

President Suspenders

Although Men's Braces have advanced 100 per cent., we are still selling at 55c. per pair.

Men's Col'd Felt Hats

5 doz. Men's Colored Felt Hats in the very latest styles, in colors Brown, Green, Navy, Slate. Your choice for \$1.60.

Child's Wool Overalls

2 doz. Child's Wool Overalls, in White and Cardinal, at Old Prices.

BOYS' KHAKE CAPS

10 doz. Boys' Khaki Caps, still selling at old prices, 25c., 45c., 50c., 65c. each.

Many BARGAIN Lots

Are still to be found at this Store. We will shortly be preparing for stock taking and have made many special cuts in prices throughout the Store.

Men's WINTER CAPS.

A belated shipment of 100 dozen has just come to hand. We want to reduce this department and have made special price inducements. Knitted and Fur Bands, 75c. and \$1.10 each.

Patriotic NECK TIES.

20 dozen very pretty Neck Ties, with flowing ends, with flags of the Allies worked in silk, still running at 35c. each.

Marshall Bros

Cretonnes, Cretonnes

A few pieces of Fancy Cretonnes, just the thing for warm curtains for winter. Old prices from 30c. to 50c. yard.

HUMP HAIR PINS!

Just received another shipment of 10 gross of this very newest Hair Pin, non-rusting, satin enamel finish, at old price, 6c. per packet.

White & Cream Lace Curtains

A few pairs of Manufacturer's Samples, no two pairs alike, selling at Half Price.

CURTAIN SCRIMS!

5 bundles Curtain Scrims, in lengths of 5 to 10 yards, still selling at old price, 12c. per yard.

How Standards Rise.

By RUTH CAMERON.



She Thought Five Dollars Enough For a Hat.

"That seven or eight years ago I thought five dollars was plenty to pay for a hat. Then one year I bought a hat for seven-fifty. After that five seemed small, and when I got a hat for five I felt I was economizing, and wondered if it was a really good hat. Then two years ago I saw a hat I simply had to have, for ten dollars. I felt terribly extravagant, but after all it was only two dollars and a half more than seven-fifty, and so I bought it."

"And now?" I prompted.

"Well," she confessed, "I promised myself that I'd make that my outside limit, and then, this year—well, yesterday, I went in to S—'s and I saw the most becoming hat—" she looked at me appealingly.

I know how she felt.

"Go on," I said, "I know just how you felt. Was it fifteen dollars?"

"How did you know? Well, anyhow, I didn't mean to buy it, but it was this way. The saleswoman could see I was in love with it, and when I said, 'I'm afraid it's too expensive,' she said, 'Oh, no, my dear, it's one

of the cheapest hats we have—only fifteen dollars." "And then you bought it?" She nodded. "Wasn't I foolish? But it is a dear, and I'm going to make it do three seasons."

"How long do you think it will be before fifteen seems an ordinary price for a hat to you?"

"Never!" she said, fervently. "I wonder, it's so deadly easy for that kind of standard to rise."

And sometimes Too Much Economy is Unwise.

And sometimes it really is economy to pay two or three dollars more and get a hat that will last two seasons, or a gown that will serve two functions. I am already regretting a gown that I didn't pay quite enough for.

And if one is with people who have more money than oneself and think and talk in larger figures, how hard it is to help catching the contagion of their standards!

All honor, I say, to the woman who can resist such temptations, and yet not go to the other extreme of buying the cheap and unsatisfactory thing that will only have to be bought over again.

What Are You Doing for that Eczema?

"Nothing; I've about given up trying to cure it."

"That is not wise. Do as I did and you will probably be cured in a short time. I used Zylax and Zylax Soap with it and my Eczema began to improve at once. A couple of boxes cured. You can get Zylax at your druggists."

Zylax, 50c. a box; Zylax Soap, 25c. a cake.

Zylax, London.

Here Again.

Queen Laundry Soap!

350 cases
QUEEN LAUNDRY SOAP
Packed
200 bars 2c. size to box.
150 bars 3c. size to box.

Special wholesale prices to shopkeepers.

Soper & Moore, Jobbers and Wholesale Grocers.

The Right Spirit.

Cheery Letter from one of the Boys at the Front.

