

We take this opportunity of thanking our Customers for past patronage, and extend to all Heartiest Wishes for

A Merry Christmas.

Marshall Bros

Why We Need Christmas This Year.



RUTH CAMERON

By RUTH CAMERON
"I wish" said a wan little woman to me the other day, "that Christmas could be dropped out of the calendar this year."
Her boy is "somewhere in France." One easily understands. And yet I think she is wrong—totally wrong. Surely this is the year when we need Christmas more than we ever did in our lives before. Other years we might perhaps have spared Christmas. But not this year.

For There Would Be No Stars to Shine Through The Cypress Trees.

For if there were no Christmas, never had been a Christmas, think what that mother and all other mothers and wives and sweethearts would

have to face in giving up their own. I don't see how they could bear to do it at all if it weren't for Christmas. So let's hold very tight to Christmas. Of course it can't be a merry one this year for any except little children.
What Christmas Should Mean This Year.
But let's not have it a mournful, downhearted one. Let to-day rather be a time when tenderness unlocks our hearts and they open wide, and take in all humanity. When we push the veil of every day selfishness from our eyes and see with a flaming clearness that not to be doing everything in our power however hard, however prosaic, however heart-breaking to help those who are fighting for a true peace, is to deny the Prince of Peace himself.

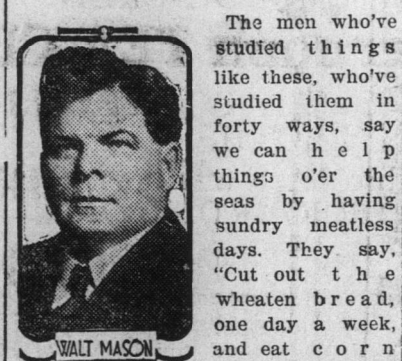
I cannot wish my reader friends a Merry Christmas to-day but I do wish them a courageous Christmas, a cheerful Christmas, a consecrated Christmas.

When I sat down to write you my Christmas message a verse sang itself constantly through my mind. It was this:

What We'd All Like Best For Christmas.

"How beautiful on the mountains are the feet of him that bringeth good tidings, that publisheth peace." Courage friends, they must come, perhaps sooner than we guess. And for all we have suffered and sacrificed there must and will be some good returned to humanity.

PLAYING THE GAME.



WALT MASON

The men who've studied things like these, who've studied them in forty ways, say we can help things over the seas by having sundry meatless days. They say, "Cut out the wheat bread, one day a week, and eat corn pone; lap up less sugar when you're fed, and help to make the foeman groan." It isn't much to ask, gadzooks, and to refuse them were a shame; so let's instruct our gifted cooks to read the rules and play the game. I eat a rooster once a week, which braces me to play my harp; again I go down to the creek and larlat a cod or carp. When to the table I repair, in solemn state, three times a day, and see a loaf of white bread there, I sternly order it away. I say to nephew, aunt and niece, "Go slow on butter and on lard; the allies now are needing grease—we must not eat it by the yard." The government is most polite; it asks us kindly to re-tranch, and help our own men in the fight, and eke the British and the French. Yet some there are who give no heed, who laugh polite requests to scorn; they don't propose to curb their greed, and live on hens and fish and corn. They hang around in every town, you'll see them anywhere you look; and Uncle Sam is writing down their surnames in his little book.

The Spirit of
CHRISTMAS
Prompts
Us to extend
Hearty
Greeting to
Our Patrons and
Others.
Soper & Moore,
Importers & Jobbers.
Phone 458.

Rann-Dom Reels.

THE CANDIDATE.

The candidate is a hopeful citizen who wishes to hire out to the common people. This is sometimes called working for the people, and at other times working the people. Owing to the spread of intelligence and the prying methods of the daily newspaper, which turns its little X-ray on the candidate several times a week, this kind of work is harder to make a living at than formerly.

