MATERIAL Reductions!

On each of the following five special lines:-

AMERICAN WHITE TWILL SHEETING

reduced to 45, 50, 55, 60 and 65c. yard.

WHITE TABLE DAMASKS, all at reduced prices, 35c. to \$1.60 per yard.

TURKISH TOWELS, White and Brown Striped, 50c. per lb.

TABLE NAPKINS, a splendid assortment, at \$1.10, \$1.45, \$2.00, \$2.50, \$3.20 per doz.

WHITE DAMASK, 1 large sizes, greatly reduced, 55c., 65c., 70c., 85c., \$1.00, \$1.20 up to \$4.50 each.

Here is a Store

Full of Splendid Christmas Opportunities!

Which you are cordially invited to come and see. Owing to the disorganized state of Toy markets great difficulty has been experienced in getting together the usual Xmas Display for the little ones. We have been able to secure many lines of Toys that at first seemed almost impossible to obtain.

GLANCE OVER THIS LIST

then come and see the goods:-

Dolls, Soldiers, Tommy Atkins, Drums, Rubber Balls, Battle Ships, Tin Tea Setts,

Wardrobes, Teddy Bears, several sizes, Rattles,

Work Baskets, Animals, Pianos, Trains, Chest of Drawers, Side Boards, Money Boxes, Toy Cannon, Games, Cubes, Pyramids, Trumpets,

Motor Cars.

Marshall Brod

An Ideal Gift

And you'll find that really fine ones of the most advanced styles cost considerably less here than you might

We have many different kinds of Furs and styles to show you.

FURS IN SETTS,

Squirrel, Fox, Seal, Otter, Marmot.

Ladies' Handkerchiefs

In boxes of 3's and 6's from 50c. to \$1.50 per box.

Two Ways.

By RUTH CAMERON.

Spirit.

She walked through the shops and past the shop windows, enjoying all

the wonderful things in them with

that uncoveteous appreciation of

beauty which is one of the hallmarks

She Poured Her Yearning To Give

Into Letters.

would naturally have sent gifts, she

She made it a point to hear all the

cheer of the season

of true soul culture.

Once upon a time together out of her heart and locked girls who couldn't A Fuller Measure Of The Christmas

have Christmas. That is, for financial reasons. they couldn't cele- her deprivation. Since she could not brate it in the have the Christmas gift giving and accepted sense of the other ceremonies to which she gift-giving, a n d | was accustomed, she felt that as one was far needed a fuller measure of the away from home Christmas spirit to take their place, and the other for and she flung her heart wide open to the time being every possible manifestation of the Christmas spirit and to all the good had no home, they

couldn't celebrate it by festivities and family re-unions. Both were girls to whom Christmas had meant a great deal in times past and the deprivation was correspondingly keen. They faced it in totally

"Don't Mention Christmas To Me!" The first told all her friends not to To all the friends to whom she mention Christmas to her. "There is no Christmas for me this year," she wrote Christmas letters-not mere said, "and I don't want to hear about conventional messages, but real it. I'm going to work all day, just friendship letters filled with good will the same as if it were any other day, and a tenderness born of that frusand I'm going to pretend that it's just trated yearning to give, which in the December 25th and not Christmas. other girl's heart had turned to gall. Don't send me cards and don't say

Merry Christmas to me if you see me." | beautiful Christmas music in which She kept away from the shops, be- the city where she was working so cause the toys and the beautiful things abounded; the day before Christmas, and the evergreens and the boliday she went out and mingled with the crowds forced the thought of Christ- Christmas crowd just to get the feel mas upon her. And when anything of Christmas into her. Christmas Eve pecially when they are endeavouring pertaining to Christmas obtruded it- she lit her candles, read the Christself willy-nilly upon her, she turned mas story and listened to the carol away with a bitter smile. Two or singers with a heart brimful of tender three friends who knew she was alone memories and sweet hopes and true in the city graciously invited her to Christmas spirit. their homes and she shut her heart . There are many of us to whom against their gracious thoughtfulness Christmas cannot be what it once was. and refused.

So, because she could not have just | Shall we fill up the void with bitterthe kind of Christmas to which she ness, or with a fuller measure of the had been used, she shut Christmas al- true Christmas spirit?

LIGHT, HEAT, COMFORT!

systems is credited with saying, "Give me any old shop, in any

old street, and I'll guarantee to make it in twelve months the

most widely known and best frequented shop in the district.'

