





For Men,  
Women  
and  
Children

S.O.S. No. 22744  
Trade Mark

MARVELLOUS INVENTION

No. 22744  
Trade Mark S.O.S.

Guarantee  
Against  
Cold and  
Drowning

# LIFE SAVING DEVICE AT SEA

Which will annihilate the appalling loss of life at sea caused by maritime disasters. An enterprise which will prove highly the value and the humanitarian character of the invention and which is convincing.

## A Simple One-Piece Garment Put on in Less Than a Minute for Men, Women and Children.

A one-piece garment with shoes and mittens enclosing the body with the exception of the face, watertight and made of absolutely waterproof material. It is so simply constructed that you can slip it on in less than a minute. It is lined with kapok, which is five times more buoyant than any other material known. It provides safety and protection to sailors and travellers either on the Ocean, on the Great Lakes, where gales and storms rage and the shipwrecked are cast adrift for hours and often days and nights on bodies of water where boats capsize, collide, become disabled or meet with accidents which endanger life.

## PERILS OF THE DEEP

We might mention as an example the case of the Empress of Ireland, which went down in the River St. Lawrence in the month of May, 1914, about three miles from shore, when over twelve hundred people were lost. Had the unfortunate victims of this tragedy been provided with the S. O. S. Garment they could have quite easily reached shore by their own efforts, even had a rescue ship not come to their assistance. Then there was the appalling disaster of the Titanic in the spring of 1912, with a loss of over sixteen hundred souls, amongst whom were some of our best known men. These people perished from exposure as the Post Mortem Report showed, not drowning. Had this vessel been equipped with the S. O. S. Garment it would be safe to say that 90 per cent. of the people who perished would have been saved. Then there is the case of the Lusitania sunk by a torpedo from a German submarine, with a loss of around one thousand, and we could name many other disasters with an enormous loss of life, but it is not necessary, at every day the public press tells us of them.

It is our duty to use every lawful means to preserve our lives and to do our utmost to save fellow passengers in time of danger. The S. O. S. Garment will not only save the wearer but its buoyancy is sufficient to support more than six persons in the water. Think of what it means as a guarantee of protection whether you are inland or on the high seas.

Think what it would have meant to those who went down in the great sea disasters of recent years to the families and friends left behind.

Think what it means to the world.

## Absolutely Proof Against Water, Wind and Cold. You Can't Perish.

A garment which enables you to remain afloat an indefinite length of time and to emerge warm and dry. Makes drowning impossible and keeps the shipwrecked in an upright position afloat far above the water, keeps the body warm; it is a human self-heater. With this wonderful invention the traveller is safe on water anywhere at any time. It contains a pocket to hold food and stimulants to last wrecked persons forty-eight hours and more. It embodies every device that human ingenuity can suggest to insure your safety while in the water.

## IMPORTANT

YOUR ATTENTION is invited to the following salient features of the invention:

- 1—The appalling loss of life at sea and the need of some real apparel to annihilate such disasters.
- 2—Experiments made before Societies and the public have proved the absolute efficiency to save shipwrecked persons from drowning and exposure.
- 3—Immediate prospects of dividends from orders already placed and the demand which will be forthcoming as the apparel can be manufactured on a large scale.

The world disasters are too well known and too generally realized to call for other comment excepting as it may impress upon you that the public, governments and maritime bodies must inevitably come to the conclusion that some protection of safety other than exists must be put in use. IT'S WORTH MORE THAN RICHES.

Authorized Capital  
**\$1,000,000.00**

**SAFE ON SEA**

LIMITED

(Incorporated under the Dominion Companies Law.)

(No personal responsibility)

No Preferred Stock or Bonds or other indebtedness.

To Manufacture, Rent and Sell the Garment

Divided into 100,000  
Shares Par Value \$10

## FINANCIAL POSSIBILITIES WHICH BRING ADVANTAGEOUS REVENUE TO ITS SHAREHOLDERS.

TRANSLATED INTO COLD FIGURES here is what the Earnings from renting alone of the 1,000 GARMENTS rented at \$10.00 a trip from a Canadian Port to a European Port, \$10,000.00.

Twenty-six trips a year .....	\$260,000.00
Operating expenses, commissions to agents renting the apparel, overhead expenses, pay 25 per cent. of the gross (which is large) .....	\$65,000.00
1,000 Garments at \$20.00 (Cost of manufacture) .....	\$20,000.00
Net Profit .....	\$175,000.00

PRESIDENT—Nelson D. Cascadden, Wholesale Fruit Merchant, Sherbrooke.  
VICE-PRESIDENT—Geo. N. Comeau, Financial Broker, Montreal.

DIRECTORS  
Rupert W. Wigmore, M.P., Commissioner of the City of St. John, N.B.  
D. J. O'Connor, Contractor, Huntingdon, Que.  
M. J. Maloney, M.D., Physician, Eganville, Ont.  
E. LePage, Inventor, Montreal.  
SECRETARY—Rene Chenevert, Barrister, Montreal.

## DEMONSTRATION MADE PROVED THE EFFICIENCY OF THE DEVICE

### COPY OF A FEW TESTIMONIALS AMONGST HUNDREDS.

Safe on Sea,  
60 Notre Dame East.

Dear Sirs:

Though I do not fear drowning I would not hesitate to secure one of your garments S. O. S. for my use on a trip to the ocean. What strikes me in this invention is the calorific feature of the garments. To think that you can stay a whole day in freezing water without feeling the least cold. What a novelty for expert swimmers who have to be ready to jump in the water at any temperature.

Yours truly,  
JAMES ROSS,  
M. A. A. A. Bath.

Safe on Sea,  
60 Notre Dame St. E.

