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GOODS, can give
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Co'y, Ltd.
EXECUTED



Conforms to the high standard of Gillett's goods. Useful for five hundred purposes.

GILLETT'S PERFUMED LYE

Made in Canada

Where are you going to get your

Christmas GOODS?

I am going down to

HUDSON'S, 367 or 148 Duckworth St.

You can get a large and good assortment of

Xmas Cards, Toys, Dolls, Fe'y Cups and Saucers, Teapots, Jugs, Plates, Cruets, Vases and Fancy Glassware, etc.

Wishing all a Very Happy Christmas.

The Last Word

ABOUT

Overcoats

Is to Be Found in our New Models

CHESTERFIELD


AND

STORMAWAY.

Wholesale Only.

Wild. Clothing Fcty., Ltd.

225 & 227 Duckworth St., St. John's.



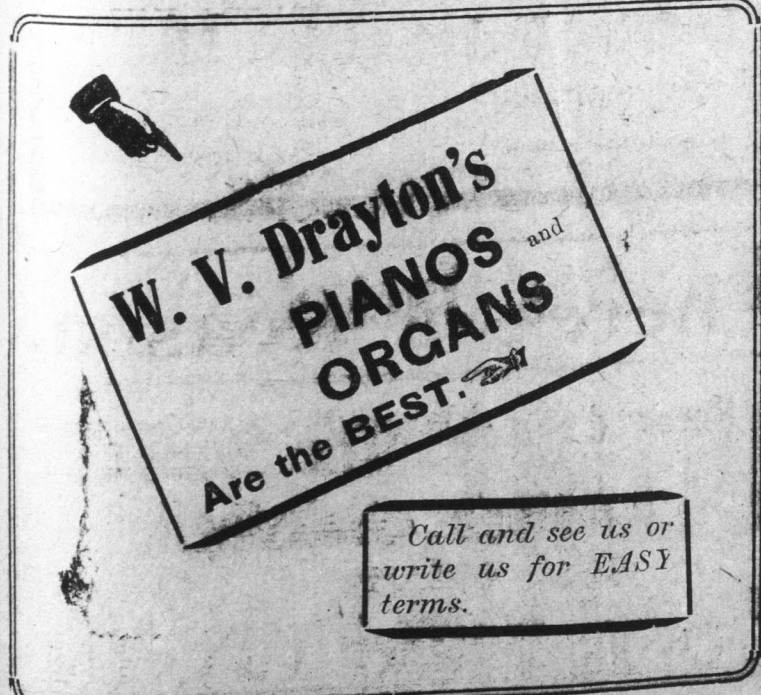
SLATTERY'S

Wholesale Dry Goods House.

WE OFFER to our Customers, the Trade and Outport Buyers, this Autumn, the best selected Stock of Dry Goods of all kinds—American and English—yet put on the market.

See our Stock of Fleece Underwear, Muslins, Embroideries and Dress Goods before purchasing elsewhere!

W. A. SLATTERY, Slattery Build'g,
(Perk'orth and Georee's Street—near Civ Hall.)



W. V. Drayton's PIANOS and ORGANS

Are the BEST.

Call and see us or write us for EASY terms.

The Evening Chit-Chat

By MRS. CARRISON



And so it really is all over at last—the day that we worked and planned for so long. This is the day after Christmas and it's time for us to take up our daily routine again and "forget it till another year be gone."

But before you do forget it, just a word or two. Another Christmas is coming. Doubtless you can scarcely realize that in your present day-after-mood, and perhaps it is hardly a welcome realization, but it's true just the same. And the reason I speak of it is because there are so many ways in which you can help yourself, by sowing the seeds of preparation for another Christmas right now, and not waiting until it is too late for them to take proper root.

In the first place, be sure to have a box in which to put away Christmas ribbons, the nice soft paper that your gifts were wrapped in, the left over Christmas "stickers," stamps, mottoes and tags, the Christmas card that didn't get sent, and all the other little odds and ends of Christmas that will come in so handy and save so many much needed pennies at another holiday season.

Another way of preparing for

Christmas, and incidentally for any birthdays that will be likely to claim your attention, is to keep a weather ear open to hear, and a gift note book ready to receive, the disappointments of your friends and relatives. "I was rather sorry that no one happened to give me etc." or "I did want such and such," are extremely good foundations for a welcome gift some other time. You can also build on the admiration and envy aroused by other people's gifts. If one friend raves over the pretty hatpin or dainty apron which another friend received, you can safely set it down that a similar gift would probably receive a welcome from her.