One of "Ours" Somewhere in France writing to a friend in this city under date Nov. 4, speaks very cheerfully of the regiment to which he is attached and says, "Since last writing to you we have had another scrap with the enemy, but pleased to say we came off a good beat and our losses were very slight considering the good work we have done. At 2 o'clock our boys went for the German lines and in about twenty minutes afterwards we had taken the trench and captured about 200 prisoners, including four officers and quite a lot of war material. According to the way the prisoners talk they are well tired of the war, and say that it is only those who are running it are keeping the life in it, and they are longing for it to be all over. The last time we were holding the line there were two of the enemy who came over to us in the night and gave themselves up as they were disgusted with the whole business, and that is quite a common occurrence, in fact it is a daily occurrence. The enemy is still a hard nut to crack, but we send them over twenty shells to the one they give us in return, so you can see plainly what they are up against, and as for the air raiding he can't send up a machine not even an observation balloon, but our fellows are right after them and you can guess the consequences. We have been over all the ground that our people have gained since we started the offensive, and the sight is wonderful and horrible; dead men belonging to both sides, little white crosses and battered ruins are all one can see for miles around. The weather has been very bad for the past few weeks and the trenches are terrible to occupy with mud right up to a person's waist and you know it is killing trying to get through it, but we don't mind that part of it, as there is a good rest to look forward to when we get back to our billets as we then get a good refreshing bath and a change of clothing and so forth. We

are at the present time in billets and are having a very good time. I am going to a concert to-night and we were to a football match to-day. Well, Xmas is drawing near again and we have not finished the game with the enemy, but by the look of things and the way the prisoners express themselves, and with the help of Providence we will reach the goal before another Xmas dawns upon us. I am pleased to tell you that I spent my birthday in the trenches last month and am still in my teens, and am feeling fine and growing strong which is necessary for the work we have undertaken to perform, and that is to beat the Germans, and that we are bound to do, and let them know that Old England is master and will be master of the situation. Remember me to all who may ask about me."

"That's the Idea!"

Editor Evening Telegram.
Dear Sir,—Just a word of sincere appreciation of a recent editorial which appeared in your paper, calling for recognition of the invaluable benefits of the forwarding of "skin boots" to our boys abroad.

Why, Sir, "is self-evident that such "foot-wear" is the very thing that "Ours" want in the trenches. And this reminds me, that much of the "frost-bitten" trouble, which the lads suffered from during the last two winters, might have been altogether avoided (or at least very much mitigated) had we thought of sending to them (each) a pair of skin boots.

I am in a position to know that hundreds of shipments of cakes, chocolates, and such like, are forwarded to our boys by each mail, and am sorry to have to add, that those goods (and by the time they reach their destination one can imagine the condition they are in) are not—or would not—be worth anything like the value and use of a single pair of warm seal skin boots to each of our gallant fellows.

The knows from experience how miserable one feels when the feet are damp or wet, and even if the whole person is otherwise comfortably clad, no real pleasure or comfort can be

experienced when one's "understandings" are feeling "muggy."

So—let's have boots for the boys—skin boots, good boots, and all, both sender and receiver, will feel happy. Yours sincerely,

VERITAS.

Take "Cascarets" If Headachy, Bilious And Constipated

Best for liver and bowels, bad breath, bad colds, sour stomach.

Get a 10-cent box. Sick headache, biliousness, coated tongue, head and nose clogged up with a cold—always trace this to torpid liver; delayed, fermenting food in the bowels or sour, gassy stomach. Poisonous matter clogged in the intestines, instead of being cast out of the system is re-absorbed into the blood. When this poison reaches the delicate brain tissue it causes congestion and that dull, throbbing, sickening headache.

Cascarets immediately cleanse the stomach, remove the sour, undigested food and foul gases, take the excess bile from the liver and carry out all the constipated waste matter and poisons in the bowels.

A Cascaret to-night will surely straighten you out by morning. They work while you sleep—a 10-cent box from your druggist means your head clear, stomach sweet and your liver and bowels regular for months.

DEFEAT OF HUGHES.