Dear Sir:

In reference to Life Saving Device called S. O. S. I may say that I witnessed in one of the Public Baths a demonstration and must say that it was a very successful demonstration, and several well-known swimming instructors were present and we all said it was the best Life Saving Device so far produced.

Yours truly,  
LOUIS RUBENSTEIN,  
President Royal Humane Society,  
41 Craig St. West, Montreal.

SOLICITOR—Rene Chenevert, Bank of Ottawa Building. | COUNSEL—E. Edwin Howard, K.C., 86 Notre Dame West. | PATENT SOLICITORS—Fetherstonhaugh & Co., St. James St.

Main 7631

**SAFE ON SEA LIMITED, 60 Notre Dame Street East, Montreal**

FISCAL AGENT—Mount Royal Securities, Ltd., Montreal.

Newfoundland Representative—L. J. HARNUM, 174 Water Street, St. John's. P. O. Box 1024

## Wild Scotch Cured Herring.

Although it is reported that stocks of Newfoundland Scotch herring have been selling at slightly below the quotations made upon the arrival of stocks which came into this market in two lots a fortnight and a month ago, respectively, holders in New York are firm in their ideas and most of the large importers are asking \$27 and \$28 per barrel for their fish. That these prices have been undersold is denied in the trade, but the latter factors in the trade appear to be holding for the full quotations. As prices continue high in Newfoundland and there is not likely to be a great quantity shipped after January, it may be considered that prices here

## Eat Big Meals! No Sour, Acid Stomach, Indigestion or Gas

"Pape's Diapepsin" is quickest, surest stomach relief known—Try It!  
Time it! Pape's Diapepsin will digest anything you eat and overcome a sour, gassy or out-of-order stomach surely within five minutes. If your meals don't fit comfortably, or what you eat lies like a lump of lead in your stomach, or if you have heartburn, that is a sign of indigestion. Get from your pharmacist a fifty-cent case of Pape's Diapepsin and take a dose just as soon as you can. There will be no sour risings, no belching of undigested food mixed with acid, no stomach gas or heartburn, fullness or heavy feeling in the stomach, debilitating headaches, dizziness or intestinal griping. This will all pass and, besides, there will be no sour food left over in the stomach to poison your breath with nauseous odors. Pape's Diapepsin is a certain cure for out-of-order stomachs, because it takes hold of your food and digests it just the same as if your stomach wasn't there. Relief in five minutes from all stomach misery is waiting for you at any drug store. These large fifty-cent cases contain enough "Pape's Diapepsin" to keep the entire family free from stomach disorders and indigestion for many months. It belongs in your medicine chest.

will be no lower. Some are predicting advances, but these predictions seem to be based on speculative foresight only. A third cargo of Newfoundland herring will probably come to this market from St. John's, N.F., next week, and, according to information here, it is likely to be a much larger cargo than the two previous. As there is a good demand for Newfoundland Scotch cured herring in New York and throughout the domestic trade, and as the quantities held here are not sufficient to meet more than the routine business for another month, it is fair to assume that the condition of the market will see little change during the remainder of the season. It is the opinion of many jobbers dealing directly with retailers on the East Side of New York that there is a decided preference for Newfoundland Scotch cured herring as compared with any other grade now being offered—even Scotch herring. The opinions are undoubtedly based upon the continually growing demand for Newfoundland herring in spite of the arrival of Scotch stocks recently.—N.Y. Fishing Gazette, Jan. 26th.

## S.P.A. Meeting.

The annual meeting of the Society for the Protection of Animals was held in the King George the Fifth Institute yesterday afternoon. Mr. Justice Johnson was chairman and among those present were His Excellency the Governor and Miss Armorial Harris, Rev. Canon White (Bishop-Elect), Rev. Dr. Greene, Messrs. Gosling, Benedict, Mitchell, Chesman and C. R. Steer; Hon. R. A. Squires, Hon. John Anderson, Messrs. W. H. Crowley, P. Johnson, C. E. Hunt, Geo. R. Williams, Jonas Barter, B. E. S. Dunfield and C. J. Fox, Secretary. His Excellency expressed his pleasure to become patron of the Society. Mr. Justice Johnson then outlined the origin of the Society and gave a resume of the year's work. A resolution of sympathy was tendered Sir Jos. Outerbridge and family in their anxiety as to the fate of Lieut. Norman Outerbridge. The reports of the Treasurer and Secretary were then read and adopted after which the following officers

## Your Boys and Girls.

Home should be a place of caring and sharing. There are many homes, however, which are little more than nurseries; houses in which all serious and adult thought, conversation, speculation and mutual adult service to the world, are rendered practically impossible by the overwhelming preponderance of the children's demand on the attention. A real home is not a place of mere material comfort. The child's own relation to the home is an entirely spiritual thing. Here is an ideal government, a republic to which it is his privilege to be devoted and loyal. Here, with the other members of the home, he shall be equal in all his rights and equal only.

## Fads and Fashions.

A tremendous vogue for silks is indicated now that silk is the one fabric not especially necessary to the military establishment. You can buy and wear all you like of it without being considered unpatriotic. Cotton frocks have plain straight skirts, slightly full, sometimes with large tucks, simple little waists, often with surplus or fascia effect. They are very often of organdy and with the simplest little ribbon belt with ends. Bands of nutria applied to box pleats extending all around at spaced intervals on the skirt section of a white wool persey coat of three-quarter length give a unique effect, especially since a broader band confines the pleats at the bottom. Fancy suit sleeves, such as splitting them horizontally above elbows and inserting vertical tabs giving a box-pleated effect, or crossing underarm sections over the upper as an envelop, embellishing the triangular skirt formed thereby with silk braid are two ideas on misses' models. Every Saturday evening after 7 o'clock, Choice Ends of Beef, Mutton, Lamb, Pork will be sold at cost. ELLIS & CO. LTD., 203 Water Street.—nov29,13

## A Child's Tongue Shows if Liver or Bowels Are Active

If cross, feverish, sick, bilious, give fruit laxative at once. Every mother realizes, after giving her children "California Syrup of Figs," that this is their ideal laxative, because they love its pleasant taste and it thoroughly cleanses the tender little stomach, liver and bowels without griping. When cross, irritable, feverish or breath is bad, stomach sour, look at the tongue, Mother! If coated, give a teaspoonful of this harmless "fruit laxative," and in a few hours all the foul, constipated waste, sour bile and undigested food passes out of the bowels, and you have a well, playful child again. When its little system is full of cold, throat sore, has stomach-ache, diarrhoea, indigestion, colic remember, a good "inside cleansing" should always be the first treatment given.

