

# NOW RULES AS KING!

Although he has not as yet exercised his full powers, Jack Frost is now King of the weather, and the waters of the Lakes and Skating Rinks may at any moment feel the severity of his rule and become icy, and then skating will be the order of the day. And now let us introduce to you another King—KING INVICTUS—who hold an equal position with KING FROST, in the realm of skating, both are absolutely necessary for pleasurable skating.



## GIVE HIM A PAIR OF INVICTUS HOCKEY BOOTS,

A PRACTICAL NEW YEAR'S GIFT.

King Frost will supply the ice.



### Useful New Year Gifts for Men.

A DURHAM DUPLEX SAFETY RAZOR will be sure to please him.

*Marshall Bros*

### TOYS for the New Year Season.

A few remaining from our large assortment.

### How the World is Getting Better.

By RUTH CAMERON.



Comparisons of the present day with their forebears to the detriment of the former are so antiquated as to deserve Mrs. MacLaprop's familiar adjective for comparisons. Consequently I was a s delighted when a very keen minded woman, herself of the last generation, presented me with an utterly contradictory point of view. She thinks The Girl of To-day Is A Better Housewife Than Her Mother. "I think the girls of to-day," she said, "are much better trained in housewifery than their mothers. When I was a girl domestic help was much cheaper than it is now everyone kept help, and mothers didn't expect their daughters to go into the kitchen. "The grandmothers of this present generation had had plenty of experience, too much, and they wanted to give their daughters freedom from it, just as a father who hasn't had the good times in his youth, wants his son to have them, and sometimes overdoes it. "I think our mothers really took pride in the things their daughters couldn't do. Helplessness was the style then. It was a mark of gentility. "And you don't think it is now?" asked someone. Having Children And Keeping House Is The Thing To-day. "Indeed, I don't. Efficiency is the style now. Look at the girls who take up domestic science courses. Being able to do those things has come back into style just as having children is the thing nowadays. And nursing them instead of putting them on the bottle. It's the thing to be a good housewife. Why some of those domestic science schools are the smartest things in the country. "How do you account for the change?" asked someone. Young People Don't Want To Live With Their Families. The lady looked thoughtful. "Well,

I can give two suggestions," she said finally. "One is that it's the spirit of the age—efficiency. The clinging vine woman has passed away. The woman who can do her part has come into style. And the other reason is the cost of help and the unwillingness of young couples to live with their parents while the way they used to. Formerly, when a girl of the well to do class married young, she used to live with her parents for a few years if she couldn't afford to set up an establishment with at least one maid. Now the young people aren't willing to do that and as help is so high that they can't afford a maid (and keep up with all the other expensive fashions of the day) the women learn to keep house and keep house well themselves. Think of the girls you know brought up in well to do families who marry and do their own work. "Do you find an interesting point of view? I do. Of course this woman belongs to the upper middle class and what she says only applies to the middle class. But it is good to know that even a small portion of our feminine population has improved.

### A Good All Round Liniment

that seems to go straight through the skin and reach the pain. That is a good description of

#### Stafford's Liniment.

We believe there is no more generally useful Liniment. It seems to reach the spot every time.

No home should be without a good Liniment for use in those emergencies common to all homes calling for a reliable Liniment. Keep a bottle of "Stafford's Liniment" in your medicine chest.

For sale everywhere. Manufactured only by DR. F. STAFFORD & SON, St. John's, Nfld.

#### Everyday Etiquette.

"When a man has been very attentive and has taken me to many entertainments, should I ask him to call or should he make the request?" was Maud's query.

"It is your place to ask the young man to call," was her friend's answer.

### Now Due by Steamer:

- 225 brls. Stark Apples—Assorted.
- 175 brls. Baldwin Apples—Assorted.
- 102 brls. Various Kinds.
- 100 cases Navel Oranges.
- 50 cases Valencia Oranges.
- 25 cs. Porto Rico Oranges.
- 50 cases Spanish Onions.
- 30 1/2-cs. Spanish Onions.
- 30 crates Texas Onions.
- 30 bxs. Fcy. Table Apples.
- 5 boxes Grape Fruit.
- 5 boxes Calif. Lemons.

Orders now booking.

**Soper & Moore,**  
Importers & Jobbers.  
Phone 486.

### Rann-Dom Reels.

THE AUTOMOBILE TAX.

The automobile tax is a thoughtful arrangement by which motor car owners are obliged to drag, drain, grade and pave the highways of the state. The state considers that a man who is able to buy a glittering \$2,000 toy and skate around in it during business hours should be willing to improve the roads for the benefit of his neighbors who prefer to use a top buggy.

All automobiles sold on the open market at the end of a promissory note these days come fully equipped. The purchase price covers every possible contingency except tire covers, trouble lamp, electric clock, extra tubes, tire pump, vacuum feed system and the automobile tax. It is a melancholy moment in the life of a hopeful buyer who has equipped his car with every accessory listed in a 200-page catalogue, and is then confronted by the harsh, flinty voice of the secretary of state, demanding \$12.36 for a pair of tin number-signs that are produced for sixty cents a dozen.

The laws of this country are fearfully and wonderfully constructed. Why should a man who puts his money into rapid circulation by buying an automobile be taxed for doing so and the owner of a narrow-tired lumber wagon be allowed to escape?

The narrow tire which is allowed to tramp up and down over the face of a macadamized road is a menace to civilization, leaving ruts, wrinkles and blow-outs in its wake, while the non-skid pneumatic tire carrying eighty pounds of elastic air does more good to the roads than the King drag. Yet the man who owns four of these tires and sees them fade away day by day has to pay an objectionable tax the first of the year, when money is tighter than the hide on an alligator trunk.

