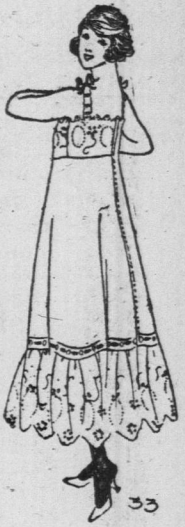


ES, Ltd.

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Towels.CAN YOU AFFORD TO TAKE
"CHANCES?"

A little cold may not seem a dangerous thing—you may feel inclined to let it go on hoping that to-morrow it will be better—but can you afford to take chances? Just as the little insignificant acorn grows if let alone, the mighty giant oak, that cough that not stopped may grow to a very serious illness. When a cough starts there's no telling where it will end. Among people you have known where serious complications and fatal illnesses have had their start from a neglected cough or cold.

A cold is more than inconvenient—it is dangerous—so the big thing is to get a reliable remedy—one that will cure you quick, satisfactory relief.

There are many treatments that are recommended for a cough or cold but STAFFORD'S PHORATONE COUGH and COLD CURE is recommended to be the safest, surest and most satisfactory way to cure a cold, gripe.

Price 25 cts.; Postage 5 cts. extra.
Prepared only by DR. F. STAFFORD
SON, St. John's, Nfld., Manufacturer of 3 Specialties:
Stafford's Liniment.
Stafford's Prescription "A."
Stafford's Phorotone Cough & Cold Cure.

Here and There.

BIG MAIL DUE.—The S. S. Tabasco due here to-morrow night from Liverpool with a big mail and freight.

PIANOS AND ORGANS.—The Messrs. Kohler and Tonk Pianos. The Messrs. Godrich and Mason & Ham. Organs. CHESLEY WOODS, 25 Blackworth Street.—aug.7.14

MORE DIPHTHERIA.—Two more new cases of diphtheria have been discovered at Petty Harbor, making a total of four patients in the settlement now. They are all being nursed at home.

STAFFORD'S LINIMENT FOR SALE EVERYWHERE.

Children's Dresses at 99c.

A dainty Striped Galatea and Serge Dress, with Blue Serge Collar and Cuffs, Red Cord and Tassel, Red Pearl Buttons to match; to fit from 5 to 14 years. Regularly sold at \$1.40. January Sale Price .. 99c

Women and Children first, Please

CHILDREN'S NIGHTDRESSES at 39c. We are offering some daisy little "Nighties" for children in Pale Blue and Pink, and that were selling for 50c., at now .. 39c

Children's Hose

20 doz. of Children's Fast Black Hose. You'll need to get in early. To be cleared in a single day, and they're going cheap too at 18c. and 20c. per pair. 15 doz. Children's Tan Hose. Better buy them now, they'll be scarce later. January Sale Price .. 25c

Children's Mittens, from 19c. up

We are now handing out to you a dainty little Mitten for children, to fit ages of from 4 to 8 years. They're great value for the money. The shades are White, Navy and Tan, and the price from, 19c up. Just what you've been looking for

Women's Hose, at 20c. p. pr

Here is a real good old-fashioned pair of Stockings—we mean old-fashioned quality; strong and serviceable, at per pair .. 20c. Another line of 55c. Cashmere Hose regularly, will be cleared during Sale at, per pair .. 35c

SPECIALS.

HONEYCOMB & MARCELLA QUILTS from \$1.50.
ENDS DRESS GOODS (Remnants) marked away down.
REMnants GINGHAM.
50 doz. MEN'S COLLARS at 5c. per Collar.
COT BLANKETS.
BOYS' OVERCOATS AND REEFERS.
BOOTS AND SHOES.
All must be cleared regardless of price.
GREAT TIME TO BUY TAPESTRY TABLE COVERS.

J. M. DEVINE'S

Great JANUARY Sale!

You will be pleased with our Showing of White Goods. COME EARLY.

of General Dry Goods has been launched to-day and bumper bargains await all who will avail of this greatest of opportunities. Now, note carefully the price of every item. When you sit down at night make an honest comparison with goods you will read in other ads., and retire at a reasonable hour with a steel clad resolution in your mind to make us prove what we're talking about in the morning at 9 o'clock. The Goods:—

Ladies' Wool Gloves, from 25c. up

We offer during Sale many dozen pairs Ladies' Wool Gloves in Fancy Brown and other shades from, up 20c. Good time to buy these Gloves.

