

**READ THE LABEL**

FOR THE PROTECTION OF THE CONSUMER THE INGREDIENTS ARE PLAINLY PRINTED ON THE LABEL. IT IS THE ONLY WELL-KNOWN MEDIUM-PRICED BAKING POWDER MADE IN CANADA THAT DOES NOT CONTAIN ALUM AND WHICH HAS ALL THE INGREDIENTS PLAINLY STATED ON THE LABEL.

**MAGIC BAKING POWDER**

ALUM IS SOMETIMES REFERRED TO AS SULPHATE OF ALUMINA OR SODIC ALUMINIC SULPHATE. THE PUBLIC SHOULD NOT BE MISLED BY THESE TECHNICAL NAMES.

**E. W. GILLET COMPANY LIMITED**  
WINNIPEG TORONTO, ONT. MONTREAL

**A CASUALTY.**

John Delaney, of the Rifles, has been shot—  
A man we never knew.  
Does it cloud the day for you  
That he lies among the dead  
Moving, hearing, heeding not?

No historian will write his humble name;  
No sculptured stone will tell  
The traveller where he fell,  
That he lies among the dead  
Is the measure of his fame.

When our troops return victorious  
shall we care  
That dead to all our cheers,  
Lacking tribute of our tears,  
He is lying with the dead  
Stark and silent—God knows where?

John Delaney, of the Rifles, who was he?  
A name seen on the list,  
All unknown and all unmissed,  
What to us that he is dead?  
Yet he died for you and me.

—W. M. Lettis, in the Observer.

**PROSPERITY COMING.**



WALT MASON

Prosperity is due, the sunshine statesmen say; hard times, that made us blue, will shortly pass away. "The outlook sure is fine," the gentle Woodrow cries, and Redfield's whiskers shine, and twinkling are his eyes. For gratitude devout we'll soon have ample cause; we'll see the working out of our new tariff laws. We'll all be spilling thanks, our bosoms full of thrills; our patent duplex banks will heal all human ills. Our blessed income tax will soon relieve the poor, and heap on rich men's backs as much as they'll endure. The gloomy days are done, the sunshine sharps declare; our place is in the sun, and we'll be happy there. When griefs are also rans, and we are fortune's pets, we'll bless kind Woodrow's plans, and Redfield's whiskerettes, for men are growing tired of living on fresh air, of furnaces unfired, and cupboards grimly bare. It's sad to see the hosts of hungry unemployed, who are convinced no ghosts will walk to fill the void. The plunks we chase no hard as scarce as dragon's teeth; it's sad to see the hard compelled to eat his wraith. Ho, then, for better days! We'll greet them with a grin, and we'll be free with praise when they are ushered in!



"Take a good look at the above cut." If you are suffering from a Cough or Cold, don't make any difference how slight it is, go to **Stafford's Drug Store** and ask for a 25 cent bottle of **Phoradone Cough Cure**, take it according to the directions on the bottle and you will find it a good preparation. If you keep neglecting a slight cough or cold it will gradually develop into the "Cough" that you will not very easily get rid of. Thousands of people are dying every year from neglecting what they called a slight cough or cold.

**Phoradone Cough Cure** is prepared only by Dr. P. Stafford & Son, St. John's, Nfld. Price 25 cents. Postage 5 cts extra.

Manufacturers of the "Three Specialties"

**STAFFORD'S LINIMENT, STAFFORD'S PRESCRIPTION 'A', STAFFORD'S PHORADONE COUGH CURE.**

No advance in the prices.

In spite of the rivalry of the one-piece frock and the topcoat, the suit and blouse are still the most important items of clothing.

The slender woman will be becomingly dressed in a suit with a dropped waist line, with a straight sash of the material used in the suit.

**Marvelous Balsamic Essences Cure Catarrh No Drugs To Take—A Direct Breathing Cure!**

Statistics Prove Ninety-Seven Per Cent of Canada's Population is Infested With the Germs of Catarrh.

