

## CLOTHES CHEAPER? NO INDEED, EMILY!

It's All Wrong, That Chicago Stuff  
About Lower Prices, Little  
Girl.

(Philadelphia Bulletin.)

There was once a Svelte Young Thing whose ambition was to look like the latest Cover on the Magazine, and every time a New Style came out, her Papa's Wallet was flatter by Twenty Bucks or so.

Father was one of those Worried Looking Men who eat arm-chair lunches in the hope that doughnuts will act as skids for the High Cost of his Daughter's flivving. For Pa's salary was just large enough to last twenty minutes in a leading store, if time is not deducted for elevator and cash-girl service.

When the Upward Climb of Existence hit the Potato Bin, and the Apple Shortage made it expensive for Father to dine on dried pippins, the Harassed Parent called a Halt.

"My child," he said, attempting the up-lage stuff, "why not wear the same colored spats two days in succession, and give me a chance to catch up?"

So little Emily, who faithfully read the magazine serials and knew how the Heiress acts when the Dough is lost, took her Cue with a thrill. She threw the vibrant contralto note into her voice and promised father that she would do anything, anything in the world, to help him to his feet. And poor Pa was so astounded that he pressed a V into Emily's palm, proving again that Virtue is its own reward.

An hour later, while Emily was trying to decide how to blow the five, her eye fell upon a headline in the paper. It was the annual edict of the National Cloak, Suit and Skirt Manufacturers Association which the experts hand out after brightening Chicago each year with their annual convention and fashion show.

"Women's clothes will cost less," was their optimistic dope. "The more utterly ultra the modes the less you will pay for them. Just see how simple the styles are. It will cost less than ever to manufacture them."

Little Emily chorled. "This," said she, "is the gladdest news I've had in

yuhs. Won't Pa be Pleasantly Surprised? I can spend now with an Easy Conscience."

So she sallied forth to a Salon and there a Sinuous Siren all over diamonds, addressed her with the latest fashionable gargon.

"I want something so nifty," quoth Emily, "that the other women will have to clap their hands to keep from throwing furniture at me."

"Umm-h," said the Sinuous Siren. "How about this Beautiful Broadcloth Thing—price \$377.66%?"

"It seems like a Hunk of Money," muttered Emily, "but when I remember the National Cloak, Suits and Skirts Manufacturers Association—enough!"

She ordered it sent C. O. D. It was the same with hats, dresses, silk petties, hand worked lingers, robes de nuit and all the rest.

"If those are low prices, think what they must be when they are high," said she as she skidded homeward. She dropped in on a Dowdy Friend, who had no coiffure and always looked a Sight, even though she had Gray Matter to Burn.

"I have purchased much Fine Raiment," quoth little Emily. "I know they are cheaper because the National Cloak, Suits and Skirts Manufacturers Association says so."

"Go to," jibed the friend. "There is no longer a bargain in clothes." And producing paper and pencil she showed why the Horrid War had put the Kibosh on the Bargain. She showed how Poor Factory Persons were now drawing Big Money in Munitions Plants, thus producing a labor shortage. She proved that broadcloth costs from 60 to 70 cents a yard more, and that silk, satin, lace and hooks cost more than formerly. She clinched beyond a doubt that suits cost \$2 to \$3 more apiece to make and that the Consumer Pays.

Little Emily was sad, but not on her own account. "Poor Father, she said, "If the National Cloaks, Suits and Skirts Manufacturers Association had not led me astray, he might have had an overcoat this winter."

It is about as easy to be popular with yourself and please the neighbors at the same time as it is to sit on a barbed wire fence.

A woman's heart makes the music of the world grow sweeter.

## BULGARIANS TRANSFERRED.

Alien Enemies Working for C. P. R. sent to Other Stations.

Twenty-one Bulgarians who have been working for the C. P. R. during the past few months, arrived here yesterday and through Chief of Police Finley were transferred from Fredericton to other reporting stations for alien enemies.

Nine went to Hamilton, Ont., seven to Toronto, and five to St. John. They left last night for their destinations.

