

BATH MATS.

Just a few left at a clearing price of 48c. each.

Ladies' Neckwear.

The greatest display of Muslin and Lawn Neckwear ever shown in the city. Priced 14c. to 50c. each.

Patriotic Handkerchiefs

30 doz. Patriotic Handkerchiefs, 14c. to 22c. each. A splendid selection.

Attractive American Millinery.

A sprinkling in Child's and Misses'. Priced from 60c. to \$2.00.

FURS! FURS! FURS!

AN ADVANCE SHOWING OF NEW FURS IN ALL THE LATEST STYLES.

Pleasure! Satisfaction! Economy!

Will be your reward for coming here before making purchases. Being early in the Foreign Markets, our Buyer was able to make many advantageous purchases, which are reflected in the offerings we now place before you.

WHITE EMBROIDERIES.

A big Job in White Embroideries at surprisingly low prices.

EDGINGS from 4c. to 20c. (Insertions to match)
CAMISOLES 35c. to 85c.
FLOUNCINGS 22c., \$1.20 per yard

An Enticing Offer of Ladies' Col'd Underskirts.

in a great variety of colors.

Priced 85 cts. to \$3.65 each

Waterproof Hats.

10 dozen CHILD'S WATERPROOF HATS 22c. each
6 dozen MISSES' WATERPROOF HATS 80c. each
5 dozen LADIES' WATERPROOF HATS 90c. each

Marcella Quilts.

50 only, which we offer by the pound at 50c. per lb.

White Sheets.

Hemmed ready for use.

50c. per lb.

Pillow Cases.

2 dozen White, Job 14c. each
10 dozen White, Job 22c. each

White Turkish Towels.

250 lbs. Turkish Towels at 45c. per lb.

Marshall Bros

Why Talk is Cheap.

By RUTH CAMERON.



The other day I watched a woman attempting to discipline her little son. "If you don't stop throwing dirt I'll take you in the house and put you to bed," she said. The boy began throwing dirt again within a minute.

"Albert, did you hear what I said?"

Albert had heard of course. He had heard similar threats a great many times before. He was only five, but he knew that his mother was one of those people whose words are not to be taken at their face value. They are to be discounted.

He is used to her threats.

Albert's mother is continually threatening him with punishment. She makes all manner of dire promises. "Why don't you put him to bed?" I asked, as Albert threw dirt the third time.

"It's so hot indoors," she confessed. "I don't want him cooped up in bed all afternoon."

Albert's mother suffers from a very common fault. Speaking quickly and without thought, she says things she doesn't mean. Albert, at five, has no difficulty in analyzing that trait.

The fault is not a rare one. Far from it. Truly, talk is cheap. We make statements that our friends, unless they are unduly credulous, promptly discount, as Albert discounts his mother's.

Talking because it's too much bother to think. When we get angry we deliver up:

statements that are the forerunners, not of instant action, but of other ultimatums. "We hear a great deal and believe very little. Someone has well said that we talk, because it's a bother to think."

It would be a fine and splendid thing if we should each of us say what we mean and mean what we say. It would automatically act against rash promises and rash statements. It would put the spoken word on par. It would put a curb on casual conversation that would do much to end chaos and confusion—and quite likely conversation as well—for some of us.

Don't Believe Everything You Hear.

The trouble is that we learn our lesson early, like Albert. At five, Albert has learned a great truth. He has received an impression that will stay with him through life:

"Don't believe everything you hear."

I wonder what, if any, would be the effect of a decision on the part of the trustees of the coming generation to make, in dealing with the Alberts and the Albertas, a conscious and conscientious effort to keep the spoken word at par, by carefully considering what they wished to say and, having said it, standing to it, no matter how great the inconvenience?

Invalided Home.