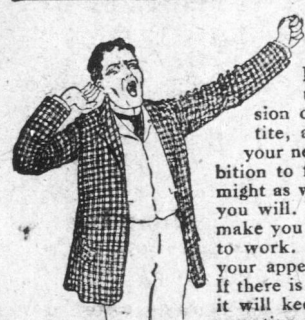
Last year I wrote you about a resolution which I had made to buy a gift a month all the year and thus lessen the final financial strain take advantage of sales and make my final Christmas shopping much less strenuous.

I want to tell you that I kept the resolution and that it proved quite as much a blessing as I had hoped. My method left me with little more than an afternoon's shopping to do, and in better financial shape to do it, than I have ever been.

I heartily recommend it to every one who has just found the past Christmas too strenuous, either physically or mentally.

Red Carrison

Do You Feel This Way



Do you feel all tired out? Do you sometimes think you just can't work away at your profession or trade any longer? Do you have a poor appetite, and lay awake at nights unable to sleep? Are your nerves all gone, and your stomach too? Has ambition to forge ahead in the world left you? If so, you might as well put a stop to your misery. You can do it if you will. Dr. Pierce's Golden Medical Discovery will make you a different individual. It will set your lazy liver to work. It will set things right in your stomach, and your appetite will come back. It will purify your blood. If there is any tendency in your family toward consumption, it will keep that dread destroyer away. Even after consumption has almost gained a foothold in the form of a cough, or bleeding at the lungs, it will get about a cure in 90 per cent. of all cases. It is a remedy prepared by Dr. R. V. Pierce, of Buffalo, N. Y., whose advice is given free to all who wish to write him. His great success has come from his wide experience and varied practice.

Don't be misled by a penny-grabbing dealer into taking inferior substitutes for Dr. Pierce's medicines, recommended to be "just as good." Dr. Pierce's medicines are of proven composition. Their every ingredient printed on their wrappers. Made from roots without alcohol. Contains no habit-forming drugs. World's Dispensary Medical Association, Buffalo, N. Y.

Fads and Fashions.

There is a craze for large bags. Rhinestones have quite a vogue in Paris. Small hats of fur have crowns of supple velvet. The narrow silhouette continues the vogue in suits. Nearly all the new long coats have the large sleeve. More velvet slippers than ever appear this winter. Earrings are no longer a fad, but an established fashion. Fur is the one, clear, insistent note in winter millinery. The vogue for white collars and revers on suits grows stronger. Fine nets and marquisettes are much used in dresses for debutantes. New mesh bags are lovely—some of them with the barbaric snake handles. The cutaway effect is appearing with considerable force in new suits. The Gourah plume has returned to favor and appears on many smart hats. Striped velvet is used for a number of novelty suits and is extremely modish. Fur sets are made of sable and blue fox show a predominance of small muffs. Miniatures, set with brilliants and settings of colored stones, are much in fashion. Large revers are still seen to a

great extent, and side fastenings are very pronounced. Corbeau red and Bordeaux red are colors much favored. They harmonize well with all furs. There is a striking change in hat pins—from the very large of last season to the almost invisible. To wear under long fur coats, gowns of bright-colored charmeuse and velvet are most popular. One of the most astonishing evidences of the furore for fringe is its frequent use upon handbags. Every evening gown now has a train—ideal affairs that are not burdensome, for they are quite short. Bracelets are more popular than ever, it being the correct caper just now to wear several narrow bands. The fur bonnet remains popular and is trimmed with feathers or garlands of dainty silk-and-gold flowers. Waists now have sleeves of regular cut, considerably wider than in recent fashions, and set in at the arm size. Heavy pile fabrics show no falling off in popularity, and they are much in evidence among tailored gowns as well as suits. A new idea is the use of terrycloth for suits, as well as its frequent employment for the revers and cuffs of velvet models. It is truly a season of fur—this warm, luxurious trimming appears upon dresses, hats and coats more lavishly than ever. The vogue for fur is strongly evidenced in the evening coats and fancy wraps seen at restaurants, theatres and social functions. The feather bag is a novelty. This is designed to go with the feather hat and while it may not be durable, it is certainly striking. Smaller collars are being used that heretofore, and with the exception of misses' and juniors' suits sailor collars are being eliminated. Velvet is unquestionably still the favored suit material for dressy wear, the chiffon variety being used for the most elaborate garments. Silver hairpins, with square colored stones to match the suit, alternating with glittering rhinestones, are extensively with new side frill. One of the smartest recent innovations is the white corduroy skating suit, in Russian coat style, with loose belt, though with narrow skirts. There is a tendency toward a more fitted coat, which is produced by the joining of the two sections of the coat at the waist line and to belts or belt effect. Fur coats of the most dressy type are made in black and white effect.



