the material for it has already been collected. A special results of the greater portion of the material for it has already been collec efforts to assist in the manufacture of munitions continue to be put forth; and, indeed, India's endeavor to assist the Allies to victory grows daily.

Ladies should have radiant hair There are thousands of women with harsh, faded, characterless hair, who do not try to improve it. In England and Paris women take

pride in having beautiful hair. Every Canadian woman can nave lustrous and luxuriant hair by using SALVIA the Great American Sage Hair Tonic SALVIA is a (beautiful, pleasant non-sticky Hair Tonic. 50c. a bottle.

Everyday Etiquette.

"When meeting an acquaintance who has had a great grief, how should I extend my sympathy?" queried

"It is sufficient to say:' Let me offer my sincere sympathy, Miss So-and-So. The person to whom your sympathy is xtended will reply by a 'Thank you answered her aunt.

Moving Pictures.

Anthor of "At Good Old Siwash," One day Edison caught sight of the mera which had hitherto had at easy time, but from that moment i was doomed. Edison harnessed it up with a set of gears and a revolving shutter and set it to work photo graphing speed, history, romance humor and travel.

As soon as this was done moving pictures became enormously popular The moving picture theatre immediately leaped into being and began to compete with the street car and the cigar store for the nickels of the populace. In consequence the limited supply of five-cent pieces became so overwroked that a nickel which beauty of your hair, besides it immedoesn't register at three tills each day is loafing on its job.

Moving pictures are making us accrowned and buried, tigers shot, highwaymen treed, pugilists demolished and mountain peaks scaled, that most of us are extremely blase and the trees on the streets would have to Liberally to War. walk off arm in arm to get more than a yawn out of us. This the trees will never actually do, but they are likely

Nature, sometimes. India continue to shower their gifts to see ferocious Indians chasing the carry on the war to a successful issue. The Punjab aeroplane fund now barbecuing him against a trolley pole exceeds £35,000. Ambulance carts, likewise we may discover the temperamental cowboys capturing a quest for a general hospital for three him in the wilderness around the corhorse-stealing Mexican and lynching cial gift of \$80,000 from the Nepaul one of the most accomplished of liars. Durbar, and \$40,000 from the Prime It is possible in a moving picture fac-Minister of Nepaul, have been made tory to make a magnificent and aweto the Viceroy as a donation towards, inspiring volcano out of a pile of sand, the expenses of the war. Strenuous a roman candle and a barrel of soap-

More people are watching moving pictures to-day than are watching chorus girls, which is a sign that the world is getting better. The picture Salvia Hair Tonic melodrama is not a brain strengthener but it is an improvement over Makes Hair Grow the old "ten; twent', thirt'," variety cause the audience cannot hear the remarks of the characters. Moving pictures have been taken of practically everything in the world, including the pyramids and Washington's monument, but no one has taken a moving

DODD'S

PILLS

iating a crowd of hurried passengers. A standing or even sitting picture can handle this subject perfectly.

Girls! Have Wavy, Thick, Glossy Hair Free From Dandruff

Save your hair! Double its beauty in a few momentstry this!

If you care for heavy hair, that distens with beauty and is radiant with life; has an incomparable softness and is fluffy and lustrous, try Just one application doubles the

diately dissolves every particle of landruff; you cannot have nice, heavy, healthy hair if you have dandruff. quainted with the world and familiar This destructive scruf robs the hair with the great men of all times. The of its lustre, its strength and its very scenery of Java, Sahara and Siberia life, and if not overcome it produces are chestnuts to us, though we may a feverishness and itching of the never have traveled 100 miles on a scalp; the hair roots famish, loosen railroad train. For five cents we can and die; then the hair falls out fast. see King Solomon quarrel with 'fifty If your hair has been neglected and wives, in colors. We have seen so is thin, faded, dry, scraggy or too oily, nany battleships launched, kings get a 25-cent bottle of Knowlton's inderine at any drug store or toi counter; apply a little as directed and ten minutes after you will say this was the best investment you ever

made. We sincerely believe, regardless of everything else advertised, that if you desire soft, lustrous, beautiful hair to do anything on a moving picture and lots of it-no dandruff-no itching film, which is a great assistance to scalp and no more falling hair-you must use Knowlton's Danderine. eventually-why not now?

The Boy From Newtoundland.

And he fights for King and Country,

You can find him dressed in khaki, In the trenches on the land. With the British, French, Canadians, He's fighting hand in hand; He volunteered for service,
Now he fights in a foreign land,
And he's not afraid of the German

The Boy from Newfoundland. If he's laid to rest on some foreign

And fills a soldier's grave, With duty done, and honors won,
The loyal, the true, the brave;
A glorious death for those who die
That others may freely stand,
God bless the son, the noble son,

The Boy from Newfoundland.
—GEO. H. NICHOLL.

START RIGHT NOW and sefor the winter. We have just pened a splendid range of Blue Naps and nifty patterns in Tweed, with other big selections to arrive. SPURRELL BROS., 365 Water Street, "The Young Man's Tailor."—sep11.eod,tf

As soon as a suit reaches a certain degree of elaboration, you will notice that it is made of two mate-

There is poor economy in buying cheap blankets; an all-wool blanke ot only outwears the cheaper one out is much warmer. . .

LIGHT, HEAT, COMFORT!

The proprietor of one of the best known multiple shopping systems is credited with saying, "Give me any old shop, in any old street, and I'll guarantee to make it in twelve months the most widely known and best frequented shop in the district." He was asked to explain. Holding up three fingers he said, "I believe in the trinity of LIGHT, WARMTH, COMFORT. I should dazzle the moths until the candle drew them, I should bring them into a warm, comfortable shop, filled with a soft, pleasing radiance, and the rest is-well, mere child's play."

