

'INVICTUS'**The Best Good Shoe**

has been given a place of honour in our store, and our suggestion is that the next time you are in need of Shoes you give us an opportunity to show you

Invictus,

(Manufactured by Geo. A. Slater)

We always carry a good stock of this well known Manufacturer's Footwear.

Rubbers! -- RUBBERS!

Just what is needed at this season, a pair of New Rubbers. We have just received a large shipment, including the well known Merchant's Brand. No Rubber has given greater satisfaction in the past than this well known Brand. In stock:

250 pairs CHILD'S LOW RUBBERS.

250 pairs CHILD'S STORM RUBBERS.

A LOT OF CHILD'S WHITE and TAN RUBBERS.

200 pairs MISSES' LOW RUBBERS.

200 pairs MISSES' STORM RUBBERS.

1200 pairs WOMEN'S LOW RUBBERS.

1000 pairs WOMEN'S STORM RUBBERS.

100 pairs WOMEN'S TAN RUBBERS.

700 pairs MEN'S LOW RUBBERS.

850 pairs MEN'S STORM RUBBERS.

A FULL ASSORTMENT OF CHILD'S, MISSES' WOMEN'S, MEN'S AND BOYS' LONG RUBBERS.

Marshall Bros**Dorothy Dodd****SHOES****For LADIES**

need no introduction. Year in, year out the demand continues. Lots of Shoes are built for looks only. Dorothy Dodd Shoes are built for service as well as style and snap.

We have just opened another shipment of this popular Ladies' Footwear.

Spurs on Weights.

By RUTH CAMERON.



Do you use the comparison of yourself with other people as a means of self-justification or as spur?

Comparisons are odious (to misquote Mrs. Malaprop) only when you use them for self-justification or justification.

When you use them for a spur they are the exact opposite of odious, whatever that may be (the dictionary of antonyms gives "charming," "delightful," "felicitous" and "lovely" but somehow none of these seems to be just the right word).

The temptation to justify one's self for any failing by mentally comparing one's self with others who are even more deficient is a temptation to a most insidious and dangerous moral drug habit.

Justifying Yourself For Tightening Your Purse Strings.

For instance, take the question of giving. Suppose you have made up your mind to give to charity a certain portion of your income. In these days of the high cost of living you find this most inconvenient. You consider lessening this proportion, and when your conscience becomes active, you find yourself trying to drug it by saying to it, "But even if I do give less, that will be as much as So-and-so and more than So-and-so."

Of course that is true, but what of it? What you ought to give is a matter to be decided between yourself and your conscience. Or, if you are to call in other witnesses, let them be those who will spur you on rather than justify you in slumping.

And there are always plenty of such. To take a personal instance, I sometimes find myself justifying the fact that I do not respond to all the calls that are made upon me to help in this or that good work, by telling my conscience that I do more than Mrs. So-and-so and that I have more cares than many of the women who are so active.

And then my conscience retorts by calling to my mind a comparison that is a spur rather than a justification. "What about the little woman with no maid and three children," it says, "who manages to keep both her home and her children in beautiful trim and to help in almost every good work that is going on in this town?"

How Jane Austen Wrote Her Novels.

Or again, I excuse myself for not accomplishing more on the ground of interruptions. "Just think of So-and-so," I tell my accusing conscience. "He can't write unless he has a small, bare room with nothing in it to distract his attention. He can't even live near the ocean because the sound of the waves disturbs him. And think of all the interruptions I have."

And then my conscience put in the spurs and says, "What was that you read about Jane Austen—that she wrote those wonderful books sitting in the parsonage living room with all the life of a very busy house going on about her? Doesn't that shame you into doing your little work in spite of interruptions?"

We can all find justification in comparison for almost any failing. However little we do, there are always people who do less. And we can just as easily find spurs. Which shall it be?

Waists are being made nowadays of a lovely changeable silk in the most exquisite shades of orchid, peach, sunset and blue.