This disease is most dangerous owing to its tendency to extend to the Bronchial tubes and lungs, where it causes Consumption. Unfortunately the people have had faith in sprays, ointments and snuffs, which can't possibly cure, and in consequence catarrhal disease has become a national cure. Science is advancing every day, and fortunately a remedy has been discovered that not only cures but prevents Catarrh. This new treatment "Catarrhose" has sufficient power to kill the germs of Catarrh, Catarrh and Asthma. It contains pure pine essences and healing balsams that go to the remotest part of

the nose, throat and lungs, carrying health-giving medication to every spot that is tainted or weak. You don't take Catarrhose like cough mixture—you inhale its healing vapor at the mouth and it spreads all through the breathing organs, soothing and curing wherever Catarrh exists. This is nature's way of supplying the richest balsams, the purest antiseptics known to science.

A sneezing cold is cured in ten minutes. A harsh cough is eased in an hour, the most offensive catarrh is thoroughly drawn from the system. For Asthma and Bronchial Irritation nothing can equal Catarrhose—every physician and druggist says so, and we advise our readers to try this treatment if suffering with a winter ill. The complete outfit costs \$1.00, medium size, 50c, at all dealers.

**"MEN IN OVERALLS" DOING PART.**

Newcastle, Eng., via London, Dec. 14, 10.35 p.m.—"Men in overalls, just as much as these who go forth to fight for their country in khaki or blue, stand between this land and a group of savage, relentless and ruthless militarists," said the Right Hon. Thomas James MacNamara, financial secretary to the admiralty, in addressing to-night the first of a series of meetings at which he has been delegated to express the thanks of the admiralty to the shipyard and engineering works employees engaged on government contracts.

"Without your work," Mr. MacNamara added, "the valor of the soldiers would avail nothing." By their patriotic response to the heavy and continuous strain imposed upon them since the war, Mr. MacNamara declared the workmen had assisted materially in increasing the strength and the readiness of the fleet. He exhorted them to continue their efforts in the assurance that in so doing they were best serving their country.

**Lumbago's Misery Ceases, Every Aching Muscle Cured**

JUST RUB ON OLD-TIME "NERVILINE."

Not necessary to drug inside! That awful stiffness that makes you yelp worse than a kicked dog will be cured—cured for a certainty, and quickly, too, if you just rub on Nerviline.

Rub Nerviline right into the sore spot, rub lots of it over those tortured muscles, do this and the pain will go. You see Nerviline is thin, not oily. Therefore it sinks in, it penetrates through the tissues, it gets right to those stiff, sore muscles and irritated nerves that make you dance with pain.

You'll get almost instant relief from muscle soreness, stiffness, aching joints, lameness or rheumatism by rubbing with Nerviline. It's a soothing liniment, and doesn't blister, doesn't burn or even stain the skin.

It's the most harmless cure in the world for Lumbago, Back Strain or Sciatica. It takes away the ache at once and ends your misery quickly.

Now quit complaining—don't suffer another day—Nerviline, that good, soothing old-time liniment will liber you up mighty quick. Get busy today, the large 50c. family size bottle is the most economical, of course, the trial size costs but 25c. Any dealer anywhere can supply Nerviline.

**CANADIAN PRIVATE FALLS TO DEATH IN A 300-FOOT WELL.**

London, Dec. 14.—The body of Pte. Charles Matthews, of the 2nd Field Ambulance, Canadian contingent, was taken out of a disused well on Salisbury Plain on Saturday, in a mutilated condition.

Matthews, who was about thirty years of age, was engaged with other members of his corps at about 5 o'clock on Friday evening in carrying out some military manoeuvres on the Downs.

Another man came across an old door on the ground at the top of Lavington Hill and proceeded to move it. The door had been used to cover a well, which the men did not notice in the darkness, and at almost the first step Private Matthews dropped to the bottom of the well, 300 feet below.

**GERMAN LOSSES OVER A MILLION.**

Copenhagen, December 15.—The hundredth casualty list, containing only 2,484 additions, brings the total Prussian killed, wounded and missing to 717,319. In addition there are 74 Saxons, 75 Wurtemberg and 118 Bavarian lists.

The total Prussian and Bavarian casualties hitherto published are about one million. Saxon and Wurtemberg lists give an additional 100,000.

Heavy losses of the Bavarians led some Germans to describe them as food for the British cannon.

**SAYS TRENT WON'T BUY ITALY'S NEUTRALITY.**

Rome, Dec. 14.—The Messaggero, discussing Prince von Buelow's arrival, which is expected to be next week, alludes to the rumor that he will offer Italy the Trentino as the price of her neutrality. The Messaggero remarks that the Trentino, even if Austria would cede it, is not enough, for it would not secure Italy's position in the Adriatic.

