

President Suspenders

Although Men's Braces have advanced 100 per cent., we are still selling at 55c. per pair.

Men's Col'd Felt Hats

5 doz. Men's Colored Felt Hats in the very latest styles, in colors Brown, Green, Navy, Slate. Your choice for \$1.60.

Child's Wool Overalls

2 doz. Child's Wool Overalls, in White and Cardinal, at Old Prices.

BOYS' KHAKI CAPS

10 doz. Boys' Khaki Caps, still selling at old prices, 25c., 45c., 50c., 65c. each.

Many BARGAIN Lots

Are still to be found at this Store. We will shortly be preparing for stock taking and have made many special cuts in prices throughout the Store.

Men's WINTER CAPS.

A belated shipment of 100 dozen has just come to hand. We want to reduce this department and have made special price inducements. Knitted and Fur Bands, 75c. and \$1.10 each.

Patriotic NECK TIES.

20 dozen very pretty Neck Ties, with flowing ends, with flags of the Allies worked in silk, still running at 35c. each.

Marshall Bros**Cretonnes, Cretonnes**

A few pieces of Fancy Cretonnes, just the thing for warm curtains for winter. Old prices from 30c. to 50c. yard.

HUMP HAIR PINS!

Just received another shipment of 10 gross of this very newest Hair Pin, non-rusting, satin enamel finish, at old price, 6c. per packet.

White & Cream Lace Curtains

A few pairs of Manufacturer's Samples, no two pairs alike, selling at Half Price.

CURTAIN SCRIMS!

5 bundles Curtain Scrims, in lengths of 5 to 10 yards, still selling at old price, 12c. per yard.

Cowardly Proverbs.

By RUTH CAMERON.



One of those proverbs which Stevenson branded as "cowardly" was quoted by a friend the other day. She was ridiculing a mutual acquaintance who has just bought an automobile camp trailer—one of those two-wheeled affairs which follow your car and carry a complete camping outfit.

"It's just like Ann," said my friend. "She's always going in for those crazy things."

"It sounds interesting to me," I ventured.

"But, my dear!" she exclaimed. "Surely they can't be worth much, else other people would have them."

"They're new, aren't they?" I asked.

They Were New, Therefore They Could Not Be Good.

"That's just the point," she exclaimed, triumphantly. "New and untried. Now, my motto is, 'Be not the first by which the new is tried, nor the last by which the old is laid aside.'"

It's really the first half of the proverb I object to. Of course, we can't all be pioneers. We simply must play safe.

But why ridicule those who have the faith and the courage to try the new? They are the scouts who volunteer to go forth and find out what the future holds in store for you and me.

Remember—the beginnings of the automobile? There was a time when somebody had to try that. Suppose everybody had hung back and refused to be the "first by which the new is tried?"

Likewise, Gas, Electric Lights, Stoves and Shoe Polish.

The same is true of gas and electric light; of stoves and shoe polish. Every benefit that has accrued to the human race came wrapped in the swaddling clothes of doubt.

Columbus visioned a new route; a continent was opened to the white race. With him were a band of hardy adventurers whose names history does not record.

In every generation there are men who, like Arkwright, Whitney or Edison, vision something new. And with them are allied a band of hardy adventurers whose names we do not know, but to whom we are everlastingly indebted. They were the first by which the new was tried!

Don't Laugh If You Can't Dare

Play safe if you must. Let John Jones or Tom Smith try the new. But don't hold them up to ridicule, even if the things they try out fall them and leave them looking—and probably feeling—foolish.

But for them and the men like them in other centuries, civilization would not exist. And you and I and all the others who "play safe" would be seated in our caves, eating our meat raw.

For caves came before houses, just as surely as carriages came before automobiles. And somebody must have been the first by whom the new idea of cooked food was tried!

