



MANY A MAN IS JUDGED BY HIS STATIONERY

Well Printed Letterheads, Envelopes and Billheads Indicate A LIVE WIRE IN BUSINESS

"Perfect Printing" IS OUR MOTTO THE NEWS PRINT TELEPHONE 103-3

Advertisement for Dr. King's Natural Gum, featuring a portrait of the doctor and text describing the product's benefits for dental health.

Advertisement titled "What Food Saving Involves" with a list of tips for saving food, such as "Eat plenty, but wisely, and without waste" and "Use local and seasonable supplies."

TROLLEY ACCIDENT LAST FRIDAY: Thomas Veitch of Oak street, while driving an express team down Locust street across Main last Friday afternoon, did not get across the trolley tracks soon enough to miss the cross-trolley car which was being driven north by Motorman Clarence Wisley.

Advertisement for Beecham's Pills, stating "Your Liver has important work to do" and listing symptoms like "constipation" and "biliousness."

LEGALIZED NICKNAMES.

They Appeared in Official Records in Colonial Times. Nicknames are not likely to go out of fashion so long as human nature remains what it is.

RELIGIONS IN CHINA.

One For Every Day, One For Sickness and One For Death. The state religion is not Confucianism, though founded on it.

BUNDLE OF LIES RUN TO EARTH

INSINUATIONS AGAINST RED CROSS PROVEN TO BE MALICIOUS FALSEHOODS

Wide-read Dissemination Of Untruths Proved Their Undoing. Earmarks Of Cunning Hand Shows Premeditated Plan To Injure Good Name

Reports which have been circulated in this town and elsewhere to the effect that knitted articles made by Red Cross workers or donated to the Red Cross are being sold to soldiers and even civilians were characterized today by C. Elmore Watkins, chairman of the Manchester Chapter as part of a definite propaganda to destroy public confidence in the Red Cross and thereby seriously hamper the work of caring for our soldiers and sailors.

Double Birthday Party

Last Saturday was the birthday anniversary of Mrs. William D. Corey of Charter Oak street and also of Mrs. Fred Brown of Spruce street.

BASEBALL AND FARMING BRONKIE DOES BOTH

Herman Bronkie, captain and third baseman for the Indianapolis baseball team, champions of the American Association, has gone into winter quarters at his home in Hillstown.

Advertisement for Weed Anti-Skid Chains, featuring an illustration of a car and text: "It May Happen to Yours... Stop endangering your life as well as the lives of others. When streets are wet, always 'chain your car to safety.' Take no chances. Equip all four tires with Weed Anti-Skid Chains."

Advertisement for F. T. Biish Hardware Company, titled "SAVE BUTTER by not serving too much to each person. SERVE INDIVIDUAL PORTIONS. A pound makes 48 one-third ounce pieces. Hotels Have learned that there is the least waste from one-third ounce pieces."

Advertisement for F. T. Biish Hardware Company, titled "Breaks Arm Cranking Auto" and "Setting Good Example".

Advertisement for F. T. Biish Hardware Company, titled "Setting Good Example" and "Pledge Card for United States Food Administration".

Advertisement for F. T. Biish Hardware Company, titled "Pledge Card for United States Food Administration" and "The News Want Ads Bring Results".

Large advertisement for the 20th Anniversary Sale by Wise, Smith & Co. Hartford. Text: "20th ANNIVERSARY SALE NEW BARGAINS EVERY DAY AT THE ANNIVERSARY SALE And The Best Free Souvenirs We've Ever Given"

Advertisement for a "Truly Wonderful Sale of Fashionable Dresses" by Wise, Smith & Co. Hartford. Text: "The fall vogue in dresses—Common sense with pleasing taste are combined to a rare degree by the most popular designers in the new fall dresses for women."

Advertisement for Chic Afternoon Dresses Of Silk, Worth \$22.50, This Week \$17.98.

Advertisement for Very Dressy Gowns, Worth \$27.50, This Week \$21.50.

Advertisement for Pretty Night Dresses, Worth \$9.98, This Week \$7.50.

Advertisement for College Girls Dresses Of Mannish Serge, Value \$11.98, This Week \$7.50.

Advertisement for Youthful Model In Women's Serge Dresses, Worth \$14.98, At The Anniversary Sale \$12.98.

Advertisement for Women's Fine French Serge Dresses, Value \$15.98, At The Anniversary Sale \$11.98.



STYLISH STOUT DRESSES The woman who requires a dress of large size... STYLISH STOUT DRESSES

Advertisement for A Conservative Model For More Sedate Women Value \$25, This Week \$21.50.