He was asked to explain. Holding up three fingers he said, "I believe in the trinity of LIGHT, WARMTH, COMFORT. I should

dazzle the moths until the candle drew them, I should bring

them into a warm, comfortable shop, filled with a soft, pleasing

Mixed metaphors, perhaps, but expressive. Now we can more than imagine the kind of shop this well-known individual would open, for we pass it in almost every town—always a landmark

to the street. No one fails to notice it. There is an indefinable

air of welcome and invitation as one stands for a moment on

the pathway and lets one's gaze travel inside it. The subdued,

restful lighting effect that so charms because of its very un-

obtrusiveness, the absence of dark corners, the intangible feel-

ing that if one would step inside one would be sure of experiencing a delicious sense of warmth and comfort and cheerful-

ness—all these are part of its appeal. Truly a shop with an

showroom and see our latest Lighting and Heating Appliances, by the adoption of which the ideal outline in the above extract

from a London paper may be easily secured. Our new RADIO X. Lamp and GASTEAM Radiators fill all light and heat re-

ST. JOHN'S GAS LIGHT COMPANY.

We cordially invite all progressive business men to visit our

radiance, and the rest is-well, mere child's play."

The proprietor of one of the best known multiple shopping

Xmas Stationery!

Any one who wishes to mix sense with sentiment in Christmas giving may very easily do so by selecting something in Stationery. No gift is more ser-This is the way the other girl faced viceable or acceptable than wa good stylish box of Stationery.

A large and well assorted stock of Christmas Stationery, made up in Holly and other fancy boxes. Prices:

25c., 27c., 35c., 55c. and up to \$1.50.

Come and See It.

GARRETT BYRNE,

Bookseller & Stationer.

Old Maids.

By GEORGE FITCH,

Author of "At Good Old Siwash." The subject of old maids must be pproached with caution, just as one pproaches old maids themselves-esbecome young married women. An old maid is a middle-aged young

lady whose name is so durable that she has never had to replace it. Women usually begin to become old maids at the age of thirty and continue to be old maids at that age, or thereabouts, until they die. When it comes to a matter of hirthdays the old maid is one of our most unprogressive citizens.

Some women are old maids because their faces are their misfortunes; some are old maids because they are The Newloundland equally afraid of men and mice, while others are old maids, because when they were young and beautiful they fished for whales and threw back one minnow too many. In general, the sect is divided into two classessome moment of foolishness they may yet get married.

Are you using Table Salt? It's the best the Grocer has ·

fragment of their families and busy themselves with feaching, literary clubs, embroidery and missionaries. Old maids are the mainstays of the missionaries, and many a maiden lady who wouldn't allow a man within three miles of her home, if she could help it, will work her fingers to the bone supporting a fat missionary in Zuzuland-and probably one to whom she has never been introduced. Many old maids have become faous and have lived in history. Eliabeth was an old maid, and if Mary, Queen of Scots, had remained an old haid, or even a first degree widow, she would have died in peace instead of in pieces. In general, it may be observed that very few of the noted women of history who have gotten nto unfathomable trouble have been

old maids. A long time ago the term "Old Maid" was used as a reproach. Today, however, it is more or less of a decoration. Old maids are among our best citizens. In the mere matter o livorce glone, they hold an unsullied record. No old maid has ever been divorced. Old maids very seldom wear harem skirts and dingbat hats, Meeting of and nowadays when a young lady bees an old maid she packs most her hair away in barrels in the attic and only wears what isn't detachable for this reason alone old maids are now being hunted so madly by wouldbe husbands that there is grave danger of their extermination.

You can feel better, stronger, with one hundred per cent. more vigor and strength, by taking VIGOROL, the Great French Tonic. Every organ will be made clean and healthy. Every drop of VIGOROL contains ambition essence. Headaches, biliousness, tired His Excellency the Governor will give feeling, pain in the back and under the shoulders, impure blood and lack of ambition, is blotted out with VIGOR-OL. Get a bottle if you want to feel trong and full of life. Sold at all

Quarterly.

We have before us the Christmas Number of The Newfoundland Quarterly. It is well illustrated, particuthose who have not yet lost hope and larly with prints of photographs of those who are still afraid that in officers and men of the Newfoundland Regiment. Sir Edward Morris contributes an historical Romance of he Law Courts. Miss Southcott reates the story of the beginnings of trained nursing in Newfoundland. Mr. John Slattery tells of Ireland and the War, and among the other contributors are Mr. Shortis, Mr. A. G. Gibb, Dr. Selwyn Brown, Dan Carroll. Miss Rose M. Greene, Mr. R. G. MacDonald and Mr. J. F. Downey.

Our Volunteers.



One new recruit, William Shano, of St. John's, en-listed yesterday, bringlisted yesterday, ing the number of en-rolments up to 2,650 During the day the volunteers were engaged at indoor drill.