PIANOS.—We are exhibiting for two or three days before sending home two handsome Kohler Pianos ordered by citizens as Xmas gifts and imported by us. Any order given us for a Piano at once could be placed in your home by the New Year. Save many dollars and get a first class Piano spanning new from the Factory, CHESLEY WOODS, Sole Agent for Kohler and Tonk Pianos, 282 Duckworth Street.—nov30,16

XMAS APPLES!

300 brls. KINGS—Size 1's, 2's and Spl. 3's; also

BALDWIN'S, STARKS and RIBSON'S. CALIFORNIA ORANGES. 30 cases SUNKIST CALIFORNIA ORANGES—Size 250, 216, 176.

Soper & Moore,
Jobbers and Wholesale Grocers.

How Churchill Saved Jellicoe and Beatty

FOR THE FIGHTING NAVY.

The London Daily Mirror tells some interesting things of the way Hon. Winston Churchill saved Jellicoe and Beatty, whose promotions have been announced, for the active navy.

The political and journalistic sensation of the hour has been provided by the remarkable article which Lord Rothermere, founder of the Sunday Pictorial, contributed to yesterday's issue of that journal. The article was entitled "Mr. Winston Churchill at the Admiralty: The Truth," and it comprised an historic reply to the criticisms which are still levelled at that statesman.

The facts disclosed in Lord Rothermere's article were not, prior to their publication in the Sunday Pictorial, known to the general public.

The following extracts give some startling points from Lord Rothermere's article:

"One of the most recent attacks described Mr. Churchill's regime at the Admiralty as one of favoritism."

What are the facts? The names of two of Mr. Churchill's appointments leap to the mind at once. One is Admiral Jellicoe and the other is Sir David Beatty.

In regard to Admiral Beatty, it may not perhaps be generally known that the country would have lost, by his retirement under ordinary routine, the splendid services of this distinguished sailor a few months after Mr. Churchill assumed the position of First Lord of the Admiralty but for the personal intervention of that statesman.

The Command of the Fleet.

Mr. Churchill's arrival at the Admiralty saved Sir David Beatty to the Navy, and his appointment of him to the command of the battle cruiser squadron at a time when he had not previously hoisted his flag, must have caused much heartburning in the service.

In the case of Admiral Jellicoe, it

is important that the public should remember that it is due to Mr. Churchill's action that this great officer was placed in command of the Grand fleet at the outbreak of hostilities.

Does any sane person arise to arraign that appointment as an act of favoritism? In regard to those other appointments made by Mr. Churchill out of the ordinary course, such as Admiral Oliver, the Chief of the Staff, Admiral Bacon, and Commodore Tyrwhitt, it is significant that to-day, long after Mr. Churchill had departed from the Admiralty, these officers are discharging precisely those duties which were allotted to them by our former First Lord.

What reasonable conclusion can we arrive at from this fact? Only that it would seem that Mr. Churchill's personal choice in these matters was wise and discerning.

ZEPPS. and "Tanks."

Early in 1915 Mr. Churchill informed the Board of Admiralty of the possible danger to this country from Zeppelins.

He dwelt upon the potential importance of Zeppelins as naval scouts and urged the advisability of constructing similar air craft for the British fleet.

After the "Tanks" had made their first sensational appearance in the battle of the Somme, it will be remembered that Mr. Lloyd George publicly stated that the chief credit for this engine of war belonged to Mr. Churchill. Immediately opponents in the press politely remarked that "a self-advertising politician" was secretly trying to receive credit for the new factor in warfare.

This was ungenerous.

For the fact remains that in the early days of January, 1915, Mr. Churchill in a written communication outlined the entire conception of the "Tanks" to the Government.

Although it was not his business, he formed a committee, and on its report he ordered, at the end of March, 1915, the construction of a considerable number of the identical engines that have been used on the Somme.

Everything that the "Tank" has proved it can do, Mr. Churchill claimed for it in the early days of January, 1915.

Admiral Who Refused.

