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It is with pleasure we announce a large shipment of Rubber Footwear. This shipment of Rubbers, long delayed in transit, has arrived at an opportune time, for Rubber Footwear was never as scarce as at the present time, and we feel confident that we can meet every need.

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Men's, Women's, Children's, Misses', Boys' and Youths' MERCHANT BRAND RUBBER BOOTS.

Men's, Women's, Children's and Misses' GAITERS—MERCHANT and ANCHOR BRANDS.

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Marshall Bros

Ladies' Colored Velvet Hats,
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OFF FOR CASH.

Side Talks by Ruth Cameron

HAS YOUR HOUSE THESE CONVENIENCES.



One of my letter friends sent me a queer communication recently. He informed me that his ideal home was the one in which there was an ash tray in every room and asked me what I thought about it. I could hardly affirm that that alone would make an ideal home for me, but if there were to be men who smoked in the house, I can honestly say that an ash tray in every room would be one of my requirements. I have thought of this letter friend several times recently for I have been visiting in a home which not only met his requirement, but had so many other little devices for making life pleasanter and easier that I feel violently called upon to pass them on.

RUTH CAMERON

Some Space Saving Devices.
The home is an apartment, and therefore several of the devices have to do with saving space. One is a box couch. Perhaps most of my readers are acquainted with the beauties of box couches but, although I have lived in apartments before, I never met one. It is an ordinary looking couch, the under part of which is a perfectly huge box. The top is so arranged on springs and hinges that it lifts up with but little muscular effort. The omnipotent child of the magazine ads could really raise it.

Under the double bed in the bed room are three large box drawers on rollers. They were made to order to fit into the space under the bed (which is high, as all beds bought by thoughtful housewives who want to save stooping, are). These drawers can be pulled out on rollers; and, as they fit perfectly into the space, they keep out dust, and hold a tremendous amount of bulky stuff. All the closets are fitted with towel bars so placed that half a dozen garments on hangers can be crowded into small space.

How They Keep Track of Telephone Calls.

Beside the telephone is what looks

like a little single track cribbage board with two pegs ready to use. The number of holes represent the number of calls allowed per month. Anyone who makes a call is supposed to peg one hole (as in cribbage.) The result is no confusion as to the number of calls that have been used. Tied to the telephone is a pencil, and beside it always lies a little block. The mistress of the house buys these blocks by the pound and keeps them in every room so that whenever you want to make a memorandum or write a note to leave for someone you have the material at hand.

And a Valuable Kind of Genius, Too.
At the windows, instead of the ugly shades most of us are content with, are pretty cretonne shades harmonizing most attractively with the draperies. I hear someone comment to the hostess on the large amount these must have cost. "Not at all," she said, "I have made them myself, bought the cretonne and the rollers and the cord and ring separate and used a yardstick for the bottom. The window is wide enough to use it full width so all I had to do was cut it and use a few tacks."

"That," said the visitor, "is what I call genius."

I call it genius, too, and a kind of genius that does more perhaps than any other toward adding to the sum of human happiness, the genius for homemaking.

Important!

Every man starting out in business will have to go over a hard road and find out its turnings for himself. But he need not go over his road in the dark if he can take with him the light of other men's experience. DR. F. STAFFORD & SON have the experience of supplying all kinds of Drugs, Patent Medicines, etc., at the very lowest possible prices. Large stocks of Dodd's Pills, Wampole's Oil, Fletcher's Castoria, Glin Pills, Beecham's Pills, Sabadilla Powder, Keating's Insect Powder, White Pine and Tar, Phoradendron, Prescription "A", Headache Wafers, Menthol Plasters, Belladonna Plasters, Strengthening Plasters, Toilet Cream, Nyal's Face Cream, Peroxide Cream, Cold Cream, Essence Peppermint, Friar's Balsam, Tincture Iodine, Castor Oil, Binseed and Turpentine, Syrup Hypophosphites, Condition Powders, Tooth Pastes, all Toilet Articles and hundreds of other preparations too numerous to mention. Write DR. F. STAFFORD & SON for Wholesale Price, or Phone 640. nov18.17

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Fashions and Fads.

