

## U. S. HEALTH SERVICE ISSUES WARNING

Increase in All Respiratory Diseases After the Influenza Epidemic Probable.

Influenza Expected to Lurk for Months. How to Guard Against Pneumonia. Common Colds Highly Catching—Importance of Suitable Clothing—Could Save 100,000 Lives.

Washington, D. C.—With the subsidence of the epidemic of influenza the attention of health officers is directed to pneumonia, bronchitis and other diseases of the respiratory system which regularly cause a large number of deaths, especially during the winter season. According to Rupert Blue, Surgeon General of the United States Public Health Service, these diseases will be especially prevalent this winter unless the people are particularly careful to obey health instructions.

"The present epidemic," said Surgeon General Blue, "has taught by bitter experience how readily a condition beginning apparently as a slight cold may go on to pneumonia and death. Although the worst of the epidemic is over, there will continue to be a large number of scattered cases, many of them mild and unrecogized, which will be danger spots to be guarded against." The Surgeon General likened the present situation to that after a great fire, saying, "No fire chief who understands his business stops playing the hose on the charred debris as soon as the flames and visible fire have disappeared. On the contrary, he continues the water for hours and even days, for he knows that there is danger of the fire rekindling from smoldering embers."

"Then you fear another outbreak of influenza?" he was asked. "Not necessarily another large epidemic," said the Surgeon General, "but unless the people learn to realize the seriousness of the danger they will be compelled to pay a heavy death toll from pneumonia and other respiratory diseases."

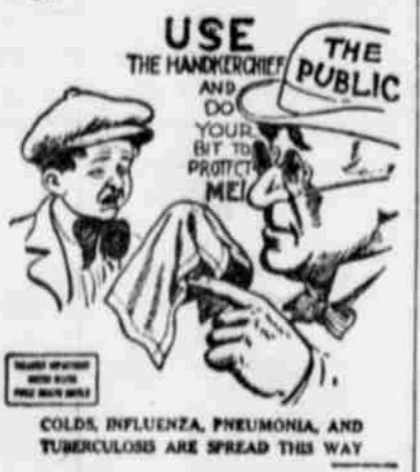
**Common Colds Highly Catching.**  
"It is encouraging to observe that people are beginning to learn that ordinary coughs and colds are highly catching and are spread from person to person by means of droplets of germ laden mucus. Such droplets are sprayed into the air when careless or ignorant people cough or sneeze without covering their mouth and nose. It is also good to know that people have learned something about the value of fresh air. In summer, when people are largely out of doors, the respiratory diseases (coughs, colds, pneumo-

nia, etc.) are infrequent; in the fall, as people begin to remain indoors, the respiratory diseases increase; in the winter, when people are prone to stay in badly ventilated, overheated rooms, the respiratory diseases become very prevalent.

**Suitable Clothing Important.**  
"Still another factor in the production of colds, pneumonia and other respiratory diseases is carelessness or ignorance of the people regarding suitable clothing during the seasons when the weather suddenly changes, sitting in warm rooms too heavily dressed or, what is even more common, especially among women, dressing so lightly that windows are kept closed in order to be comfortably warm. This is a very injurious practice.

**Could Save 100,000 Lives.**  
"I believe we could easily save one hundred thousand lives annually in the United States if all the people would adopt the system of fresh air living followed, for example, in tuberculosis sanatoria. There is nothing mysterious about it—no specific medicine, no vaccine. The important thing is right living, good food and plenty of fresh air.

"The Bureau of Public Health, Treasury Department, has just issued a striking poster drawn by Berryman, the well-known Washington cartoonist. The poster exemplifies the modern method of health education. A few years ago, under similar circumstances, the health authorities would have issued an official dry but scientifically accurate bulletin teaching the role of droplet infection in the spread of respiratory diseases. The only ones who would have understood the bulletin would have been those who already knew all about the subject. The man in the street, the plain citizen and the many millions who toil for their living would have had no time and no desire to wade through the technical phraseology."



Copies of this poster can be obtained free of charge by writing to the Surgeon General, U. S. Public Health Service, Washington, D. C.

Lloyd George says "the worst is over" and Wilhelm is sure that "the worst is yet to come."

Tipping is extravagant and degrading, says an esteemed contemp. So is war, but everybody's doing it.

Some men are afraid they will have to go to war, and some of their wives are afraid they won't.

Enemy victories always turn out to be smaller and enemy defeats bigger than they are at first reported.