DRY SACK Sherry

Spain's Finest Wine. Fine, dry, zesty, of exquisite flavour. Stays decanted indefinitely without deterioration.

In bottles only—of all good dealers.

D. O. ROBILIN, Canadian Agent, Toronto. JOHN JACKSON, Resident Agent.

Quickest, Surest Cough Remedy Ever Used

Stops Even Whooping Cough Quickly—A Family Supply for 50c—Money Returned if it Fails.

If someone in your family has an obstinate, deep-seated cough—even whooping cough—which has lasted a long time, buy a 50-cent bottle of Pinex and what that cough vanishes. If it fails, money back promptly, and without argument.

A 50-cent bottle of Pinex, when mixed with home-made sugar syrup, makes 16 ounces—a family supply—of the most effective cough remedy that money can buy, at a saving of \$2. Gives instant relief and will usually wipe out a bad cough in 24 hours or less. Easily prepared in five minutes—directions in package.

Pinex Cough Syrup has a pleasant taste—children take it willingly. It stimulates the appetite and is slightly laxative—both good features. Splendid for croup, hoarseness, throat tickle, incipient lung troubles, and a prompt, successful remedy for whooping cough.

Pinex is a special and highly concentrated compound of Norway White Pine extract, and is rich in quinine and other elements which are so healing to the membranes. Simply mix it with sugar syrup or strained honey in a 16-oz. bottle, and it is ready for use. Used in moderation in the U. S. and Canada than any other cough remedy.

Pinex has often been imitated, but has successfully, for nothing else will produce the same result. The genuine is guaranteed to give absolute satisfaction or money refunded. Certificate of guarantee is wrapped in each package. Your druggist has Pinex, or will get it for you, if not, send to The Pinex Co., Toronto, Ont.

with a sealisk and ermine or the dark moleskin combined with the unmarked ermine.

Shaggy furs are having a revival, which was started two years ago, such as beas, and as banding for the short-haired furs. The beaded bag is lovelier than ever. Sometimes it is composed entirely of beads, and again the beads are worked into an embroidery design on a silk foundation.

Hr. Grace Notes.

The British Band are arranging for another of their popular concerts, to be held on the 2nd February.

Miss Madge Oke, C. of E. Teacher at Bell Island, arrived home yesterday to spend the Christmas season with her parents.

A. Barnes, Esq., our former representative, is, we are glad to say, contemplating a visit to our town in the near future. His friends, and they are many and fast increasing, will be pleased to see him in our town again.

A lady of the West End received a letter from her son in Canada a few days ago, not an unusual occurrence is he corresponds frequently, but on his occasion he sends his mother what he terms a small Xmas present, which was a P. O. Order for \$100.00. We would all like a small Xmas present of this calibre.

Miss F. Dwyer, daughter of Const. Dwyer, who is attending Bishop Spencer College, St. John's, returned yesterday to spend the holidays at home.

The Methodist choir under their instructor, Mr. Collis, gave some special singing on Christmas evening at 6.30.

Pontifical High Mass was celebrated at the Cathedral at midnight on Christmas Eve. Service was also held at the Cathedral at 10 a.m. Christmas morning.

Mr. Patrick White, of Carbonear, or more properly speaking three miles to the west of Carbonear, although 87 years of age, took a run up here on Tuesday to see his friends. He walked both ways, and is surprisingly smart for one of his years.

Christmas is with us once again, and your correspondent takes this opportunity of wishing all our readers a very merry season. On the eve of the festive season let us one and all remember the poor, and all our sympathies will be increased ten fold. Even if we are in poor circumstances ourselves, we can assuredly find some one to help, and if we have nothing else to give, why a kind word or a pleasant smile may do a large amount of good. Once more to the Telegram, its proprietor, editor and all its staff and readers we wish much happiness and success.