Millions of mothers keep "California Syrup of Figs" handy; they know a teaspoonful to-day saves a sick child to-morrow. Ask your druggist for a 50-cent bottle of "California Syrup of Figs," which has directions for babies, children of all ages and grown-ups printed on the bottle. Beware of counterfeiters sold here, so don't be fooled. Get the genuine, made by "California Fig Syrup Company."

# NEW FURNITURE.

We have just received another shipment of New Furniture,  
**Bought at Last Year's Prices, which we will offer at Old Prices to clear,**  
as prices will positively be much higher. Those intending to buy Furniture within the next three months, will do well to see same. It consists of:—  
**Sideboards, Extension Tables, Bureaus & Stands, Chairs, Rockers**  
in various sizes and prices. Also, a small shipment of  
**BEDS,**  
we offer with our Springs and Mattresses, at special prices.

## The C. L. MARCH CO., Ltd.,

Corner Water and Springdale Streets.

Advertise in "The Evening Telegram."



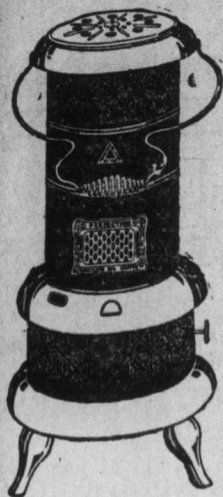
Underwear. See  
 Underwear.  
 Long Slips... 45c.  
 Arras Slips 45c. to 85c.  
 - \$2.95 each  
 Bes, - \$1.75 to \$6.40

Arrivals, 2,339; sailings, 2,340.  
 British merchantmen of more than 1,000 tons sunk by mine or submarine, 10; British merchantmen of less than 1,000 tons sunk by mine or submarine, 4; fishing vessels sunk, 4; merchantmen unsuccessfully attacked, 11.  
**ROOSEVELT ILL.**  
 NEW YORK, Feb. 7. Roosevelt passed a very comfortable night and was resting easy this morning, it is announced at the hospital.  
**HEAVY ARTILLERY FIGHTING.**  
 PARIS, Feb. 7. Heavy artillery fighting on the Aisne and Verdun fronts and in the space is reported in to-day's official communication.  
**HIGH OFFICIAL.**  
 LONDON, Feb. 7. An official from Field Marshal Haig to-night reads: Early this morning our troops raided a German post southeast of Queant, killing or taking prisoners several of the garrison. A hostile raiding party that attempted to approach our lines west of Le Bassoez was successfully repulsed. Enemy artillery was active this afternoon in the neighborhood of Le Verquex, northwest of St. Quentin, east of Monchy le Preux.  
**STEAMER IN DISTRESS.**  
 AN ATLANTIC PORT, Feb. 7. Calls for help from a steamer in distress off the Newfoundland coast were picked up by another ship today and relayed to the Government stations. The nature of the ship's trouble wasn't revealed by the authorities.  
**Supreme Court.**  
 In the libel action of Hon. W. E. Coaker vs. The Daily News a motion for dismissal was entered by counsel for defendant yesterday afternoon on the ground that there is nothing in the plaintiff's statement of claim on which to base an action. The court takes time to consider.

**DIETERS STRONG**  
 Cod liver oil was selected to fight against the rigors and to build up enduring strength.  
**EMULSION**  
 Highest quality of pure Cod liver oil to promote prompt assimilation. Difficult with the raw oil. Famous for putting power in the hands, grippe, pneumonia and other harmful drugs.  
 Toronto, Ont.




**Coming To It.**



With the short coal supply and the increasing cold weather, home heating is now a stern reality; but there is only one way to combat this hardship, and that is by getting an OIL HEATER.

**LISTEN!**  
 Selling at last year's prices while everything else has gone "sky high," you will surely regret not getting one, as the price will soon go much higher.



**AYRE & SONS, Ltd.**

We are displaying for your interest  
 Two Lines of  
**Wool Tams**  
 AT GREATLY REDUCED PRICES,  
 Suitable for Rinking, Sleighing and Outdoor Sports.  
 Colors: Navy, Brown, Green, Red, Grey, Black, White

No. 1 Line:  
**39 cents each,**  
 worth 45c. and 50c. each.

No. 2 Line:  
**49 cents each,**  
 worth 60c. each.

Don't Miss these Extraordinary Specials.

**S. MILLEY.**

**Expiry of Lease.**  
**Entire Stock Must be Cleared Out.**

*Snaps for the Outport Wholesale Trade, Lines that would take 6 to 8 months to procure from the Manufacturer, and in many cases not procurable at all.*

*A Barrage of Prices that the Retail Buyer can't risk passing.*

*A chance of a Lifetime for you. Everything must go this month.*


**A. & S. RODGER.**

Advertise in the Telegram.

