

Real Money-Saving Offer.

Fancy Coatings!

5 pieces only Colored Coatings for ladies' wear, in shades of Plain Red, Green, Grey and Fancy Red and Blue Checks.

Ladies' Felt Spats!

10 Button Length.
A few dozen left in Light Grey, Dark Grey, Brown, Fawn and White. Value for \$2.00. Selling \$1.50 pair.

Fc'y Striped Flannelettes!

150 bundles Remnants of Striped Flannelette; a great variety of stripes. Only 40c. per yard. Special price to the wholesale trade.

We do not expect you to believe the above statement without proof, rather do we invite your inspection of our offers, confident that you will prove to your satisfaction the truth of our statement. We aim to give you

The Highest Quality at the Lowest Price.

Men's Winter Caps!

We have the largest selection of Men's Winter Caps in the city. This splendid assortment of Caps is part of a contract placed with the manufacturers over a year ago, we are therefore enabled to give you last year's prices, 85c. to \$2.00 each.

Marshall Bros

Infants' Bath Robes!

6 doz. Infants' Bath Robes, shades Pink, Blue, Grey and other fancy colors. Value \$2.50. Selling \$2.00.

Child's Toque & Scarf Sets

3 doz. only Fancy Sets. Value for 60c.
Now
2 doz. only Fancy Sets. Value for \$1.00.
Now
These Sets are very warm and serviceable for school children.

Boot Laces!

A big job in Black Boot Laces, about 50 gross. Selling 7c. per doz. Laces.

The Bluff Game.

By BUTH CAMERON.



We were talking the other night about desert islands. The conversation originated in somebody's insistent suggestion to the author that he write a desert island story. The story, as suggested, demanded an uninhabited desert island about ten miles square.

The author was in a rather cantankerous mood, and didn't cotton at all to the suggestion. He pointed out several objections, and when these were overriden by the persistent suggester he announced oracularly: "Besides, there isn't an uninhabited island in the world, that large, outside of the polar regions."

That floored the suggester and left the author triumphant.

The Size of All The Desert Islands In The World.

"How on earth did you happen to know about the size of all the desert islands in the world?" I asked afterwards.

"I didn't," said the author, "but I knew he didn't either."

Which was just as I suspected.

It really is amusing, when you stop to think of it, how often conversation is carried on just this basis,—one party's confidence in the other party's ignorance.

I imagine there is a great deal more of this sort of thing than we realize.

The Superficiality of The Average Rich Man's Education.

I wonder if you remember a book which came out some years ago, supposed to be the confessions of a rich man of the poverty of his existence. In the chapter on the superficiality of the typical rich man's education, he chronicles a similar conversation. At a society dinner somebody happens to mention Conrad II. "One of the guests," he writes, "expressed the opinion that he died in the year 1350. This would undoubtedly have passed muster but for a learned-looking person farther down the table who deprecatingly remarked, 'I do not like to correct you, but I think Conrad the Second died in 1337. The impression created on the assembled company cannot be overestimated. Later on, in the smoking-room, I ventured to com-

pliment the gentleman on his fund of information, saying, 'Why, I never even heard of Conrad the Second.' Nor I either," he answered shamelessly.

He Thought No One Else Would Know.

The incident of the author and the desert island happened only a few days ago, but just since then I caught a gentleman who alleged solemnly that the national per capita consumption of sugar in normal times was only 41 pounds a year. Yet if I had not been on the lookout I should have marvelled at his ready fund of statistics and never questioned him.

It is really quite amusing to be on the lookout for this sort of bluff. But don't go too far and suspect everybody. Some people really do speak whereof they know.

Coal Sweetens Your Tea.

There would be no shortage of coal this winter if it were only used for heating purposes, but that is one of the few things for which a ton of coal has to do duty. It is what comes from coal that makes it so valuable.

A ton of coal contains, for example, over 10,000 cubic feet of gas, a hundred and forty pounds of coal tar, and thirty pounds of ammonium sulphate. The latter is simply invaluable as a manure, while from coal tar there comes an amazing variety of substances.

From coal tar comes the wonderful colours used in dyeing which were before the war the secrets of German chemists, but which now have been wrested from them by our own chemists. The dyes the Huns got from coal were worth hundreds of millions to them every year.

Perfumes of all kinds come from coal tar, too. The fragrance of jasmine, musk, hyacinths, the perfumes for scenting most expensive soaps, originally began in a coal mine. Creosote, pitch, oils, carbolic acid, antiseptics and high explosives are all hidden away in a lump of coal.

Every time you sweeten your tea with saccharine you are doing so with a substance that has been made by our chemists from coal.