There would be less unrest among our people if taxes were more equally distributed. If Congress would pass a law based on horsepower, taxing baby cabs, go-carts, wheelbarrows,

bob sleds, top buggies, side delivery hay rakes, cream separators and lumber wagons, the government would have more revenue and automobile owners would have more company.

If a government tax of fifty cents per horsepower is tacked onto the state license fee, there will be nothing left for the automobile owner except suicide.

### Your Boys and Girls.

Never pass over the correction of a lie as it is the worst form of bad behaviour in a child. Think of the treatment a chronic liar gets when he goes from his indulgent home to a public school. Being a dangerous person, he is thought generally unfit for the society of his fellow pupils. In the end he gets the worst of things everytime.

It is all easy enough when you get into the regular routine of discipline. The important thing is to begin early and to have a lamp of patience forever filled and burning. Where the easy, well bred deportment of children is concerned the usual tantrum of the mother when she catches her child in a lie, brings only bashfulness and deceit.

How very much does a girl need a good mother's wisdom to guide her into the realm of womanhood. It is difficult to make a girl understand that she must be guarded and saved from some of the strongest instincts and impulses of her own nature. She may have turned too eagerly toward the love that is the crown of womanhood or may have reached out too soon for the warm, tender handclasp of a lover.

The mother who lets her girl drift into one of these early love affairs must refrain from reproaching the girl. But she should reproach herself for not having saved her offspring from an experience which must leave a scar.

### Household Notes.

Pickled walnuts chopped make an excellent relish to serve with hard boiled eggs.

Muffins made of whole wheat or any dark flour should be very thoroughly baked.

Paper dipped in paraffin and rolled will serve to heat soup or coffee while camping.

Never wash the steel omelette pan with water—wipe it immediately with a clean cloth.

Every man should know how to make bread, boil an egg, make coffee and broil beefsteak.

A very strong astringent tea is made from the inner bark of the white oak tree.

Dates, currants, figs and raisins furnish almost as much energy as there is in sugar candy.

If you are weary and cannot stop for a long rest try stretching flat on the floor for ten minutes.

It is better not to dust the house before the heater has been shaken and the ashes attended to.

Celery will be more tender if it is allowed to stand on the ice for a day or two before serving.

The housewife's first duty is to see that every member of her household is properly nourished.

If unsatisfactory things are returned to the grocer he will stop sending that kind of produce.



ARE MORE BECOMING THAN FLAT LENSES.

The edges of Toric Lenses do not show as prominently as those of flat lenses. They fit in close to your eyes. You will find Torics much more becoming and useful. They give you a wider, clearer field vision. You should know about Toric Lenses. Let us explain them.

**R. H. TRAPNELL,**  
Eyesight Specialist.  
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OUR PRICES NOW ARE:

- Steak, 40c. per lb.
- Roasting Beef, 30 & 35c. lb.
- Frying Beef, 30c. lb.
- Stewing Beef, 25c. lb.

**M. CONNOLLY.**

### Patriotic Association!

### Employment Committee

To enable the Committee to find Employment for honourably discharged Soldiers and Naval Reservists, Employers seeking help, and men seeking employment, should communicate their wishes to

**H. W. MATTHEWS, Secretary,**  
Colonial Bldg., St. John's.

ARNARD'S LINIMENT CURES COLD IN 10 MIN.

### Look Us Up! Open Nights.

### Saturday Savings

### At the "Boston"

### Bargain HOUSE.

A very comfortable place to buy. Always some very attractive prices.

### Overcoat Time is Here

To-morrow, Saturday, we offer a very fine line of Men's and Boys' Overcoats, purchased in the British market previous to the advance. They are made from good heavy material, substantially lined, dark colors and are worth at to-day's prices \$20.00 each. Just twenty left. While they last you can have them at

**\$15.00**  
each; all sizes.

### Corsets.

389 pairs Job Corsets, D. & A. Parisian and other reputable brands; all sizes. Marked away down; slightly soiled. Very interesting prices. Come and save.

### Hosiery.

Wool Hosiery for Men and Women. Very difficult to get these now. We have them though, bought two years ago. Good fast blacks, dyed when dye was 45c. up. Get a few pairs while they last.

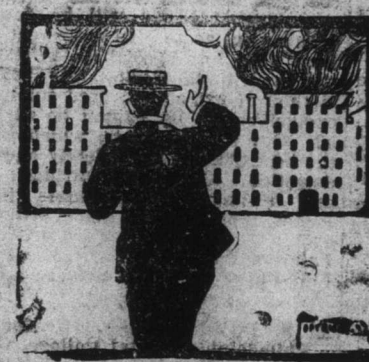
We stock the famous American

**BLUE DENIM OVERALL,**  
\$1.90 garment.

A very good Blue Overall we offer at \$1.10.

### The "Boston" Bargain House,

362 Water Street,  
Opp. Parker & Monroe's.



### NO MATTER HOW THE FIRE IS CAUSED

If you're not insured, you're a loser. Take time to see about your policies. We give you the best companies and reasonable rates.

**PERCIE JOHNSON**  
Insurance Agent.

### THE HUBBARD MOTOR ENGINE

is strong, sturdy and reliable, and is very easy on fuel.

Sales for 1917, which have broken all records, prove the popularity of the Hubbard. Before buying an engine ask for the Hubbard Catalog.

**GEO. M. BARR,**

St. John's.

Advertise in The Evening Telegram

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January, 1918