FOR GIBRALTAR.—The schr. Ysra sailed from Herring Neck yesterday for Gibraltar with 3,400 quintals of

FREE.

\$20.00 GIVEN AWAY AT STAF-FORD'S DRUG STORES.

1ST PRIZE, \$10.00. 2ND PRIZE, \$6.00. 3RD PRIZE \$4.00.

Commencing on Thursday, Decen ber 16th, with every 25c. purchase in either of our stores, we will give a numbered ticket, which entitles you to a chance of winning one of the prizes. If a 75c. purchase is mad ou have a chance of winning all three

This competition will close at 6 p.m Xmas Eve. The tickets will be drawn by two gentlemen not interested, and the prizes awarded. The lucky numbers will appear in our store windows that night.

EXTRA.-If the winner of the 1st Prize has happened to buy any one of the Nyal Family Remedies in their purchase, we will give with the prize We carry in stock a full line of good perfumes, prices from 10c. to \$3.50°; also a good assortment of the famou 'Nylo" Chocolates from 25c. up.

STAFFORD'S DRUG STORES. Duckworth Street and Theatre Hill.

Llewellyn Club

At Canon Wood Hall last night Llewellyn Club in connection with St. Thomas's Parish met, Hon. R. Waton presiding. There was a large at endance of members and Mr. R Jeans acted as Secretary. Mr. H. Y Mott read the constitution, which was adopted on motion of Mr. Mott esc-onded by R. Dowden. Election of of-

cers resulted thus:— Hon. Preisdent—His Lordship the Bishop President-Rev. Dr. Jones. 1ts Vice-Pres.—C. E. Hunt. 2nd Vice-President—Jas. Lawrence Secretary—F. R. Clarke. Treasurer—A. G. Carnell.

Committee—Messrs. John Js. Edwards, A. Wright, Ja Jas. Bilard, R. W. Jeans and John Miller. The opening meeting of the Club will take place on January 6th, wher an address on "The Great War." The rendition of the National Anthem by an address on "The Great War." The rendition of the National Anthem by the entire gathering brought the meeting to a close.

ing to a close. According to the reports of the canvassers the Club will begin with 300 of a membership which will be increased until every member of the Paris becomes enrolled in the Club.

CIVIC COMMISSION .- The regular weekly meeting of the Civic Commis sion takes place at 8 o'clock this

HERRING PLENTIFUL. - There was a good sign of herring at Portugal Cove yesterday and some of the residents there did well.



ON FRIDAY AND SATURDAY PRESENTS "King Baggott and Arline Pretty" in

3 Reels--"Human Hearts"--- 3 Reels

A strong drama. Real heart-interest with an all-star cast. "LIZZIE'S DIZZY CAREER"-A comedy-drama by Eddie Lyons.

"The Trey O' Hearts."

On Saturday Afternoon three serviceable Watches will be given as prizes to the lucky winners.

5c. The Crescent Picture Palace. 5c.

"The Honor of the Law."

A thrilling feature in 2 parts by the Biograph Company.

"INGOMAR OF THE HILLS"-A strong western drama, featuring G. M. Anderson-Broncho Billy. "THE STROKE OF FATE"-A Lubin domestic drama.

"MONKEY BUSINESS"-A roaring comedy with Ethel Clayton DAN DELMAR, the Popular Crescent Vocalist, singing Novelty Songs and Ballads,

GOOD MUSIC AND EFFECTS-A COMFORTABLE AND WELL VENTILATED THEATRE.

Send the Children to the Big Saturday Matinee-Extra Pictures.

ROSSLEY'S EAST END THEATRE!

St. John's Leading Vaudeville, Dramatic and Picture Theatre.

Extra Contest To-Night.

Irish Variety Act.

Dan't fail to see it-By Ballard Brown and Madge Locke. Madge Locke in Mendelssohn's Spring Song Dance, also Sallor's Song and Hornpipe.

THE LATEST AND BEST PICTURES.

On Christmas Day, at 2 p.m., the opening of the 4th Grand Annual Christmas Pantomime, "BEAUTY AND THE BEAST," with sixty performers. The most beautiful costumes ever worn

at any performance in St. John's. At night, 6.45 and 9.15 o'clock,

Fancy Dress Mask Ball

Rossley's West End Theatre, "OURS" ON HUTCHINGS' STREET.

Monday, Dec. 27th, Commencing 9 p.m. Tickets now on sale at Rossley's East End Theatre.

Ladies 50c., Gentlemen 60c., Double \$1.00

NOTE-The beautiful little Theatre is now being cleaned and decorated. These dances will be conducted in first class style.