Ribbons in all Widths and Shades

You will be pleased to know that we are showing at reduced prices, in all shades and widths, a very complete stock of Ribbons in Silks and Satins. You would do well to look through our Fancy Silk Ribbons, they are certainly interesting.

Blouse Bargains

In our Blouse Department we have many snaps. You can get a pretty White Lawn Blouse for .. 75c. And we'll even do better than that. You will find two or three dozen slightly soiled White Lawn Blouses that sold at 80c., 90c. and \$1.50. Your choice during Sale, each .. 49c

The Biggest Bargain of all LADIES' UNDERWEAR.

25 doz. Ladies' Fleece Lined Vests that sold at 45c. each. Out they go during January Sale at, each .. 29c. Now, come early for these, they won't last long.

D & A Corsets & Devine's

When you think of D. & A. Corsets you must think of Devine's. This is because we have been telling you for years that they are the best, and it simply is that, because they are the best, we can afford to talk out loud about them.

\$1.00 for .. 75c.
\$2.00 for .. \$1.70
\$1.50 for .. \$1.20
We have a special at 45c. These prices are only for our January Sale. You'll buy from us as usual, won't you?

Ladies' Night Dresses

IN FANCY FLANNELLETTE.

Not \$2.00? No! Not \$1.50? No! Not \$1.20? No! Well, what is it? A comfortable Flannellette "Nightie" in good heavyweight goods, worth \$1.30 to \$1.40 for, during January Sale, each .. 89c. Come—and not too late.

Ladies' Costumes

We have a few to clear at a bargain in Fancy Tweeds. Come in and see them, will you?

Flannelettes and Curtain Nets

You will be delighted with our stock of White and Pink Flannelettes at the old price of from 10c. up during Sale.

Ladies' Hair Combs

Beautiful hair beautifully dressed has won the admiration of the greatest down through the ages. During this Sale, ladies, you will have a chance to purchase the most stylish Combs that are made in Perle, Shell and Amber; also a grand assortment of Pins and Barrettes. Prices are for Combs from 20c. to \$1.50 per pair. All reduced during Sale.

Now, Men, We are after You HOME KNIT DRAWERS.

We have the real thing made from the wool of Newfoundland sheep and knit in the good old-fashioned way. Very warm and serviceable. During Sale, .. \$2.50 per pair

Mittens for Men

20 doz. White Wool Mittens, local knit. Usually 30c. per pair. During Sale .. 20c.
Men's Leather Cuffs, per pair .. 45c.
Men's Leather Cuffs, wool wristlet, very strong, horse hide; asstd. shades. Usual price \$1.00. Sale Price .. 75c.
A very classy line Leather Gloves at, per pair .. 45c.
Men's Wool Gloves, Aberdeen, per pair .. 85c.

TOWELS.

Worth your while to see our immense showing of Turkish and other Towels. A huge pyramid of real Towel value stands at the door waiting for you. Prices from 10c. to 49c. per Towel all reduced. Hundreds of yards of Toweling from, up .. 8c

Open FRIDAY EVENINGS till 9.30

LONDON GOSSIP.

LONDON, Dec. 28th, 1915.

THE KING.

It was not generally known that the King was to make his first re-appearance in public on Queen Alexandra's birthday and a great deal of disappointment was felt at the fact, for many people would have lined the route from the Palace to Marlborough House. Society, of course, ever since the King's return from France has been assiduous in putting down its name in the book at Buckingham Palace, but the name of Londoners have had no opportunity so far of late of proving their personal respect for the King. King George may spend some time of his convalescence at one of the two big hotels at Newquay, a Cornish resort much favored by the Royal Family. The Prince of Wales and his brothers have stayed there, and the whole of one of the hotels was once taken for three months by the Kaiser. The King is said by those who have seen him during his recent trying period of enforced quiet to have felt very deeply being laid up at such a time. He has

been reading a good deal, particularly religious works. His domestic chaplain, Bowland Grant, has gone to the front, and indeed into the trenches, as an army chaplain.

