

# OCTOBER ECONOMY SALE

## In The Bargain Basement!

### Unbelievable Bargains for Everybody

Here is one of the biggest chances you ever had to save money on ready-to-wear apparel that you need right now—in many cases our selling prices for these goods are away below cost. In fact the prices will speak loudly for themselves.

## Ladies' Dresses

1 Rack Only

Superior quality of Canton Crepe, Crepe Knit, Jersey and fine Wool Serges—ultra fashionable styles. We drop them from the Regular Prices of

12.50 to 21.00 down to

**4.90 to 10.50**

FOR THIS OCTOBER ECONOMY SALE!

## 300 Ladies' Cotton Serge Dresses

In assorted Colors and attractive Styles. Here is an opportunity rare indeed to save at least \$3.50 on each of those Dresses. You will find them most suitable and desirable in every way, and what you will like best about them is the price—which for this October Economy Sale is only

**2.48 each**

## 250 Ladies' Skirts

In Black and Navy Wool Serges and Melton Cloth. Ordinary values \$3.50 to \$6.50. Now offered for the October Economy Sale at

**1.95 to 2.50**

## 300 Misses' and Children's Winter Coats

In assorted colors and materials. These are worth anywhere from \$3.00 to \$7.50.

But for this October Economy Sale, we have dropped the prices down to

**1.95 to 5.90**

Be sure to attend this marvellous Sale, as we promise that it will secure to you the most astounding values that you have ever witnessed. We are unable to fill any Mail Orders for this Sale, but we welcome to our Store our Outport friends who will be visiting the city at this or any other season of the year.

We are the LEADERS in STYLES, LEADERS in LOW PRICES, and LEADERS in the Greatest variety of READY-TO-WEAR APPAREL obtainable in the City of St. John's.

# The Broadway House of Fashion

331--Water Street--331

The Second Store East of Adelaide Street

## Brighter Homes

WHITE MAY BE FASHIONABLE FOR FURNISHINGS, BUT THE HUMAN EYE NEEDS A CHANGE OF COLOUR.

Are homes too "white"? I ask the question, and give the reply—a most emphatic one. "Yes!" A few weeks ago I was invited to stay for a few days with a friend. My mission—I am credited with being of the "happy-and-bright" type—was to cheer her up. She wasn't exactly ill, but she was nervous and depressed. Life seemed not to hold the slightest attraction for her. Yet she was well off, and was in the enviable position of being able to gratify any reasonable wish or want.

I did my best to cheer her, but after a day or two, I not only knew that I was not succeeding, but felt I was getting in the dumps myself. Thereupon, faced with an effect, I determined to find the reason. And quite suddenly I knew what it was. White.

Breakfast Gives the Clue.

My bed-room was white—furniture, curtains, toilet-ware, wall-paper. The floor was linoleum, and the dominant colour was white. The two rugs were white. The only thing in the room that wasn't white was my own special place of soap.

The bathroom was all white. And downstairs, in the dining-room, there were white curtains, and a white breakfast service on a white tablecloth. And before the fire was spread a beautiful white rug.

It was the breakfast service that gave me the key to my growing depression. Generally, I thoroughly enjoy my breakfast, but white cups and saucers, white plates, white jam-jars, white teapot, white cream-jug, put me completely "off."

My friend was in her usual sad, resigned, depressed state. Remembering my "cheer-up" mission, I asked if I might, on the morrow, make a few alterations. She didn't mind what I did; she had no curiosity, even, as to my intentions.

I was obliged to take her cook into my confidence, and was lucky enough to gain her as an ally.

Next morning I was down first. I wanted to watch my friend's face when she came to breakfast. It lit up. Some of the depression lifted, and her eyes shone as she said that one word "Oh!"

Cared By Colour.

A breakfast service of blue-and-gold blazed on the table; the white muslin window-curtains had gone, and apple-green casements were in their place; a ghastly aspidochelone that had stood for years and years and been displaced in favour of a gorgeous ananias; the white rug had been replaced by a warm-coloured Axminster. And for breakfast there were no eggs and no bacon. Instead, there were rissolles, cold salmon, and a lovely sole.

