

Wood Window Poles.

100 sets Wood Window Poles, 4½ feet,
Mahogany and Oak,

40c. per set.

Extension Rods!

Just a few left which we are clearing at
old prices, 10c. to 22c. each.

Corduroy Velvets!

We have still a few ends in colors Saxe,
Card., Mole, Brown, White, Navy, Myrtle,
still selling at old prices.

Cretonnes!

30 pieces Fancy Cretonnes, very pretty pat-
terns. Just the thing for Dark Cur-
tains for winter.

From 22c. to 45c. yard.

The Policy of this Store

is to handle the very best of qualities at the very lowest prices. This will be found especially
noticeable in the present offerings. Owing to present upward trend of markets many lines
now offered will be unobtainable later on at anything like prices now quoted.

LADIES' FELT HATS---Untrimmed!

25 doz. LADIES' UNTRIMMED FELT HATS, in colors Saxe, Brown, Navy, Black, Re-
seda. We are clearing this lot at greatly reduced prices. Now is the time to get a nice Hat for
a small outlay.

LADIES' FLEECE LINED UNDERWEAR!

A Job Lot of 50 doz. VESTS and PANTS. Exceptionally good value, 35c. per garment.

Marshall Bros

Ladies' Grey Coats!

30 only Ladies' Grey Coats, military
style; heavy material for winter wear. The
greatest value on the market. Value for
\$12.00.

Now \$7.50.

Dress Remnants!

We have still a few ends left, come and get
a bargain before they are all gone. Tweed,
Meltons, etc., at greatly reduced prices.

Boys' All Wool Jerseys!

120 doz. in Saxe, Myrtle, Navy, Card.,
Brown; sizes 16 to 32. Old prices, 85c. to
\$1.60.

Men's New Knit Underwear!

Although Wool has greatly advanced,
come and get the best Wool garment in the
city

AT OLD PRICES.

BOOKS.

By RUTH CAMERON.



Nothing, it seems to me, gives a
room the real home touch like plenty
of well-filled, well-used bookcases.

It is so easy to make a room lovely
and homelike if you go about it in the
right way.

The Ideal Living-Room.

Some soft restful paper (preferably
a plain color), simple draperies, a big
low center table with a shaded light
on it and plenty of magazines and
newspapers scattered about, a fire-
place if you can possibly have it, a
few comfortable chairs, a few pic-
tures that you really care for and
plenty of bookshelves, with friendly
rows of beloved books standing at at-
tention upon them.

Let every married couple make that
their ideal, and no matter how limited
their means they will gradually
create a room that will welcome the
guest and wind itself round the heart-
strings of the housemates.

Though I speak of their effect upon
the atmosphere of the room, needless
to say, I am not recommending books
merely as an ornament.

Books Should be Friends.

Books should be friends. I have
no use for unread sets of books. The
ideal bookcase contains no books that
have not been bought either for refer-
ence or for actual reading.

Every bookcase should have in its

reference department a Bible, with
print coarse enough not to make one
irritable, a dictionary, a good gram-
mar and, if possible, an encyclopedia.
Other reference books are valuable,
but these are invaluable.

Fate Cannot Take Away Your Joy In
Books.

Books and the love of them, are
among the few things that an adverse
fate cannot take from you.

When asked if she were lonely in
the remote country town to which she
had gone after gay years at Washing-
ton, Gall Hamilton once wrote:

"We do have the best of company.
Swinburne has been down here for
three weeks or so, charming me with
his choruses, and Mill is always here
at call, which is about once a year. He
is a great rest and solace and hope to
me. I have a call every evening from
Louis Napoleon. In fact it would take
me a long while just to name the peo-
ple who come to see me and who
talk their very best in my society."

**What Are You
Doing for that Eczema?**

"Nothing; I've about given up try-
ing to cure it."

"That is not wise. Do as I did and
you will probably be cured in a short
time. I used Zylex and Zylex Soap
with it and my Eczema began to im-
prove at once. A couple of boxes
cured. You can get Zylex at your
druggists."