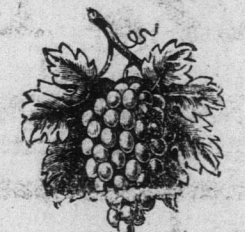
Private James Reid, who left here with D Company, of the Newfoundland Regiment and who had been in hospital for some time on the other side suffering from inflammation of the lungs, came by the "Durango" on Saturday night.

If white potatoes are inclined to turn black with cooking, try adding a few drops of vinegar to the water.

In pruning raspberries you should cut away all fruit-bearing canes as soon as they drop their leaves.

Grapes, Onions, etc.

TO ARRIVE PER S. S. DURANGO.



50 kegs HEAVY CLUSTER GRAPES.
50 cases SILVERPEEL ONIONS.

In stock:
250 barrels APPLES.
Gravensteins, 1, 2 & 3's.

Soper & Moore.

Wholesale Groceries, Fruit and Produce.
'Phone 480.

Rev. Dr. Jones on Prohibition.

At St. Thomas's Church at Evening yesterday, the Rev. Dr. Jones, preached a powerful sermon. Taking as his text Revelation xxi:27, the Rev. Dr. Jones showed that inhabitants of the city, citizens have their personal liberty restricted in many ways for the good of the community, and must accept the limitations of a citizen. The community rights are being more and more emphasized as against the rights of the individual. And this is in harmony with modern methods, which regard the whole more than the parts. Communities are greatly concerned with stamping out evils, diseases and crimes, and by tracing these things back to their sources, remedies can be discovered, and are sternly put in force. Now the Liquor Traffic is an evil, the cause of much crime and disease, and self-respecting communities are rapidly sweeping it away. Objections to Prohibition were dealt with searching, and were held to be negligible. This part of the discourse was particularly forcible. Can any material gain balance the terrible cost in human life and suffering which is directly and indirectly the result of this dreadful traffic? Not a thousand times no! The preacher pictured himself going to the place where laws are made to plead the cause of the victims of a traffic which is, to our shame, licensed to do all the harm it can, and meeting objectors on his way whom he answered with scathing words. He said that the only British rights were the right of every man, woman and child to get a fair chance, to secure justice and a decent environment. These rights we must stand for and insist upon. In a few weeks' time the day would come when we must all vote on the question as to whether or not we should let this evil, this public nuisance, continue, or whether we would stifle it. We must vote, because not to vote is cowardly, and is practically a vote against Prohibition. And every man should consider where in these circumstances he would put his cross if Jesus Christ stood beside him in the polling booth, and exercise his right to vote that as far as the law could do it, this gigantic evil and public nuisance should be forever destroyed. The eloquent preacher's remarks made a deep impression upon a congregation whose size of which taxed the limits of this spacious church.

Portugal Cove Sunday

Yesterday being "Cove Sunday" was celebrated with the usual ceremony at that historic settlement, Portugal Cove. Present at the celebration were His Grace Archbishop Roche, Rev. J. J. McDermott, Adm. Rev. Dr. Green, Rev. Frs. Pippy, and Nangle, from the city, His Rev. Mr. St. John, P.P., Torbay, Rev. Frs. McGrath and Kelly of Bell Island and Manuels, respectively, Rev. Bros. Kennedy and Ryan, of Mount St. Francis, Rev. Bro. Ryan, St. Bonaventure's and Rev. Bro. Emnis, Mount Cashel, and a number of visitors from the city.

At 11 o'clock High Mass was sung after which the Sacrament of Confirmation was administered to fifty candidates. An address of welcome from the people of the Cove was presented to His Grace who made a pleasing reply thanking them sincerely for their expressions of loyalty and devotion to him on the occasion of his first Episcopal visit to the Parish. He referred to the growth of this historic parish, and in doing so made a touching reference to the late Fr. Troy who some 80 years ago built the church in which they were then assembled, and also to the labours of the late lamented Fr. O'Connor who laboured so assiduously for so many years in the parish.

