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:

in which my friend used that word.

a hurry for tea, go to ELLIS'-

Ham, Cooked Corned Beef, Bo-

who are prepared to receive them.

Other preparations such as Staf-

DR. F. STAFFORD & SON,

Druggists, St. John's, Newfoundland.

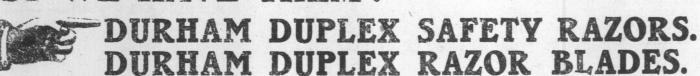
Wholesale & Retail Chemists and

Fletcher's Castoria

logna Sausage.

ed the past few days:

Dodd's Pills.



Marshall Bros



"After all," said say the gracious and generous thing

ose personality always sets her on

better I felt

bottle of Tan-

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y-case

she made up her mind that as long heart. s the thing had to be done she ould be just as decent as she knew w all day. And the result was the ove remark, accompanied by appy litle sigh (sighs aren't always nhappy, by any means.)

Or Substitute "Satisfaction" For "Fun"

Now perhaps the word "fun" in statement might not strike you atisfaction" for it and see if you at once you get started doing it, lowing preparations have been receivp you make. And not only along line of being decent to people Wampole's Oil, Radways, Gin Pills, don't want to be decent to, but | Beecham's Pills, Cod Liver Oil Com-

You Feel A solid Sense of Satisfat- Liniment, and hundreds of other preparations too numerous to mention ion When-

When you lay aside the trashy shipped to the Wholesale Trade. ok for the helpful article; when u get up at the proper time in the ford's Phoratone, Essence Ginger orning instead of drawdling away Wine, Friar's Balsam, Sweet Spirits half hour and having to chase it of Nitre, Essence of Peppermint and I day; when you control an imlse towards a devastating burst of when you keep yourself om the temptation to pass on some dbit of unkind gossip; when you



youth and laughter, forgetting every kind and decent in a large sense Of course that is a point of view night is bringing, for days, are full which one cannot help losing someof stress and pain, of being stung and times in the busyness and eagerness stinging. Our days are full of played of daily living. But it is good to out dreams, of empty words and catch a glimpse of it now and again phrases, of ruined plans and broken and to try to keep that vision in one's schemes, and hopes deferred like blazes. But night comes dripping from the sky, from heaven's spangled When you want something in rafter; here is the hay—here let me lie, and dream of love and laughter. Head Cheese, Ox Tongue, Boiled

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 libtainable. Large shipments of the foleral and skillful use made of the advertising columns of the daily press. Once upon a time, and not so very ong ago at that, the advertising given to newspapers by our federal adminpound, Carnol, Dead Shot Worm istration was really hardly more than Sticks, Herbine Bitters, Sturgeon Oil a sort of subvention in return for party support. It was given out with the idea of helping the newspaper are continually arriving and being and, to a greater or less extent, its purpose was achieved. ford's Liniment, Prescription A, Staf-

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

for delivery to-day

200 only 90 lb. Bags

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 ernment has come to recognize that have the advertising properly written, Or dare to challenge in their line and then to display it properly in a All men who come along. newspaper which reaches the public .-

Minard's Liniment Co., Limited. Gentlemen.-I have used MINin my family for years, and for the consider it has no equal. I would not start on a voyage without it, if it CAPT. F. R. DESJARDIN.

Schr. Storke, St. Andre, Kamour-

Square collars are of with valenciennes. Thick-trimmed turbans actually Black velvet hats, close fitting, are

chic for children.

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 this aim in view To make yourself a good one, not a

The world is full of men who think Success is found in meat and drink. But few there are who meet the test What sort of tools in life you use, 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 silks 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 filet laces are absolutely out. Ample fullness marks the autumn

Cream-colored silk gloves are beaded. Gray squirrel and hare ar favorite furs. eling wear. Many new blouses are made with high necks.

Smallwood's

Big Shoe Sale.

Only 4 days more in which to secure

BOOTS and **SHOES**

10 per cent. discount.

F. Smallwood,

THE HOLLE OF GOOD SHOES.

Mail Orders Receive Prompt Attention

Unsweetened Milk TO MAKE YOUR

> ICE CREAM. SOLD BY ALL GROCERS.

IT WAS A PAINLESS AND PROFITABLE OPERATION FOR MUTT.

