

Every Dollar You Spend Here is Worth 1000 VOTES IN THE PONY CONTEST!

Grocery Department

Victor Flour Baking Competition

3 CASH PRIZES OFFERED 3

1ST PRIZE \$30.00
2ND PRIZE \$20.00
3RD PRIZE \$10.00

for the best Loaves made from VICTOR FLOUR purchased at Bowring's Grocery Department, between Nov. 23rd and Dec. 6th. The bill must accompany the loaf or loaves in all cases.

Housewives—get busy. Buy a sack of VICTOR FLOUR, send your loaf to our Grocery Department and take a chance of winning one of those prizes. Loaves will be judged by three competent persons, and after the awards have been made, will be given to a charitable institution for distribution.

JELLIES—

BEE JELL—Pure Fruit
 Flavours, 1 pt. pkg. 12c.
GUAVA JELLY—
 9 ounce jar 70c.
CALF'S FOOT JELLY—
 1's 80c.
CRAB APPLE JELLY—
 1's 60c.
APPLE JELLY—
 1's 45c.

CHIVERS OLD ENGLISH MARMALADE
 7-lb. tins \$1.50
 2-lb. glass jars 50c.
 1-lb. glass jars 25c.
Robinson's Marmalade—
 2-lb. crock 50c.
 1-lb. crock 25c.
Chivers Old English Jams,
 2-lb. crocks, in:
 Golden Plum, Red Plum,
 Green Gage, Red & Green
 Gooseberry 60c.
 Raspberry 70c.

Dry Goods Department

LADIES' UNDERSKIRTS



The discriminating woman will appreciate the superior values we are offering in these Undershirts. They are cleverly styled and are superior in quality. A large assortment of Plain and Fancy colours that should prove very attractive.

Plain Sateen Undershirts, assorted colours—

\$1.35 \$1.80 and \$2.10 each.

Fancy Coloured Sateen (Special). Only . . . \$1.40 each.
 Fancy Coloured Art Silk \$3.00 each.
 Plain Coloured Silk \$3.57, \$4.85 and \$5.40

SPECIAL HOSIERY VALUES.

Women who have made purchases of Hosiery at this store know that we always give good value. The perfect weave and shapeliness make them very desirable and their excellent quality is a guarantee of money well spent.

LADIES' COLOURED CASHMERE HOSE—

75c. 85c. 90c. 95c. \$1.20, \$1.25 pair

LADIES' BLACK CASHMERE HOSE—

75c. 85c. \$1.10, \$1.20 to \$1.90 pair.

LADIES' COLOURED SILK AND WOOL MIXTURE HOSE—

Assorted Colours **90c. & \$1.20 pair**

LADIES' SILK HOSE, BLACK & COLOURED—

80c. to \$3.25 pair



FUR MUFFS and COLLARS

We are clearing out our stock and are now offering BIG REDUCTIONS in this line. If you need good FURS for alterations or trimming this is where you get a bargain.

Ladies' Silk and Wool Vests—V and round neck 95c. \$1.25, \$1.40, \$1.80 each
 Ladies' Silk and Wool Knickers—Elastic waist and knee \$1.75 pair

Ladies' Winceyette Nightgowns—Short and ¾ sleeve \$1.80 and \$2.40
 New shipment of Kingfisher Sweater Wool, 27c. Ball.

Hardware Dept.

Good Cutlery and Table Ware is the joy of every housewife. The lines we carry are of the best grade and our prices are very reasonable.

TABLE KNIVES

Best quality Steel \$3.50 and \$5.00 doz.
 Stainless Steel . . . \$8.75, \$11.00, \$12.00 to \$14.00 doz.

DESSERT KNIVES

\$4.25, \$4.50, \$5.00 doz.
 Stainless . . . \$7.00, \$10.00, \$10.50, \$11.00 doz.

TABLE FORKS

\$1.00, \$3.75, \$5.25, \$11.50 doz.

TABLE SPOONS

\$1.00, \$5.25, \$8.50, \$10.50, \$12.50 doz.

DESSERT SPOONS

\$4.00, \$4.65, \$5.50, \$10.50 doz.