After the address the ceremony of laying the foundation stone of the new church took place. The new church is to replace the old one which is no longer able to withstand the ravages of time. After the ceremony His Grace again thanked the people for the reception accorded him and concluded by wishing them prosperity in this life and everlasting happiness in the next. Triumphant arches were erected along the line of route from Major's Park to the Cove and were much admired by His Grace.

Rev. Fr. Gough, the pastor, is to be congratulated on the success of yesterday's celebrations which mark a red letter day in the annals of Portugal Cove.

An Economical Novelty

An Inkwell that is Dust and Air-proof, and that will save 75% of your Ink expenditure. Saves its cost in six months. For sale at the Office Supply Store, City Club Corner. Why not call and examine it?
sep28,15

PERCIE JOHNSON.

GOLDEN DAYS.

I'm glad to be living when Autumn is giving a gingery snap to the air; my labors I tackle with a jubilant cackle, and pause not a moment to swear. In summer a fellow feels yawning and yellow, the heat takes the vim from his form; he's fussing and fretting, and swatting and sweating, the days are so stupidly warm. But summer is ended and climate that's splendid, refreshing and mild, is on tap, and there's no ex-languid and indolent chap, and saw up some wood while you may, oh, don your goshaws and harvest the squashes, and fill up the corn crib with hay. Get busy! remember the storms of December, the snow and the sleet and the slush! Be wise as a wizard, prepare for the blizzard, and bank up the house with a rush. Soon winter will jump us, and then when the rumpus of riotous weather begins, the man who got ready in days clam and steady, will look on the tempest with grins.

MINARD'S LINDENT CURES DIS-TEMPER.

Poultry Show.

The fourth annual show of the Nfld. Poultry Association will take place this year in the C. C. Hall, King's Beach, on Nov. 24th, 25th and 26th, and the Committee are now making preparations for the event. It is expected that Professor Landry of the Canadian Government College of Toronto, will be here for the Show and will act as judge. The new silver cups have been donated this year, one by the Park and Pollard Co., of Boston, and another by the makers of the celebrated Dixie poultry feed, Messrs. Hefner of Circleville, Ohio. Both cups will be on exhibition shortly. As a result of the Poultry Shows of the past three years, interest is growing and in order to induce an influx of visitors from the outports, the Committee hope to arrange, for a special excursion rate on the trains and steamers.

A BIG SALE!

About two months ago a statement appeared in this paper that over "TEN THOUSAND" (10,000) bottles of STAFFORD'S LINIMENT had been sold since the beginning of the year 1915. Certain persons were heard to remark that they were not so sure about this statement. We will go further now and offer \$1,000 to the person or persons who can come in to our store on THEATRE HILL and ask us to show them orders amounting to over FOURTEEN THOUSAND (14,000) sold since the beginning of THIS year and by our not being able to produce them, will gladly forfeit the above sum mentioned.

All you have to do is to come in and ask us. The reason of the big demand for STAFFORD'S LINIMENT is that it is superior to any other LINIMENT on the market at the present time. It has a unique record for relieving RHEUMATISM, LUMBAGO, NEURALGIA and all ACHES and PAINS, in fact no home should be without a bottle.

"STAFFORD'S LINIMENT" is sold everywhere, and always be sure that you obtain the bottle with the green wrapper on the outside and the RED LABEL inside.

Prepared only by DR. F. STAFFORD & SON, St. John's, Nfld.

YOUR BOYS AND GIRLS

In order that a healthy, nursing mother may be able to eat and digest a generous supply of food materials, exercise in the fresh air is indispensable. This must be undertaken gradually, so that that woman who is not accustomed to exercise may not get overtired.

A vigorous walk is one of the best tonics, because of its effect both on the body and on the mind. Worries take flight when treated to sunshine and fresh air and leave the nervous system free to perform its normal functions.

The woman who has interests which take her out of doors a good deal in the course of the day gets her exercise in the most natural way, but she will need to be on guard against overtaxing herself. No exercise should be carried out to the point of weariness.