New Fruit To-Day!**Cranberries**

25 brls. F'cy Stock Keeping Berries.
50 sacks Choice Onions.

APPLES!

50 brls. 1 Gravensteins.
100 brls. 1 Wagners.
50 brls. 1 Hurlberts.
20 cases Oranges.

Soper & Moore.

Wholesale Groceries, Fruit and Produce.
Phone 480.

FOR REVENUE ONLY.

WALT MASON

We cannot truly love the man whose business is his idol; it shapes his every act and plan, it is his spur and bribe. He beams upon the little chap, and while he's looking sunny, he thinks, "They'll tell their daddies, and I will get their money." He gives some nickels to the poor, with freedom most surprising, when he is absolutely sure 'twill bring him advertising. He'll stand up strong for any cause which may have raised a flutter, if it will help him sell some saws, some calico or butter. On Sunday to the church he wends, and thinks, while hymns are ringing, "It's good to make these people friends—new trade they will be bringing." When some one dies he sheds a tear, as one left, sad and lonely, but while he weeps above the bier, he thinks of income only. "The mourners have all kinds of kale, their trade is well worth gaining, and so I'll whoop around and wall, my lungs and larynx spraining." We find this man in every class, and with gold bricks we rate him; he puts it over for a time, but in the end we hate him.

EVERYDAY ETIQUETTE

"Is a decollete gown the proper dress for a hostess at a formal afternoon reception?" inquired Peggy. "It is the prevailing custom to wear low necked and short sleeved gowns for the house should be darkened, artificial lights used, and the hours are usually from four to seven. Jewels are also worn the same as for full evening dress," was her mother's advice.

WEALTH.

By GEORGE FITCH,

Author of "At Good Old Slivash."

Wealth is a rare and blissful condition of man, in which he doesn't care what happens to the cost of living. It is the most delightful form of arithmetic known. You subtract expenses from income and have anything from a planola to a trip to Europe left over.

Just how much the remainder will be depends on the locality, however. In New Hampshire a man is wealthy if he doesn't have to chop his own wood. In North Dakota a man is wealthy if he has to buy an automobile in order to ride down to his barn at milking time.

In Arkansas a man is wealthy if he has a stocking full of money. In Ireland a man is wealthy if he has any stocking at all.

In Arkansas a man is wealthy if he can buy store tobacco. In New York City a man isn't really wealthy until the department of justice has held a special session on him.

In America it is more popular to be wealthy than it is to be wise or healthy or good or famous. This is because it is very easy to become wealthy in this country. It is so easy that a great many people who are strictly honest get wealthy in spite of themselves. But it is still easier the other way.

Some people achieve wealth by saving their money; some by making it impossible for the other fellow to save his. Some get wealthy by inventing new machines; others by inventing new evasions. Some get wealthy by guesswork on the Board of Trade; others prefer clinch methods with a City Council. In Iowa men get wealthy by growing two ears of corn where only one grew before. In New York men achieve the same result by planting flat buildings on last year's cornfields.

Wealth is so highly esteemed that a great many people trade their stomachs for it. Others trade their nervous systems, their vacations, their baseball games and their reputations for it. Wealth enables a man to stop worrying about rent day and the price of coal; on the other hand it makes him worry about Congress, the bank reserve, the tax levy, the meanness of the attorney-general, the price of automobile tires and the continued good health of T. Roosevelt.

In fact, there are so many worries connected with wealth, that it would hardly be worth having if it were not for two things—the envy of our friends and the fact that we don't have to envy them.

N. P. A.**TRAFALGAR DAY HOSPITAL FUND**

Amount acknowledged, \$3,822.47
Collected meeting held at Fortunate on Oct. 20th, per Messrs. Lake and Lake, 30 78
Collected at Stone's Cove, Fortunate Bay, per Mrs. Fanny Ryan, 60 00
Sunday Collections in St. George's District, per R. MacDonnell, Esq., S.M., 220 00
Collected in Burgeo, per J. Small, Esq., S.M., 149 97
\$10,282 22
J. A. CLIFT, Treasurer.