CORRESPONDENT.

Chafed and Aching Feet

Make walking a misery to many who do not know of Dr. Chase's Ointment.

How far can you walk without suffering in one way or another from discomfort to your feet?

Modern footwear is a prison house and the result is chafed, scalded, inflamed feet.

You can get a world of comfort by using Dr. A. W. Chase's Ointment when your feet give you trouble. This treatment is so delightfully soothing and healing that helps you at once.

Unlike unsanitary powders which clog the pores, Dr. Chase's Ointment makes the skin soft and smooth and prevents corns and bunions.

When the feet are chafed, scalded, itching and tired, it takes out the stinging and burning and its benefits are both quick and lasting.

This ointment also affords relief and cure for chilblains and frost bites.

Whenever there is itching of the skin or a sore that refuses to heal you can use Dr. Chase's Ointment with most satisfactory results. 60 cts. a box; at all dealers, or Edmanston, Bates & Co., Toronto.

Beaver Flour

makes more bread to the barrel than any other flour on the market—bread that takes up water readily, "stands up" well in the oven, looks well, tastes well and is light and nutritious.

Being a carefully prepared blend of Manitoba Spring wheat and Ontario Fall wheat, Beaver Flour is also an ideal pastry flour, making the most delicious cakes, pies and biscuits.

Keeping two flours—one for bread and one for pastry—involves unnecessary expense and bother. Beaver Flour is best for both.

Ask your grocer for it.

DEALERS—Write for prices on all Flours, 116 Coarse Grains and Cereals.

THE T. H. TAYLOR CO., LIMITED, CHATHAM, ONT.

R. G. ASH & CO., St. John's, Sole Agents in Newfoundland, will be pleased to quote prices.



The Demand of the World To-Day

The Demand for Full Measure.

We All Want the Most Possible for Our Work and We All Want the Most Possible for Our Money

If this Demand could be arranged in every Department of Business as well as it has been arranged in the Newfoundland Confectionery Trade, we would not have the Labour Market of the World disturbed by strikes and lock outs.

Lipton's Confectionery

It is a Well Assured Fact that provides the Fullest Measure of satisfaction to the Newfoundland Consumer and also to the Retailer.

The Consumer gets the Highest Quality at prices at which nothing but brands of very much inferior quality are being sold.

The Retailer gets a Fair Profit, on goods which he can sell both largely and quickly, and on account of the way in which Lipton's Packets of Confectionery are put up, he need have no fear of loss or deterioration.

Both the Retailer and the Consumer are satisfied.—They are getting Full Measure.

Xmas and the Festive Season are drawing near again.

Mr. Consumer,—If you wish to have a Merry Xmas buy Lipton's Confectionery.

Mr. Retailer,—If you wish to have a Bright, Busy and Happy Xmas—see that you have a good stock of Lipton's Confectionery for the Holiday Trade.

HENRY BLAIR

Wholesale and Retail Agent for Lipton Ltd.



FUSSELL'S GOLDEN BUTTERFLY BRAND CREAM

PURE RICH

is NOT a Make-shift nor a Substitute but PURE MOUNTAIN PASTURE CREAM. Put up in Sterilized Tins. Guaranteed quite Pure. Contains no Preservatives. Keeps good anywhere.

NINE GOLD MEDALS.

Prescription "A"

Cures Indigestion and Dyspepsia in all its Forms.

It is quite a daily occurrence to hear persons say: "Oh, what a feeling of distress I have after meals, fullness of the stomach, heaviness and headache, I feel too tired to do anything. I have no heart to exert myself, and at times I care for nothing. I often have a pain in the pit of the stomach, no appetite, my heart beats rapidly on the slightest exertion. I feel just as tired when rising in the morning as when retiring to bed. My sleep is often disturbed, and I often awake with a sense of suffocation and a difficulty of again going to sleep. I have to be careful of what I eat, and my life seems a veritable burden.

Now, it seems a shame and a pity for persons to be suffering like that when it is in their power to get cured by taking a bottle of Dr. Stafford's Prescription A. A sure cure for persons afflicted with stomach troubles. It can be obtained at

DR. F. STAFFORD & SONS,
Duckworth St. and Theatre Hill.

Small size, 25 cents; postage 5c. extra; large size, 50 cents; postage, 10c. extra. Mail orders must be accompanied by remittance.—dec 7