**Old Iron at the Front.**

Considerable speculation has been going the rounds as to the amount of scrap iron and steel that is accumulating on the battlefields of Europe, and how it is to be disposed of. American companies which regularly deal in such old material have for some time been looking forward to the harvest to be reaped from these battlefields after the war. These hopes have now been rather rudely shocked by observers recently returned from the front, who state that this matter is now being handled by the respective Governments. According to the systems now established in modern warfare, it is stated, a salvage corps is daily going over all the ground near the battle front exposed to fire, and is getting all the debris discarded by the contending armies. None of the scrap is neglected, with steel worth 1d. to 1 1/2d. per pound, and copper and other metals in proportion. All the metals are taken to shops in the rear, and there worked into the various munitions that a modern army uses. All the lead that is fired is practically lost, as a bullet travelling at a velocity of 2,000ft. or more per second buries itself so deep into any object it hits as to be lost entirely. Other metals, however, such as tangled steel from wrecked motor-cars, large pieces of shells, bits of copper, pieces of aluminium, etc. are carefully collected and later turned into usable condition.—Tit-Bits.

**Milady's Boudoir.**



**BEAUTY OF THE EYE.**  
 The first essential to eye beauty is health. In ill health the eyes become dull and strained looking, showing deep hollows beneath them. Very often the eyelids become inflamed, and to correct these defects the general health must be improved. If the eyes are simply tired, and burn from over-exertion, they should be bathed nightly with a lotion. The most soothing eye lotion is a four per cent solution of boric acid. Use an eye cup when bathing the eyes, opening and closing the eyelids in the water. If your eyes become very much inflamed from exposure, overstrain or congestion, you will find that warm tea leaves will almost instantly remedy the condition. Apply the leaves in the form of a bandage, placing them in a piece of antiseptic gauze which is rolled over neatly. Tie the bandage over the eyes and allow it to remain for some time. Bathing the eyes with cold tea is also very soothing. A solution of salt water will strengthen the eyes and make them more brilliant. Dissolve an even teaspoon of salt in a half pint of tepid water and bathe the eyes, using an eye cup or a piece of absorbent cotton. When the inflammation of the eyes is caused from weeping, apply hot water to the eyelids to draw out the redness. To do this properly the cloth should be wet and laid over the lids, changing it as soon as the heat subsides. Ten minutes of this will make the whole face red, and as the blood recedes the lids bleach with the rest of the skin. When bathing your face be careful not to rub your eyes too roughly with the towel. This is often the cause of the redness that is so unsightly. Take care of your eyes properly and they will be beautiful, and you will possess beauty's greatest charm.

**"Chill Chasers."**  
 We have received another shipment of these popular portable heating stoves in three sizes which we are selling at \$6.50, \$7.50 and \$8.50. We also call attention to our special "Humphrey" Gas Iron, in nickel finish, complete with flexible tube connection. We are selling this Iron at \$5.00, and recommend it as a useful Xmas Gift. Phone 97, or call at our Showroom, Oke Building. ST. JOHN'S GAS LIGHT CO. dec22,17

**Everyday Etiquette.**  
 "When I write to a person I do not know and request information, should I enclose a stamp for the reply?" asked Jane.  
 "Yes, you should always do so unless the person is an acquaintance of yours," answered her sister.  
 Through several different channels the news comes that one of the latest developments for war time fashions will be frocks of simple calico. It is understood that some of the smartest houses which specialize in garments for the women whose happiness depends on their being chic are creating models in this fabric which certainly before all else should appeal to the war economy instinct.

**"The man who has never used an Automobile has no realization of the time he is constantly throwing away."**  
 —JOHN N. WILLYS.

**Overland**

**The Thrift Car.**  
 Light Four, Model 90; Eighty-Five, Four; Eighty-Nine, Six; and Willys Knight, 88, Four—88, Eight.

**T. A. Macnab & Co.,**  
 City Club Buildings.

**MEN'S WINTER UNDERWEAR UNDER-PRICED!**

**JACOB**



JUST IN TIME FOR THE COLD SPURT.  
 Two particularly good lines of  
**Men's Winter-Weight Underwear.**

Our stock of these is a bit heavier than we like it to be, and to hasten its reduction we make two very special price cuts. The garments are just what you would expect to find at this Store—shapely, easy-fitting and warm.  
 Drop in! We are more than eager that you should see these. Two special prices await you—  
**\$3.00 per suit and \$5.75.**

**Smyth's**  
 ESTABLISHED 1875

**Beans! Beans!**

Choice Rangoons, 112 lb. sacks.  
 Selected Hand-Picked, 224 lb. sacks.  
 Wholesale Only.

**HARVEY & CO., Ltd.**

Don't Say Paper, Say The Evening Telegram.

Evening Telegram

W. J. HERDER, - - - Proprietor

FRIDAY, February 8, 1918.

Wait and See.



We said on Wednesday that the Advocate's account of the closing proceedings of the criminal libel inquiry, which was a clear contempt of court...

The Halifax explosion enquiry appears to develop the fact that some one blundered, but the difficulty seems to be in locating the parties responsible...

There appears to be a great deal of "low visibility" in certain quarters those days, which makes "range finding" difficult.

City Council.

At last night's meeting of the City Council Mr. Jonas Barter, Architect, submitted a plan of an addition to a house on Military Road. Consideration of the plan was deferred for enquiry by the Mayor.

Mr. Jonas Barter, President of the Truckman's Union, wrote the Council in reference to a number of truckmen who reside outside the city.

The annual report of the City Engineer contained much of interest and is appreciated by the Council.

The Inspector General of Police reported the number of street lights out during the week. The Council appreciates the services rendered by the police in that respect and are forwarding a copy of the report to the Reid Nfld. Co.

Casualty List.

RECEIVED FEBRUARY 7th, 1918. At St. John Ambulance Hospital—Etaples—January 31st, 1918, 663 Sergeant John Antle, 33 Water Street West. Shell wound right foot (mild).