Zylex, 50c. a box; Zylex Soap, 25c. a
cake.

Zylex, London.

ead U

Everyday Etiquette.

"Is it bad form to address a person
as 'Dear So and So' when writing on a
postal card?" asked Grace.
"No sanitation should be written on a
postal card and neither should private
matters be referred to," advised
her sister.

**HOMESTEAD
and Star**

Teas are the choicest selec-
tions from the growths of
the most famous gardens of
India and Ceylon. They
are so blended as to yield a
delicious and satisfying
brew.

Our "GOLDEN TIP"
Ceylon is one of the most
delicious of teas and sells
for 60c. per lb.

C. P. EAGAN,
DUCKWORTH STREET & QUEEN'S ROAD.

JUST RECEIVED.**Bird's Custard and
Egg Powder.**

King Apples, Nos. 1 & 2.
Moir's & Sparrow's Confection-
ery, 5 & 10c. boxes.
"Coronet" Figs, 8 oz. bxs.
Dromedary Dates, pkgs.
Dates in Bulk.

Nuts! Nuts!

Fresh supply
Almond Nuts.
Brazil Nuts.
Walnuts.
Sticky Filberts.
Shelled Walnuts.
Jordan Shelled Almonds.

Here Again.**Queen
Laundry
Soap!**

350 cases
QUEEN LAUNDRY SOAP
Packed
200 bars 2c. size to box.
150 bars 3c. size to box.
Special wholesale prices
to shopkeepers.

Soper & Moore,
Jobbers and Wholesale
Grocers.

Political Advertising

(Manitoba Free Press.)

The use of newspapers as a means
of reaching the voters by advertising
officially by the campaign committees
of the parties was resorted to on an
unusually large scale during the presi-
dential campaign. This election prac-
tice is growing in Great Britain and in
the United States. Campaign man-
agers have found by experience that it
is a highly efficient and relatively
economical way of reaching the electors.

These advertisements appeared in
newspapers of all shades of opinion.
Democratic papers carried Republican
advertising, and Republican papers
made no objection to the Democratic
committees buying pages of space to
put their case before the people. As
a sample of the use which was made
of daily newspapers, the case of last
Saturday's edition of the New York
Times may be noted.

In this issue of the Times, a Demo-
cratic newspaper, there were nearly
three pages of republican advertising,
all signed by the Republican National
Publicity Committee. A three-quarter
page advertisement reproduces a
poster used by the tariff reformers in
the last general election in Great Brit-
ain. It represented a British work-
man expressing to an American work-
man his indignation at the lower wages
that prevail in Great Britain under
free trade. There was a full page ap-
peal to electors, "Just Before You
Vote." Another full page was a blast
for Protection, made up of declara-
tions by Hughes in favor of a high
tariff, in a fine typographical display.
A footnote explained that this adver-
tisement was "written and paid for by
C. W. Barron," and accompanying it
was an appeal for funds to aid in the
further circulation of the advertise-
ment.

The Democrats are represented in
the same issue by two advertisements,
together amounting to a page. They
were signed "Wilson Business Men's
National League." One was given up
to urging the slogan: "If you want

war, vote for Hughes." It represent-
ed Hughes as a dwarf, surrounded by
a cabinet of Roosevelt in action. The
second advertisement, "He Kept Us in
Prosperity," is a mosaic of news-
paper headlines, dealing with projects
of development under the present
United States tariff.

Some of these advertisements ap-
peared in the Saturday edition of the
New York Evening Post. In addition
there was a half-page, "Humanity—
and Your vote," by Henry Ford, which
is marked "Charged to Henry Ford
Publicity Department, Detroit, Mich." In
it Mr. Ford sets forth the reasons why
he was in favor of Wilson. George Har-
vey, editor of the North American Review,
took the best part of a page to express
his thoughts about Wilson, whom he sup-
ported a year ago, but to whom on this
occasion he was bitterly opposed.

