

OUR
SPECIAL
CUT
PRICES
ON
LADIES'
AND
CHILDREN'S
Mantles
And All
Ready-
To-Wear
HATS
Still
Continue

A Special Offer of Table Linens

We have made tremendous reductions in all Table Linens. Our splendid stock of these was never bigger nor better than this season, all beautifully patterned designs and of exceptionally good quality. Prepare for the Xmas Dinner. Attractive Linens add much to the charm and beauty of the Xmas Table.

Note the Sweeping Price Reductions on White Table Damasks.

Regular Price, 40c.	NOW 32c.	Regular Price, 95c.	NOW 75c.
Regular Price, 50c.	NOW 40c.	Regular Price, \$1.00	NOW 80c.
Regular Price, 55c.	NOW 48c.	Regular Price, \$1.20	NOW \$1.00
Regular Price, 60c.	NOW 50c.	Regular Price, \$1.40	NOW \$1.15
Regular Price, 65c.	NOW 55c.	Regular Price, \$1.50	NOW \$1.25
Regular Price, 75c.	NOW 60c.	Regular Price, \$1.60	NOW \$1.35
10 doz. White Mercerized Table Napkins. Reg. 14c.	NOW 10c.	5 pieces of 72 inches American Special	60c. yard

ALL OUR STOCK OF WHITE LINEN TABLE CLOTHS.

Regular Price, 90c.	NOW 75c.	Regular Price, \$1.50	NOW \$1.20
Regular Price, \$1.20	NOW 90c.	Regular Price, \$2.40	NOW \$2.10
Regular Price, \$1.30	NOW \$1.00	Regular Price, \$3.80	NOW \$3.00



Marshall Bros

A
Special
Cut
Price
On
White
Twill

Sheetings

Regular 35c. Now 28c
Regular 50c. Now 40c
Regular 60c. Now 50c
Regular 65c. Now 55c

Counting the Cost.

By RUTH CAMERON.



Without stopping to count the cost.

Everything in life's shop window has its price. Unfortunately this price is not plainly tagged on the article. If it were, and we could see it, I fancy many of us would be wiser purchasers in the business of life.

But life's shop is not run that way. It is an installment plan affair. We buy everything on credit and so cleverly is this business done that we frequently delude ourselves into thinking that there is to be no charge, but that in some marvelous way we are getting something for nothing. A deposit is seldom called for,—why should it be? We are good risks because we cannot help being. When life's collector calls, we pay, not because we want to but because we must. And when he has gone we sit down and do what we should have done before we made the purchase at all,—count the cost.

Sometimes, though we find it heavy, we still feel that our purchase was worth while.

Again we would give anything to be allowed to give up the purchase and not be asked to pay the price. But life's collections are relentless, there are no return privileges, and the installments on some apparently simple

purchase may last a lifetime. Sometimes we do try to count the cost before we buy. We honestly attempt to read the price tag, and perhaps we think we have made it out successfully, but it's a hundred to one we haven't. For it is an almost universal characteristic of these queer blydes known as the human race, that they shall have an astigmatism which makes them see the attractiveness of the thing they covet enormously large, and he price they will have to pay infinitely small.

Doubtless nature has her reasons for giving us this astigmatism. Perhaps we should be afraid to buy even the worth-while things of life if we understood the price. Perhaps the fear of living would paralyze us and we should become that impotent creature, the hanger-back, whom Stevenson says not even God can forgive.

Suppose would-be parents should count the cost in suffering and anxiety, in sleeplessness, in self-denial and in a hundred other coin, which their privilege is likely to entail. Would they not hang back and lose more than it can possibly cost?

There is a time to count the cost, and a time to be indifferent to it. Heaven make us wise enough to choose aright!

Ruth Cameron

Men and women must see clearly in order to work accurately. Both hand the aid of glasses is to fit other people and brain are guided by the eye, and good vision necessarily means better work, more quickly and more easily done. My special line of work, with people who are in need of glasses. R. H. TRAPNELL, Eyesight Specialist.

Selected Quality P.E.I. Potatoes In Half-Brl. Sacks.

ANTICIPATION.

The thought of the good things that are to come is almost equal to realization. As regards our Teas, anticipate what you will as to sweetness and flavor and you will not be disappointed.

Rich-not-Sickish-delicately flavoured and satisfying, is the story our four grades will tell.

STAR, HOMESTEAD, ROSALIND, BALMORAL.

C. P. EAGAN,

Duckworth Street and Queen's Road.

Wallace & Co's. Chocolates.

Moir's Chocolates.

Lowney's Chocolates.

EAGAN'S COCOA.

10c. pkg., 1/4 & 1/2 lb. tins.

P. E. I. CLAMS, 17c. tin.

New York CORNED BEEF

FISH SOUNDS, 7c. lb.