Previously Reported at the 7th Canadian General Hospital—Etaples—January 28rd.—Shell Wounds, Penetrating Chest and Left Thigh (severe); Now arrived at Wandsworth.

At Wandsworth. 1274—Private John R. Shears, Robinson's, Bay St. George. Epididymitis. J. R. BENNETT, Acting Minister of Militia.

Colds Cause Headache and Grip. LAXATIVE BROMO QUININE Tablets remove the cause. There is only one "Bromo Quinine." E. W. GROVES' signature on box. 30c. fr

Why It Pays to Eat Macaroni. It pays—in dollars and cents—because Catelli's Milk Macaroni gives nearly twice as much food value as a pound of lean steak, at less than half the cost...

War Menus. TO SAVE WHEAT, BEEF, AND BACON FOR THE MEN AT THE FRONT. (Prepared by Committees of the W. P. A. at the Request of the Food Control Board.)

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M. C. L. I.

At the M. C. L. I. last night the debate took the form of a "Hat Discussion;" the Executive selecting subjects which were distributed among the members. Every member was allowed five minutes to speak, which gave time for all present to have something to say.

Imperial Red Cross. Amount acknowledged... \$725.64. Hon. P. T. McGrath, 1/2 of fee as Chairman of High Cost of Living Commission... 80 00.

McMurdo's Store News. FRIDAY, Feb. 8, 1918. We have now in stock all three sizes of Pompeian Massage Cream—large, medium, and small—a consignment of it having just arrived.

Hockey Notes. The Victorias and Terra Novas clash in the opening game of the 1918 series to-night. Murray who was to help out the Terra Novas in to-night's game, has been called out of town on business.

SKATES SHARPENED at shortest notice. J. CHANNING, Shoemaker, Long's Hill.—f2, f4 CULERS BIG RED CROSS DAY—On February 14th, St. Valentine's Day, the young ladies of the Tag Day Committee will be in readiness to sell tickets for the Currier's Red Cross Day on the 20th. Look out for them on Water Street and in the Water Street shops.

Fancy Work DEPARTMENT. KNOWLING'S Fancy Wools and Slip Silks

A Full Line of Art Canvas and Linens, Fancy Wools and Silks. PENELOPE CANVAS—White... 75c. per yard. Mauve... 85c. per yard. CONGRESS CANVAS—Olive and White, White and Gold, Sky and White. All in large check, at... 85c. per yard.

Stamp Canvas and Linen. STILETTOES—For Linen Punch Work. 5c. and 35c. each. SILVER THIMBLES, 40c. and 75c. each. CELULOID THIMBLES, 5c. each. STEEL THIMBLES, 3c. each. NICKEL THIMBLES, 4c. each. NEEDLE CASES, 12c., 20c., 40c. each.

Fancy Work Wools—\$1.85 per pound; 13c. per ounce. Brook's Embroidery Cotton—White... 3c. slip. Red... 4c. slip. Chadwick's Crochet Cotton, 12c. per ball. J. P. Coats' Mercerised Cotton, 14c. per ball. White Knitting Cotton, \$1.10 per pound. Spun Mending Silks—Tan, Grey & White, 5c. per card.

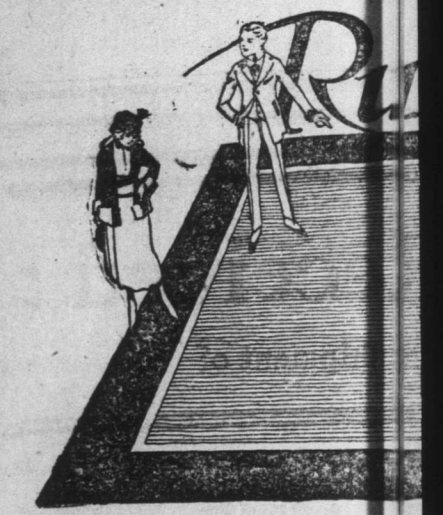
G. KNOWLING'S, Limited.

Weather Report. Convalescent Hospital. At the Casino. Hr. Grace Notes. Here and There. Nearly Asphyxiated. TRY THEM BEECHAM'S PILLS. The next time you suffer with headache, indigestion, biliousness or loss of appetite, try BEECHAM'S PILLS.

Our Price Range in every

We have many and are pleased to remarkable values. To the many customers cannot impress upon sale, as it will be

This and it is de self as to present or



And DOOR Great Bargain. Persons wishing to complete their requirements can be satisfied by the addition of handsome rugs, mats, and coverings, all of which are pressed by these extraordinary prices.

Table listing various rugs and mats with their prices. Includes items like Tapestry Hearth Rugs, Black Dog Skin Hearth Rugs, and various door mats.

The Ribbons are also. Every single line of ribbon in the shade or width suitable to one's own taste. Regular 8c. yard. Regular 10c. yard. Regular 15c. yard. Regular 20c. yard. Regular 30c. yard. Regular 40c. yard. Regular 50c. yard. Regular 70c. yard. Regular 90c. yard.





# Newest Wall Papers!

We take pleasure in announcing to the trade our first shipment of Regular Wall Papers for 1918.

We have made a special effort to secure for our many patrons

The latest and most advanced designs, and our Sample Books which we are now showing will prove that we have been successful.

These Wall Papers are manufactured by the Watson Foster Co., Limited, Montreal, which firm we represent throughout the Dominion of Newfoundland.

## Marshall Bros

May we have the pleasure of showing you our New Wall Papers? They are worthy of your inspection. Call to-day.



REGULAR WALL PAPERS, 30c. to \$1 00 per piece.