In this matter of administrative policy it is frequently asserted by Mr. Churchill's opponents that his methods brought him into conflict with certain high officers under his command. It may be so; but on the other side of the ledger is the fact that Admiral Sir Arthur Wilson, perhaps the greatest naval strategist in the Empire, refused on the resignation of Lord Fisher to accept the office of

First Lord of the Admiralty save Mr. Churchill.

Strong in its aggressive qualities, Mr. Churchill's policy carried the war to the enemy's own gates. The brilliant action of the Heligoland Fight, when Beatty's ships and Tyrwhitt's flotillas surprised the foe and returned in safety after sinking three of his destroyers, was fought at the darkest moment of our military fortunes.

The successive air raids on Germany's Zeppelin lairs were also part of Mr. Churchill's aggressive regime.

It is common knowledge that effective measures to meet a great submarine menace were perfected under Mr. Churchill's direction.

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Fall and Winter Suitings and Overcoatings made in the MAUNDER Style.

If you can't find what you want come here. Our Serges are guaranteed dyes, and very reasonable in price.

Samples, style sheets and measuring forms sent to any address.

John Maunday
TAILOR AND CLOTHIER,
281 and 283 Duckworth Street, St. John's, Nfld.

HUBBARD Motor Engines.

Big, Sturdy, Reliable Motors, operating cheerfully on Kerosene.

The Hubbard is the most popular Fisherman's Engine. Sold on easy terms. GEO. M. BARR, St. John's.

WINTER APPLES!

NOW IN STOCK: WAGNERS, BALDWIN'S, RED, STARKS, ETC. All good winter keeping stock. Also, PARSNIPS, CARROTS, BEETS. And to arrive: ORANGES and GRAPES for Xmas Trade. **BURT & LAWRENCE.** FOR SALE—One Second Hand Safe in good order.



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WAR NE

Messages Rece

Previous to

ENEMY TRENCHES

LONDON

The official report from Headquarters in France, last night, reads: This morning hostile trenches in the

hood of Neuville St. Vaast, ex. inflicting loss on the capturing a machine gun, mortars successfully beat enemy lines north of Ploeg of Arras. Hostile artillery

tive to-day, except in Y. Basse areas, west of

RUSSO-ROUMANIANS

FLIGHT.

LONDON

An official statement by the Austro-Hungarian

ters, as received here, says: The Russians and

nians are in full flight. Marshal Von Mackensen's

army, and that the Rumanians, which was in front of

hayn's right wing has been

ted. Russian forces will join the Rumanians from

tain region, it adds, are

LLOYD GEORGE AND

LONDON

The Daily Chronicle's

the conference between

and the Labor leaders, says

George told his callers that

task of a vigorous prosecution

war to a victorious conclusion

only be accomplished by the

the utmost entire reprobation.

The whole prospect

cees, he went on, depends

continued and increased

conditions of war of all

that was why labor had the

dous responsibilities thrown

at the present crisis. To

the Labor representatives

T. J. Ede

Xmas

Poultry

TURKEYS, DUCKS,

GREEN CHICKENS

All selected dressed

stock, due to arrive

18th. We are booking

now.

BACON

BEECH-NUT, FIDELITY

KINGMAN'S, DIAMOND

CEDAR RAPIDS

Citron Peel, best

Seedless Raisins, 1 lb.

Sultana Raisins, 1 lb.

Table Raisins, 1 lb.

Pure Rich Cream, in

tins and 40c. tins.

FAMILY MEAT FOR

PORK LOINS,

PIGS' JOWLS,

NEW YORK CORNED

PURITY BUTTER, 2 lb.

XMAS STOCKINGS

and

XMAS COSAQUES

Lucky Tubs, Satchels,

Goose Bags, Flasks of

Fireworks, Aerial

Tug of War, Good Luck

Giant Crackers, \$1.50 &

Stockings, 6c. each to

25 cases

SELECTED EGGS

T. J. EDE

Duckworth Street

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