Advertisement for Extremely Dressy Gowns For Stout Women, Value \$39, This Week \$33.

Advertisement for Women's Fine French Serge Dresses, Value \$15.98, At The Anniversary Sale \$11.98.

Advertisement for RED CROSS KNITTERS, stating "We are exclusive Hartford agents for the celebrated FLEISHER'S KNITTING WORSTEDS."

Dresses Of Satin, Dresses Velvet, Of Dresses Of Satin And Velvet Combinations And High Grade Taffetas, \$23.50 Value \$30.00, Anniversary Sale Price.

Advertisement for Rich And Very Handsome Velvet Dresses Value \$35 \$28 For This Week At The Anniversary Sale.

Advertisement for Stylish Afternoon Dresses Of Satin, Value \$15, For \$11.98 This Week At The Anniversary Sale.

Advertisement for Attractive Satin Street Dresses Worth \$18.98 This \$15.98 Week At The Anniversary Sale.

Advertisement for A Silhouette Model Dress Of Botany Serge Value \$17.98 \$22.50, This Week At The Anniversary Sale.

Advertisement for A New Model Of Men's Wear Serge, Value \$24.98 \$21.50 This Week At The Anniversary Sale.

Large advertisement for ANNIVERSARY MONEY SAVINGS AT OUR ENLARGED MEN'S STORE. Sections include Men's Clothes, Men's Shoes, Men's Furnishings, Boys' Mackinaws, and Free Souvenirs.

Advertisement for SAPOLIO, titled "Get the Genuine and Avoid Waste". Includes a weekly schedule: MONDAY, TUESDAY, WEDNESDAY, THURSDAY, FRIDAY, SATURDAY, SUNDAY.

Winning a Prize
By George Elmer Cobb

PERUNA
dispels inflammation of the blood-making organs...

Town Advertisement
ASSESSORS NOTICE

Assessors notice regarding property taxes and assessments.

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MILES per GALLON

When you figure miles per gallon, there is no gasoline as cheap and efficient as SOCONY. Because SOCONY is not only pure and powerful, but uniform.

Every gallon is like every other gallon, no matter where you buy it—quick starting and chock full of energy.

SOCONY is so different from the inert mixtures that are often sold as gasoline that it pays to be particular what goes into your tank.

Standard Oil Co. of New York

Standard Oil Co. of New York

Standard Oil Co. of New York

Standard Oil Co. of New York

Standard Oil Co. of New York

Standard Oil Co. of New York

Standard Oil Co. of New York

Standard Oil Co. of New York

Standard Oil Co. of New York

Standard Oil Co. of New York

Standard Oil Co. of New York

Standard Oil Co. of New York

AFTER SICKNESS THEY GAVE HER VINOL

And She Soon Got Back Her Strength
New Castle, Ind.—The measles left me run down, no appetite, could not rest at night and I took a severe cold which settled on my lungs, so I was unable to keep about my household work...

SOCONY MOTOR GASOLINE
The Sign of a Reliable Dealer and the World's Best Gasoline

DEALERS WHO SELL SOCONY MOTOR GASOLINE
A. M. Burke, Middle terrace, Rockville; Julius Briskey, Windsor Ave., Rockville; Standard Garage, School St., Rockville...

Orford Hotel
Prompt and Efficient Service EXCELLENT TABLE MODERATE RATES

Fire Insurance
Automobile, Fire and Liability Insurance

Meats and Groceries
J. H. WOODHOUSE & SON

Headquarters
For all kinds of lumber and shingles

MASONS SUPPLIES
We have recently added to our stock a line of Masons Supplies

Try Old Friend Coffee 30c lb
Save money by buying your groceries and meats at

MY FOURTEEN MONTHS AT THE FRONT

By WILLIAM J. ROBINSON
Copyright, Little, Brown & Co.
During an attack in the Meuse trenches I was in command of a trench while we held our last part.

SNOPSIS
William J. Robinson, a young American who has been in France during the war, tells us in his new book...

Bomb Throwing
I never saw anything more through in my life than the French making an attempt against Paris...

The Irishman Yelled
I was standing in the trench when the Irishman yelled, 'Spit that be in the air, you chaps!'

Some Suggestions
Help your country by being a better citizen. Wake to the need of your efforts to save the food which is so mighty a factor in the war.

When a Great Determines on a great victory he does not ask his army to go out individually and kill a few of the enemy from time to time.