In Canada there has been, as yet,
very little employment of newspaper
advertising space for political advoca-
cy; and a newspaper opening its
columns to party appeals to which it
does not itself subscribe has been in
the past regarded with surprise, not
untinged with disfavor. Apparently
in Canada the electors are more hide-
bound and more fanatical than in the
United States and in Great Britain.
The Free Press, in recent elections,
admitted as advertising matter (mark-
ed as such) political appeals which it
found necessary vigorously to com-
bat in its editorial columns. News-
papers are gatherers of news and dis-
pensers of opinion; but they also are
agencies of publicity, and their em-
ployment as such for the purpose of
political propaganda is legitimate and
proper.

Mindard's Liniment Co., Limited.

Gentlemen,—Last winter I received
great benefit from the use of MIND-
ARD'S LINIMENT in a severe attack
of LaGrippe, and I have frequently
proved it to be very effective in cases
of inflammation.

Yours,
W. A. HUTCHINSON.

Your Boys and Girls.

Don't wean your baby because the
mother's milk looks pale, like diluted
skimmed milk. It often looks that
way.

Don't neglect cold hands and feet,
as an attack of indigestion, pneu-
monia, etc., may follow.
Don't swaddle the baby with cloth-
es, so that he perspires, as he is
then very apt to catch cold.

PASSED STONE FROM BLADDER

"During August last, I went to
Montreal to consult a specialist as
I had been suffering terribly with
Stones in the Bladder. He decided to
operate but said the stone was
too large to remove and too hard
to crush. I turned home and
was recommended by a friend to try
Gin Pills.

"I followed the plan, I con-
tinued to take GIN PILLS, and in
my great surprise and joy, I passed
the stone.
"GIN PILLS are the best medi-
cine in the world. I will recom-
mend them to all the rest of my life."
—Albert Leonard.
All druggists sell Gin Pills at
50c. a box of 6 boxes for \$2.50.
NATIONAL DRUG & CHEMICAL
CO. OF CANADA, LIMITED,
Toronto, Ont.

**Greatest Aerial Fight in
History British Victory**

Seventy Machines Engaged—Six Foes
Brought Down—Enemy Routed.

London, Nov. 13.—The Daily News
correspondent at Berlin headquarters
giving the particulars of the great
aerial battle on the morning of Nov-
ember 9, in which seventy aeroplanes
were engaged, says:

"It took place well over the German
lines in the direction of Vauxlaucourt
northeast of Bapume, whither, certain
of our expedition were bound on a
bombing-expedition. With them were
fighting machines and scouts, making
in all a fleet of thirty sail.

"Near the villa of Morzy, just before
reaching Vauxlaucourt, they sighted
an enemy squadron somewhat out-
numbering themselves, its actual
strength being something from thirty-
six to forty aeroplanes. We attacked
at once some of our machines flying
at a higher level than the enemy, and
they plunged headlong, joining in a
general engagement, which was fought
at an average height not much above
5,000 feet.

"Of the melee which followed, it is
impossible to get any coherent account
for no man in it had time of thought
for anything except the enemy mach-
ines, which he successfully engaged,
but for twenty minutes there raged
among the clouds such a battle as the
world has never seen before, an in-
extricable tangle of single combats,
of daring, swirling machines; the air
filled with the roar of seventy propellers
and the clatter of guns.

Six Foes Brought Down.

"Four of our machines were lost
that is to say they were compelled to
descend in German territory, the
strong westerly wind drifting the
battle as it raged more and more to
the enemy's soil. In the ships which
came home one brought a dead ob-
server and two others arrived with
wounded pilots, and had difficulty in
landing in our lines.

"Of the enemy we know six mach-
ines were sent to earth, to which
three are known to have crashed.
What happened to the other three be-
yond that they were falling out of
control, is not known. In yet another
the pilot was seen to be shot dead.

"What further casualties the enemy
suffered, he alone was aware, but the
best evidence that the victory was ours
lies in the fact that the whole enemy
formation was broken, and the scat-
tered Germans fled for safety in all
directions, leaving us in possession of
the sky.

"Then we went upon our business.
We punctually dropped our bombs on
stores and ammunition depots of
Vauxlaucourt, and then came home
proudly flying in regular formation
no German daring to interfere.