Mixed metaphors, perhaps, but expressive. Now we can more than imagine the kind of shop this well-known individual would open, for we pass it in almost every town—always a landmark to the street. No one fails to notice it. There is an indefinable air of welcome and invitation as one stands for a moment on the pathway and lets one's gaze travel inside it. The subdued. restful lighting effect that so charms because of its very unobtrusiveness, the absence of dark corners, the intangible feeling that if one would step inside one would be sure of experiencing a delicious sense of warmth and comfort and cheerfulthese are part of its appeal. Truly a shop with an

We cordially invite all progressive business men to visit our showroom and see our latest Lighting and Heating Appliances, by the adoption of which the ideal outline in the above extract from a London paper may be easily secured. Our new RADIO X. Lamp and GASTEAM Rad ators fill all light and heat re-

ST. JOHN'S GAS LIGHT COMPANY.

Modern Office Equipment.

Once the New Year opens up business comes on with a rush and is greatly facilitated by having everything in the office perfectly appointed and easily get-at-able, while the personal comfort of prospective clients frequently goes a long way towards a successful business deal.

We can show you anything you need, from a handsome massive Oak Desk to a Waste-paper Basket. Revolving Chairs, Solid Oak and Leather Chairs, Stenographers' Tables, Cabinets, Book-Stands, Hat Stands, Rugs and Linoleums of the most up-to-date design are always in stock, as we make a specialty of Complete Office Equipment.

We are prepared to take any orders, large or small, for complete office furnishing, either singly or en suite, and guarantee perfect satisfaction.

U. S. Picture and Portrait Co.

Pictorial Review Patterns

FOR FEBRUARY NOW ON SALE-800 IN STOCK-NO DELAY. Outports, 17 cents in cash or in one or two cent postage stamps must accompany order. If pattern is only 10 cents, difference will be refunded.

CHARLES MUTTON, Sole Agent.

THE ROYAL EXAM

example of late to the w country. Both she and Mary, while not abandoni ty light colors which do cheer us all, have shown ly that extravagance in at tremely distasteful to the moment, and in Court c plicity is the keynote of th Majesty has signified to her that till the end of the wa not wish full evening dr worn by ladies. For her and that of her only daught ordered pretty long-sleeve es of great simplicity, only at the neck for the ev fashion is being imitated The royal ladies have in of furs likewise set a fa eschew the somewhat ecc showy models that had h duced, wearing plain and furs, usually of dark color jewels, Her Majesty has many of late, and in society ed upon as very bad form

A MEASURE TO PRESERV PEERAGE.

is being considered in the quarters for providing again tinction of peerages by the of the war. One peer wi heir, Lord Kesteven, already killed in action, and severa peerages-those of Lord shire and Lord Ribblesdale in point-have fallen leaving to succeed them. It is pos in all such instances arisin the war steps will be taken "special remainders" for from "the distaff side." An the war's ravages, the per undergone an actual shri 1914. In addition to that of six titles have become extir court, Glantawe, Gwdyr and Against this loss only four ages have been created-Bert master, Muir-Mackenzie an bury. A year ago there hereditary peers of the Uni dom, of which 13 were min day there are 578, seven title lapsed and one having pass

be causing some anxiety in quarters-chiefly on account wo measures taken by her of mining the lower reaches Danube against the Russia to be exported to the Centr pire. This anxiety is quite As regards the exports it is bear in mind that owing to t ure of the Dardanelles Ruma accumulated a gigantic ste foodstuffs, which she has ken as long as she could, hoping change in the military situati would have allowed her to them through Serbia and Sa The occupation of the forme frustrated these hopes, and Central Powers are prepared a high price for the stuffs F has been reluctantly compe make a virtue-no doubt profitable one-of the necessit posed by the circumstances. "Frankfurter Zeitung" itself r warned its leaders, this sale o by Rumania must not be con as an act of friendship toward Central Powers. "The er price which Rumania is shows that her sole intention exploit the present opportunit for the mining of the Danubia ters, it is merely a sign that mania is still waiting. As a march through Rumanian

DO GOODS IN

Ladies' Overalls in c size; lots of stuff Now

Ladies' Striped Flant always sold at \$1.20. Now

Come in and have taking remnants; 'tv that will be on the t "Show me the Ladie 29c. each." And we'll

Cor. Water

P.E.I. HEAVY BLACK OATS, 250 Bags Just Received.

The Crowning Features of **Homestead Tea**

are its purity, freshness and ab

Cheap tea may be popular with those who do not know that it is cheap because it lacks nourishing elements, and that twice the quantity must be purchased to get results equal to those given by **HOMESTEAD**.

"There's a smile in every cup

GOLD REEF" Thick Cream, 8 oz. tins 20c. Can be whipped but can't be beaten.

Zylex. London

BLUE BERRIES, 15c. tin. Possess the true flavour of our local Blue Berries. Try a tin.

C. P. EAGAN.

When He Ceased To Be Funny.

people do not know when to stop-

things of every kind, big and little. A

friend of mine was giving an imi-

tation of a very funny person he had

met. He gave us five minutes of it,

and we laughed until our throats ach-

ed, for he has that rare talent of re-

creating a personality by the lift of

an eyebrow, the tone of his voice. He

gave us two or three minutes more

What Are You

ing to cure it."

So many things are spoiled because

FEEDS:—CORN MEAL, WHOLE CORN. CRUSHED CORN.

Large Valencia Oranges.
Ordinary Valencia Oranges.
California Navel Oranges.
Florida Oranges.
P. E. I. Potatoes.