

New Goods! Best Quality! Lowest Price!

Every day we are opening New Goods. May we call your attention to the items offered below. Inspection invited.

Ladies' Summer Furs.

Marabout, Necklets and Capes.

Necklets from \$6 to \$75; Capes from \$10 to \$30.

Ermine Necklets only, from \$11 to \$14.

Ladies' Silk Hosiery.

Ladies' Black Silk Hose from \$1.50 up to \$3.80 pair.

Ladies' Cold Silk Hose as follows:--Light Tan, Dark Tan, Light Grey, Dark Green and White

All one price, \$1.60 per pair.

AT LAST WE HAVE THEM:

DURHAM DUPLEX SAFETY RAZORS.
DURHAM DUPLEX RAZOR BLADES.

Marshall Bros

Side Talks by Ruth Cameron

THE FUN OF BEING DECENT.

"After all," said a little friend of mine to me the other evening, "there's an awful lot of fun in being decent when you don't want to."

She had been forced by the exigencies of circumstance to spend a day for which she had planned something much nearer to her heart's desire, with an aunt whose personality always sets her on edge. In the past when this has happened, she has been inclined to take it out on the mother who is the link that binds her to this unwelcome aunt and, as far as is possible, on the aunt herself.

But this time, for some reason, she made up her mind that as long as she was there she would be just as decent as she knew how all day. And the result was the above remark, accompanied by a happy little sigh (sighs aren't always unhappy, by any means.)

Or Substitute "Satisfaction" For "Fun"

Now perhaps the word "fun" in that statement might not strike you as exactly suitable, but substitute "satisfaction" for it and see if you don't find it pretty good philosophy. I think it's as true of character-building as it is of saving money; that once you get started doing it, there is a solid satisfaction in each step you make. And not only along the line of being decent to people you don't want to be decent to, but along every line.

You Feel A solid Sense of Satisfaction When—

When you lay aside the trashy book for the helpful article; when you get up at the proper time in the morning instead of dawdling away a half hour and having to chase it all day; when you control an impulse towards a devastating burst of temper; when you keep yourself from the temptation to pass on some tidbit of unkind gossip; when you

say the gracious and generous thing of a rival; when you give up some material advantage rather than be the least bit unfair.

The Thing That Matters The Most

Another friend of mine once said when I asked her why she had given up a certain inheritance which both she and her sister wanted, and to which I thought she had as good a right as the sister. "It doesn't really matter whether I have that set of China or not half so much as whether I'm fair about it."

"Nothing in the world matters, when you come right down to it, half so much as whether one is fair and kind and decent in a large sense in which my friend used that word."

Of course that is a point of view which one cannot help losing sometimes in the busyness and eagerness of daily living. But it is good to catch a glimpse of it now and again and to try to keep that vision in one's heart.

When you want something in Head Cheese, Ox Tongue, Boiled a hurry for tea, go to ELLIS—Ham, Cooked Corned Beef, Bologna Sausage.

OPPORTUNITIES

Are not half so rare as are the men who are prepared to receive them.

DR. F. STAFFORD & SON can supply you with all kinds of Patent Medicines at the very lowest prices obtainable. Large shipments of the following preparations have been received the past few days:

Sunset Soap Dyes, Indian Root Pills, Dodd's Pills, Fletcher's Castoria, Wampole's Oil, Radways, Gin Pills, Beecham's Pills, Cod Liver Oil Compound, Carnol, Dead Shot Worm Sticks, Herbine Bitters, Sturgeon Oil Liniment, and hundreds of other preparations too numerous to mention are continually arriving and being shipped to the Wholesale Trade.

Other preparations such as Stafford's Liniment, Prescription A, Stafford's Phorone, Essence Ginger Wine, Friar's Balsam, Sweet Spirit of Nitre, Essence of Peppermint and various others are being manufactured and shipped in large quantities.

DR. F. STAFFORD & SON, Wholesale & Retail Chemists and Druggists, St. John's, Newfoundland.

DAY AND NIGHT.



