

"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 Gingham, 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.**

Marshall Bros

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.**

"Help Wanted."

By RUTH CAMERON.



RUTH CAMERON

One of my favorite diversions when I have a little time to spare for desultory reading is to go over the Post-ions and Help Wanted pages of some big metropolitan daily.

I believe I have called your attention before to the human interest in all the classified ads (especially "Lost and Found" and "Personals") but this time I want to direct it entirely to that big cross section of the daily life of the average man and woman which these "advertisements" for work or for workers, contain.

Anyone who is interested in people in the large human sense and who has imagination enough to glimpse a tenth of what such advertisements suggest must find such pages interesting.

I never had any idea how many things people did to get a living until I became interested in these pages.

Would You Know What These Terms Mean?

"An'ender," "a first class heel shaver," "men with yards'ek experience," "a boss comb for colors and mixes," "hangers up for automobiles," these terms stand for a few of the many intricacies of business which to-day's paper suggests to me.

An interesting vista opened by at least two ads on one page is the call for laborers to work where a strike is on. The most excellent inducements are offered and solemn but sinister assurance given that there hasn't been any trouble.

The Call of The Wild.

If I were a man it seems to me that

I should sometimes fall under the spell of the constant call in these pages for Lumbermen.

Perhaps if I were a man I should know more about the matter and the fascination would be dispelled but, in my present blissful ignorance I can read the call of the little Red gods into those few lines.

A familiar type of advertisement which always interests and somehow exasperates me is "Young man to learn the shoe business, excellent opportunity for young man who is willing to work." You can just picture the place from that--one of those positions where the boss is so afraid that the men will watch the clock that he watches them all the time. Where praises are supposed to take the place of raises, where workers are expected to be able to live indefinitely on a few dollars a week and "an excellent opportunity." Perhaps I do this particular concern injustice. I wonder.

The Baby Who Liked Housekeeping.

Of course there are the amusing advertisements in which the advertisers either through their own inadvertence or that of the proof reader fail to say exactly what they mean. For instance I found these two to-day, "Wanted a position as janitor by party who is an expert in burning coal." (Do you think that sounds exactly reassuring with coal prices hobnobbing with stars as at present) and "Woman to take full charge of bay who likes housekeeping in small apartment."

I am ashamed of the feeble way in which I have indicated the big feeling of getting a cross section of the world's life which these pages give me. I only hope I've said enough to make you supply my inadequacy by trying it out for myself.

When you want Sausages, why get ELLIS'; they're the best.

10c. Line.

Mr. Shopkeeper, if you want a good large can of

BAKING POWDER

to sell for 10c., we have it. Special low price on cases, 10 oz. each.

Soper & Moore
Importers & Jobbers
Phone 434.

Red Cross Fund.

In the list published on October 29th of subscriptions to the Imperial Red Cross Fund, the amount of \$43.32 collected by Rev. S. A. Dawson, King's Cove, should have been published as follows:

Collection at S.S. Philip and James' Churches, Keels, \$10.00
Collection at Intercession, 2.55
Collection at St. Michael's, Ch. Redcliffe and Open Hall, 11.74
Collection at St. James' Church, King's Cove, 5.52
Collection at Intercession Services, 13.51

\$43.32

F. H. STEER, Treasurer.

Rann-Dom Reels.

SAND.

Sand is an imitation of whalebone which is sometimes placed in the backbone at birth and sometimes is venerated later in life. The venerated kind of sand has a tendency to peel and crack at critical moments, causing the wearer to back down and regret having said it, but the blown-in-the-bottle variety should not be tried with unless all preparations have been made for a decent burial.

Sand is a valuable adjunct in business life, as it enables the merchant to buck up against five rainy Saturdays in succession with a stout heart. It is very discouraging to a sunny dry-goods retailer to advertise Saturday specials in peck-a-boos wafers at sixty-nine cents and then have it start in on Saturday morning and rain so hard that nobody can get in off the farm without wearing a bathing suit. The right amount of sand, however, will enable the merchant to switch at once to a clearance sale on mackintoshes and near-silk umbrellas, thereby reaping a golden harvest.