"To bind ourselves to Germany," it concludes, "would be to pay for her blunders in this disastrous war. Italy's armed intervention is only a question of time."

A bad impression has been created among the Italians of Trent by the hoisting of the Turkish flag beside the Austrian emblem opposite the Bishop's Palace. Several priests have protested.

**MINARD'S LINIMENT FOR SALE EVERYWHERE.**

**German Officer Found in a Box**

THE PACKAGE WAS SHIPPED AT DORCHESTER, ENGLAND, FOR ROTTERDAM.

London, Dec. 13.—The German army officer whom the customs officials at Gravesend Saturday found concealed in a huge box to Rotterdam, told an alien immigration officer that his name was Otto Koehn, and that he was a lieutenant in the German Army, according to a despatch from Gravesend to Lloyd's News. The lieutenant said he had been in America recently, continues the message, and returned aboard the steamer Potsdam shortly before the outbreak of the war. Subsequently he was arrested at Southampton and interned in the camp for aliens at Dorchester.

The box in which the officer was found was among the luggage of a number of elderly aliens who were being sent from the camp at Dorchester to Germany. On arriving at Tilbury from Dorchester, they were transferred to a ferryboat for Gravesend, where they boarded the steamer Batavier, bound for Rotterdam. Porters handling the baggage found beneath the pile of packages a huge packing case on which were stencilled the words "Non Poisonous Safety Matches."

The case was so heavy that the porters had to roll it over and over on the deck tender to the rails separating it from the Batavier. The bumping of the box apparently stunned the occupant, and forced the lid of the case partly open, causing an arm to protrude. This was noticed by a Dutch seaman who called the attention of the ferry boat skipper to it. An armed guard in charge of these being deported was called and found the man in the box in a semi-conscious state.

**Have You an Itchy Spot?**

Somewhere on your body? If so, attend to it at once. In Eczema—and itchy spots, whether dry and scurfy, or moist and inclined to "weep," are generally eczematous—delays are foolish, allowing the disease to spread and affect more of the good skin. Your best chance for a cure is to use Zylex, which will give almost instant relief, and if used in the earlier stages of the trouble will almost certainly bring a cure, and in any event will greatly ameliorate the trouble. Ask your druggist about it. Price 50c. a box. Zylex Soap, 25c. a cake.

ZYLEX, London.

**Fads and Fashions.**

The short box coat is fashionable. Collarettes of pleated velvet are new. Round shirt collars will soon be here.

This is a velvet year par excellence. The raglan sleeve is used in fur coats.

Coats are shortening their lengths. Real metal roses are found on millinery.

There are no radical changes in coat lines. Cloaks and wraps are all martial in character.

Yoke effects are much seen on separate coats.

Princess polonaises are promised for the spring.

Many fur coats are fastened with a single button.

Cloth is the material of the day, broadcloth leading.

Blue is fashionable this season, as it has always been.

The sheerest materials are used for dancing frocks.

Stockings are becoming more conspicuous than ever.

In jewelry, cut steel and cut jet are being combined.

The military note continues to influence woman's dress.



Please remember, when you want anything in the line of office equipment, that we will give you all the information that is in our power. You will find

**"GLOBE-WERNICKE" WOOD AND STEEL FILING CABINETS,**

Sectional Bookcases and Cabinet Safes the very best and most economical that money can buy.

We also want to tell you about the famous "Safeguard" methods of indexing and filing. May I see you soon on this subject?

**PERCIE JOHNSON, Globe-Wernicke Agent.**

**LADIES' NEW JACKETS!**

Just arrived in Black, Plain and Fancy Colors, from

**\$1.95 to \$20.00.**

New WOOLLEN UNDERWEAR, Wolsey, Combinations, etc.

**NEW Untrimmed Felt and Straw HATS.**

**NEW Navy, Black and Tweed COSTUME SKIRTS, 85c. to \$8.00.**

New MITTS, GLOVES, APRONS, OVERALLS and TEA APRONS.

**GIRLS' NEW JACKETS,**

to fit all ages and in large variety of colors.

Prices from **75c. to \$9.90.**

**Girls' Costume Skirts,**

in Navy and Black; to fit girls from 9 yearsto 17 years of age.

Prices: **\$1.10 to \$1.50.**

**George Knowling**

dec.15,31,eod.

