

## "Economy," The Keystone of Success.

Economy is the watchword of the whole world to-day. We are all called upon to economize for the benefit of our Empire, and for our own personal benefit. Economy is essential to success. SUCCESS FOLLOWS ECONOMY. The offerings itemized below are real aids to economy.

## Embroideries!

A Big Job in White Embroideries, 10,000 yards. Although they have advanced over 50 per cent. we are still selling at old prices, according to width,

6c. to \$1.00 per Yard.

DRESS GOODS---32 pieces Dress Plaids. Value for 40 cents. Selling at 35c. per yard.

CHECK GINGHAMS---10 bundles Remnants Check Ginghams, just the thing for Children's Overalls, selling at 16c. per yard.

## Ladies' American Coats!

Only a few remaining from our Fall shipment.

Now is the time to secure a serviceable

WINTER COAT.

Up-To-Date Styles, Newest Materials, from \$10.00 up to \$34.00 each.



#### Ladies' Felt Hats!

About two dozen, the balance of a Big Job, ranging in price from \$1.20 to \$3.60, clearing at

90c, each.

Fancy Flannelette Blouses, a Big Job!

40 dozen Ladies' Fancy Flannelette Blouses, value for \$1.50, now

\$1.10 each.

LADIES' PETTICOATS---10 dozen Colored Petticoats, well assorted,

\$1.20 to \$3.60 each.

#### How Can People Have the Cheek?

By RUTH CAMERON.



I wonder if there When she left she invited her hostess is any direction in to come and visit her in the country which people dif- a few weeks later. The latter began fer more widely making her plans to do so, but she than their allow- never paid the visit for she never ance of that qual- heard from her guest, not even a ity which seems bread and butter note.

to have no other She Stayed The Week. ame as adequate Here is another. A young girl who as the slang word usually spends a week at the seashore with her aunt was told that the

n it and so high- her for a day or two. She came a a re suspicion nounced that she had spent all her that they are not money and hadn't enough to get home wanted anywhere or that anyone and would have to wait until she thinks they are imposing upon him heard from her family. She stayed the or her, is like the lash of a whip to a week she had originally planned on while waiting to hear. After sh

A friend of mine (a young married

woman in moderate circumstances

had no place to go, so she kindly in

vited her to her home to stay a wee

or two. She staved nine weeks, she

And there are other people so de- went, it came out that she had and a liberately thick skinned, so richly mileage book all the time! Her host padded with cheek that they will en- ess didn't mind having her but she dure actual insults and keep on in- couldn't help being rather amused. truding or imposing. The third I have kept to the last

A young girl went to visit her cousin, a young married woman with had a girl friend who was an orphan two children, much hospitality, and and who after a visit to the hospital

She Didn't Need Her Pocketbook.

She stayed three weeks (she was did almost nothing to help, she even invited, I believe for one.) In all that lay in bed mornings and let the busy time she never took her hostess any- housewife bring her breakfast to her. where, never paid a carfare, never Hints that she begin to look for work brought any little thing to the child were of no avail. How they finally ren. Once when they were going out, got her out, I don't know. her hostess who was a very generous. The state of mind anyone must be easily imposed on person and couldn't in to do such things really puzzles bear to give more than the gentlest me. How can they bear to think that hint, asked her geust if she didn't people are disgusted with them. want to take her pocket-book which Haven't they any pride. I wish was lying on the table. "Oh, no," she someone could explain the psychology said cheerfully, "I won't need it for of it to me. anything." Incidentally she considered helping with the dishes all she was called upon to do in the way of work though her hostess who kept no chitis, Asthma and various Lung

Canadian Made

Pure Fruit

14 lb. pails and 12 and 16

oz. glass jars, viz:

RASPBERRY,

STRAWBERRY,

MARMALADE.

All new season's pack.

JAM,

maid was busy from morning to night. Troubles .- nov6,tf

75 Cases California Oranges,

SHIRIFF'S and PURE GOLD JELLY POWDERS.

SHIRIFF'S & PURE GOLD FLAVORING EXTRACTS

C. P. Eagan

Campbell's SOUPS,

Il varieties in stock:

ASPARAGUS,

MOCK TURTLE

MULLIGATAWNY,

BEEF.

TOMATO.