5 O'CLOCK TEA SPOONS

Boxed Sets of 6 . . \$1.25, \$2.00 and \$2.75 Set

FISH KNIFE and FORK

in Case \$15.00 Set

CARVING SETS

Stainless \$15.00, \$17.00, \$20.00 to \$25.00
 Plated Butter Spreads . . . 30c. 40c. 80c. \$1.10 ea.
 Plated Pie Server \$3.70 ea.
 Sugar Shells \$1.10 ea.
 Sugar Tongs \$1.50 ea.
 Pickle Forks \$1.10 ea.
 Berry Spoons \$2.25 ea.
 Cream Ladle \$2.20 ea.

BOWRING BROTHERS, LTD.

The House of Value

SIDE TALKS.

By Ruth Cameron.

A FORM OF DISLOYALTY.



You know the sort of thing I mean? You admire a fellow and the wearer says: "Do you like it? I'm so glad. Nobody else knows what made me keep getting that color. She thought it made me look awful!"

What Milly Says.

Or you say that you think your friend's children mind beautifully and she says plaintively: "It is so nice to hear someone say that. Milly says she thinks they put it all over me. She thinks I'm terribly indulgent and that I ought to make them do more than they do. She says I'm spoiling them and I'll be sorry later."

Or you admire a rug and the owner tells you that Jane asked her to take that rug out of the room. She said it was just enough off the right shade to spoil the whole effect.

The result is that you are probably thrown into a feeling of sympathy with the person thus crudely criticized and that you grow warmer and more emphatic in your own expression of approval and admiration.

Which paragraph, I suppose, answers the question I put in my first. Though We Don't Recognize Them.

Self-pity and the desire for sympathy are powerful motives and very clever at camouflaging themselves.

They bury themselves deep in the subconscious mind and make us do things that we would never think of relating to them.

Another motive, perhaps, is the depreciation motive. If you depreciate one friend to another you subtly flatter and exalt the other. We are especially apt to do this if we know that



RICHARD HUDNUT
THREE FLOWERS COMPACT
 With Puff and Mirror
 Meets the requirements of those wishing an individual box of Rouge or Powder.
 Supplied in all Popular Shades.

the one we are talking to is not particularly fond of the one we are talking about. We might not want to deliberately criticize the absent one, but by thus quoting him we let him criticize himself.

Probably we feel that so long as he actually said the thing we are quoting there is no disloyalty in our repeating it.

A False Picture Is Disloyal.

But if we give a false picture, there is disloyalty. If he or she is always saying disagreeable things the picture is not false. But if we take from the context of kindly things the occasional critical or sharp remark and make it stand for the person, we are giving a false picture and that is disloyalty.

A thoroughly loyal friend is one of the most precious possessions on earth. Fortunate is he who has even one such.

Just Folks.

By EDGAR GUEST.

MAKING USE OF A GOSSIP.

Miss Genevieve was a talkative maid. Who scattered her secrets wherever she strayed. She grabbed and blabbed every tale that she heard. Repeated it all by the line and the word. She carried it back to the party concerned. And always gave out where the story she'd learned.

Now a friend of mine worked for Miss Genevieve's dad. And he needed a raise, but no courage he had. To go in with a grin on his face and demand More coin of the realm for the work of his hand. So, knowing Miss Genevieve Sleve and her ways, I ventured to say I could get him that raise.

That evening I said to Miss Genevieve Sleve: "Don't breathe to a soul this deep secret I give. You know, my friend Joe. Well, an offer he's had. At double the money he gets from your dad. That's promotion he cannot refuse very well. But, remember, you've promised that you wouldn't tell."

The very next morning Miss Genevieve's dad Said to Joe: "I am told a large offer you've had. Now wait, till I state what I'm willing to do. I've decided to double your wages for you. What you're worth to another, I'll pay you, instead. And Joe gasped his thanks, but he almost fell dead.

"How did you work it?" he asked, and I grinned. "Give a gossip the story you'd spread on the wind! Comes the time it's no crime a known falling to use. And a recognized tell-tale will scatter your news. Feed the gossip with fuel. You'll find that it pays!" Miss Genevieve Sleve talked you into that raise.

Saves time, toil and money—
 Pearl-line the easy washing powder.

FOR ACHES AND PAINS USE MIN-
 ARD'S LINIMENT.

DO YOU GET HOT FLASHES?

