

LATEST
VEILS!

Sole Agents for
Newfoundland
**Marshall
Brothers.**

Van Raalte Veils!

May We Show You Something Different?

Come to the Veiling Department. We have something different in Veils and Veilings. We shall not tell you what they are. You must come and see them. But, just a hint, they are

Van Raalte Veils and Veilings,

Absolutely the last word of Fashion. Beautiful---Becoming---and they---stretch without tearing, wash without wearing---outlast three ordinary Veils.

COME and SEE SOMETHING DIFFERENT.

*Except those chenilled, appliqued or embroidered.

Marshall Bros

NEWEST
VEILINGS!

Sole Agents for
Newfoundland
**Marshall
Brothers.**

A Terrible Temptation.

By RUTH CAMERON.



RUTH CAMERON

When the rest of us had finished, "I was just starting out on my first big job--selling on the road. There was an older man that I looked up to a lot and I asked him for advice. And he gave it to me."

He stopped for a quiet, amused laugh. "He said, 'Youngster you'll go a long way if you can resist one temptation.'"

He thought it was something dramatic.

"What is it?" I said, all eagerness. I thought it was something big and dramatic.

"The temptation of talking about yourself, youngster," he said.

"Of course I felt flat. But, by George, reading a hundred books on how to succeed couldn't have done me any more good than the shock of that. The way he slung it at me made an impression. It didn't go in one ear and out the other--it kept coming back--and when I needed it, I can well believe that man when he says that single piece of advice made its impression on his character."

A Man Who Makes People Talk About Themselves.

That speech was one of the longest I ever heard him make. For he is a man of few words, one of those marvelous, sympathetic listeners (more common among women than men) who make people talk about themselves. He listens, smiles (not the exasperating superior smile) draws you on, and occasionally contributes a pungent and worthwhile word.

When "P" Fills The Air.

But when the talk takes the highly

personal turn that it occasionally does even among well bred people, when "It" fills the air, and big sounding names are lugged in to give lustre to those who speak them, and when anecdotes in which "I" always comes in whenever other folks are doing the wrong thing and sets them right, are handed back and forth and people interrupt each other in the excitement, he never once loses his head and joins the orgy.

"You'll go a long way if you can resist the temptation to talk about yourself."

I guess there are about ninety per cent. of us who could borrow that advice. Don't you? And I'm sure he will be willing to lend it.

Minard's Liniment Co., Limited.

Sirs--I have used your MINARD'S LINIMENT for the past 25 years and whilst I have occasionally used other liniments I can safely say that I have never used any equal to yours.

If rubbed between the hands and inhaled frequently, it will never fail to cure cold in the head in 24 hours. It is also the Best for bruises, sprains, etc.

Yours truly,
J. G. LESLIE.

Dartmouth.

EVERYDAY ETIQUETTE.

"A strange man tried to start a conversation with me on the train," remarked Ruth. "Should I have called the conductor?"

"Not unless he persisted after you had told him you did not care to talk to him," said her father. "You might have gone into another car with less attention drawn to the episode."

"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 "Pumpkin" 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.

dec23,24

Fresh Codfish and Fresh Caplin

Every Wednesday and Friday.

Due This Week: Fresh Halibut

Fresh Rabbits.
Small Rib Pork.
Corned Pigs' Tongues.

HIGHEST
MANITOBA PATENTS
5 Roses, Robin Hood,
Verbena, R. House-
hold, Windsor, Victor,
5 Stars, Buffalo,
Graham.

To arrive by Steamer,
now due:
50 boxes Apples.
50 boxes Oranges.
10 kegs Almeria Grapes
10 cases Spanish Onions
5 cases Lemons.
10 sacks Parsnips.
10 sacks Carrots.
10 kegs Spanish Grapes

C. P. Eagan

Duckworth Street and Queen's Road.

Split PEAS, Beans, Rice.

50 bags (60's) SPLIT
PEAS.
200 bags (112's) SMALL
BEANS.
100 bags (100's) SPLIT
RICE.
100 bags (25's) SPLIT
RICE.

On spot to-day.

Soper & Moore
IMPORTERS & JOBBERS.
PHONE 480.

Rann-Dom Reels.

ZERO WEATHER.

Zero weather is a chilly and unpleasant effort on the part of nature to retire the microbe from circulation. Some of these efforts are more durable than others, and hang on until dispelled by the Fourth of July celebration. None of them, however, quit early enough to satisfy the cruel and rapacious greed of the hard coal industry.