What Food Involving
Sign the pledge and enroll as a member of the United States Food Administration...

Save wheat by substituting, in part, corn meal and other cereal flours for wheat flour.

Subscribe for The News \$1.50 for one year.

FOR EXPERT EYEGLASS TESTING AND THE BEST IN GLASSES SEE
WALTER OLIVER
915 Main St. S. Manchester

H. E. Seaman
Prompt delivery is our motto. Telephone 37-4. 442 Hartford Road So. Manchester

REAL ESTATE AND ALL KINDS OF INSURANCE
Special Trips to WASHINGTON, TON and BERMUUDA

Reinhold Rothe
HOUSE, SIGN and PAINTER

Dr. C. A. Humphreys
DENTIST
127 Main St. Hartford Conn.

Walter Oliver
915 Main St. S. Manchester

Dr. C. A. Humphreys
DENTIST
127 Main St. Hartford Conn.

Reinhold Rothe
HOUSE, SIGN and PAINTER

Wm Kanehl
Dealer in Real Estate, also General Contractor

J. F. TYNAN
37 PEARL ST. South Manchester

WALL PAPERS, PAINTS & SUPPLIES
PAINTING AND DECORATING

J. F. TYNAN
37 PEARL ST. South Manchester

S. Manchester Wet Wash LAUNDRY

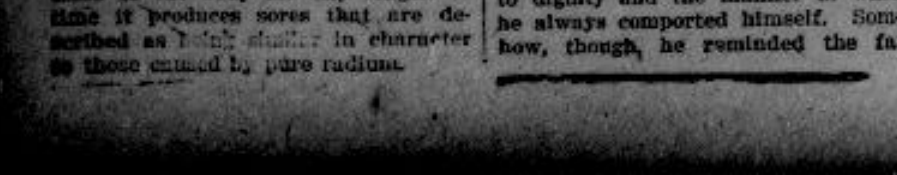
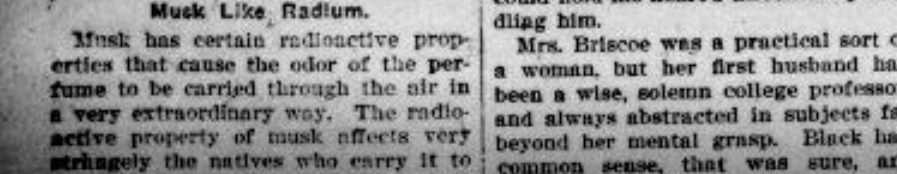
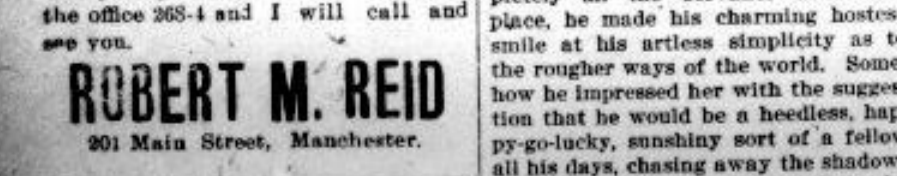
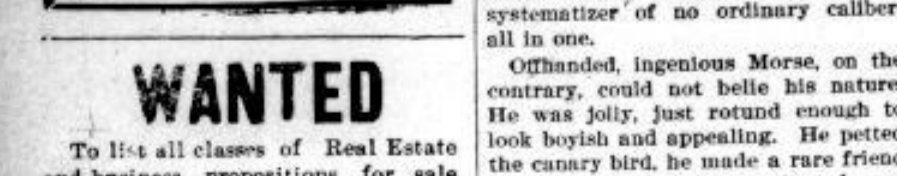
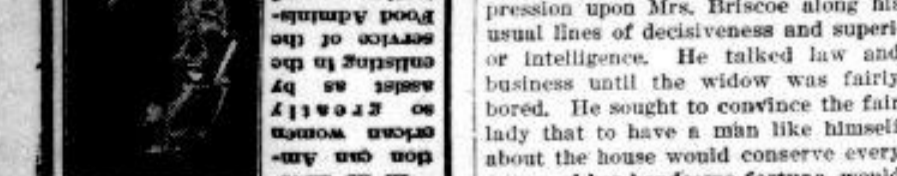
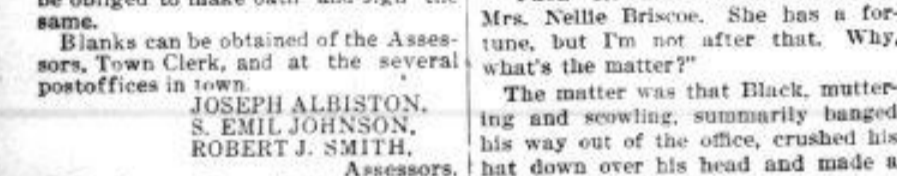
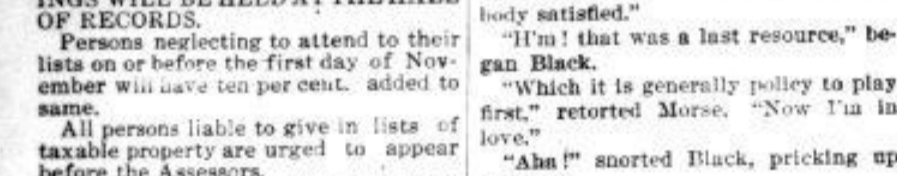
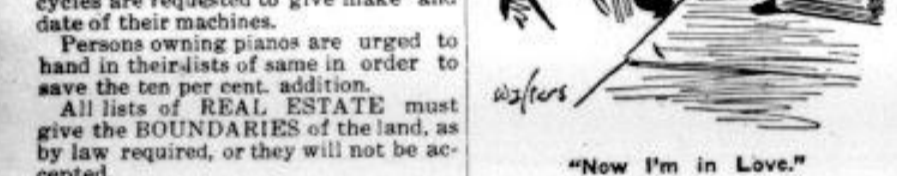
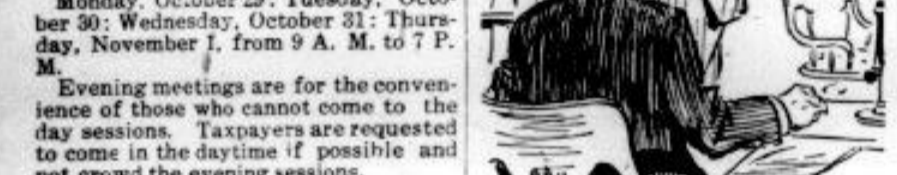
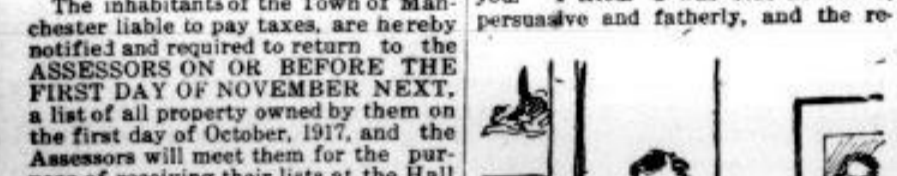
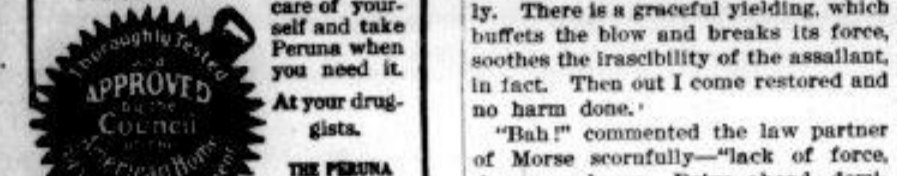
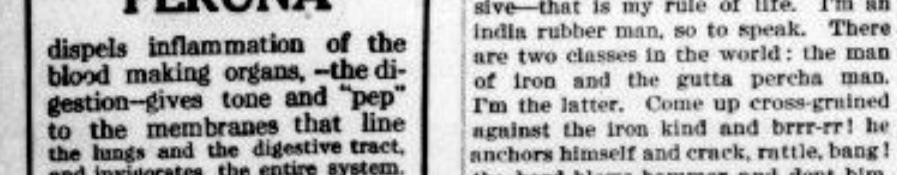
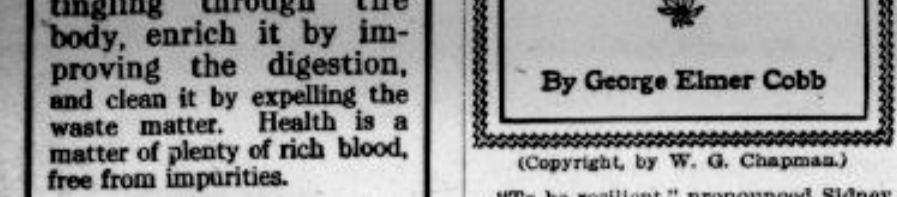
FAMILY WASHINGS
60c A BASKET
FRANK HARE Prop.

