

SOME VOTERS WILL SPLIT THEIR VOTES on POLLING DAY

And we will split our Prices for you on SATURDAY, October 18th, and every Saturday following:

SATURDAY OUR SPECIAL SALE DAY.

GENT'S DEPARTMENT.

Readymades, Boots and Shoes,
Hats and Caps, Shirts, Underwear,
Hosiery, etc.
Boys' Readymades, Boots, Underwear, etc

Cash only. Goods charged at regular prices.

Sweeping Reductions in Every Department.

GENERAL DRY GOODS.

Dress Goods, Coatings, Silks, Flannels, Flannelettes,
Shirtings, Sheetings, Table Damasks, Calico, Towelings, etc.

Marshall Bros

LADIES' DEPARTMENT.

Coats, Skirts, Hats, Boots and Shoes,
Blouses, Gloves, Hosiery, Underwear,
Aprons, Furs, etc.
Children's and Misses' Coats, Hats,
Underwear, Boots, etc.

Cash only. Goods charged at regular prices.

Side Talks by Ruth Cameron

THE FINE ART OF SPENDING.



RUTH CAMERON

One never ceases to read helpful articles on how to make money or how to save it, which are of course good. But why not more on the third branch of the subject—how to spend money.

On first thought it seems as if anyone could spend money if he only had it. But not successfully, not as an art. "Savoir vivre" is the art of living, and since how we spend our money determines the material end of how we live, the art of spending money successfully is a main branch of this supreme art of "savoir vivre."

It is often said that we Americans are first in the art of making money and last in the art of spending it. The older civilizations have built up a better technique in the art of living and spending.

But They Had Learned the Art of Living.

Now there is in our town a certain family who once had much money and lived for many years abroad. Then they lost it and came back to us. And not to their beautiful home but to an upstairs apartment in a rather unattractive two apartment house. And yet so thoroughly had they learned the art of living that they would not let their change of circumstances make life ugly. They immediately built a screened-in porch on the best side of their house long before the day when screened-in porches were commonplace (in fact, I think theirs was the first in town). They furnished it attractively, (in those days porches used to be furnished with three rockers and a rustic table) had the electricity connected, put in the first Gloucester hammock seen in town, and proceeded to live on the porch. That does not sound so much nowadays when these things are commonplace but then it was a revelation of "savoir vivre."

She Hasn't Enough Imagination to Want Things.

Here's an example of the opposite. A friend of mine has been a semi-invalid for years. She could afford every convenience to make invalidism easier for herself and others and yet she has almost none of them. She hates the weight of the tray on her knees yet she never thinks of buying one of the invalid tables, that stretch over the bed and make reading, eating, writing, etc., so much easier. She is always having hot water bottles filled, yet it never occurs to her to get an electric pad. She knows these things exist. She just hasn't the imagination to want them and have them.

They Don't Make Their Money Bring Them Luxury.

Again I know a family who are very fond of candy. In the summer they are always complaining about the candy the country store carries. And yet it never occurs to them to put in an order with some good candy firm (as they could well afford to) to have a regular supply of good candy sent them.

To know exactly what one wants most, to know where one can get it (and the people who say "I never read advertisements" will never know that) and to use it fully without abusing or wasting it—these are some of the rules of success in the art of spending money.

What is Phoradone?

Phoradone is a preparation manufactured by Dr. F. Stafford & Son for all kinds of Coughs, Colds, Bronchitis, Asthma and various Lung Troubles. It is the result of 25 years' experience and thousands of bottles are being sold every year. At the present time quite a large number of people are suffering from Sore Throats, Coughs and Colds, etc., and if you will only try a bottle of this Phoradone you will be surprised with results. You can purchase same at Stafford's Drug Store, Theatre Hill, for 30c. a bottle. Postage 10c. extra.

Dr. F. Stafford & Son,
Wholesale & Retail Chemists,
St. John's, Newfoundland.

GRAVENSTEIN APPLES!

Now due per S. S. Graciana from Halifax:

400 bbls. Domestic Gravenstein Apples.
100 barrels No. 2 Gravenstein Apples.
357 barrels No. 1 Gravenstein Apples.

Orders now booking for wholesale lots. Not any other shipments of Gravensteins this season.

Soper & Moore
Wholesale Grocers.
PHONE 480.

FLIES.