The largest stock of sand required in any pursuit is that of getting married on \$10 a week. With sugar at

ten cents a pound and the price of hard coal going up hand over hand, like a Brazilian ape, it is getting to be a man's job to support a family, but it is being done on \$40 a month in many a home where happiness has come in and hung up its hat. Sand gives the best results when it is mixed with contentment, and in that case it doesn't make much difference whether there is a rag carpet or an Oriental rug on the parlor floor.

There is something about whiskey, when imbibed by the bucket, which drains the soul out of a man's system, but if given half a chance it will sprout again faster than the untended flimsy weed or the prolific dandelion. Many a man has been down and out from the effects of failing to draw a sober breath for six months, but by nursing what sand he had left managed to shake himself loose and breathe in a fresh, non-alcoholic manner. There is no higher quality of sand than that shown by the wife who puts up with a booze-fighting husband, year after year, and by her patience and tact pulls him out on dry land.

Real sand never has to be reinforced by bluster. Never attempt to bluff the quiet little man with a square jaw and a cold blue eye. It is more dangerous than tickling a drowsy mule with a straw.

Eczema Cured Five Years Ago.

A Treatment Which Has Proven a Wonderful Healer of the Skin--Certified Evidence of Lasting Cure.

Jordan, Ont., November 8th.--The old notion that eczema is a disease of the blood is refuted time and time again by the cures that are daily being effected by Dr. Chase's Ointment.

It matters not what the cause may have been if you apply Dr. Chase's Ointment regularly you will obtain relief and cure of eczema. Here is the proof.

Mrs. Stephen G. Thwaites, Box 205, Jordan, Ont., writes: "My brother had a bad case of eczema on his legs. He was troubled nearly all one fall and winter with it, and could not work for days at a time. He tried different salves and ointments, but none cured him. One day he tried Dr. Chase's Ointment, and it gave almost instant relief. He continued its use, but had not quite finished the second box when he was cured. It is now about five years since then, and it has never returned. We certainly can recommend Dr. Chase's Ointment, and are very grateful for my brother's cure."

Rev. S. F. Coffman, Vineland, Ont., states: "This is to certify that I know Mrs. Thwaites and the party to whom she refers, and her statements are correct."

Mr. J. E. Jones, 228 University Avenue, Kingston, Ont., writes: "I had eczema in my hand for about five years. I tried a great many remedies, but found that while some of them checked it, none cured it permanently. Finally I tried Dr. Chase's Ointment, and in six weeks my hand was completely better. I would not do without a box of Dr. Chase's Ointment in the house at \$2 a box. I am giving my name to this firm so that it will get to those who suffer as I did."

Dr. Chase's Ointment, 50 cents a box, at all dealers or Edmondson, Bates & Co., Limited, Toronto. Substitutes will only disappoint you. Insist on getting what you ask for.

FISH CARRIERS SAFE.--The vessels Lottie, Nordica, Carrie, Bohemia, Paiten and Maude have arrived at their destination safely. These fish carriers left Newfoundland ports within the past month.

MINIARD'S LINIMENT CURE DIPHTHERIA.

FRAMED PICTURES.

We have a large selection of Framed Pictures on our walls which it is well worth your while to see. If you are a Picture-lover you will be delighted with them, and you'll surely remember a bare spot where some favorite Picture would just fit.

The subjects are varied, some are reproductions of famous old Masters; others are specimens of what is best in Modern Art--and all are the best of their kind.

When you need good Pictures for your home, or as a present for someone else's home, just remember the beautiful Pictures on view at

U. S. Picture & Portrait Co.
ST. JOHN'S.

CERTAIN-TEED

PAINTS and ROOFINGS

Guaranteed the best obtainable

GEO. M. BARR, Agt.