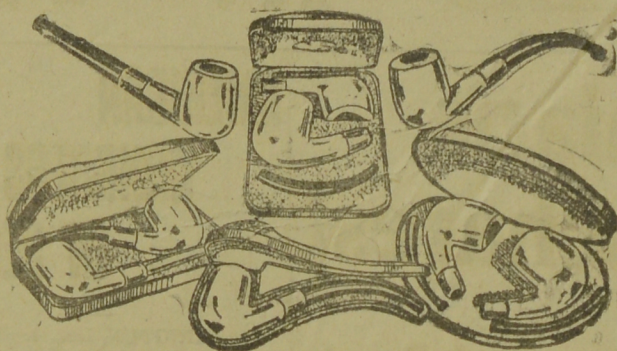
## OFFICIALLY REPORTED WOUNDED

Belated Report of Casualty to Sergt. Fred Wade.

An official telegram was received today by his relatives stating that Sergt. Fred Wade, of Penniac, had been wounded on Oct. 10th. The news was belated, as it was known several weeks ago that Sergt. Wade had been wounded while serving with a Canadian Highland Battalion in France.

A letter from him some days ago stated that he had recovered from the effects of the wound, which was not serious.

## -Useful Xmas Gifts-



There is nothing your gentlemen friends will appreciate more during the Christmas season than

## A Nice Pipe

We have lots of them, and can suit all purses.

We also carry a nice stock of  
CIGARS, TOBACCOS AND CIGARETTES

Let us fill your orders this season.

## D. H. Crowley

Queen Street, Opposite Mail Office.

## Special Prices

ON WEDNESDAY AND SATURDAY OF EACH WEEK we are giving you SPECIAL PRICES on TRIMMED HATS. Velvet, Plush and Felt Trimmed, in Wings, Ribbons and all the New Effects.

ON THESE DAYS you will find smart UP TO DATE MILLINERY priced from \$2.50 to \$3.75.

## MISS MORGAN Queen Street

## IMPERIAL FACE CREAM

A Superior Vanishing Skin Cream, for whitening and softening the skin and preventing and healing chapped hands and face. PRICE 25 CENTS.

C. Fred. Chestnut The Quality  
Drug Store  
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## Wholesale Dry Goods and Woollens

## Golden Grove YARNS

WE CONTROL THE SALE of this justly celebrated Yarn, which has given such satisfaction to all those who are knitting socks for our soldiers.

We have stock of LIGHT GREY, 2-ply, for socks, and WHITE, 3-ply, for fishermen's mitts.

Spun only from PURE WOOL and ALL WOOL.

ORDER NOW while you think of it.

## Vassie & Company, Ltd.

WHOLESALE DRY GOODS and WOOLLENS  
ST. JOHN, N. B.

Our Motto: Promptness, Accuracy, Courtesy, Care.

## Sir Douglas Haig in his report upon The Battle of the Somme, writes:

"First let me thank the munitions workers. This magnificent victory could not have been won without the self-sacrifice and devotion of those women and men who have so faithfully laboured to provide us with the munitions necessary to carry out our plans."

When the history of this war is written, the part played by the munitions workers will rank in importance second only to that of the soldiers and sailors.

To-day the cry is for more and yet more munitions.

## Every Shell is a Life Saver

MARK H. IRISH,  
Director of Munitions Labor,  
National Service Board,  
Canada.

## MOTHER'S FAVORITE FLOUR

is a little better and a little cheaper than any high Grade Bread Flour on the market.

Sold Wholesale by

## G. W. HODGE

Fredericton, N. B.

## WALKER BROS. MERCHANT TAILOR

QUEEN STREET, WEST END.

We have on hand a full range of Winter Overcoatings and Suitings in all the latest patterns. With 25 years' experience in tailoring we are in a position to guarantee entire satisfaction

SUITS - - - - from \$18.00 to \$33.00

OVERCOATS - - " \$20.00 to \$35.00

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M.A., LL.D., Headmaster.