Science teaches us that this sort of weather is a first rate thing for the human race, as it slays the long-nosed hay fever germ and banishes the mournful high-powered sneeze of its victim. The hay fever sufferer who has been trailed night and day for three months by the moist and light-stepping sneeze peculiar to that malady will welcome the climatic change or sudden death with equal ardor. Zero weather also does away with the prickly heat and makes it difficult to die a natural death by sunstroke.

It is caused by the sun backing away from the earth in a due northerly direction and withholding heat from some of the best and most richly fertilized states in the Union. This is done solely for the benefit of the boarding houses of California and Florida, which are thronged every season by restless tourists laden with bright green currency and the acrid grip bacillus, parting with both of them at a very satisfactory rate of speed. One reason why Joshua condescended to the sun to stand still, we are told, was to prevent so many people from going south in the winter and scattering influenza germs and unpaid board bills all over that fair land.

The most deadly form of zero weather known in this country is found in the New England states, where it gets cold enough to "freeze the eyebrows off of a teddy bear," as the poet Whittier so aptly says. Those who have tried the New England brand for any length of time recommend it highly for cold storage purposes. Every winter entire communities are put in cold storage for several weeks and obliged to live off of canned smelts and the succulent snowball. The only people who really enjoy this weather are the ice man

and the doctor, why ply their nefarious trades clad in coon skin coats and a placid look. The best thing about it is that it is followed by spring, which sometimes springs from it so suddenly that a man is caught with his heavy fannels on.

HUMAN NATURE.



WALT MASON

We're built in a peculiar style that makes it impossible for us to know; behind the widest, gladdest smile there always is some hint of woe. Last night I sat before the fire, with every cause why I should laugh.

I'd done my week's work on my lyre, and earned eight dollars and a half (\$8.50). My health was good, my bills were paid, no man could say I owed him coin, and in my larger there was laid an ample stock of tenderloin. I'd stowed away in state-ly ricks, and coal was in the basement bins; then why, you ask, O gentle hicks, was there a sadness in my grins? A bitter wind swept over the moor, I heard it howl, the long night through, and heard the wailing of the poor in every freezing blast that blew. So I felt guilty as I sat in comfort in my inglenook, and fed tobacco to the cat, or turned the pages of a book. My conscience prods me all the time, whenever I'd enjoy repose, accuses me of sin and crime, and pulls my hair and twists my nose. I crank my car to take a jaunt, and conscience says I'm doing wrong, and talks of fellow men in want who wearily must trudge along. Pure happiness was not decreed, I am convinced, for mortal man; but, as we to the grave proceed, let's be as happy as we can.

The King's Medal for Boy and Girl.

The King has awarded the Albert Medal to Doreen Ashburnham, aged 11, and Anthony Farrer, aged 8, of Cowichan Lake, Vancouver Island, in recognition of their great bravery.

On September 23, 1916, the children left their homes at Cowichan Lake for the purpose of catching their ponies, and, when about half a mile from home, they were attacked by a cougar (the American puma, often spoken of as the American lion, but resembling more a leopard). They were almost upon the animal before they saw it crouching in a path at a corner. The cougar sprang upon her and she was knocked down with her face to the ground, the animal being on her back.

The boy at once attacked the cougar with his fists and riding bridle and

drove the animal off the girl. It then attacked him, but the girl getting to her feet came to his rescue, fighting with her clenched hands and bridle, and even putting her arm into the cougar's mouth to try to prevent it from biting Anthony.

She succeeded in getting it off the boy, and it stood on its hindquarters and fought with her, but evidently it was disturbed by some sound, for presently it slunk away and ran under a log, where it was afterwards killed. The children, though both badly injured, were able to make their way home.

The cougar was seven feet from nose to tip of tail.

Imperial Red Cross.

Balance on hand \$284 32

Port Rexton Women's Sewing-Class, per Rev. Arthur Pittman 30 00

Inspector O'Reilly 1 00

Collection C. of E. Belleoram, per Rev. M. H. W. Seelye 8 25

Donation Methodist Ladies' College Aid Society, in memory of College boys who have fallen 250 00

Collection St. Mary's Church, Lamaline, per Geo. S. Wallace 8 42

Collection St. Mary's Church, Herring Neck 3 95

Contribution from W. P. A., Grand Bank 40 00

Collection Church of St. Boniface, Ramea 13 00

Collection Saint Matthew's Church, St. Lawrence 10 50

Collection Botwood, Jan. 6, per Rev. M. K. Gardner 4 00

The Cove Mining Co. and workmen 50 00

Collection Joe Batt's Arm, Jan. 6, per Wilfred Verge 22 20

\$725 64

F. H. STEER, Treasurer.

Workers to See the War.

