



**Our Christmas Display Suggests
The Answer,
To "WHAT CAN I GIVE?"**

We have things you have seen and forgotten about, and things you have never seen before.

Many Novelties for Men, Women and Children.
PINE CUSHIONS—Bringing the fragrance of the forest, they give health to the invalid, relief to the sufferer, and pleasure to all. Price 80c. and \$1.20.

LAVENDER CUSHIONS—From the English gardens; dainty, sweet and lasting.

STAG HORN MOSS—For decorating, plucked from the Newfoundland hills; effective and lasting, 20c. per lb.

SMOKERS' REQUISITES—Tinder Lighters, specially recommended by military authorities as suitable gifts for soldiers and sailors. Pipes, Stands, Cabinets.

THE BOYPROOF WATCH at \$1.00 each will give a maximum of service and pleasure at a minimum cost.

We cannot tell you about all we have.
COME AND SEE.

Robert Templeton.

333 WATER STREET.

JUST ARRIVED

per Durango:

A splendid variety of Suits. No two patterns alike. These goods were ordered before the big

jump in Woollens and our

Customers can have the

advantage of OLD PRICES

Our new style sheets for Fall and Winter just to hand.



John Maunder
TAILOR & CLOTHIER
St. John's, N.F.
231-233 DUCKWORTH STREET.

**Get Security
for Your Money**

Security Condensed Milk.
The Fresh Milk of Healthy Cows,
Prepared with Pure Cane Sugar.
NOTHING ELSE IN IT.
No Starch--No Corn Flour.

A Safe Food for Young and Old.

Job Printing Executed.



**The Maritime
Dental Parlors.**

FRAMING A GENUINE FACT is what our sketch is aiming at, notifying the public of our ability to serve it faithfully, conscientiously, expertly.

FIRST-CLASS DENTAL WORK in every branch—Crown and Bridge work, Fillings, Sets that defy detection. Our methods are painless, prices satisfactory. Our growing list of patrons proves our dental service to the public. Examination free. Try our services.

Painless Extraction 25c.
Full Upper or Lower Sets . . . \$12.00

M. S. POWER, D.D.S.,

(Graduate Dentist)
176 WATER STREET.
(Opp. M. Chaplin.)
nov23.w.f.m.1f

**BETTER SIGHT
LESS
ANNOYANCE**

Toric Lenses give a larger field of clear vision, and their curved shape makes them appear very much neater than flat lenses. Your eyelashes will not touch them, nor will you find any rear reflections to confuse and annoy. Let us explain their many advantages to you.

R. B. TRAPNELL,
Eyesight Specialist,
Water Street. St. John's.

Do It Now!

Ring up, write or send us instructions to call for your

Laundry

when next you require any work done.

**EXPERT WORKERS.
LATEST MACHINERY.
PROMPT SERVICE.**

**Globe Steam Laundry
Co., Limited.**

Phone 148. P. O. Box 474.
may18.1f

We Can

always give you something better for less money.

**This Time
Art Metal.**

Steel Office Furniture,
Filing Cabinets and Supplies.

ASK FOR PRICES.

ROYAL STATIONERY Co.

C. E. Meehan W. P. Meehan
Martin Bldg. Water Street
w.f.m.1f

**MINARD'S LINIMENT CURES DIS-
TEMPER.**



'Chappell' Pianos!

The reputation of a Piano is the best guarantee that you are getting your moneys worth.

The best artists & best musical institutions in England use the Chappell.



Musicians Supplies.

Royal Stores Furniture.

oct16.21.s.w

The Higher Form of Dress!

Instead of wearing a blanket like an Indian, civilization prescribes a certain style of clothes—it's a higher form of dress. Society by the same token won't tolerate a man with shabby, untidy garments.

We are ready to help you meet the demands of society. Our Dry Cleaning process keeps your apparel immaculate.

NICHOLLE, INKPEN & CHAFE, St. John's, Nfld., Agts.

UNGAR'S LAUNDRY & DYE WORKS, Halifax.

S.S. Newfoundland

Arrived to-day bringing

**Black Oats,
Hay and
Potatoes to
GEO. NEAL**

TRYING TO BEAT OUR SELECTION OF

**Christmas
Gifts**

for Men this season is like trying to build a new barrel around an old bung-hole. Impossible! Prices moderate. Quality and Service unexcelled.

Smyth's, 286 Water St.

Phone 728. P. O. Box 701.



**The New "HAVONE" Cigarette Case,
Dainty and Fascinating.**

When opened contents automatically stand upright. No crushing, no broken ends, no mussiness.

The "HAVONE" is as readily filled as the ordinary case.

The Forget-me-not of gifts. Prices \$1.50 up at the

The Reliable Jewellers,

T. J. DULEY & CO.

Ensure Good Bread for the Winter

BUY

Windsor Patent

and

Royal Household

FLOUR.

The Best on Earth.

SOLD EVERYWHERE.

LIGHT, HEAT, COMFORT!

The proprietor of one of the best known multiple shopping 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 radiance, and the rest is—well, mere child's play."

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 unobtrusiveness, the absence of dark corners, the intangible feeling that if one would step inside one would be sure of experiencing a delicious sense of warmth and comfort and cheerfulness—all these are part of its appeal. Truly a shop with an individuality.

We cordially invite all progressive business men to visit our 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 GASTHEAM Radiators fill all light and heat requirements.

ST. JOHN'S GAS LIGHT COMPANY.

dec6.1f

**100 Cases
Florida Oranges!
For Christmas Trade.**

BURT & LAWRENCE, 14 New Gower Street.

Advertise in the Telegram

Advertise in The Evening Telegram