When you want something in a hurry for tea, go to ELLIS—Head Cheese, Ox Tongue, Boiled Ham, Cooked Corned Beef, Bologna Sausage.

READY FOR DELIVERY TO-DAY.

NIXEY'S BLUE.
400 boxes, 8 lbs. each.
NIXEY'S BLUE.

SALTS and SENNA.
100 boxes, 7 lbs., 1 oz. SALTS.
100 boxes, 7 lbs., 1 oz. SENNA LEAVES.

Soper & Moore
Wholesale Importers and Jobbers.



A REASON FOR THANKSGIVING.

Wherever Freedom's flag is seen, wherever kindly people dwell. To-day all hearts are bowed in prayer and grateful hearts their gladness tell.

Neath golden stars of sacrifice the noble living smile through pain
And thank the God of Hosts, above,
They have not given their sons in vain.

Oh, never was a year so rich with blessings from Almighty God,
Freedom and Liberty and Truth are blossoming of war's crimson sod.

Where desolation laid its hand and scattered ruin and despair,
Rejoicing has begun anew for God has answered every prayer.

The walls of blasphemy are down, the tyrant trembles on his throne,
Truth reigns triumphant in the world, and happiness is man's to own.

The shackles that have made men slaves are broken now and cast aside,
And to the living fall the joys for which we have millions fought and died.

If ever heads should bow in prayer, if ever men should turn away
To voice their fervent thanks to God for all His care it is to-day.
For, richer gifts than fruit of field and vine and trees are ours this year:
Above the smouldering fires of war the signs of liberty appear!

"The Day"

Scapa Flow, the great Orkneys base of Britain's Grand Fleet, was the theatre of "the greatest naval surrender in the history of the world." "Der Tag" had come at last for the Germans, and with it the crowning humiliation. The proud fleet with which the Kaiser hoped to shatter Britain's sea-power and establish his sinister domination over the world, came into the British harbor like prisoners of war. It was not "The Day" that British sailors hoped for, for they would have rejoiced had the enemy given battle. But the victory

of our Navy is none the less complete and overwhelming. It was characteristic of the chivalry of the British Navy that there was no demonstration of any sort when the German ships surrendered at Scapa Flow. And yet to be doubted if the Germans appreciated this consideration for their feelings. Certainly they did not deserve it, but that is the British way.

The "Admiral of the Atlantic" hoists the white flag. Henceforth he will be lucky if he gets a bum-boat.

Milady's Boudoir

THE USE OF ROUGE.
You may see a woman in her own home whom you may think the last word in beauty. Yet if she were to be put back of the foot lights without a bit of makeup she could not stand the test. She would not even be good looking. Colour, changing expression, and "aliveness" play such an important part in the impression we create with people. These the camera does not get, except perhaps a little of the animation. As so we resort to the pencil and the rouge box to take the place of what the camera does not get.

Take your mouth, for instance. Perhaps your lips are thin. Without a little rouge your negatives will show a thin hard lined mouth. Or perhaps your mouth is extremely wide. The camera emphasizes this defect as it does the thin lip. A wonderful improvement will be made in your photograph if you will sit down before the mirror in the photographer's studio and apply a little lip rouge, either in rouge stick or paste form, to the centre of each lip until you have painted it a dark red.

Don't under any circumstances extend the application of rouge beyond the centre of each lip or you will succeed in making the mouth look worse. As you look at yourself in the studio mirror you may think you look so unnatural that the picture will be a failure. Instead you will find in your negative a much more satisfactory mouth than you would without the touch of rouge.

The most frequently made mistakes of women and their photographs is the desire to have their hair dressed in a different way than that which friends and relations are familiar with. A successful photograph must by all means be typical of you. So unless you are in the habit of having your hair marcelled and waved regularly, don't do it for your picture. Don't go to the hairdresser's before you have your picture taken. Instead of looking like yourself your own personality will be lost.

Rheumatism.
If you are suffering from Rheumatism or Lumbago you can use nothing better than Stafford's Liniment. It is the strongest and most penetrating Liniment for sale in Newfoundland at the present time.

Indigestion and Dyspepsia.
Stafford's Prescription "A" is known everywhere to be the best preparation for Indigestion, Dyspepsia, Catarrh of the Stomach and Nervous Dyspepsia.

Coughs and Colds.
Stafford's Phorastone. The best preparation for all kinds of Coughs, Colds, Bronchitis, Asthma and Various Lung Troubles.

The above 3 Specialties are stocked by over 300 Outport Merchants and can always be relied upon for their medicinal qualities and beneficial results.