Sir Edward Carson has made arrangements for bringing the working classes throughout the country into the closest touch with their fighting comrades. Parties of working men from different districts are to visit the British front in France and Flanders and see for themselves the operations of the great fighting machine for which they have been supplying men and munitions. They will be taken to look at the devastation which a cruel foe has wrought on industrial France and Belgium and from which they have been saved.

An organizing committee has been formed to expedite the journeys and arrange details. Parties will start daily, and the first leaves on Thursday, January 10. A week will be devoted to each trip, and it is reckoned that four full days can be spent at the battlefields. The scenes will be described and the military movements explained by a competent authority.

On their return to England the parties will be invited to tell all they have seen to their fellow-workers, and arrangements are to be made for lectures and conferences. In this way the masses of the people will become more fully conversant with the facts of the effort. Great Britain has made, and still has to make, to achieve victory.--Daily Mail.

Stafford's Liniment cures Rheumatism, Lumbago, Neuralgia and all Aches and Pains.

NOTICE!

Owing to the increased cost of Drugs, Bottles, Cartons, etc., used in the manufacturing of STAFFORD'S PRESCRIPTION "A" and STAFFORD'S PHORATONE, we have been compelled to advance the prices from 25c. and 50c. to 30c. and 60c. a bottle.

DR. F. STAFFORD & SON,
St. John's, Nfld.

Just Received:

A large shipment of

Columbia Grafonolas and Records.

U. S. Picture & Portrait Co.
Graphophone Department.

Tin Plates, 14 x 20.

Just arrived a small quantity 14 x 20 TIN PLATES, which we are selling at REASONABLE PRICES.

GEO. M. BARR.

OATS! OATS!

Expected to-day, Jan. 24th,

1000 bags OATS.

GEO. NEAL

Advertise in The Evening Telegram

Ann

All our stock of
and Silk Dresses, U

LADIES' BLOUSE
Regular 80c. Sale Price
Regular \$1.20. Sale Price
Regular \$1.80. Sale Price
Regular \$3.30. Sale Price

CHILD'S SERGE DRESS
Regular \$2.70. Sale Price
Regular \$3.65. Sale Price
Regular \$5.80. Sale Price

HERE ARE A FEW

IMPORTANT ENTRIES
AND EXT

MAIL ORDERS From

WOMEN'S WOOL CAPS.
Warm Wool Caps for winter wear. These are made from pure wool, with turned up rim and buttons side of cap. We advise you to see this line before they are all bought up.
Sale Price, each 68c

TURKISH TOWELS.
Striped Turkish Towels, small size. Now is the time to buy liberally, as later on the price of Towels will be a lot higher. Sale Price, each 14c

MEN'S FLETTE SHIRTS.
Just what you require for winter wear. Made from good quality flannel, with collar attached. To be had in all sizes. Sale Price, each \$1.00

ART EMBROIDERIES.
Fresh New Shipments Arrive. And you will find prices just as attractive as formerly. Added to this, you have the advantage of making choice from newer designs in various sizes. Among the new-comers you will find these.
Prices 8c., 9c., 10c., 12c., 13c. per yard up.

BUY YOUR BLANKETS AT A BARGAIN.

Hardly a day passes but we hear some woman complaining that she doesn't know what to do. She's seen prices go up, she sees that they will go higher, and inasmuch as this is the case, isn't it clear as daylight that to buy now is the proper thing to do?

Here are Blankets at prices that make it the part of folly not to buy at such savings.
Cotton Blankets, size 80 x 40 inches, pair 53c
Cotton Blankets, size 80 x 72 inches, pair \$2.00
Cotton Blankets, size 84 x 74 inches, pair \$2.25
Cotton Blankets, size 88 x 74 inches, pair \$7.00

Store
Opens
8.30 a.m.
ALEX
18 N

Halifax Relief Fund.

Evening Telegram.
Mr. Brotherton the city turned Pto. Hospital der to his day's Mr. M. had be to polit SAYS w ness.

Here and There.

MAN FISH CARRIER. -- Capt. and crew from Carbonar are in the city and will man one of foreign going vessels.

When you want Sausages, get ELLIS'; they're the

ALMIGHTY DOLLAR. -- Dr. E. Hammond will lecture to members of the Llewellyn Club Monday night. Subject: "The New Dollar." All men are in health.