New Model Laundry Co.
Our specialty: Shirts, Collars and Cuffs and Shirt Waists All Hand Ironed

ITS RESULTS THAT COUNT IT PAYS TO PLEASE
We are pleasing others and we'll try and please you.

New Model Laundry Co.
Our specialty: Shirts, Collars and Cuffs and Shirt Waists All Hand Ironed

New Model Laundry Co.
Our specialty: Shirts, Collars and Cuffs and Shirt Waists All Hand Ironed



WATKINS BROTHERS INC.
Success Crowns Her Every Dish
Interchangeable Coal Hods—One for ashes, one for coals...
WATKINS BROTHERS INC.
111 Main Street, Manchester, Conn.

Carry Your Purchases and Save Money

We have decided to inaugurate a new method of doing business which will be very much to your advantage.

We invite an inspection of our QUALITY stock and we can convince you that our prices are low when the grade of goods is considered.

By the way, what four do you use? Have you tried King Arthur Flour? Compare it with any other flour and it is not worth \$1.00 per barrel more than any other flour.

You should be paid for carrying home your goods. We will pay you and give you what you are paying for. This is only a partial list, but the plan applies to every article in our store.

Table with 4 columns: Item, Cash, Cash, Cash. Lists various flour and grain products with prices.

SPECIAL DISCOUNT ON CASES TAKEN AWAY

Let Berlin Hear the Music

When the Old Liberty Bell Rings Out the Over-Subscription of the SECOND LIBERTY LOAN BUT--You Must Do Your Part

Park Hill Grocery

BENGTSON & COLE Prompts. Phone 170 Chestnut St. Prompt Delivery

State Convention

The state convention of the Christian Endeavor Society is assembling at the North Congregational church today and tomorrow.

The first session opened this afternoon at 1:30 and will continue into the evening. The services this evening will start at 7:30.

Local Paragraphs

INTERESTING ITEMS BOILED DOWN FOR BUSY READERS

Charles R. Jacobson of Hollister street bought a building lot on North School street with large barn and intends to convert the building into a two-tenement house next spring.

J. Harris Minkins of Russell street, South Manchester, has secured a position as assistant cashier at the Farmington bank in Farmington.

The Forty Hours Devotion will open at St. James church next Sunday morning at the 10:30 mass and will close Tuesday morning with a procession of the Blessed Sacrament.

Mr. Wells W. Cheney left South Manchester yesterday for Ormond, Florida. He will stay there for a few days.

A horse belonging to Archie Hayes fell on Main street last Sunday. The animal was lifted and brought to the stable of George Devey.

The annual convention of the Grand Division Connecticut Sons of Temperance was held yesterday at the Recreation building, South Manchester. Sessions were held both morning and afternoon.

Reason for Self-Confidence. Self-confidence is really based primarily upon one's own merits.

The Bicycle. From the best accounts it appears that the first bicycle—meaning by the term a two-wheeled machine for human propulsion—was made in France about the year 1815.

Dragon. Dragons used to be armed with a short musket which pointed out fire so shortly when the trigger was pulled that it was called a "dragon."

How They Do It. You have doubtless been thrilled by a jungle scene in the movies where a man is given from the rear end.

Semite Languages. Hebrew and Chaldean are sister dialects of a great family of languages to which the name of Semitic has usually been given.

Command. "Do you believe the adage that you've been cheated out of some thing?" "Yes, I've often heard of money being lost."

What a pity it is that man uses his reason much to offend his conduct than to guide it.

WHO HAS BIGGEST PUMPKIN IN TOWN?

Meat Specials

Here are some meat specials for tonight and tomorrow. Compare these prices with those you are now paying and note the savings.

Sirloin Steak 34c lb Porterhouse Steak 38c lb Round Steak 30c lb Pot Roasts 24c lb and up Rib Roast Beef 24c lb and up Roast Veal 30c lb Veal Cutlet 38c lb Leg of Lamb 30c lb

Fruits and Vegetables

We are headquarters for Fruits and Vegetables. Our assortment is the largest and most complete in town and our prices are the lowest.

REYMANDER BROTHERS

Successors to BOSCO and SANLORENZO "The Delicatessen Shop" MAGNELL BLDG. MAIN STREET

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FISHERS

The Home of Style, Quality and Reasonable Prices

1,000 Women's and Misses Coats and Suits Ready Tomorrow Morning

\$16.50, \$19.50 \$21.50 \$24.50

This is a specially planned annual event. Wonderful opportunities for sensible women who wish to spend money wisely and yet have the smartest and prettiest of apparel.