SMOKED SALMON, 12c. lb.

1 lb. CAKES in tin, 25c. ea.

MOIR'S CAKES.

NEW DRIED FRUIT. For immediate Delivery.

Cleaned Currants,

56 lb. pkts.

Loose Currants,

50 lb. cases.

Prunes, Fancy,

25 lb. boxes.

Apricots, Fancy,

25 lb. boxes.

Pears, 25 lb. boxes.

Seeded Raisins,

36 lb. cases.

3 Crown Raisins,

50 lb. boxes.

NEW TINNED FRUIT

Pears, Peaches,

Apricots.

Soper & Moore.

Phone 480.

Tobacco Fund.

Amount acknowledged	\$387 50
Alfred E. Worrall	2 00
Hon. P. T. McGrath	3 00
Rev. H. T. Renouf	5 00
Harold Andrews	2 00
Mrs. James Roberts	1 00
T. A. Hall	5 00
R. R. Wood	2 00
Priest	5 00
N. J. Murphy	1 14
S. L. Sheppard	1 14
A. R. Proudfoot	1 00
S. Frellich	1 00
S. Levitz	1 00
Small sums	2 00
Total	\$417 64

F. H. DONNELLY,

Hon. Treasurer.

Reserve Force Committee Meet.

A meeting of the Reserve Force Committee was held at the Board of Trade Rooms last night, at which Sir Joseph Outerbridge presided. A communication received from the Government, through the Finance Committee, stated their willingness to approve of any decision in the matter of uniforms and equipment for the Reserve Force. It was thereupon decided that arrangements for the providing of the same, be immediately undertaken by the Equipment Committee.

Several other matters were discussed and the Committee will present a report to the general meeting of the Patriotic Association to be held at the C. L. B. Armoury to-morrow night.

The Christmas Edition of "The Cudeet" will be on sale to-morrow on the street and at the Atlantic Book store, Byrne's Bookstore and Mrs. McNeil's Fruit Store. Price 10 cts. Boys wanted at the Herald Office, Thursday morning.—dec 9/21

MINARD'S LINIMENT CURES DYS-TEMPER.

Our Volunteers.

NOW NUMBER 587.

Fourteen volunteers enlisted at the C. L. B. Armoury last night, bringing the total number to date up to 587. The names of those who volunteered are:—

Jas. Elsworth, Carmanville, N.D.B.
Wm. Gaulton
Kenneth French, Brigus, C.B.
Peter Bennett
John McCarthy
Jas. Jos. Pike, Avondale
Jas. Jos. Gladney
John W. Harvey
Wm. Hayes
John W. Maddock
Ed. Frampton
John A. Antle
Cecil R. MacGregor
Wm. Kearley, Topsail

Now that arrangements have been made for passage, pay and board, it is expected that a large number from the outposts will arrive in the city daily.

Enlistment will continue to-night, and drill will be held at the different armories. The work of medical examination will also be continued to-night.

Arrived on Monday by S. S. Stephano: Winter Keeping Apples — Kings, Baldwins, Wagners, Greenings, Ben Davis; California Fruits, Pears in boxes, Lemons, Cal. Oranges, Florida Oranges, large bunches Bananas, California Grapes, Blue and Red, in baskets and kegs; American Baldwins in brls. Special attention given to outport orders. Price list sent on request, at GLEESON'S, 108 Water Street East. P. O. Box 681.

dec 5, eod, 1f

From Corp. G. Byrne.

Yesterday an interesting letter from Lance Corporal Gerald Byrne, of the First Newfoundland Regiment was received by an official of the Supreme Court, where Gerald worked as stenographer. Corporal Byrne received his stipend since leaving here. He was one of the squad selected to attend the Lord Mayor's Show, and while in London took in the principal sights. He says that he is delighted with the routine of a soldier's life, and that all the boys are in excellent physical condition, and the Regiment enjoys the distinction of being the best amongst the Colonials.

News from home is eagerly devoured by the boys, and they are all very grateful for letters, post cards and papers received from dear old Newfoundland, which has evidently grown more dear to them under the circumstances of their absence. He concludes by sending his regards to the Chief Justice and Judges of the Supreme Court, and also to the officials, who, we feel sure, are pleased to hear that Gerald is making good.

Died From Blood-Poisoning.

News of the death of Dr. Burnett, D.D.S., after a brief illness of blood poisoning, was received yesterday from his daughter by Mr. Arthur Hiscok, an old friend of the deceased. Dr. Burnett practised here for several years and left here in 1906 and up to the time of his demise practised at Hoboken, N.J. Deceased is survived by two sons and one daughter, his wife having predeceased him a few years ago.

RIFLE PRACTICE.—The first squad of volunteers began miniature rifle practice at the Highlanders Armoury last night, and made satisfactory progress. Arrangements for practice at the Southside Range will be completed within a few days, and practice will begin there in due course.