FREE TO ALL SUFFERERS
If you feel "out of sorts" "run down" "got the blues" "nervous" "headache" "stomach troubles" "chronic weakness" "urinary and sexual troubles" "indigestion" "constipation" "catarrh" "leucorrhoea" "vaginitis" "menstrual troubles" "all these diseases and wonderful cures" "THERAPION" "the remedy for your own ailment" "no follow up" "Dr. H. C. HARRINGTON, HARRINGTON, Nfld." "THERAPION" "the remedy for your own ailment" "no follow up" "Dr. H. C. HARRINGTON, HARRINGTON, Nfld." "THERAPION" "the remedy for your own ailment" "no follow up" "Dr. H. C. HARRINGTON, HARRINGTON, Nfld."

5c. The Crescent Picture Palace. 5c.

Presents to-day Alice Hollister in a modern Society Drama in 2 acts.

"Her Bitter Lesson."

A Kalem masterpiece.

"THE APPLE"—A Vitagraph feature with Dorothy Kelly and James Morrison.

"OUT OF THE STORM"—A strong Lubin mining drama.

"LOVE, OIL AND GREASE"—A lively comedy with Lloyd V. Hamilton.

GOOD MUSIC—A COMFORTABLE AND WELL VENTILATED THEATRE.

On Wednesday—Browning's Celebrated Poem, "THE RING AND THE BOOK."

Coming—Charles Reade's Great Story, "PEG WOFFINGTON."

Rossley's East End Theatre!

ST. JOHN'S LEADING VAUDEVILLE, DRAMATIC AND PICTURE THEATRE.

LAUGHABLE COMPETITION FRIDAY NIGHT. BIG MONEY PRIZES. BIGGEST FUN NIGHT OF THE SEASON. ALSO THE FINEST SHOW EVER SEEN.

Last 3 days of the Magnificent Photo-Play:

Sarah Bernhardt, in "CAMILLE."

LAN Mackenzie, great Scotch Baritone. All new songs & stories. MISS RIX GUERIN, New Songs and dainty costumes. WILLIAM WALLACE, the Wonderful Boy Violinist.

NOTE—On Monday another marvellous film, the great production "SANS GENE," with the celebrated actress, Madame Regane, in 3 reels. Never been seen outside of New York City.

WE OFFER SPLENDID VALUE IN

GRAVENSTEIN APPLES,

ONES—TWOS—THREES.

Another shipment of these favorite Apples due to-day. Also from Liverpool: GREEN GRAPES, VAL. ORANGES and ONIONS.

GET OUR PRICES.

EDWIN MURRAY.**J. J. St. John.**

45c.—The Real Irish Butter—45c.
Just landed ex s.s. Durango from the Killarney Lakes, another shipment of the best IRISH BUTTER, which is little cheaper, retailing at 45c. lb.
500 dozen Nicely Perfumed

Toilet Soap.

In 1 doz. boxes. Price 35c. doz.

J. J. ST. JOHN,
DUCKWORTH ST. & LEMARCHANT ROAD.

Telegram Ads. Bring Results

A Moments Reflection

should impress you with the great necessity and importance of the proper handling of tea.

HOMESTEAD TEA has been gathered right at the right moment and properly protected from contact with anything injurious or harmful to its delicate flavour.

You are assured of its uniform quality and perfect purity.

"There's a Smile in Every Cup of Homestead."

C. P. EAGAN,

DUCKWORTH STREET & QUEEN'S ROAD.

Ex S.S. 'FLORIZEL'

BANANAS.

Nos. 1, 2 & 3 BARTLETT PEARS

AMERICAN KING APPLES.

NEW DATES—"Dromedary" & "Royal Excelsior" Brands.

DATES—Stuffed with Nuts—Glass.

FIGS—Stuffed with Cherries—Glass.

FIGS & DATES—Assorted—Glass.

FIGS—Glass.

"DROMEDARY" DATES in pags

CARROTS & BEET, etc. lb.

FRESH COUNTRY EGGS.