Glorious in brilliant fall coloring or in splendid new dark shades. Many trimmed with luxurious furs, and how warm and comfortable they look, with collars that ruffle up under the chin in so many unusual ways.

Broadcloth Coats Pam Pam Coats Cheviot Coats Bareille Cloth Coats Silverstone Coats Wool Velour Coats

We Can't Often Get Serge Dresses Like These For \$8.50 \$9.50 \$11.50 \$14.50

Highest Price Paid For All Kinds of Raw Furs

1046 MAIN STREET. COR. MORGAN, HARTFORD

Whist Social

The Children of Mary will give a whist social at Tinker Hall Tuesday evening, November 6, for the benefit of the St. James parochial school building fund.

NON-COMBUSTIBLE GAS PESIERED PEOPLE

Many housekeepers found their dismay last Monday morning when they permitted to prepare breakfast on their gas ranges, that the supply of gas fuel was substituted by a combination that smelled equally vile and that caused the gas register to record cubic feet of air instead of gas, all of which they will be called to pay for at the end of the month.

And the present inspection are a part of the task of keeping a complete file of all these liquorers. It is not permitted the saloon keepers to dispose of their stocks in small amounts to individuals.

South Manchester News

VOL. XXV NO. 36 SOUTH MANCHESTER CONN., FRIDAY, NOVEMBER 2, 1917 THREE CENTS



DINING ROOM HOSPITALITY

If there is any gentility or good fellowship in a family it must shine forth in the dining room.

REYMANDER BROTHERS

Successors to BOSCO and SANLORENZO "The Delicatessen Shop" MAGNELL BLDG. MAIN STREET

MOOSE BANQUET LAST EVENING

The Orford hotel dining room was the scene of a happy gathering last evening when the first annual banquet of the South End lodge of Moose took place.

PAYMETS ACKNOWLEDGED

Treasurer P. J. O'Leary announces the following payments made to the K. of C. War Fund:

Table with 2 columns: Name, Amount. Lists donors and their contributions to the K. of C. War Fund.

Sale of Fur Trimmed Coats for Ladies and Misses Now On

RUBINOW'S SPECIALTY SHOP

If you seek an overcoat of distinction; a head tailored coat whose authentic style is immediately apparent and one that will look as smart after long service as when new, then

OVERCOATS

These New Society Brand Overcoats Are For You

\$20.00 \$22.00 \$25.00

GEO. W. SMITH

"STYLE HEADQUARTERS"—The Store That Sells Society Brand Clothes.

Town Advertisement FOR SALE

Fifty-one two-family houses, a number with one-half to two acres of land, at all prices, \$2,500 to \$5,000.

A. H. SKINNER

NOTICE OF TAX COLLECTOR. All persons liable to pay taxes in the South Manchester Fire District of Manchester are hereby notified that I shall on the 5th day of November, 1917, have a rate bill for the collection of \$2 mills on the dollar laid on the 1st of November, 1917 and payable into the treasury.

LIBERTY LOAN FIGURES

B. LaMotte Russell informed The News this afternoon that in so far as he is able to learn the final round up of subscriptions to the Liberty Loan to be accredited to this town is \$1,358,100.

Limit On Parcels To France

Beginning today, parcel post packages addressed to persons in France must not weigh in excess of seven pounds, instead of the twenty pounds heretofore allowed.

ANNIVERSARY SPECIALS

Our Anniversary Sale offers many Bargains in articles you need at the present time. It is also a good opportunity to buy for future use as the prices will be higher.

Edman Bros DRY GOODS

12 1/2c pair

GRAND OPENING OF OLDFIELDS DANCING ACADEMY

Tinker Hall, Every Tuesday Night Beginning Tuesday, Nov. 13, 1917. Instruction given by Prof. Walter E. Oldfield of New York City.

Going Over

Ezekiel and Mrs. Benson of Main street received a postal card from their son, Corporal John Benson of the 10th Infantry.

Gone To Canada

Last Monday morning Harry Madden took five volunteers for the Canadian Red Cross to Hartford from which point they were hurried to Boston and from there to Canada, where they have since joined the colors and taken their place among their fellows.

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OUT OF BUSINESS TOMORROW NIGHT

The saloons in this town will close their doors tomorrow night at ten o'clock and will go out of business for one year at least.

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