St. John's, Nov. 2nd, 1915.
Minard's Liniment Cures Dandruff.

**Public Notice!**

WHEREAS by Section 33 of the Election Act, 1913, it is provided that in addition to the polling stations appointed in the several Electoral Districts outside of St. John's District, the Governor, by Proclamation, shall appoint, in the town of St. John's, one or more polling stations for each of the said Electoral Districts, each of such polling stations to be under the control and supervision of the Returning Officer of its respective Electoral District, and for the purpose of the Election Act, to be deemed a polling station within the Electoral District for which it is appointed:

AND WHEREAS under Proclamation of date 4th October last it was ordered that in the town of St. John's there shall be opened the following booths, namely: For the District of St. Barbe—One Booth.
For the District of Twillingate—Two Booths.
For the District of Fogo—One Booth.
For the District of Bonaville—Two Booths.
For the District of Trinity—Two Booths.
For the District of Bay de Verde—One Booth.
For the District of Carbonear—One Booth.
For the District of Harbour Grace—One Booth.
For the District of Port de Grave—One Booth.
For the District of Harbour Main—One Booth.
For the District of Ferryland—One Booth.
For the District of Placentia and St. Mary's—Two Booths.
For the District of Burin—One Booth.
For the District of Fortune Bay—One Booth.
For the District of Burgeo & LaPoile—One Booth.
For the District of St. George's—One Booth.

NOTICE is hereby given to all parties concerned that the said booths, as above set forth, will be opened in the Building known as the "King George V. Seamen's Institute," Water Street, on the 4th day of the present month of November, from the hour of eight o'clock in the evening, for the purpose of receiving the votes of Electors of the respective Districts duly qualified to vote at the ensuing Poll under the provisions of the Prohibition Plebiscite Act, 1915.

Dated at St. John's, the 1st day of November, 1915.
JOHN R. BENNETT,
Colonial Secretary.

Have You Tried**"Blossom" Tea?**

If not, will you ask your Grocer for some? You will be charmed with its delightful flavor. If you are already using "BLOSSOM", will you please tell your friends how good it is?

British Grown and Packed.

1 pound tins. 5 pound tins. 10 pound tins.

Women's Cloth Top Boots.

We show here one of our Fall Creations in Women's Shoes.

A Cloth Top Shoe with patent vamp and foxing.

This model is a very popular and handsome new Fall Shoe.

Plain English toe and Louis heel. Button or Lace style.

A variety of Choice Colorings in Cloth Tops.

\$2.40, \$3.00, \$3.30, \$6.50.

We offer the Woman, who buys Shoes here, Shoes that are the products of the best Makers.

A variety of Women's Spatts for Fall wear, in Grey, Blue, Brown, Black and White. The latest New York styles.

PARKER & MONROE, Limited,

THE SHOE MEN.

Your Physician**Will Tell You**

of the superior medicinal value of an absolutely PURE TEA.

Homestead is the choice of discriminating consumers the country over on account of its many good qualities, its freshness and purity.

It is guaranteed to us, and by us to you, to be strictly pure.

"There's a smile in every cup of Homestead."

NO CHANGE IN PRICE, 50c. lb.

C. P. EAGAN,

DUCKWORTH STREET & QUEEN'S ROAD.

BLUE BERRIES in 2 lb. tins,

only 15c.

Choice large berries with the true "hurry" flavour. Canadian grown. Special price by the case.

New 1915**Crop Oats, etc.**

Just received:

500 sacks Fancy Manitoba Mixed Oats.

200 sacks Bran.

200 brls. Household Flour.

100 brls. Household Flour, 14 lb. sacks.

500 brls. 5 Rose Flour.

300 brls. Verbena Flour, etc, etc.

50 sacks P. E. L. Carrots, Parsnips and Beets.

New P. E. L. Cheese.

New Crop California Dried Apricots.