Do not keep the Decorator waiting for the paper. SELECT NOW and you will get the paper that suits you—not the paper that will have to do.

JOB WALL PAPERS. Our Jobs are still going strong at Old Prices, 24, 27 and 30c. piece.

### The Charm of Childhood.

By RUTH CAMERON.



A woman friend of mine was bewailing the other day the fact that her little girl was terribly shy.

"She is so bright when she is alone with me and when strangers come in she is so shy she seems really stupid," she said. I could readily understand how it must exasperate her not to have her friends know how bright her daughter is, but I should think she would be thankful that her child was shy instead of forward that she would bear the other cross with calmness.

(Expect that nobody ever is thankful for that sort of thing.) Why is it that everyone joins in resenting and often in disliking a forward child?

We Cannot Tolerate Assurance in a Child. No matter how bright, how amusing, how pretty, a child, if it is forward and self-assured we are not charmed by it as we usually are by childhood. Last summer I had an opportunity to observe a child of this kind.

She was a very bright child, full of vitality and life, and rather pretty. She was also kind hearted and good, and she said amusing things. She would have been an unusually delighted child if she hadn't been so totally devoid of any trace of shyness.

She Rebounded From the Hardest Snub. She was always perfectly self-possessed perfectly at home. She never seemed to question whether she were wanted anywhere, but calmly joined any group which she saw on the beach and gave them the benefit of her opinion on whatever they were discussing. She had not the slightest fear of strangers, she rebounded cheerfully from the hardest snub.

In a way she was the most likeable child and yet she wasn't generally liked. Shyness in a child is like the per-

fume of a flower. A perfectly self-possessed child is like some big flaunting flower utterly lacking in perfume; a tulip or a dahlia.

It Is Exasperating. I do pity the mother of embarrassing shy children who hide their heads in their mother's skirts and become dumb before visitors. I once knew a little boy who for years had the trick of screwing his eyes tight shut when outsiders (even his aunts and uncles) came in. Mothers of shy children with similar tricks will be glad to know that he has grown up into a young man just self-possessed enough and just shy enough to be charming.

On the whole shyness is a fault that children are far more apt to recover from than its opposite. Shyness usually wears off where forwardness usually wears on.

The publisher of the best Farmer's paper in the Maritime Provinces in writing to us states: "I would say that I do not know of a medicine that has stood the test of time like MINARD'S LINIMENT. It has been an unfailing remedy in our household ever since I can remember, and has outlived dozens of would-be competitors and imitators."

### DON'T SPOIL IT.

The man who lives nine doors from me has hustled since the war began; and it was truly good to see the way he boomed each helpful plan. He made me buy another bond, although I'd bought all I could stand. "I'll help our boys across the pond," he said, "to get the Teuton canned." For Red Cross funds he humped around, and made me dig a guinea more, though I had just coughed up a pound, and owed much money at the store. "Here is a man," I often said, "who does as much to win the fight as



WALT MASON.

### ARE YOU PREPARED?

Owing to very high price and scarcity of all kinds of berries, we expect large sales of Jam this Lenten season. Are your stocks complete? We offer for immediate delivery the following:

- 40 cases 12 oz. JAM—Asstd. Raspberry, Strawberry, Apricot, Plum.
- 40 cases 12 oz. JAM—2 doz. Raspberry, 2 doz. Strawberry.
- 25 cases 12 oz. JAM—All Raspberry.
- 25 cases 12 oz. JAM—All Strawberry.

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with cane sugar and a dark brown coloring extract. This concoction was also sold at the stores in a rich variety of labels, all of which bore a picture of a sugar camp and a certificate of purity signed by some immediate relative of the shipper. People used this ingenious beverage for years until restrained by the mandate of the law, which has placed its impious hand upon everything from the uncovered soda cracker to the soft pine nutmeg.

The best way to secure maple syrup that has not been tampered with is to buy it in maple sugar form from some member of the church who goes to Vermont every spring and brings it back with him in a suit-case. If there is anything else in the suit-case besides the sugar, ask to see the bill of lading.

### Fire Sufferers.

Collected for the ten families of Petley and Aspen, Smith's Sound, who had their houses and belongings destroyed by a forest fire, Sept. 18th, 1917:

- Rev. A. E. Tulk, Priest, Pouch Cove \$ 5 00
- Trinity District Council R.P.U. per J. G. Stone, Esq., M.H.A. 10 00
- \$15 00

### Rann-Dom Reels.

Maple Syrup is a pure food product which is spread upon the boarding-house panicles so that it will taste different than it looks. Travelling men find that by pouring the entire contents of a maple syrup cator upon a cold and despondent wheat cake and eating in a rapid staccato, the effect will be much the same as if devouring real food.

All of the maple syrup now in use comes direct from Vermont, and is secured from the veins of the stately soft maple tree, which is tapped just above the waistline by biased hired men in rubber boots. The water, leaves and limbs are then boiled out of it, after which it is placed in neat tin receptacles and shipped as far west as possible. It is then sold to particular customers who would have hard work telling oleomargarine from creamery butter, who always know a real piece of maple syrup when they meet it.

In some communities 4,000 miles from a soft maple tree a good quality of maple syrup is produced by combining New Orleans molasses and brown sugar, and trusting to Providence for results. In some hotels this is done so skillfully that Vermont tourists are not able to eat anything for several days. This dastardly imitation of one of nature's noblest masterpieces can be detected at once by holding a match under the syrup and watching the crude oil go up in smoke.