LATHROP OIL ENGINE

Better Because They Last Longer.

A. H. MURRAY, Agent.

Advertise in The Evening Telegram

Keep Yourself in Touch with the War.

SOME OF THESE WILL HELI YOU.

The Soul of the War by P. Gibbs, 70c.

The Battle of Verdun by M. H. Duggard, 90c.

The Imperial War by A. M. de Beck, \$1.50.

Badgets by Patrick Vaux, 65c.

The White Road to Verdun by Kathleen Burke, 44c.

A Secret Service Woman by H. de Haisalle, 65c.

Germany and the Germans by P. Collier, 85c.

The War and the Balkans by Noel Buxton, M.P., and C. Roden Buxton, 35c.

Nash's War Manual, 75c.

A B C Guide to the Great War, 35c.

War Songs of Britain by Butler, 90c.

Canada in Flanders by Sir M. Arthur, 40c.

Germany's Gospel Exposed.

Submarine Warfare by H. C. Fyfe, \$3.00 for \$1.75.

Battle Honours of the British Army by Norman, \$3.00 for \$1.75.

Little Gray Ships by J. J. Bell, 35c.

The British Army from Within by One Who Has Served In It, 35c.

The World's Greatest Military Secret Service by G. Barton, \$1.75.

Pocket War Atlas of the War, 45c.

Soldier Songs by Patrick Mac-Gill, \$1.10.

Very sorry that we cannot state more, but we would be very pleased to see you and show you our numerous other Books, Maps and Flags of the World.

If the War Books you need are not listed here, just send us the titles; we will see that you get them.

S. E. GARLAND,

LEADING BOOKSELLER,

177-9 Water Street.

CUT IN PRICES.

OUR PRICES NOW ARE:

Steak, 40c. per lb.

Roasting Beef, 30 & 35c. lb.

Frying Beef, 30c. lb.

Stewing Beef, 25c. lb.

M. CONNOLLY.

MINIARD'S LINIMENT FOR SALE EVERYWHERE.

DRY PLATES

WE HAVE JUST RECEIVED A NEW SHIPMENT OF

PHOTO DRY PLATES

SEED 27. SEED 26

In all the regular sizes. Get your supply now at

TOOTONS

The Kodak Store, 320 Water Street.

War News

Messages Received Previous to A.

IN PALESTINE

LONDON, Nov. 7. The British have captured and made an advance on the carrying the whole Turkish system of defences in this region and turning two towns in addition to G.

ADVANCE NORTH OF BEERSHEBA

LONDON, Nov. 7.

Further advance has been made north of Beersheba, a town 11 miles above that city having been captured. General Allenby's troops captured Khawilra, 10 miles north of Beersheba, on a midnight on Monday, and that the whole of yesterday was spent in a northwesterly direction. Beersheba, carried the value of Turkish defences south of the line Tel-Abs-Harar, and Tel-Abs-Harar capturing both these last places. General Allenby's troops throughout the operations have displayed magnificent dash and endurance. Estimates of captures not yet available, but on the part of the front of operations, 15,000 were taken. A later telegram announces Gaza was captured morning; no further particulars.

STILL PURSUING TURKISH

BERLIN, Nov. 7. Official

On the Venetian Plain, the line has been reached. During pursuit several thousand prisoners were taken.

ITALY'S NEEDS

ROME, Nov. 7.

On Monday, commenting on the needs in the present critical situation, the Popolo Romano urges that the help from the United States, is the time, says the paper. Italy, says, is resisting and will resist, she must have assistance and the certain lines in order to be effective as without grain and coal abundance supplied she cannot win. A newspaper declares that Italy's question never has been understood abroad. Her population, it points out, lives largely upon bread, and needs 17,000,000 quintals of wheat supply this demand. It also says that 100,000 tons of shipping in addition to the present supply is

OLD

BETTER LOOKING OVER FROM PIT TO THE DOME SOMETHING WRONG