OX TAIL,

CHICKEN

VEGETABLE,

JULIENNE,

CELERY,

200 brls. Fancy Wagner

Apples. To arrive Wednesday: 20 sacks (100 lbs. each)

Yellow Onions. 200 cases Sweet Oranges-250, 216 and 176 count 30 kegs Heavy Cluster

And about Thursday: 400 brls. Fancy Winter Apples-Baldwins and and Starks.

Soper & Moore

Importers & Jobbers.

Rann-dom Reels.

the railroad eating-house pie, which ly, proudly flash our wads, and is conceived in iniquity, born in ob- loosen up like men; too long our scurity and finally dies a miserable plunks have been our gods, our shrine death at the hands of some innocent has been the yen. America alone is purchaser with a rust-proof digestion. fat, and basking in her grease; the The histories of our country give nations have been trampled flat, since o record of who originated the first Wilhelm broke the peace. And while pie, but it was in the early days of the stricken nations toil in warfare the republic, when we were a free and lean and lame, and paint with blood happy people wearing thick, clinging the riven soil, our fatness is a shame underwear. It is known, however, that the first kind of pie which sprang from the fertile and merciless mind of woman was the apple pie, which is still springing in all sections of the cards announcing a marriage are country and leaving behind it a desol- worded?" said Ruth, soon to be wedate trail of dyspeptic regrets. This oncoction consists of imitation apple wedged in between two crusts that would hold up a traction engine. It s a great delicacy, and when thoroughly applied to a weak stomach will of their daughter Florence to Mr.

its surroundings at once. The mince pie is a murderous im- and seventeen, at St. Agnes Chapel.' plement with which assault and battery is committed upon untold millions every year. This pie seldom proves fatal, but it produces the most errifying, melodious and accelerating nightmare which ever ornamented the till watches of the night. Mince pie hould always be eaten for breakfast, so that the stomach will not be so used to 't that one is apt to for-

Cherry pie is a variety which is usually served in a raw state, all of the cherry pits being carefully retained intact in the pie, where they can be stepped on by a new porcelain tooth and cause needless pain and expense to the owner. It is a harrowing experience to invest the price of a sixty-six-foot lot in an off-colored porcelain tooth, inserted by hand by a stony-hearted dentist, and then sac- NINARD'S LINIMENT CURES GAR-

Many a young man has lef nother's pie, only to run foul of the estaurant imitation and be crippled for life in the best part of his appeite. If there were more of mother's ies there would be fewer suicides anitariums and sad-eyed husbands.

FAT AMERICA.



years poor Europe has been torn, ha heard the battle din. while have planted fields

shameful to be fat, while wailing milions starve. Oh, let us discipline our souls, and far less selfish be, and strip some williams from our rolls, to send across the sea. And when our noble Pie is a great American invention country calls for samples of long which is used as a substitute for green, to purchase clubs and cannonfood. This is particularly true of balls, or sink a submarine, let's glad-

Everyday Etiquette.

"Following is a form that is frequently used," replied her mother. 'Mr. and Mrs. Charles B. Jones have cause it to sit up and take notice of Henry D. Frank on Thursday, November the eigth, nineteen hundred

A Faithful Servant.

READY TO WORK NIGHT OR DAY Gas is your ever ready helper right in your home—no begging for delivery, no delays in getting it. One gets awakened out of a sound sleep and get how helpful it is. Take a little strike terror to a meek and uncom- frouble. Study its uses: get to understand how to obtain every particle of help you can from it. Remember that for Light, Heat or

Cooking it has no equal. If you have any little difficulties with it, bring settling losses. them to the Gas Office. Our advice Office: 167 Water Street. and help will be most readily given. Adrain Bldg. P. O. B St. John's Gas Light Co.

Let us Execute your Order from Fresh Supplies.

ELLIS & CO.,

203 Water Street.

Fresh New York Turkeys. Fresh New York Chicken. Fresh New York Ducks. Fresh N. Y. Corned Beef.

Fresh Smoked FINNAN HADDIES.

> California Celery. Fresh Cucumbers, New Cauliflower. Brussels Sprouts. Green Peppers. Pickling Cabbage.

Bartlett Pears. Red and Blue Plums. Dessert Apples. Cooking Apples. Grape Fruit.

