

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.

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.

FURS! FURS! FURS!

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

Marshall Bros

Mountains and Valleys.

By RUTH CAMERON.



RUTH CAMERON

"Is there a n'y great moments. Look forward not backward in your life. The best is yet to be, if you will only make yourselves fit for it. Don't cheapen love by being a glutton. Nothing sickens like satiety. How You Can Be Always Different. Again, don't kill love by monotony. It is the woman who is not always the same who keeps her husband's love. But how can one be continually different? is the great question. Usually it is answered by the suggestion that a woman hide some of her selves from her husband, and keep bringing them out like a pack of tricks. I don't like that answer. It seems to me rather a cheap way to do, and besides, sooner or later, one must come to the end of one's pack. My answer is this—Grow. If you grow, you change and are continually different. Grow in character and mind and heart. Determine that each year shall see your mind enlarged, your sympathies broadened, your character strengthened and sweetened. If any two people will live by that ideal there will be no monotony in their life, for each will be continually changing. Stevenson has a description of the mountain tops and the valleys of a true love that is very dear to me. I recommend it to the woman who is temporarily in the valley as an encouragement and an ideal. "The faults of married people continually spig each of them, hour by hour, to do better and to meet and love upon a higher ground. And ever, between the failures, there will come glimpses of kind virtues to encourage and console." Some of the new winter evening gowns are composed entirely of tulle. Extremely full short basques are seen on coats with tight-fitting backs.

No Life Can Be All Heights. No life, married or otherwise, can be lived always on the heights. We go down into the dark valley of depression and discouragement, we tread the level plain of daily life, and we ascend again onto the peaks of our

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.

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.

Congratulations.

We are pleased to notice that Laval University has conferred the degree of Doctor of Literature upon Thomas Hanrahan, Esq., M.A., Superintendent of R. C. Schools, Harbour Grace Diocese. We extend heartiest congratulations to Dr. Hanrahan, and trust that he may live long to enjoy the signal honor conferred upon one who has done much for the cause of education in Newfoundland.

Vigorol

VIGOROL, the Great French Tonic, is opposed to disease; therefore it finds it out and drives it away. Your nerves are toned up. Your bowels made healthy and strong. Your blood purified. The kidneys and liver cleaned. Headaches, biliousness, and that heavy, tired feeling, will go. You will feel like a new person. Don't be fooled—get VIGOROL, and you will never regret it. Sold at all drug stores.

A Business Romance.

\$20 Loan Which Brought a Fortune. Known in the United States as the "Shrewd Seven," the operations of the men who control the great Ford Motor Works in Detroit, which turns out thousands of cars a week, have been the financial sensation of the land of dollars. The seven include Henry Ford, the man who founded the works, the other six being James Couzens, John W. Anderson, Horace H. Rackham, Horace E. Dodge, John F. Dodge, and John S. Gray, who backed Henry Ford when he wanted money to develop his ideas.

The money they invested has been returned a thousand-fold. A man who lent Ford \$20 has received \$9,500 in cash dividends and \$10,000 worth of stock. More liberal investors have seen their thousands grow into millions. James Couzens, for instance, vice-

president and treasurer of the company, who invested brains and energy, has received \$1,000,000 in cash dividends and \$1,000,000 of the new stock, the capital of the company has recently been increased from \$400,000 to \$2,000,000. Anderson, who is one of the attorneys of the firm, invested recently been increased from \$400,000 in cash dividends and has received \$520,000 of the new stock. Rackham and the two Dodges have received similar amounts for the \$1,000 they each invested, while John S. Gray, who is now dead and was one of the original stock holders, invested \$2,000. His estate already has drawn \$1,000,000 in dividends and will have \$1,000,000 of the new stock. Ford himself has drawn approximately \$5,450,000 in cash dividends and has got \$6,000,000 of the new stock. Yet it is only thirteen years ago since the firm was started.

Minard's Liniment Co., Limited. Gents—A customer of ours cured a very bad case of distemper in a valuable horse by the use of MINARD'S LINIMENT. Yours truly, VILANDIE FRERES.

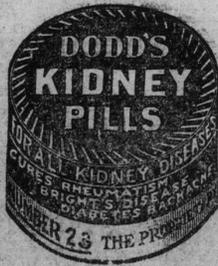
W.P.A.

IN AID OF THE SICK AND WOUNDED AND OF OUR SOLDIERS AT THE FRONT. The Hon. Treasurer of the Women's Patriotic Association gratefully acknowledges the following Money Boxes and contents in aid of Sick and Wounded in War received at Government House since August 17th, 1915:—

1	1 07
2a	11 90
3a	90
12	9
54	4 88
65	1 37
69	80
77	35
83	10 77
85	47
99	2 85
100	1 07
114	1 60
116	63
117	3 68
302	5 10

Boxes—Numbers Misaid.
36 Mullock Street \$ 14 52
S. S. Portia 34 22
S. S. Stephano 22 38
Bowling's Grocery Stores 5 11
Cochrane Hotel 1 98
Balsam Hotel 18
Osborne Hotel 1 13
Croble Hotel 5 69
General Post Office 5 67
Amount acknowledged . . . \$1,636.77

Friends still holding Money Boxes are earnestly requested by Lady Davidson to send them or bring them to Government House before Monday next, October 11th.