Prior to the advent of the pure food law, most of the maple syrup used was made at home before breakfast

- George Toop, Sr. 50
- Mrs. William Miller 20
- Arthur Hodder 20
- James Hodder 25
- Willis Hodder 30
- Eli Toop, of John 70
- Gilbert Toop 70
- Matthias Toop 1 00
- William Toop 50
- Henry Toop 70
- Samuel Toop 50
- Walter J. Toop 50
- Willis Cooper 50
- Hugh Cooper 30
- Plymouth Cooper 30
- Miss A. Guy 50
- Nathaniel Toop 50
- S.O.S. 4 00
- Total for Book 6 \$38 20

- BOOK 8. FOSTER'S POINT, RANDOM. (Collected by George Reid.)
- John T. Stanley 50
  - Mrs. Joshua Pond 50
  - William Adey 50
  - Jacob Adey 1 00
  - Reuben Adey 1 00
  - Gilbert Churchill 50
  - Richard Baker 50
  - Samuel Goobie 1 00
  - \$ 6 50

- (Collected by Mr. Hayward Burt.)
- Lady Cove, Random \$20 70
  - (Particulars later.)

- BOOK 9. SHOAL HORBOR. (Collected by Caleb Tulk, J.P. and L. Mills.)
- Caleb Tulk 2 00
  - K. Pelley 50
  - Eli Malmend 1 00
  - James Stanley 50
  - Arthur Wiseman & Son 2 00
  - Emily E. Stanley 25
  - George Ivany 1 00
  - Reuben Ivany 50
  - Robert Butler 50
  - Charles Butler 50
  - W. G. T. 1 00
  - Garland Ivany 1 00
  - Simon Ryan 1 00
  - Florence Butt 50
  - Ollaha Malmend 50
  - Mrs. Thos. Mills 1 00
  - Moses Lows, Jr. 50
  - W. G. W. 50
  - Samuel Wells 50
  - Charles Ivany 1 00
  - William Hunt 1 00
  - E. Chamption 50
  - Wm. Mills & Sons 3 00
  - William Long 50
  - D. W. Tilley 50
  - Geo. Nicholls 1 00
  - J. E. Butler 2 00
  - Chas. Clench 1 00
  - Mrs. Long 50

- TROY TOWN.
- Esrom Cooper 20
  - Samuel Cooper 10
  - Joseph Miller 20
  - Esau Toop 20
  - Tobias Miller 50
  - John C. Toop 20
  - Matthew Paul 50
  - Mr. and Mrs. John C. Paul 1 00
  - Mrs. Matthew Paul 30
  - \$ 6 70

- BLACK DUCK COVE.
- David Kelly, Jr. 40
  - Reuben Kelly 70
  - Charles Kelly 1 00
  - Mrs. Chas. Kelly 50
  - Valentine Kelly 1 00
  - Raymond Kelly 20
  - James Kelly and family 2 00
  - George Paul 25
  - Charles Watton 50
  - John Kelly 50
  - Mrs. John Kelly 20
  - \$ 7 75

- IRELAND'S EYE.
- James Loder 1 00
  - William J. Loder 50
  - Charles W. Hodder 50
  - Eli Toop, Sr. 50
  - Eli Toop, of Eli 50
  - Albert Cooper 1 00
  - Arthur Cooper 30
  - Edward J. Cooper 20
  - Edward Cooper, Sr. 1 00
  - George Cooper 1 00
  - Willis Cooper, Jr. 50
  - Edward Cooper 50
  - Llewellyn Toop 40

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"All tales such as these are but the casual flotam on the surface of the great stream of gallantry. I have mentioned only some seven or eight incidents, each dealing with one brave man and a handful of stout comrades, and there are a thousand individual acts as fine as any of these which will always go untold because no one lived who saw them."—Mr. Perry Robinson, in the Times.

"It is all like a fantastic nightmare this war of ours, but in such scenes as this one hears the truth of great realities, straight simple, stores of battle and of heroic things in the midst of tragedy, and sometimes of men's weakness."—Mr. Philip Gibbs, in the Daily Chronicle.

The war correspondents are now sending home some amazing stories as heroic as any yet told of the second battle of Cambrai, ten days after Sir Julian Byng's victory.

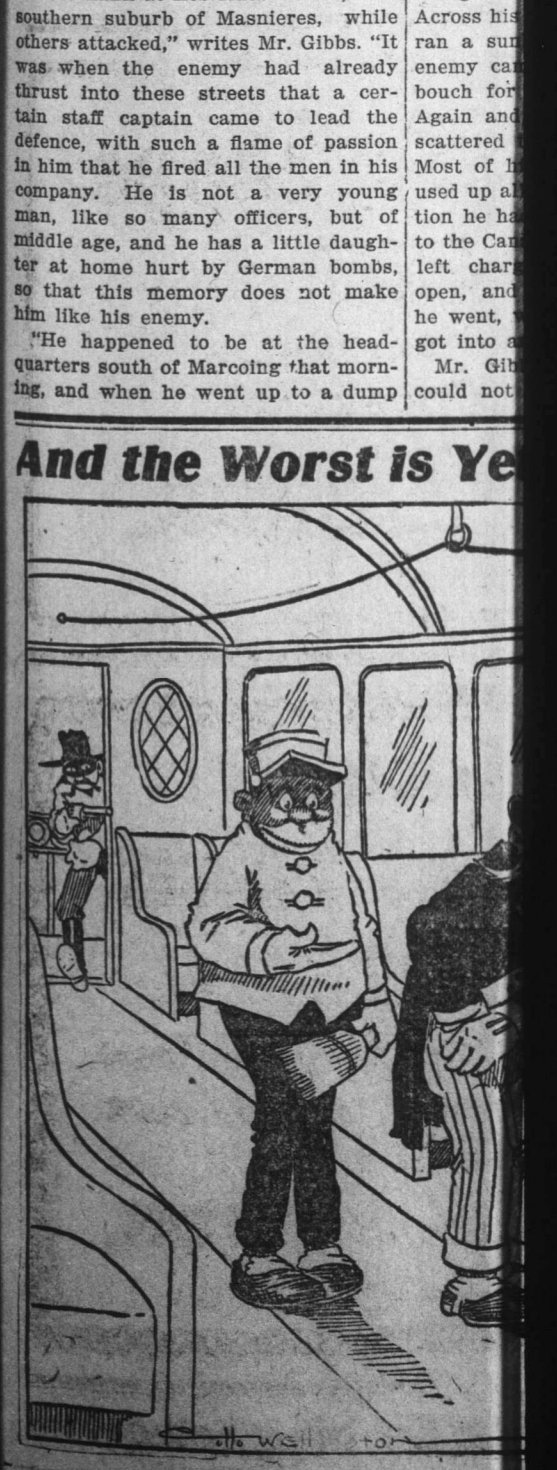
This fighting gave unusual chances for individual leadership and initiative, and those who had them blazed out in light, and fulfilled their manhood to its uttermost.