ROYALTY AND CHRISTMAS SHOPPING.

Although economy is being strictly encouraged in the Royal Palace since the war, there is to be no reduction of their Christmas gifts. Certain important gifts to near relations will obviously this year, as last, be omitted. The King's Christmas present to the Kaiser, for instance, used invariably to cost anything over £100. The Queen has this year purchased largely from the various enterprises which employ the disabled among our soldiers and sailors, and so have all the members of the Royal Family. The bulk of the gifts are bought in Buckingham Palace itself. The shops patronized by the Royal Family are always ordered in the weeks preceding Christmas to send a large selection of novelties to the Palace for inspection, where two or three large rooms are set aside for their display. Each article is plainly marked with the price and name of the firm. The Queen favors lace, particularly that made in England and Ireland, as she does Irish linen goods and Scottish tweeds and friezes. The King's usual gifts are enamelled buttons, cigar and cigarette cases, tiepins and hand-some pencil-cases.

WHAT PEOPLE ARE BUYING.

The biggest of the West End shops are obviously astonished at the briskness of their Christmas trade, which is not confined to the departments with an especial Christmassy allure, but spread through all the small goods departments. One manager thought that the people were buying as many gifts as usual, but selecting cheaper things, while other firms

said they noticed no difference in this year's Christmas expenditure. Every one seemed to have plenty of money to spend. He had been surprised at their sale of very expensive toys; some people were quite cheerfully giving five or six guineas for these. On the other hand, one noticed that in all the shops the chief demand was for useful gifts—gloves and more especially every sort of compact, compasses of the housewife type, so useful for women workers living in compact lodgings. Thousands of handkerchiefs will be sent by letter-post this year instead of Christmas cards—the letter-post will probably be worked hard this year to save the overburdened parcel mail. Pincushions of every design have blossomed through all the shops. But this year's distinctive gift is the regimental badge worked in silver, gilt and enamel, or very splendidly in diamonds and colored jewels. The shops have hardly been able to keep pace with the demand for these, though they are helped out by the big hotels, all of which display in their great showcases badges of the three services.

CHRISTMAS ON LUDGATE HILL.

War has shorn London of one of its traditional Christmas sights, for Ludgate Hill is no longer lined on either side, by hundreds of hawkers selling penny toys. In days of peace the gutter merchants, as they are called, were so numerous that only the early risers secured places in the long, ragged lines that stretched from Ludgate Circus to the doors of St. Paul's Cathedral. They were of both sexes, and the only thing they appeared to have in common was their poverty. The police had to regulate the ranks, subdue rivalries, and prevent encroachments. This year there was no need for official interference. There was only a straggling remnant of the army that used to stand shoulder to shoulder. The total number on both sides of the thoroughfare did not exceed 30 at the busiest time of the afternoon, and they were mostly women, whose trade cries were but a feeble echo of the din of former days. The men have joined other ranks, and the majority of the women too, no doubt, have found more worthy and more remunerative employment. Although "the City" is not partial to the disturbance of old-time customs, few people will regret the disappearance of what was never an edifying spectacle.

AT THE HOTELS.

There will be apparently very little diminution in the festivities at the hotels, except that there will be no freak entertainments, for the good reason that the people who give them are staying at home in America. At one of the big Strand hotels there is a few on Christmas Eve to help a war fund. At another caravanserai the programme is as usual, including "gala dinner" on Christmas Day (15s.

gd, a head exclusive of wine and smoke) and the famous New Year's Eve revel at a guinea. These expensive hotels have suffered from the stoppage of the tourist trade. At Christmas they will be crowded by officers from the front and their relatives and friends. After a long spell in the trenches many officers like to return to civilisation by way of a period of luxurious living in a big hotel. The first thing done by an officer who had been in France for a year without a break on reaching London was to engage a suite of rooms at the most expensive of the Strand hotels and give a series of entertainments to his friends. He explained that he had been saving up just for that.

THE VATICAN'S NEUTRALITY.

