

"Economy," The Keystone of Success.

Economy is the watchword of the whole world to-day. We are all called upon to economize for the benefit of our Empire, and for our own personal benefit. Economy is essential to success. **SUCCESS FOLLOWS ECONOMY.** The offerings itemized below are real aids to economy.

Embroideries!

A Big Job in White Embroideries, 10,000 yards. Although they have advanced over 50 per cent. we are still selling at old prices, according to width, **6c. to \$1.00 per Yard.**

DRESS GOODS—32 pieces Dress Plaids. Value for 40 cents. Selling at **35c. per yard.**

CHECK GINGHAMS—10 bundles Remnants Check Gingham, just the thing for Children's Overalls, selling at **16c. per yard.**

Ladies' American Coats!

Only a few remaining from our Fall shipment.

Now is the time to secure a serviceable

WINTER COAT.

Up-To-Date Styles, Newest Materials, from

\$10.00 up to \$34.00 each.

Marshall Bros

Ladies' Felt Hats!

About two dozen, the balance of a Big Job, ranging in price from \$1.20 to \$3.60, clearing at

90c. each.

Fancy Flannelette Blouses, a Big Job!

40 dozen Ladies' Fancy Flannelette Blouses, value for \$1.50, now

\$1.10 each.

LADIES' PETTICOATS—10 dozen Colored Petticoats, well assorted, **\$1.20 to \$3.60 each.**

Our Favorite Strait Jacket.

By RUTH CAMERON.

"Women have never been content merely to clothe themselves, nor, for the matter of that, until very recently, have men; but men have grown a new sanity, while women, if we read aright, the signs of the times have grown naught save a new insanity. We have come to a point where, for a great number of women, the fashions have become the motive power of life."—W. L. George.

Of all the futile things that people require of themselves, of all the strait jackets they deliberately shut themselves up in, there is none to my mind stranger than the strait jacket style. Isn't it funny when you stop to think of it, being in style means being as nearly as possible like other people, doing things the way they do them, wearing what they wear, liking what they like, talking as they talk. Now there isn't one of us who wouldn't be furious if the right of individual action were taken away from him, and yet, we deliberately take it away from ourselves by falling into life and slavishly imitating all the gestures of those ahead of us in the procession.

It is perfectly astonishing the number of things into which the question of styles enter. There are styles in everything from Bassinets to Coffins. As we all know there are styles in words. There are the stylish slang phrases, the "rubberneck" and the "What do you know about that?" and the "I should worry." And then there are runs on legitimate words. Have you noticed how often authors

use the words "savor," "intrigue," "synchronize" in the last year or two? If you play bridge there is a style about that. Once there were Spades, then there were Royals and Spades, now there are only Spades. Also, as I was gently told when I opened the other night, "It isn't the thing to complete the cut now, my dear."

One must be married in style. One might think that anything so intensely personal as getting married might be done to suit oneself, but, no, if you have the right kind of a wedding every minutest detail from the precise moment the wedding invitations shall be sent out, is dictated by fashion. Even people who like to be original must perforce keep their originality within the container of these fashions.

As for styles in clothes—the subject I really started to write upon—I am simply overwhelmed when I think of their multiplicity, of the fearful rapidity with which they change, of the intensity with which every woman above the deadline of absolute poverty, fights to dress as nearly as possible like all the rest. Think of The Crimes Committed For Clothes.

I don't suppose there is a crime in the calendar which has not been committed directly or indirectly for the sake of some woman being able to have this year's instead of last year's styles.

And yet last year's may become her much more, may make her more graceful and attractive. Really, when you stop to think of it, isn't it as strange a mania as many of those to which we give technical names, and which are considered sufficient cause for giving people free lodging at the state's expense?

When you want Minced Collops, try ELLIS'.

Apples!

Right now for delivery to-day:

200 brls. Fancy Wagner Apples.

To arrive Wednesday:

120 sacks (100 lbs. each) Yellow Onions.

200 cases Sweet Oranges—250, 216 and 176 count

30 kegs Heavy Cluster Grapes.

And about Thursday:

400 brls. Fancy Winter Apples—Baldwins and and Starks.