CHOICEST TABLE WATERS.

Schweppes-

Soda Water, pints and splits Dry Ginger Ale, pints and Sweet Ginger Ale. Ginger Beer.

> Vichy Celestines Perrier Water.

Have you tried our own make

Sausages

Nothing finer. PORK, BEEF or TOMATO

Remember Our **Telephone 482 & 786** 

Insure with the

number of Policy Holders in

Every satisfaction given in Adrain Bldg. P. O. Box 782 QUEEN INS. CO.

## Big Shoe Sale.



Men's Army Boots only .. .. Men's Army Boots only .. .. .\$3.50 Men's Army Boots only .. .. ..\$4.00 Men's Army Boots only .. .. .\$4.50 Men's U. S. Army Boots .. .. Men's U. S. Army Boots . . . . . . \$9.00 Men's Long Rubbers only .. .. \$4.00 Men's Snag Long Rubbers only. . \$6.50 Men's Red Ball Red Long Rub-

bers only .......\$5.50 Also a big assortment of Ladies' and Children's Fine Footwear.

A golden opportunity to wholesale

F. SMALLWOOD. The Home of Good Shoes

Wholesale Dry Goods.

4,500 YARDS **AMERICAN COTTON TWEED** 

The Patterns you are looking for. LOWEST POSSIBLE PRICE.

Estate W. A. SLATTERY. Duckworth Street. P.O. Box 236.

# Paper BAGS,

All Sizes.

**BURT & LAWRENCE** 

THE EMERSON PIANO. the much talked of Piano.

The CARPENTER ORGAN. the much talked of Organ.

Come and see them, or send for Catalog.

CHARLES HUTTON. Sole Agent Newfoundland.

#### **Casualty List**

RECEIVED NOVEMBER 1 At King George Hospital, (Previously Reported Seri Rouen, October 27th). 3442-Private / Eleazer Point Leamington, N.D.B

Still Seriousy III, Nov. 2584-Private Patrick Fortune Harbor, N.D.B.

#### Supreme Cou

(Present: Mr. Justice 1 Wm. Davis vs. Smith Co., is an action to recover the £1.394,13.10 being balance he due by defendant to pl freight under a charter part the plaintiff's ship "Barne goods from St. John's to for demurrage and for d breach of charter party. Emerson states the case for tiff and reads the affidavit Rafuse taken de bene ense

#### Naval Weddin

HIBBS-MILLEI

There was a very pretty Portugal Cove last night A. E. E. Legge united in the holy matrimony Miss Sus daughter of Mr. John Mille Naval Reservist Jordan bride, who was attired in wedding gown, carried a bouquet of flowers and Miller. The bride was Misses L. Churchill and mond, while the groom ed by his brother Mr. M and Mr. John Hussey. F ceremony a reception w their future home

#### Frank Kelly Pleads 6

The Grand Jury, after evidence of the Crown i the King vs. Frank Ke bezzlement, brought in against the latter, who raigned in the Supreme morning pleaded guilty. up for sentence at a latprisoner for a number had a bad record but tunate in escaping the lo law, which sooner or late ily on the shoulders of t shady things.

#### Reid's Boa

The Argyle leaving day on Merasheen route The Clyde left Lewis p.m. yesterday. The Dundee left Port

The Ethie not report ing Humbermouth on th The Glencoe left Place a.m. yesterday The Home left Lewisp

a.m. to-day The Wren left Claren a.m. yesterday. The Diana north of 7

#### The Need of Optimisi

We commend to a nu story of the boy with who was condoled with hearted lady. "You'd bet said the impudent you look at your own boy. black eyes.' The war has not "ente

iest phase from the stan United States and the n ing Germany." Russia and Italy weaker than but is not Germany m and is not Austria m Austria could not defend the Servians. Italy has very serious reverse, h great things in the war more great things. It ha my in good spirits and the whole nation, and a are reaching it from its there will be a change the Italian front. Germany's allies

some territorial advanta that is all. She has troops to save all of the enemies. If she has use and Turks against the evidence of the serious her man-power. She ha ing signs of distress for She has been constant the hammer blows of England for a year and only article of winter Government deems it saf ite about is potatoes. D lips, an American physic has given in The Atla ties of Berlin for food, the Government has see