My friend, for once, ate a breakfast. And she laughed several times. "It does make a difference, my dear, doesn't it?" she said. And I agreed. Then I told her the truth—that she had been suffering from too much white and too much sameness in food. Eggs and bacon for breakfast 313 times a year, and sausages and bacon 52 times—on Sundays! Eaten off white plates, too!

Now my friend is cured. I pushed her on reluctantly, to make her home cheerful and cheerful, and when I came away she was as happy as a sandhog. The last touch had been to have her white-painted stairs re-done a warm and rich mahogany. No more of the tyranny of white for her!

Majic Dye Flakes clean and dye. For Blouses, Curtains, Children's wearables, Sweaters of Silk, Cotton or Wool. Easy to use. Clearing at 3 for 25c. Templeton's Sale.—sept27.17

## Boyish Letter of Stevenson

There has just been published in London a boyish letter of Robert Louis Stevenson, in which he says, "I am a miserable, perverse, tremulous childish devil." It was written to Lady Colvill in 1875.

"I am changed to myself," he went on, "All my sham goodness—I mean all the orderliness and citizenliness and sort of respectability that I had laid on is going away and away down through win into everlasting space."

Signing himself "R. L. Melodist Stevenson, of -edam," he penned this: "You must be very miserable, indeed, if you can be miserable in the open air. It stapeses and woos and amuses you; it is like some great healthy narcotic; and the visions are visions of green trees and men ploughing, and larks, and the golden morning clouds breaking and showing us the high blue sky beyond. After all, life is very livable under the blue sky. It is in houses mostly that the blue devils do consort. Good bye. I am as fresh and jolly as the open air."

All-over embroidery is used on some magnificent velvet wraps for evening. Close-fitting, straight little three-quarter jackets have a great deal of smartness.

## Where Salmon is King

To the Kwakwaka'wakw Indians of British Columbia, the salmon is an omen of prosperity, happiness and content. Sir J. Fraser, a noted ethnologist, who has lived among the tribe for many years, says that "a failure of the salmon for a single season means famine and desolation, silence in the village and sad hearts about the fire. Salmon is plenty, however, means abundance in the camp and joy at the domestic hearth."

When the first salmon of the season has been caught the Kwakwaka'wakw fisherman carries it to the chief of the tribe who delivers it to him as a gift. Taking it from him she says to the fish: "Who has brought you here to make us happy? We are thankful to your chief for sending you."

The salmon is then cooked before all the silent onlookers who are squatted about the campfire, and eaten with solemn rites and ceremonies. The feast ended, the natives, all of whom have been served with a small portion each, retire to their tents, believing that the "first catch" is already enjoying a happy after life in the "salmon country."

The Kwakwaka'wakw are not the only American Indians who have their pet animal token. The rattlesnake has long been revered by the Hopis of the Southwest as a prototector of the village and a recourse to rescue their famished crops from the desert sun. Thousands of tourists have witnessed the snake dance of the Hopi Indians, but few perhaps have been able to interpret it in more than a general way.

By noticing the figure the rattlesnake describes as it glides over the sand these tribesmen early detected the similarity between the writhing serpent and a bolt of lightning. Observation was followed by deduction, the result being that the Hopis believe now that the snake has some subtle communication with the god of rain.

Direct supplication for water in the past had failed, and for over three centuries the rattlesnake has been the professional interceder for the tribe. The date of the snake dance is not definitely fixed, so whether or not it is the tribe's weather man who assembles the dancers at an opportune moment, the fact remains that rarely has the rain god been unkind after his reptilian agents get to work.

## Appalling Toll of Man-Eaters

Few people realize how appalling is the toll of life exacted from the human race every year by the man-eaters of the forest. Such figures as are available show that lions, tigers, snakes, and crocodiles do their deadly work with staggering effect.

In one year, for example, more than 28,000 people were killed in British India, 1,923 being slain by tigers and other beasts, while 26,385 perished through being bitten by reptiles. This number does not include the native States, for which, with their population of some ninety millions, no figures are obtainable.

The highest total of deaths due to wild animals within recent years in any one province was for Behar and Orissa, where 684 people lost their lives, tigers alone accounting for 376. In the United Provinces one man-eating tiger in the Almore district killed ten persons.