Soper & Moore,
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Rann-dom Reels.

THE SMOKE PIPE.

The smoke pipe is an attachment to a hot-air furnace which burns up money faster than a college boy with a blank check book.

If it were not for the Smoke Pipe and the ash pit, it would be cheaper to heat a twelve-room house nine months in the year than it is to operate an electric toaster for a week.

As it is now, the Smoke Pipe seizes most of the heat before it can escape into any of the upstairs rooms and conducts it up the chimney, which accumulates more carbon than a motor truck fed on kerosene. It is very discouraging to the owner of a new furnace to watch this costly heat drift out of the house with hectic energy and allow the occupant of a northwest bathroom to sprout icicles four inches long.

The ash pit is another source of grief which science has not been able to circumvent. Why is it that the hard coal manufactured to-day confines its energies to throwing off clinkers instead of heat? One of the worst enemies of mankind is the iron-fused, bullet-headed clinker, which wedges into furnace grate and is harder to pry loose than the president of a fraternal insurance society.

One of these days some inventor will discover a way of preventing the Smoke Pipe from rusting out in the dead of winter and breaking in two around the hip joints. One of the worst calamities which can befall anybody is to wake up and find that a trusted Smoke Pipe, which was cleaned out the summer previous by a plumber's assistant, has caved in at the knees and is trying to set fire to the vegetable cellar. The patience of the average American under such circumstances shows that we are indeed a religious people.

Probably the best solution of the Smoke Pipe Problem is to build it of reinforced concrete, with porches every ten feet, so that the owner can crawl inside and blow out the carbon at regular intervals.

Milady's Boudoir.

PRETTY HANDS.



It is possible to have pretty hands, even when one must do housework. All that is required is a little precaution and extra care. I know of a woman whom I frequently find scrubbing the kitchen floor and the front steps, and yet has soft, well-shaped hands that are more beautiful than many of her work-free friends. Personally, I would value very little the friendship of any woman whose hands did not perform their share of service to humanity; and personally, too, I have added respect for that woman who, while contributing her part, kept her hands well groomed. And a positive admiration have I for the woman whose hands under the circumstances of service are beautiful.

The first thing to do with an unsightly pair of hands is to whiten them. For this purpose there is nothing better than almond meal reduced to a fine powder. There are various ways of applying the meal. A very convenient method is to make a small white muslin bag that may be kept close at hand and rubbed in the hands before they are dry, immediately after the soap has been rinsed off.

Buttermilk, too, is a whiteners that is not to be despised. It is a most expensive beautifier and a reliable one, if you have a quantity of it, wash both hands and face in it daily, and you will soon notice a great improvement.

When it becomes necessary to use strong soaps in housework you should counteract the action of it upon the hands by rinsing them in vinegar and then clear water. Wipe dry on a soft towel.

Household Notes.

It is as wasteful to spoil good food by bad cooking as it is to throw it away.

Boiled custard will be much smoother if only the yolks of the eggs are used.

A Faithful Servant.

READY TO WORK NIGHT OR DAY. Gas is your ever ready helper right in your home—no begging for delivery, no delays in getting it. One gets so used to it that one is apt to forget how helpful it is. Take a little trouble. Study its uses; get to understand how to obtain every particle of help you can from it.

Remember that for Light, Heat or Cooking it has no equal. If you have any little difficulties with it, bring them to the Gas Office. Our advice and help will be most readily given.

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Keep Yourself in Touch with the War.

SOME OF THESE WILL HELI YOU.

The Soul of the War by P. Gibbs, 70c.

The Battle of Verdun by M. H. Duggard, 90c.

The Imperial War by A. M. de Beck, \$1.50.

Badgets by Patrick Vaux, 65c.

The White Road to Verdun by Kathleen Burke, 44c.

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Germany and the Germans by P. Collier, 85c.

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Nash's War Manual, 75c.

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Very sorry that we cannot state more, but we would be very pleased to see you and show you our numerous other Books, Maps and Flags of the World.

If the War Books you need are not listed here, just send us the titles; we will see that you get them.

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