Fads and Fashions.

Many frocks have two belts, mak-
ing the waist like both high and low.
There is a beautiful new shade in
velvet. It is the color of the eggplant.
A coat of dull blue cloth with col-
lar and cuffs of seal is most becom-
ing.

The use of wide satin ribbons to
form an evening bodice is a new fea-
ture.

A new veil is called the blarney.
It is of sheer lawn net and shows the cas-
tles embroidered just where it covers
the hat crown.

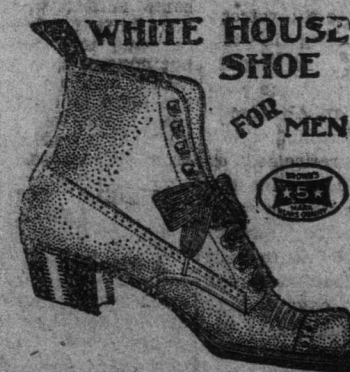
**A REQUEST
From the Trenches.**

Numbers of letters from those of our boys
fighting in France contain the request that a
small quantity of good tea be sent them for their
private supply.

In the dreary watches of the night, or as a
"mug-up" between meals, there is nothing so
invigorating as a cup of good strong tea—especi-
ally when made from



Why not include a package in your boy's
Christmas parcel?

What Ever You Do**Wear The White House Shoe.**

White House Shoes for Ladies and Gentlemen.
White House Shoes are sold to the Nation and worn
by Creation.
White House Shoes for \$4.00, \$4.50, \$5.00, \$5.50,
\$6.00, \$6.50, \$7.00, \$7.50 and \$8.00.
NEW STYLES NOW IN.

F. SMALLWOOD,
THE HOME OF GOOD SHOES.

The "Evening Telegram" is read by
over 40,000 People daily.

**Six More Sold
Win Milit***

His Excellency
ernor has
dical notice
England, Ire-
the Military Medal had
on 1880 Corporal Richard
o' the late Richard and
S. John's; 236 Lance Co-
Webber, son of Captain
Harbour Grace; 721
Mannell, son of Philip
uel, of Botwood; 1319
Brown, son of William
Harbour Grace District;
Oliver Goodland, son of
land, Elliston, T. B., and
Bernard Carroll, son of
of Concho, St. Barbe, for
gallantry rendered on
congratulate the heroes
and Regiment alike.

\$1,600 Reward

FOR A CASE OF IN-
STIPATION

To any person who
of Constipation by
Pills, the above reward
No medicine gives such
satisfaction or effects such
cures as Dr. Hamilton's
Instantly follows this
blinding headache, roo-
fervent feeling in the
ed away, bilious fits and
orders are stopped.

Don't be nervous about
Hamilton's Pills; they
ough for a child to use,
effective in action in
chronic cases. Get a 25
they bring and keep
health.

TWO BLACK FOXES
from passengers who
today's express that a
Jesso, hunting around
Deer Lake, secured
specimens of black fox
which are valued at abo

SONGS OF THE
Complete Patriotic
book, price only 35c. 10
paid. GARDLAND'S
177-9 Water St., St. Jo

SOLDIER PARSON H
Stenlake, the soldier-p
in the city yesterday and
Mr. and Mrs. H. Y. Mo



THE CAMPAIGN
The campaign fund is
faring made by people
pleased to save the coun-
per year.

About every four ye
decide to vote on Presi-
it will raise the price
great many people who
any pigs have to be coo-
in an automobile, and
large sum of money,
which can reach its lo-
era into every voting
yank the glaze citizen
box, also instructing
en route.

There was a time
funds were made up
spontaneous contribut-
terested corporations,
terest in the election
seeing the old flag for
the best corporations
to the campaign fund
merely to keep the
from being strangled
yet there are newspa-
purses the corporations
that they be brought
visions of the guaran-

Nowadays the camp-
eided by the docile
great office seeker, aid
ful but parsimonious.
This is why campaign-
er than they used to
does a party work-
postmaster than he
the precarious activi-
becomes harder to
than a slot machine.