Farewell of Brigadier and Mrs. Morehen.

Brigadier and Mrs. Morehen who have been in charge of the Salvation Army work on the island, during the past four years, will hold their farewell meeting to-night in the S. A. Hall, New Gower Street. The meeting will be of an interesting character and the local Salvationists are anticipating a very large crowd. During their term of office both Brigadier and Mrs. Morehen have done good and faithful work, which has not only endeared them to those under their command, but they have also won the respect and esteem of a large number of other citizens. They leave by Thursday evening's express, for their new appointment, having been raised to the command of the East Ontario and Quebec Division, their Headquarters being at Montreal. We feel sure a large number of their friends will avail themselves of this opportunity of hearing the Brigadier and his wife for the last time.

Twelve Years Perfectly Satisfied.

I have used DEARBORN'S PERFECT BAKING POWDER for over twelve years, and always with good results, and take pleasure in recommending it. MRS. JOSEPH LAMBE, Sydney, N. S. Oct. 5, 1915.

School Classes For Young Women.

Last night the Ladies' Auxiliary of the King George the Fifth Institute, re-opened their reading and writing classes, which will be continued throughout the winter season for the purpose of giving a chance of an elementary education to young women, particularly of the outports. The teachers present were Mesdames Job (2) and Harvey; Misses Hayward, Meehan and Furlong, who were very pleased with the attendance of pupils.

Acid Stomachs Are Dangerous

"Acid" stomachs are dangerous because acid irritates and inflames the delicate lining of the stomach, thus hindering and preventing the proper action of the stomach, and leading to probably nine-tenths of the cases of stomach trouble from which people suffer. Ordinary medicines and medicinal treatments are useless in such cases, for they leave the source of the trouble, the acid in the stomach, as dangerous as ever. The acid must be neutralized, and its formation prevented, and the best thing for this purpose is a teaspoonful of bisaturated magnesia, a simple antacid, taken in a little warm or cold water after eating, which not only neutralizes the acid, but also prevents the fermentation from which acid is developed. Foods which ordinarily cause distress may be eaten with impunity if the meal is followed with a little bisaturated magnesia, which can be obtained from any druggist, and should always be kept handy.

Everyday Etiquette.

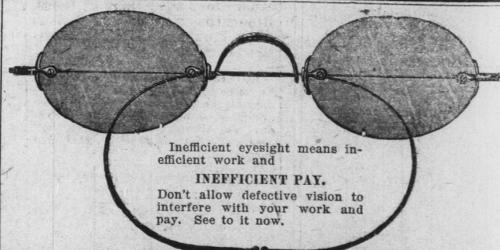
"When meeting a servant of one of my friends upon the street, is it necessary for me to speak to them?" asked Maud. "It would show ill-breeding not to speak to any respectable person of your acquaintance. As a servant is your inferior it is your place to speak first. It may be, however, that the person not being well trained, may speak first. In that case you should acknowledge the greeting," said her mother.

Rossley's East End Theatre!

St. John's Leading Vaudeville, Dramatic & Picture Theatre. 10c.—All Over The House—10c. FAREWELL WEEK OF THE IAN MACKENZIE COMPANY. Jack and Marie Rossley, your favourites, in Screamingly Funny Sketches:— **THE HOUSE ON THE HILL.** Big 2 Reel Feature—"THE POWER OF THE ANGELUS," Mutual "PUTTING IT OVER"—Mutual Movie, Comedy. IAN MACKENZIE MISS R. GUERIN MR. W. WALLACE MR. DAN, ROCHE, from New York, Leader. 3 Money Prizes given to-night again. Those receiving same can keep them or hand them to Patriotic Fund. Don't forget Contest Friday Night.

5c. The Crescent Picture Palace. 5c.

"The Ring and the Book." A superb picturization of Browning's celebrated poem, produced in 2 reels by the Biograph Company. "ALL FOR THE BOY"—A melo-drama with Jack Mulhall and Vivian Prescott. "MRS. TRENWITH COMES HOME"—An Essayay dramatic feature. "THE FABLE OF THE HUSBAND WHO STAYED UP AND DID HIS DUTY"—A comedy by George Ade, America's foremost humorist. GOOD MUSIC—A COMFORTABLE AND WELL VENTILATED THEATRE. On Friday and Saturday a Great Lubin War Drama:—"THE WAR BABY."



Inefficient eyesight means inefficient work and INEFFICIENT PAY. Don't allow defective vision to interfere with your work and pay. See to it now.

R. H. TRAPNELL, Eye Specialist, Water Street

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