C. Hughes went down to grim defeat because his whiskers were too long. His hopes have found their winding sheet, and life is not one grand sweet song. He is a man of sterling worth, in him the virtues of a great man are all are blent, he would adorn the highest berth to which he ever might be sent. You may dissect his whole career, with hope to knock him from his perch, and friends of Hughes need never fear the outcome of your busy search. Intelligent, high-minded, clean, he surely should appeal to you; yet when his bunch of brush is seen, the voter says, "He will not do." When he was chosen for the race, I said to him, "Oh, Charles Hughes, clean that alfalfa from your face, and you will win. I'll bet my shoes! But if you let those whiskers bloom, and bear their crop of pods and balls, you'll march straight downward to your doom—we'll rebuke you at the polls." "My whiskers are my own concern," replied the statesman, "and that's flat. Rebuke? I do not care a darn." And now we see where he is at.

A Valuable Hint.

We are informed that persons posting parcels to the soldier boys abroad, are in the habit of attaching stamps to the bin or calico covering around the parcel. This is a mistake, as such wrapping does not hold the stamps, which easily fall from this kind of covering. The right way to wrap parcels is, first to have the goods carefully covered by a cloth of some kind, and then to place on the outside a good layer of wrapping paper. This latter, when securely tied, gives the parcel a safe and sound appearance and also holds it firm position—the stamps which are necessary for transmission.



"TOO—LATE!"

Don't wait until that Cough or Cold develops into the Cough that you are not able to throw off. If you have contracted a Cough or Cold (which no doubt you have) don't keep on saying: "Oh, 'tis only a Cold; it will wear off after a few days!" This is where you are making one of the biggest mistakes in your life. Nine cases out of ten it doesn't wear off.

Try a bottle of STAFFORD'S Phosphate and Cold Cure and watch results. Price 25c.; postage 5c. extra.

If you have an impression or tightness on your chest mix equal parts of Camphorated Oil and Stafford's Eucalypti and apply to the chest on a piece of thick flannel.

STAFFORD'S DRUG-STORE (Theatre Hill) is open every night.

5c. The Crescent Picture Palace. 5c. EVERY AFTERNOON 2.15—EVERY NIGHT 7.15.

Presenting James Bradbury and Vivian Reed in

"The Test of Chivalry."

A wonderful dramatic feature in 3 reels by the Selig Co. "THE PERFDY OF MARY"—A Biograph melo-drama. "THIRTY DAYS"—A lively Vim comedy with Plump and Runt.

PROFESSOR MCCARTHY playing the Newest and Best Music—Drums and Effects.

Rossley's British Theatre!

Grand Change of Programme.
ALL NEW FEATURE FILMS

Direct from First-Class Studios.

Vitagraphs, Lubins, Essany, American Biographs.

THE PICK OF THE BUSINESS.

In preparation :-Mrs. Rossley's Christmas Production.

In Every Walk of Life!



WHATEVER YOU DO WEAR THE The White House Shoe

We are now showing new styles in White House Shoes for Ladies and Gentlemen. Shoes of Quality. Shoes of the latest design. Shoes at \$3.50, \$4.00, \$4.50, \$5.00, \$5.50, \$6.00, \$6.50, \$6.75, \$6.90, \$7.00, \$7.25, \$7.50 \$7.75 and \$8.00.

WE CARRY ALL THE LATEST STYLES IN RUBBER FOOTWEAR.

F. SMALLWOOD,

DISTRIBUTOR FOR NEWFOUNDLAND.



TEA, Like Books, Should be Chosen with discretion.

Both are capable of infinite harm.

The selection of STAR or HOMESTEAD Teas for your family is a perfect choice and a safeguard against tea evils.

New shipments, ex S. S. Florizel:

Boyer's Tomatoes—

1½ lb. & 3 lb. tins.

Sinclair's "Fidelity" Hams.

Sinclair's "Fidelity" Bacon.

Sinclair's "Cedar Rapids" Bacon.

Canadian Canned Chicken.

Local Canned Rabbit.

Boyer's June Peas.

Boyer's Sugar Corn.

Sicilian Lemons.

"Gold Reef" Cream in small cans.

Bird's Custard and Egg Powders.

Fresh Haddies.

Fresh Eggs.

C. P. EAGAN,

DUCKWORTH STREET & QUEEN'S ROAD.

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