Is that old liver of yours kicking up? Get hot flashes—spots in front of your eyes, or dizzy spells? Best thing in the world for a lady liver is 15 to 30 drops of Seigel's Syrup in a glass of water. Try it and see for yourself.

Star Movie

SECURES SOLE RIGHTS FOR NFLD. FOR UNITED ARTISTS PICTURES.

By yesterday's mail, the Management of the popular Star were advised that they have received for Newfoundland the rights of exhibition for United Artists features. Those familiar with the many magazines devoted to the moving pictures are aware that this Company is comprised of Charlie Chaplin, Douglas Fairbanks, Mary Pickford and D. W. Griffiths who have made such pictures as "The Gold Rush," "Fairbanks in 'Don Q.' and 'Thief of Bagdad,'" Mary Pickford in "Little Annie Rooney," and "Valentino in the Eagle," as well as many others of equal asset. Such pictures as those mentioned can only be seen in the big houses on Broadway, and the popular Star in this securing them have added another corroboration to their slogan, "The best in the Film Business." In the course of a few days there will be published a schedule in the columns of the Telegram giving the dates of exhibition, whilst on Monday next Nazimova in "My Son" will be presented.

Keep the Skin Clear

By the use of Dr. Chase's Ointment

Dr. Chase's Ointment is so delightfully soothing and healing and so certainly effective in keeping the skin soft, smooth and clear that it only has to be tried to be appreciated. You may know of its value as a relief from eczema, salt rheum and other serious skin diseases. But have you realized that as a means of clearing and beautifying the skin it has no equal and no rival. Pimples, blackheads, roughness and redness of the skin, irritations and eruptions yield readily when this soothing, healing ointment is applied frequently. Men use Dr. Chase's Ointment after shaving to relieve the irritation of the tender skin. In scores of ways it is useful in every home and soon becomes a household necessity.

KIELLEY'S DRUG STORE

Why Gray Hair?

Thanks to the discovery by a famous French Dermatologist Gray Hair may now be restored to its original color. Also hair that is on the verge of turning can readily be prevented and given new life and vitality by the use of PARISIAN HAIR RESTORER.

Is Not a Dye.

By simply "rubbing into the roots of the Hair night and morning it stimulates the follicles, prevents the hair from falling and restores to its natural color. Makes an ideal Hair Dressing.

Price 90c. per bottle.

For Sale only at

J. J. KIELLEY,
 Water Street East.

Feb 3, 1927

Now is the time to make your wife and family a

CHRISTMAS GIFT

REALLY WORTH WHILE.

A new Range would give her encouragement to bake and cook all the nice things better this Christmas.

TWO OF THE BEST RANGES

Modern Alaska Hillcrest

SEE THEM IN OUR WINDOW!

John Clouston

172-174 DUCKWORTH STREET.

Phone 406

P.O. Box E-516

Policies Should Be Read.

The Company requires that illness should be reported to us within ten days, and accident within twenty days from the beginning date. This rule works no hardship on anyone, and in future will be strictly required of claimants.

We are ready and willing, and even anxious to PROMPTLY settle above claims with an immediate cheque, without sending papers to Home Office, but the requirements of policies must be enforced.

U. S. FIDELITY & GUARANTY CO.
 J. J. LACEY, Nfld. General Agent.

ADVERTISE IN THE EVENING TELEGRAM

It's Rich, Pure Milk WITH SUGAR

Buy six or a dozen tins at a time. Purity keeps indefinitely, and with plenty on hand you will not risk running short. (Wherever both milk and sugar are required—in cooking, for coffee or cocoa—Purity is ideal. Its high quality never varies.

Borden's PURITY BRAND CONDENSED MILK

The favorite on land and sea.

ATTEN

The Br

CASHIN

nov 27, 31, 1925

F. A. C.

1st Prize

\$1,000.00: F

1. The Swe

22nd, 1925

2. Every

winning a P

TICKETS: 1

oct 30, 1925

PON

"S

5 QUAR

1 QUAR

POCKET K

COAL BOX

COAL SHO

STOVE FO

STOVE FO

DESSERT K

NONSUCI

ALUMINUM

Wm. J.

184

June 12, 1925

Get B

Tell Dad

EN FROM A

Paint is worth

Theatre Tony

worth of cher

you gain 1,000

"MATCHES"

Shelags, Fatty

"STANYL" D

ROLL

The

Standard

nov 11