WILL MASON

Our days are full of care and dread, of toll that never ceases; we trudge along, with weary tread to gather up the pieces; the same old tasks we've done for years, the struggle and endeavor; the same old doubts, the same old fears, the same old grind forever. But there is night that brings us sleep, when we are worn and aching, the solace for the eyes that weep, the balm for spirits breaking. Through restless hours, upon the hay, we dream of youth and laughter, forgetting every bygone day, and days that follow after. A little while we roam afar, perhaps on astral plumes, and gaze down from a yellow star upon this world's dominions. And this is all that keeps us sane, the sleep that night is bringing, for days are full of stress and pain, of being stung and stinging. Our days are full of played out dreams, of empty words and phrases, of ruined plans and broken schemes, and hopes deferred like blazes. But night comes dripping from the sky, from heaven's spangled rafter; here is the hay—here let me lie, and dream of love and laughter.

Government Advertising

The announcement that another Dominion government loan will shortly be placed on the market, serves as a reminder of how much of the success of former loans was due to proper methods of publicity. The hundreds of millions raised in Canada during the past few years would not have been forthcoming except for the liberal and skilful use made of the advertising columns of the daily press.

Once upon a time, and not so very long ago at that, the advertising given to newspapers by our federal administration was really hardly more than a sort of subvention in return for party support. It was given out with the idea of helping the newspaper and, to a greater or less extent, its purpose was achieved.

This has been changed. The government has managed to grasp the thoroughly business proposition that the proper object of advertising is to help the advertiser. This principle was applied in connection with the loan campaigns, the advertising being placed with regard only to the value

READY for delivery to-day.

200 only 90 lb. Bags

P. E. I. Blue Potatoes.

Soper & Moore Importers and Jobbers.

of the medium for reaching the public, and the political leanings of the publication being ignored.

In Great Britain and the United States, as well as in Canada, the government has come to recognize that the way to get the results is, first to have the advertising properly written, and then to display it properly in a newspaper which reaches the public—Vancouver Sun.

Minard's Liniment Co., Limited.

Gentlemen,—I have used MINARD'S LINIMENT on my vessel and in my family for years, and for the every-day ills and accidents of life I consider it has no equal. I would not start on a voyage without it, if it cost a dollar a bottle.

CAPT. F. R. DESJARDIN.

Schr. Storke, St. Andre, Kamouraska.

Square collars are of net edged with valenciennes. Thick-trimmed turbans actually hide the eyebrows. Black velvet hats, close fitting, are chic for children.



AMBITION.

It matters not what task you choose. What sort of tools in life you use; it matters not what job you have if you will meet the test; Select what-form of work you will Or any place you care to fill Then go to work and make yourself The equal of the best. Whatever be your mission here Make this year one ambition here To toil for something more on earth Than merely drink and grub; Determine in your chosen line To stand among the men who shine And vow to be a good one, not a dub!

Don't let another man surpass Your efforts in your chosen class; Keep at it till you stand with all The leaders of your clan; Although you may go laying bricks Or making fancy candlesticks Don't be content with someone else Does better than you can. Let this your one ambition be; To struggle for supremacy. Don't be content to drift and join The second-raters club; Whatever work you choose to do Forever keep the aim in view To make yourself a good one, not a dub.

The world is full of men who think Success is found in meat and drink. The drifters and the "good enoughs" Make up a mighty throng. But few there are who meet the test Of striving hard to do their best Or dare to challenge in their line All men who come along. It matters not what work you choose What sort of tools in life you use, If you're the leader in your line You need not fear a snub; Be what you will on this old earth The world shall recognize your worth.

Fads and Fashions.

Coloured neckwear is liked. All strikings are very simple. Slip-on gloves are in favor. Jet is good for another season. Velvets are striped and plaided. Veils are not especially in favor. Girdle corsets are very important. Heavy flet laces are absolutely out. Ample fullness marks the autumn skirts. Cream-colored silk gloves are headed. Gray squirrel and hare are favorite furs. Jersey is most excellent for traveling wear. Many new blouses are made with high necks.

Smallwood's Big Shoe Sale.

Only 4 days more in which to secure

WHITE CANVAS BOOTS and SHOES

—at—
10 per cent. discount.

F. Smallwood,

THE HOME OF GOOD SHOES.

Mail Orders Receive Prompt Attention.



USE Libby's Unsweetened Milk TO MAKE YOUR ICE CREAM.

SOLD BY ALL GROCERS.

IT WAS A PAINLESS AND PROFITABLE OPERATION FOR MUTT.