Hats continue to be worn low on the head.

The popularity of the overblouse is assured.

White woollens are promised for the spring.

Some novel dancing slippers have green heels.

Baques appear on some of the new dresses.

Knitted silk continues to be a favorite fabric.

Paradise appears again on evening head dresses.

Silk crepe and fur are combined for evening gowns.

Black duvetyne is charming lined with emerald satin.

Cutaway effects are seen in the new tailormade suits.

Long, flowing sleeves are faced with contrasting material.

The evening wrap is either very elaborate or very simple.

Bracelets are popular, whether of wood, glass, bone or ivory.

A large, warm muff of monkey fur is unusual and striking.

Some of the new sweaters are nipped in at the waist line.

Navy and maroon is a new combination for a checked sweater.



Just Folks
Edgar Guest

A BAD BOY'S FLIGHT.

The trouble with our reading books as far as I can see is that they tell 'bout grown up men an' not 'bout boys like me. I know what old Ben Franklin did when he was big an' strong an' how he kep' on workin' hard when things were goin' wrong. But what I'd really like to know is what he said an' did an' if he never disobeyed when he was just a kid.

I'll bet he wasn't always good, I'll bet he liked to play.

Cos I remember that I've read that once he ran away.

Now what I'd really like to know is how he got along.

When something tempted him to do those things he knew were wrong.

I try the very best I can to act the way I should.

Yet suddenly I find I've done a deed that isn't good.

An' I can't explain it to my Pa the times he asks me why.

If I should tell my reason it would sound just like a lie.

I haven't got a load of words that I can think up quick.

To use when I'm in trouble, an' my tongue gets awful thick.

So I just take my scoldin' an' I stand for just about so long.

An' wish I knew when he'd been bad jus' what Ben Franklin said.

I 'spose I'll keep on bein' bad until I and my days.

Beoz no matter how I try I cannot change my ways.

I walk the straight and narrow path for just about so long.

Then suddenly I find that I have stepped aside for wrong.

An' Oh, 'twould help me if I knew just what Ben Franklin did.

An' how he 'splained it to his Pa when he was just a kid.

MINARD'S LINIMENT—The Old Reliable. P. C. O'DRISCOLL, LTD., Agents, St. John's. oct14.18

DODD'S KIDNEY PILLS

RAIL KIDNEY PILLS

23 THE PR

Books Children Like.

Twenty, even ten, years ago the bachelor uncle buying a Christmas present for his small nephew or niece, felt perfectly safe in choosing a picture book.

He is safe no longer. According to the head of one of the biggest book shops in London, the picture book is doomed, and its day is over.

"Yes, we still have them," he said, "and parents still bring their children to choose one. But the children seem to have lost interest in books which are all pictures. I have watched them over and over again, and they slip away to the shelves where the more advanced books are stored, and glast over them."

"I want a book about engines, mummy," is a remark I have heard time and again, and made by little chaps who, you would hardly think, were able to read books of more than three letters.

"Books about trains, steamships, and more particularly aircraft, seem to fascinate all the small boys, and even the little girls are almost equally interested. It does not matter if he cannot read it himself. He insists on someone else doing that for him."

"Precocious? No, for they all have the same tastes. Personally, I consider it a good sign. We need not despair of our old country when her rising generation shows so much intelligence."

War Words From France

The war has added many French words to current English use, and the number of them continues a process that goes back to the Norman French.

The word "war," itself, is of Norman-French origin, and so also did a long list of martial terms originate with the French, came over into England, and became anglicized, among them, "battle," "assault," "siege," "standard," "banner," "armor," "lance," "bayonet," "fortress," and "tower."

From France came originally the terminology that identifies the separate parts of a British army, the "company," "brigade," "division" and "corps," as well as the officers, "general," "colonel," "major," "captain," and "lieutenant." France developed the art, or as we might now say, the machinery of war earlier than the English, but it is rather surprising to realize how many centuries the terminology has been in use.

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