In Nepal there is on record a case in which a train was derailed because the native porters had been carried off and eaten by these animals.

But India is not the only country afflicted with the man-eater. In Uganda in one year lions killed as many as 22 Europeans, 12 Hindus, and 167 natives while employed in the construction of a railway. These figures do not include such natives as were not in the employment of the railway; a local administrator estimated the loss of life in their case at something over 500.

In a single year the lions in Rhodesia are reported to have claimed 119 victims; those of West Portuguese Africa accounted for more than 200 people, including three European hunters.

China, thanks to her long history, has been able to rid herself of the most dangerous animals; but in Korea, a local species of tiger, perhaps the largest and fiercest in the whole family, annually kills 2,000 peasants. Siberia, again, is affected by the ravages of wolves and bears, whose victims run into thousands every year.

Interviewed bias bands of the fabric make the brim of a toque of red velvet.

## DON'T COUGH

Rub the throat and chest with Minard's. Also inhale. It gives quick relief.



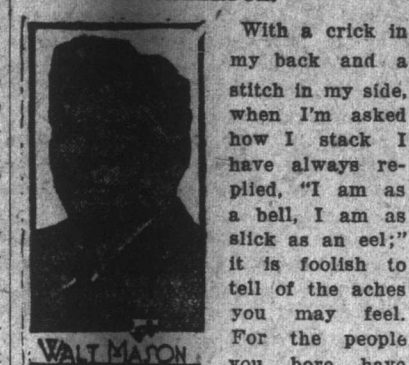
## FRESH

Tea—to be good—must be fresh

# "SALADA"

is always fresh and possesses that unique flavour of "goodness" that has justly made it famous.

## CHEERFUL



WALT MARON

With a crick in my back and a stitch in my side, when I'm asked how I stack I have always replied, "I am as a ball, I am as alic as an col;" it is foolish to tell of the aches you may feel. For the people you bore have some griefs of their own, and their spirits get sore when you grumble and groan. I've a corn on my brow and a boil on my neck but I will not allow that I feel like a wreck. Oh, I push out my chest as I amble along, and I pull down my vest and I burst into song. "Oh, gaffer," men say, "are you falling, this year?" "I am feeling to-day like a three year old steer. I've forgotten my aches," I remark with a grin; "I can whip forty snakes with a bobcat thrown in." And there isn't a bore with a cheap set of brains who can weary us more than

the bore who complains; who must talk of his gout and his quinsy and flu; he's a saddening scout and he makes us all blue. I've a boil on my nose and a bruise on my heel, but do not suppose I will make a sad spiel; for if I should start on sad tales in my shack, my friends would depart and they'd never come back.

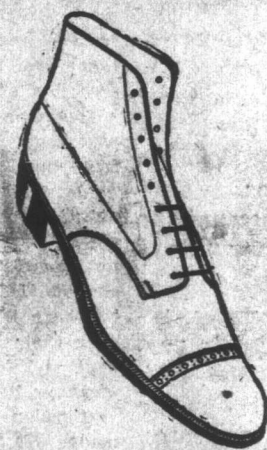
## WOMEN! DYE OLD THINGS NEW

Sweaters Waists Draperies  
Skirts Dresses Gingham  
Coats Kimonos Stockings

## Diamond Dyes

Each 15 cent package of "Diamond Dyes" contains directions so simple any woman can dye or tint any old, worn, faded thing new, even if she has never dyed before. Choose any color at drug store.

## English "K" Boots and Brogues!



We are now fully stocked with these famous well known ENGLISH SHOES.

DOUBLE WEAR IN EACH PAIR.

## F. SMALLWOOD

218 & 220 WATER STREET.

Sole Agents for "K" Footwear in Newfoundland  
sept20,th,sa,tn,17

## "Gravenstein" Apples, Oranges, Pears

We have another large shipment of Fruit due to arrive ex S.S. 'Silvia' Thursday forenoon and are booking orders at lowest Prices for Fancy Stock.

## "Gravenstein" Apples California Oranges (assorted sizes)

— AND —

## Barlett Pears, 1-2 brls.

For prompt delivery from ship's side on arrival

Get our quotations

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