According to private advices from Rome, Pope Benedict XV. is sedulous in endeavoring to preserve the strictest neutrality in dealing with those representing in any capacity at the Vatican the countries now at war. The latest striking manifestation of this was the fact that on the day Cardinal Hartmann, of Cologne, who was known to be a direct emissary of the

Kaiser, was received by the Pope, his Holiness gave a reception also to Cardinal Bourne, of Westminster, while on the day immediately following Sir Henry Howard, who represents British diplomatic interests at the Vatican, was given an audience. In this regard, it is not to be forgotten that Cardinal Gasquet, the English Prince of the Church of most recent creation, resides in Rome, pursuing those historical studies which already have won him enduring fame in his native country, even the most extreme Protestant with knowledge of the period recognising the great services he has rendered from original documents towards a full and fair comprehension of the social and political movements which led to and culminated in the English phase of the Reformation. The story is apocryphal, but it continues to be told with relish here, of the passage of words between the German and the English Cardinal on their meeting a few weeks since in Rome. "We will not talk of war," said Cardinal Hartmann, "we will not talk of peace," rejoined Cardinal Gasquet. Here, in a crystal, was the whole position, and the Vatican now fully comprehends it.

THE SHORTAGE OF DOCTORS.

The shortage of doctors in the London hospitals is leading to serious difficulties. In one central hospital where there are normally three house surgeons and three house physicians, doctors, who are badly overworked, and in some hospitals senior students are being employed on the staff. A London inquest on December 7th brought out the case of a surgeon who had to act as anaesthetist and surgeon at an operation. It is expected that in the new year matters will become much worse. Students who are now completing their course are being urged by the military authorities to join the army as soon as they are through, and in the meantime to get preliminary training in the Officers' Training Corps. It is well known that the medical schools are extremely disquieted by the prospect of a still more severe drain upon the diminishing supply of doctors. It does not appear that in London, at any rate, any large number of women have been taken on the staff, although there are special hospitals entirely staffed by women doctors. A suggestion that is being made that a limited number of doctors now serving in the field should be allowed to return home is not at all likely to be acted upon unless there is a change in the policy of the army medical authorities.

UNFINISHED NOVELS.

Among literary people there is the liveliest interest to see what Lucas Malet will do with the unfinished story of her father, Charles Kingsley. She has, it may be said, endeavored to finish it as much as possible in the style in which he left the first half. The second half was only sketched out in his MSS., and so she has really had the whole of it to write. Those who have seen the completed story say it is practically impossible to tell what Kingsley wrote and what "Lucas Malet" has written. "The Tutor's Story," as the title is, will be an interesting addition to the books left by famous writers, as, for instance, Dickens's "Edwin Drood" and Stevenson's "St. Ives," which Sir Arthur Quiller Couch finished.

AS WE GROW OLDER

Our minds are quite as active as in former years but our strength does not respond when we need it most; perhaps the kidneys are weak, the liver torpid, rheumatic pains or stiffened joints beset us, and we cannot easily throw off the colds that winter brings. What we need is the rich cod liver oil in Scott's Emulsion to renew the blood and carry strength to every organ of the body, while its glycerine soothes the respiratory tract, and its hypophosphites strengthen the excitable nerves. Scott's Emulsion is a scientific food, of unusual benefit to those past fifty years—particularly during the colder seasons, it imparts warmth and creates strength. One bottle will prove its worth. No harmful drugs. Scott & Bowne, Toronto, Ont.

WINDSOR TABLE SALT

When "Purity" is mentioned, WINDSOR SALT naturally comes to mind.

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WHAT PEOPLE ARE BUYING.

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Should Be at Hand

Largest Sale of Any Medicine in the World. Sold everywhere. In boxes, 25 cents.

Fatigue from Poisoned Blood

Sluggish action of the liver, kidneys and bowels leave impurities in the blood which render it poisonous. Poisoned blood is the cause of tired, languid feelings, as well as of headache, backache and bodily pains and aches.

By awakening the action of these filtering and excretory organs, Dr. Chase's Kidney-Liver Pills thoroughly cleanse the system, purify the blood and cure such ailments as indigestion, biliousness, kidney derangements and constipation. 25 cts.

Dr. Chase's Kidney-Liver Pills