WANT MASON

They say that everything on earth was made for purpose. There is a purpose in the world of flies—but what's the good of flies? They keep their merit so concealed we can't discern the same, the while our swatting sticks we wield, and cuss the endless game. Ah, happy thought—perhaps the flies were dumped upon the land that we might have some exercise, a swatter in each hand. That may explain it, in which case, let's make the combat hot; enjoy the pleasures of the chase, and swat, and swat! Now is the time to swat them hard, before they get too thick; pursue them through the house and yard, and seek them with a brick. The fly that now escapes its doom will rear a countless brood; so let no fly sidestep the tomb—on with the deadly feud! Rise, then, O sluggard, from your chair, from lounge and downy cot! Go forth, all

brave and debonaire, gird up your loins and swat! Let no foul fly escape your search! If one's left on the floor, that fly will lead a bride to church, and raise ten millions more. So take your hauberk and your helm, and like a knight arise; put on your greaves and overwhelm about ten thousand flies.

Fashions and Fads.

Chemille dots are frequent in fashionable veillings. Chemise frocks made with kimono sleeves are still smart.

A small frock of brown tricollette has orange pipings.

New white sweaters have broad borders of colored stripes.

Broadened fabrics are an important feature of Fall wraps.

Wrapped effects are pronounced features among evening coats.

A wrap of black satin has a deep collar of ivory tinted Irish lace.

Rooster tails and coque feathers are popular millinery trimmings.

The evening gown is prone to exaggerate the distended hip line.

Tinsel embroidery is a very frequent feature among trimmings.

There is a new satin ribbon edged with fringe, which is used for girdles.

Ostrich and coque feathers are used to trim dresses as much as hats.

Fussy willow taffeta is among the best of linings for fine simple cloaks.

Silver ribbon is combined with claret-colored satin for evening gowns.

Silk and chenille embroidery are much used on both gowns and wraps.

Beads on evening gowns are often strung and arranged in clusters of loops.

Both dinner and evening gowns have sleeves which are hardly more than caps.

Collars and narrow girdles are both made of flatly pleated silk bound at both sides.

Beaver hats of the old-fashioned coaching type are making a decided bid for favor.

Black frocks are worn merely as backgrounds for brilliant brocade vests or girdles.

Many of the smart evening gowns use as a trimming large wreaths of flowers and foliage.

Minard's Liniment Co., Limited.

Dear Sirs.—I can recommend MINARD'S LINIMENT for Rheumatism and Sprains, as I have used it for both with excellent results.

Yours truly,

T. B. LAVERS,

St. John.



Edgar A. Guest

WHAT WINS.

It's the everlasting climbing that gets you to the top.

And the everlasting sticking to the task you'd like to drop.

It's the grit and vim and muscle in the rough and tumble tussle that will bring you home to victory and the distant goal you seek.

It's the ever up and working. Never lying down and shirking. That eventually will land you on the mountain's sunny peak.

It's the patient perseverance to the plan which you have made.

The will bring you through the dangers and the pitfalls which are laid.

It's the steady, constant driving to the goal for which you're striving.

Not the speed with which you travel, that will make your victory sure, it's the everlasting gaining, without whimpering or complaining.

At the burdens you are bearing or the woes you must endure.

It's the holding to a purpose, and the never giving in.

It's in cutting down the distance by the little that you win.

It's the sure and firm endeavor, Not the brilliant stroke and clever.

That shall bring you home to gladness and to days of joy and song.

It's the iron will to do it, And the steady sticking to it.

So whatever your task, go to it! Keep your grit and plug along!

Cashin Will Come Back.

A Little Knowledge is Dangerous.

It is no insult to any American to poke fun at his ignorance of Europe and its history, in view of George Creel's confession that as late as the Czar's downfall he thought that the Ukraine was a musical instrument. But the time has come for Americans to get rid of their ignorance. Their government in future must deal more and more with European questions and its attitude will usually be very much influenced by American public opinion. If ignorance instead of knowledge should shape that opinion, heaven save us!

Fall Styles—The First Showing.

A limited quantity of very smart frocks for Fall and Winter were opened by us on Friday last, and are to-day on view in our Showrooms.

These are exclusive French and American models, no two alike. Among the selection may be seen:—

1. Black Satin Sonple, heavily piped on sleeves and overdress.
2. Black Plair Silk Jersey, round neck, self buttons, side fastening, loose girdle. (An ideal model, giving long slender lines.)
3. Navy Ribbed Silk Jersey, round neck, and Russian Blouse effect.
4. Navy Serge, trimmed Military braid, Sand Jersey Vest and Cuffs.

This showing includes some beautiful models in Serge and Satin, Serge and Fur and Serge and Military Braid.

U.S. Picture & Portrait Co.

The Home of Fashion.

To Our Customers and Friends!

Having made satisfactory arrangements with the Dominion Coal Co., we have this day dropped the price of Coal to

\$15.00 Per Ton.

Now landing ex S.S. Corunna:
BEST QUALITY SCREENED COAL.

CROSBIE & Company

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MUTT AND JEFF—The world's series is gonna consist of nine games, maybe. By Bud Fisher.