To have hanging in closets discarded clothing that might protect needy Belgians against the winds of winter is to misplace one's generous instincts.

Human life has been lengthened three years by science and sanitation. And the age of a suit of clothes has been increased three years by the war.

Knitting needles are again withdrawn from their scabbards and are clicking in their own way toward victory.

The Kaiser is reported as "very dependent," and when you stop to think about it there is not much excuse for merriment on his part these days.

One way to end this submarine war would be to keep the women and children off the ships, thus depriving the U-boats of suitable targets.

Some of the fellows who are worrying for fear they will be drafted have no cause for uneasiness. The army wants to win.

We insist that the sublimest hero of the war is the man who is voluntarily submitting his body to the ravages of the coats that science may devise a way of combating it!

That suggestion that no man shall be employed in a position which a woman can fill will come as a severe blow to a lot of soft-handed, self-glorified men.

Automobile shows planned for next year are being canceled. The motor situation has become one of such gloom that it is impossible to smile even at the flivver joke.

A more general use of lady barbers is among the prohibitions. And why not? Let us avoid, however, those women who take a great delight in cutting men.

France has become a great admirer of the "jazz band." This fact may not show great musical taste, but it is an unquestionable evidence of affection for America.

## CHRISTMAS IS COMING!



## THE SPIRIT OF CHRISTMAS

It is almost with us. It lacks the real activity in getting together the gifts. Now is the opportune time to make your selections. Our stock is heavy, well selected and complete. There is anything a man or boy needs to wear and they are always more acceptable than most anything that can be hastily consumed and forgotten.

Shop now while the selections are good; while the salespeople are still fresh and eager to aid you. Shop at your home store where you lessen the possibility of catching the influenza. Shop at our store where the goods are dependable and where you are known.

**FOR MEN--** Umbrellas, Bath Robes, Fancy Socks, Shirts, Neck Ties, Collars, Handkerchiefs, Suspenders, Shoes, Overcoats, Suits, Traveling Bags, Suit Cases.

**FOR WOMEN--** Silk Petticoats, Silk Hosiery, Silk Neckwear, Silk Blouses, Knit Gloves, Embroidery Pieces, Umbrellas, Wool Middies, Sweaters, Kid Gloves, Toques Kimonas, Dresses.

## BONHAM & CURRIER

L. E. ROSE, Mgr. Men's Dept.

# SACRIFICE SALE

The most gigantic sale that ever occurred in the history of St. Johns' mercantile life will be at the ST. JOHNS DEPARTMENT STORE, formerly owned by COUCH & CO. This Sale will probably be like a thunder storm to some of our customers, but creditors don't know any mercy. They want their money, and made a demand on us for immediate settlement. We must pay them or be forced to the wall.



## We decided to Slaughter the Prices

And make a big sacrifice on our Merchandise, consisting of Ladies', Men's and Children's Shoes, Hats, Caps, Ladies' Waists, Dry Goods, Umbrellas, Gents' Furnishings, Suits and Overcoats, Etc., in order that we can raise money quickly. Only a few of our prices. We have many thousands that could not be listed here:



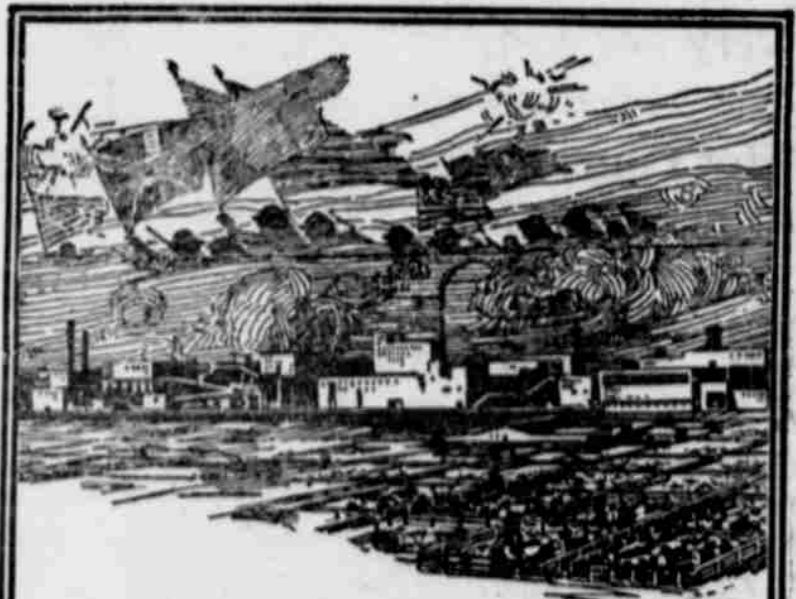
SHOES	MEN'S SUITS	HATS	COTTON BATTS
High top, hand pegged Niocoff Logger, Reg. \$15. . . . . \$9.85	Reg. \$20 Lot, Price . . \$13.89	\$1.00 Silk Hat . . . . . \$ .49	1/2 lb. No Name 15¢ . . . \$ .09
Genuine Chipewa bark shoe at . . . . . 3.89	" 25 " " . . . . . 16.29	2.50 Cloth Hat . . . . . 1.49	1/2 lb. Nox all 20¢ . . . . . 12
J. E. Tilt dress, known as the best wearing shoes \$9. . . . . 6.90	" 30 " " . . . . . 22.69	3.00 Sale Price . . . . . 1.98	1/2 lb. Downy 30¢ . . . . . 19
Ladies' patent leather	" 35 " " . . . . . 23.85	4.00 " " . . . . . 2.98	2 lb. Eureka \$1.35 . . . . . 89
	vamp and cloth top, Reg. \$5. . . . . 2.98	5.50 " " . . . . . 4.19	2 1/2 lb. Red Star \$1.65 . . . . . 98
	Lot Ladies' Shoes and Oxfords \$3 and \$4 . . . . . 98		3 lb. Empire \$1.85 . . . . . 119
One Lot of Children's Scufflers with good leather soles \$1.50 value . . . . . \$ .98		Kabo Corsets, known as the best fitting and wearing corset, will be sold 75¢ on the dollar.	
20,000 yards of Outting Flannel, very best of grade, all colors and patterns, Reg. price 40¢ . . . . . Sale price . . . . . 27		Ribbon of all widths and colors will be sold 75¢ on the dollar.	
30,000 yards of Gingham, the Red Seal and A. F. C. grades, Reg. 35¢ and 40¢ . . . . . Sale price . . . . . 27		A big selection of Lace and Insertion will be reduced 50¢ on the dollar.	
Utility Ginghams at . . . . . 25		All our Ladies' Waists, Underwear, Sweaters, Umbrellas, Sox, Silk Hose, Men's Pants, Raincoats, Overcoats and Men's Underwear are greatly reduced. Come and see for yourself.	
Blue Apron Coveralls, Reg. \$1.75 and \$2. Sale price . . . . . 1.19			
Pequot Cotton Sheeting 42 inches wide, Reg. 45¢ . . . . . 36			

Remember that our high grade and well selected stock will be greatly reduced regardless of cost or value, and in spite of the terrific rise in prices in all merchandise and still soaring higher, we MUST RAISE THE MONEY, and our loss means a great many dollars saved to our community.

The BIG SALE is now on. Don't delay your Xmas Shopping while the choice is big. Hundreds of people have taken advantage of our Sacrifice Sale and saved from 25% to 50% on their purchases.

Your DOLLAR is worth nearly double value in our Store

**The St. Johns Department Store** 206-10 Philadelphia Street  
Formerly Couch & Co.'s Store Store open until 8 P. M.



## An International Service Built on Tiny Profits Per Pound

Some industries have been able to get in step with war demands more quickly than others.

In many cases mighty plants have sprung up—but at a prodigious cost.

The packing industry was able to adapt itself to unheard of demands more quickly, perhaps, than any other industry. And this was because the vast equipment of packing plants, refrigerator cars, branch houses, etc., had been gradually developed to its present state of efficiency, so that in the crucial hour it became a mighty international system for war service.

And how had this development taken place?

Not by making vast inroads into the capital wealth of the country, but largely by using, from year to year, a portion of the profits, to provide for expansion.

Swift & Company's profits have always been so tiny, compared with sales, that they have had practically no effect on the price of meat (amounting to only a fraction of a cent per pound).

And yet the owners of the business have been content with reasonable returns on their capital, and have been able, year after year, to put part of the profits back into the business to provide for its expansion.

These fractions of tiny profits have been repaid to the public many fold in the form of better service, and better and cheaper meat, and made it possible for Swift & Company to meet, undaunted, the sudden cry for meat for overseas.

Could any other method of financing a vital industry involve less hardship to the people of the country? Could there be a better instance of true "profit-sharing" than this return in added usefulness and in national preparedness?

Swift & Company, U. S. A.