**BRITISH VICTORY BY RAIFTS.**

How 2,000 of Enemy's Cavalry Died.

Eloquent testimony to the tenacious bravery and high fighting qualities of British soldiers is paid by a young German soldier interviewed by a correspondent of the Dutch newspaper Tyd. Speaking of the fighting at Dixmude from where he returned to Bruges last week-end with only a remnant of his company, the German said the fighting was murderous.

"Our troops are now in Dixmude," he said, "but there is nothing left of the little town, and the English are just on the other side. The only part of Dixmude we occupy are the bricks and stones with which we cover our trenches. When we first entered Dixmude we had a number of guns in action, but they were destroyed by the English artillery, so the only thing left for us was to remain under cover in our strong trenches.

"When we got the order to leave the trenches and advance north of Dixmude we were reinforced by 2,000 cavalry. After two hours' marching on heavy roads and in a bitterly cold wind we veered to the left in the direction of the enemy's line. The enemy with wonderful skill had crossed the floods on rafts, and taking advantage of the darkness they succeeded in occupying the ground just in front of our trenches. When we descended into the trenches just left by our comrades we came under a withering rifle fire, and before we could judge the position 200 of our men were killed and we could not see if our fire had any result on the enemy.

"At once we heard the blowing of

bugles and behind us the tramping of horses in the heavy ground. It was our 2,000 cavalry coming to our assistance. The horses in a mad gallop dashed over the trenches towards the enemy, but many fell, never to rise again, in the boggy ground. But the charge was pressed onward. Then we heard the devilish tap tap of the British Maxims. We saw the bright sabres of the cavalrymen flash in slabs of light. But these flashes became less and less, the music of the sabres was silenced, and there were cries for help.

"Our captain shouted 'forward,' and with fixed bayonets and bowed heads we dashed to the rescue of the cavalry. I fell into a ditch, was hurt and nearly drowned. My comrades advanced, but they found none left of our cavalry; the entire 2,000 men had been wiped out, together with the whole of the 200 Englishmen who had made the daring onslaught on our trenches.

"The English Maxims were captured, but at what a price," concluded the German soldier sadly.

Arrived on Monday by S. S. Stephano: Winter Keeping Apples — Kings, Baldwins, Wagners, Greenings, Ben Davis; California Fruits, Pears in boxes, Lemons, Cal. Oranges, Florida Oranges, large bunches Bananas, California Grapes, Blue and Red, in baskets and kegs; American Baldwins in brls. Special attention given to outport orders. Price list sent on request, at GLEESON'S, 108 Water Street East. P. O. Box 681.

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**NO LENIENCY FOR THE BOER REBELS.**

Johannesburg, South Africa, Dec. 14.—It is semi-officially stated that the Government does not intend to go to extremes in the policy of leniency with the leaders of the late Boer rebellion, including General DeWet and Lieut.-Col. Maritz, but that they will be made to realize the full gravity of their offence.

I was cured of painful Goutte by MINARD'S LINIMENT.

BAYARD McCULLIN, Chatham, Ont.

I was cured of Inflammation by MINARD'S LINIMENT.

MRS. W. A. JOHNSON, Walsh, Ont.

I was cured of Facial Neuralgia by MINARD'S LINIMENT.

J. H. BAILEY, Parkdale, Ont.

**HIGHER WAGES FOR SEAMEN.**

London, Dec. 15.—The Board of Trade has decided to award the Liverpool seamen an increase in wages of \$2.50 per month.

The question of raising the wages of the seamen was submitted to the Board of Trade for arbitration shortly after the war broke out. The men asked for an advance of \$5 per month over their old wages to cover the extra risks of navigation.

**Another Raid**

on the dainty line of Local View Calendars and Xmas Cards at PARSONS ART STORE.—dec.18,61

**Just Received!**

a shipment of Patriotic Cigarette Cases, finished with beautifully coloured photographs of some of the present war leaders, also others with combined flags of the Allies in colors, on front of case.

You can get one of these Cigarette Cases with your favourite War Leader, in exchange for cigarette Coupons only.

Why not visit our Premium Dept. and see this selection—Just the present for THAT Christmas Gift—so why not exchange YOUR Cigarette Coupons for a

**Patriotic Cigarette Case.**

**Imperial Tobacco Co. (Newfoundland) Ltd.**