DR. F. STAFFORD & SON,
Wholesale and Retail Chemists and Druggists,
St. John's, Newfoundland.

THE DUMP.



And now we may be told, my friends, where a conscientious man's ambition ends. Five years ago the Kaiser sat, with eagles on his golden hat, the ruler of a mighty state, in industry and commerce great. The Kaiser might have said, "Gee-whiz! How prosperous my country is! The credit I'll receive, no doubt, when death has put me down and out. In future ages men will cry, 'How sad that Kaiser Bill should die! Our country's never been the same since he cashed in and quit the game; no other Kaiser's had his pep, and we go backward step by step.' They'll bless my name till time is done, and chaos shall engulf the sun." But Kaiser Wilhelm sat alone, upon his large upholstered throne, and said, "It's not enough for me, this grat of ruling Germany. It is too small and cheap a stunt for one with my majestic front. The whole damned world must buckle down and tremble at my war lord frown. My ships must boss the seven seas, my banners float in every breeze." And now we see the Kaiser's end; there's none so poor to call him friend. And men will gather round his grave, and say, "He was both fool and knave. With world-dominion dreams he foisted, and wrecked the highly land he ruled."

The very high collars on coats give them great smartness.
Black silk jersey looks well trimmed with gray squirrel.
Most of the fur cape novelties have deep shoulder yokes.
The belts on separate skirts are usually straight and wide.
The collarless round neck is absolutely the fashionable thing.

FURNITURE!

There is no need for us to go into detailed description with regard to the quality or quantity of Furniture we stock, it is already well known all over the Island.

Here we announce the opening of new shipments. We are ready to furnish your Bedrooms, Dressing-rooms, Bathrooms, Dining-room, Drawing-room, Den, Library, Living-room, Halls and Kitchen with everything necessary to make your home absolutely perfect in every detail.

When you want just what is newest and best in Furniture, remember the address below is that of the finest house-furnishers in Newfoundland.

U. S. Picture & Portrait Co.
St. Johns.

CHOICE PICKLED MEATS

200 tierces Choice Spare Ribs,
100 barrels Libby's Family Beef,
50 barrels Libby's Special Family.

GEO. NEAL

SLATTERY'S Wholesale Dry Goods

Now offering to the Trade and Outport Dealers the following

AUTUMN GOODS:

POUND PERCALES SHIRTS
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SLATTERY BLDG., Duckworth & George Sts.
Forty Years in the Public Service—The Evening Telegram

In Stock:
1000 Sacks MIXED OATS.
C. P. Eagan
Duckworth Street and Queen's Road.

WHIRL

The

Thank

Every One

Let U

Target Practice.

(By CLAIR PRICE.)

A favourable opportunity occurring the captain of the armed yacht decided on a couple of hours at target practice. He'd already carried his gun and machine-gun ammunition with him four months, and he'd worried about it so much that he meant to use some of it.

Some of the crew set to work rigging three buoys with red flags on them, and about that time the fore-gunner look-out picked up an empty gasolene-drum floating on the sea. Empty gasolene drums floating at sea lead a precarious life nowadays. They were in general quarters for it, and all the officers and crew boiled up from below, and enjoyed ten minutes of the terrific thrill that lies in the sky-rocket crack of a three-inch. So far the look-out could see, there was another thing in all the empty, silent sea except their yacht and one empty gasolene-drum.

Well, by the middle of the afternoon watch, since they hadn't seen a gasolene drum yet, they dropped over three buoys from the fantail aft, one by one, about three hundred yards apart, for target practice. Then they brought the rudder over hard right, and circled back to drop dummy depth-charges (empty caasks) on them, blazing away at them the while with rifles, machine-guns, and the ex-caltibre on the three caasks, and their one machine-gun.

"Don't aim it!" shouted the captain to the man at the machine-gun. "Play it like a hose—like this!" And the captain jumped down from the bridge, crossed the gun, and let loose a long stream of deafening cracks that raised a score of little white fountains in the sea around the nearest buoy, some two hundred yards off their starboard bow. Then he gave each of his men a watch a minute at the gun, just to get them used to the feel of it, until the air was sharp with powder-smoke, and the gun's blue-black barrel gave out a curl of blue smoke.

They kept the rudder hard right until they had reached the nearest buoy, almost dead ahead, and then they brought it amidships, and the captain on the bridge-wing lifted his head. At that moment they were in the first of the dummy depth-charges poised on the water. They watched that hand. Just as the buoy was alongside aft, the dummy dropped his hand with a long "wo-oo-oo-oo!" and the dummy dropped overboard. It fell on the water just alongside the buoy. Very