MINARD'S LINIMENT CURES Diphtheria.

W. P. A.

ACKNOWLEDGMENTS.

BOXES.

The Hon. Treasurer of the Women's Patriotic Association wishes gratefully to acknowledge the following boxes and contents received at Government House up to date.

Amt. previously acknowledged	\$377.66
No. 39	76 No. 143
No. 61	1 08 No. 219
No. 114	38 No. 33
No. 13	92 No. 9
No. 245	1 78 No. 210
No. 99	1 55 No. 203
No. 325	6 44 No. 158
No. 76	66 No. 121
No. 225	1 14 No. 154
No. 83	2 99 No. 151
No. 100	89 No. 163
No. 82	8 95 No. 221
No. 111	3 74 No. 30
No. 71	1 No. 35
No. 35	1 25 No. 352
No. 133	1 70 No. 29
No. 224	4 70 No. 321
No. 17	7 64 No. 92
No. 83	4 06 No. 157
No. 32	5 73 No. 61
No. 82	69 No. 67
No. 10	2 99 No. 26
No. 222	1 29 No. 150
No. 93	70 No. 60
No. 80	32 No. 139
No. 287	1 84 No. 154
No. 246	4 27 No. 86
No. 103	1 02 No. 78
No. 208	33 No. 226
No. 41	3 17 No. 124
No. 204	3 18 No. 127
No. 242	8 80 No. 24
No. 223	93 No. 178
No. 92	76 No. 214
No. 102	3 09 No. 94
No. 205	4 77 No. 37
No. 119	3 08 No. 239
No. 96	54 No. 89
No. 216	56 No. 45
No. 327	1 28 No. 26
No. 27	75 No. 51
No. 81	78 No. 8
No. 88	2 44 No. 77
No. 332	1 11 No. 35
No. 148	2 20 No. 68
No. 117	10 No. 11
No. 91	1 72 No. 319
No. 1	1 65 No. 43
No. 58	53 No. 93
No. 323	1 22 No. 7
No. 63	2 09 No. 135
No. 146	1 24 No. 243
No. 98	3 12 No. 94
No. 99	1 45 No. 20
No. 90	76 No. 331
No. 234	8 45 No. 206
No. 59	3 04 No. 24
No. 128	5 31 No. 202
No. 149	35 No. 201
No. 99	4 04 No. 9
No. 56	2 24 No. 168
No. 87	47 No. 197
No. 233	3 76 No. 200
No. 50	20 15 No. 166
No. 64	1 71 No. 128
No. 6	15 76 No. 247
No. 80	6 50 No. 48
No. 3	3 12 No. 236
No. 47	1 73 No. 2
No. 237	2 No. 73
No. 49	83 No. 85
No. 69	2 49 No. 45
No. 220	10 50 No. 206
No. 100	1 20
Total	\$873 31

McMurdo's Store News.

THURSDAY, Dec. 10, 1914.

Perfume forms a typical and always appropriate Christmas Gift. You can obtain here perfumes from the finest selection in the country. We have French (Piver's, Roger, etc., Gallet's and Hyaligan's); English (Coincider's, Vinolia, Gros-smith's, etc.) and American (Col-gates, etc.) an extensive list, from which it will not be difficult to pick out what is most appropriate for your purpose. You can obtain it at almost any price you care to give.

But Perfume by no means exhausts the list of goods suitable for presents. We have a nice and useful line of Military Hair Brushes in cases, Gallet's and Hyaligan's; English (Coincider's, Vinolia, Gros-smith's, etc.) and American (Col-gates, etc.) an extensive list, from which it will not be difficult to pick out what is most appropriate for your purpose. You can obtain it at almost any price you care to give.

Glad to Know!

I know you will be glad to know I have received 3 doz. more MAD CAPS, the balance which was short on first shipment.

Balance of SWISS EMBROIDERY now showing from 2 in. wide to 60 in. wide, and only 1c. to 85c. per end.

The sales from my last window display in Men's wear have been an indication of my stock for catering to my gentleman patrons.

SPECIAL—LADIES' UNDERSKIRTS, Black and Colored Sateen, Moire, and Shot Silk and Repp, from 65c. to \$3.90. Fine value.

GEORGE KNIGHT, 164 Water St.

Bedsteads!

New Designs

In Brass and Iron Children's Cots, Stretchers, Wool & Flock Mattresses, Wire Mattresses, Coppered and Steel. Bolsters and Pillows, etc.

BOWRING BROS., Ltd.
Hardware Dept.

THE KIND YOU WANT

The kind of Blankets that you want, and the kind you should get, is the

Riverside Blankets

Insist on getting the Riverside label on every pair of Blankets you buy.

Telegram Ads. Bring Results