The candidate is first of all a plain American, and after that he is a lawyer who was born and reared on the farm, being in complete sympathy with the agriculturist. The candidate who cannot get up on the platform and show a pair of calloused hands, incurred by milking sixteen cows night and morning as a struggling youth, has about as much show in the political race as a one-armed man in a ladder-climbing contest. Nineteenth of all the candidates now springing up with the bluebird and the dandelion are lawyers who would prefer to be something else. The legal profession has furnished more featherweight candidates and red-tape legislation than all of the skilled trades, including floor-walkers.

No man should be a candidate for office in this country unless he knows the difference between a disc harrow and a corn cutter. He should be a rough-and-ready speaker, able to turn at once from a blistering attack upon the democratic tariff to a tearful tribute to the little bronze button. He should also belong to three or four churches, all of the lodges doing business in the state, and carry a union card. The only thing that can defeat a candidate who is thus equipped in a landslide of valular heart trouble.

The candidate should be listened to with respect, for he may have it in his power later on to distribute garden-seeds and post-offices among his constituents. He should not be judged by his looks, but by his vote.

Some of the homeliest candidates ever forced into public office have looked beautiful to their people during the roll call on an important measure. It is better to pick out a candidate with a square head containing a few honest convictions than trust to personal beauty coupled up with a weak chin.

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 is being introduced to a woman should he stand or may he remain seated?" asked Ned.

"A man should always stand through the formality of an introduction," answered his father.

W. H. JESSOP,

Fancy Cake and Pastry Baker. Wedding and Birthday Cakes made to order.

194 Duckworth Street, St. John's, Nfld., December 1917.

Dear Sir or Madam,—

Save and Serve.

In consequence of the great shortage in white flour, I have decided to cut down its use 20 per cent. in the manufacture of my goods.

Starting to-day, I will substitute Whole Wheat Flour and fine Oatmeal in the above proportion in the articles best adapted to their use.

Trusting this change will meet with your approval, and wishing you the Compliments of the Season,

Sincerely,
W. H. JESSOP.

New Arrivals!

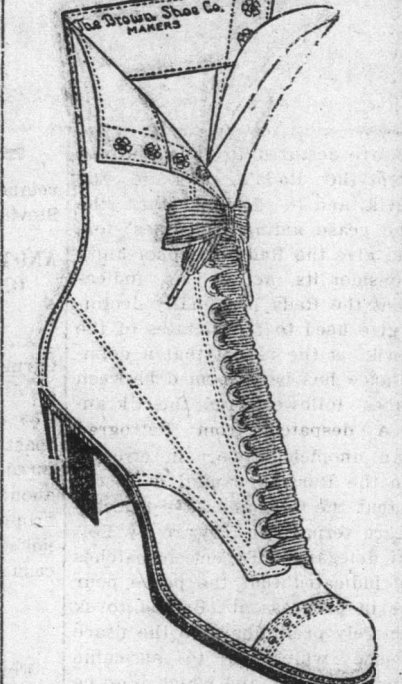
30 sacks BEET.
25 sacks CARROTS.
150 90-lb. sacks P. E. I. POTATOES.

Hourly Expected:
TURKEYS, GEES, DUCKS.
150 brs. CHOICE APPLES.

M. A. BASTOW,
dec19,31,eod Beck's Cove.

SOME LIVE ONES

At Our Ladies' Dpt.



No. 8020--\$10.50

8 inch. Clr. Fox Walking Boot, Bar. Brown Calf, twelve-eighths heel, divide 2 1/2 to 8. This shoe makes an ideal Skating Boot.

Ladies' White Pearl Skating Boots.

A big line of BEDROOM SLIPPERS, PUMPS, etc., just opened up. We are now showing some of the finest Footwear ever seen in St. John's. Get your holiday Footwear now.

F. Smallwood

THE HOME OF GOOD SHOES.

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.

Insure with the QUEEN,

the Company having the largest number of Policy Holders in Newfoundland.

Every satisfaction given in settling losses. Office: 167 Water Street, Adrain Bldg. P. O. Box 782

Telephone 764.

QUEEN INS. CO.

GEO. H. HALLEY, Agent.

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 dye; not imitation, from 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 \$1.19.

The "Boston" Bargain House,

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



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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.

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Insurance Agent.

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