A Certain Staff Captain. Listen to the story of a staff captain and his walking-stick and his brave heart. "It is difficult to know where to begin," says Mr. Perry Robinson in the Times and Daily News.

"One might begin with the tale of a certain staff captain, whose first intimation of the proximity of the Germans was when he was taken prisoner in the yard of the brigade rear headquarters, which were south of the Canal at Masnières in Les Rues Vertes. He killed a German with his walking-stick and got away. Then he turned to at once and organised a small party of signallers, runners, orderlies, and anybody he could lay hands on, and went for the Germans. He hunted them out of the yard and out of the village, and made a hasty defensive position on the outskirts.

"There was still, however, one machine-gun firing from a point in the village. He started with a party of six to tackle the gun, and five of the six were killed. With one orderly he rushed the gun, and with his own two revolvers killed the crew of eight. The one man with him was killed, and he was alone in possession of the gun. He went round and gathered a few more men, and with them got the gun into a favourable position, turned it on the enemy, and checked the waves which came on to recapture the village. Then it was found that he was badly wounded in the leg. But he had certainly saved the local situation, and perhaps the whole Masnières position. Yesterday, when I was at the headquarters of his unit, the news came through by telephone that, in spite of his wound, he had got permission to report back for duty."

The Captain's Little Daughter. Mr. Philip Gibbs fills in some details about this staff captain which excite our men. The staff captain had earned its name. The staff captain had earned its name. The staff captain had earned its name.



And the Worst is Yet to Come.



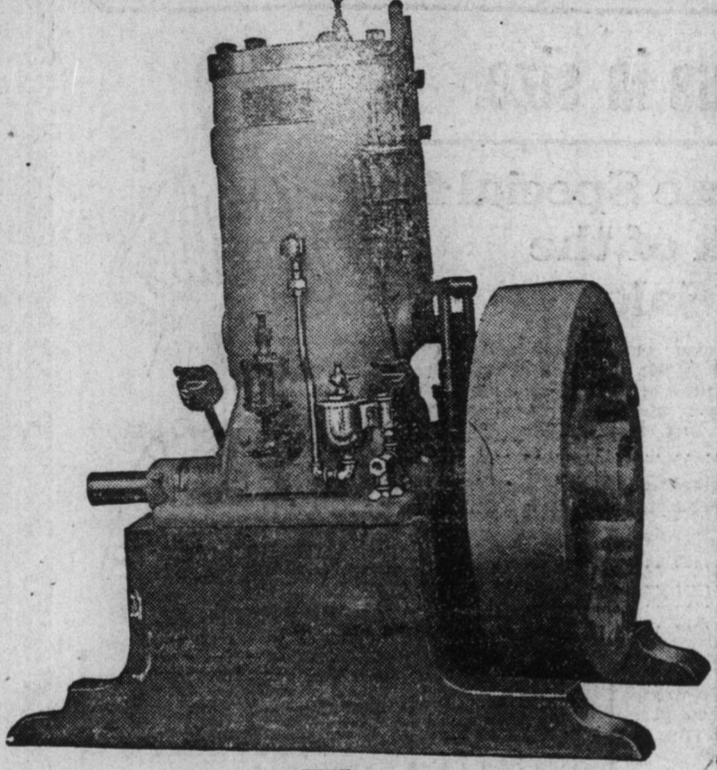






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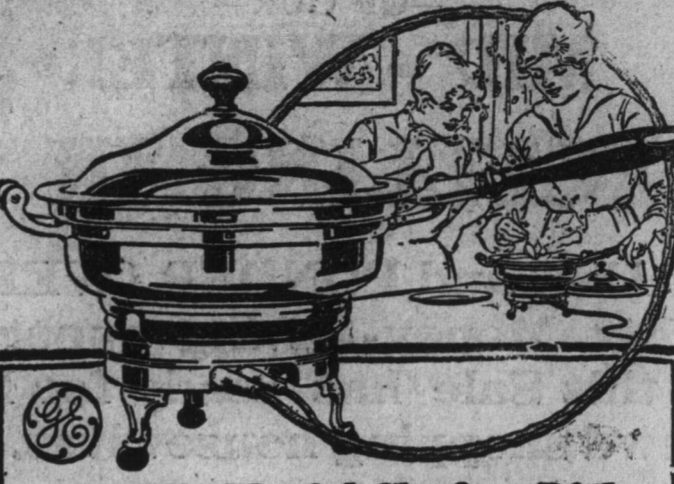
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 (5) This plan is being adopted at the suggestion of the British Post Office, which states that the present procedure of holding undelivered parcels at the Dead Letter Office until instructions are received as to their disposal is resulting in the waste of a large quantity of perishable food-stuffs, which form the contents of 90 per cent. of parcels addressed to soldiers.  
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 WEATHER FORECAST.  
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