## East, West and Central Grocery Stores.

CREAM OF WHEAT
GRAPE NUTS
CORN FLOUR, Colman's Best
VINEGAR, Rep. Pts
DESICCATED COCOANUT
CITRON PEEL, new season's best quality 22c. lb.
MIXED SPICE, English; guaranteed pure18c. lb.
BEST GRANULATED SUGAR 61/2 c. lb.
ICING SUGAR, best quality 8c. lb.
SHELLED WALNUTS, perfect halves45c. lb.
SEEDED RAISINS
ROLLED OATS, best quality 57c. stone
OATMEAL, best Canadian
WHOLE MEAL BREAD, best quality70c. stone
BUTTER BREAD
SWEET BREAD
FLOUR, very best quality
LYE, the finest and best quality on the market, 9c. tin
KNIFE BRICK
KNIFE POLISH, "Oakey's"
PLATE POWDER, "Pickering's," the best. 13c. pkt.
SILVO—Reckitt new liquid silver polish 17c. tin

<u>ବାରାଗ୍ରକାର୍ଗର ବାହାର ବାହାରାଗ୍ରକାରା ବାବାର୍ଗର ବାହାରାଗ୍ରକାରାଗ୍ରବାରାଗ୍ରବାରାଗ୍ରବାର୍ଗର ବାର୍ଗର ବାର୍</u>ପର

# George Knowling.

# Our New CHRISTMAS CARDS

Are Now Ready for You.

We have a very large stock, a wonderful variety, and all of such excellent Grand Duke Michael. The High Com-Now is the time to buy your Xmas Greetings for the Boys on the other side. By buying now you will make sure that the Cards will reach them for See the exquisite Single Cards we are showing, each with envelopes, prices ranging from 5c. to \$1.50; and see the Single Cards in boxes from 10c. to \$1.50. This includes the popular "Hands Across the Sea" Series.

See the beautiful Xmas Post Cards: Raphael Tuck's and others, at 2c., 3c. c. and 8c. each. Then we have a large assortment of Xmas Cards with Loca

Our Xmas Cards in packets and in boxes are even prettier and far better

value than ever. Here is a list of them in

PACKAGES XMAS. AND NEW YEAR CARDS:	
H.M.S. New Zealand Packet of 10 Cards	et
HMS Princess Royal Packet of 12 Cards	tet
HMS Oueen Mary Packet of 12 Cards	tet
H.M.S. Lord Nelson Packet of 12 Cards 15c. per pack	tet
HMS. King George V. Packet of 12 Cards	tet
H.M.S. Iron Duke Packet of 12 Cards	tet
HMS Warsprite Packet of 12 Cards	cet
HMS. Valiant Packet of 12 Cards	cet
H.M.S. Queen Elizabeth Packet of 12 Cards	tet
The French Packet of 12 Cards	<b>ket</b>
The Lansdowne Packet of 12 Cards	<b>ket</b>
The Kitchener Packet of 12 Cards	cet

BOXES XMAS, AND NEW YEAR CARDS-NO TWO ALIKE. The Greeting Box of Xmas & New Year Cards, 10 Cards with envelopes 20 The Golden Days Box of Xmas & New Year Cards, 8 Cards with envelopes 200 The Xmas Greetings Box of Xmas. & N. Y. Cards, 8 Cards with envelopes 20c. 10 Cards with envelopes 25c. loybells Box of Xmas & New Year Cards, The Good Luck Box of Xmas & New Year Cards, 10 Cards with envelopes 25c. Happy Hours Box of Xmas & New Year Cards, 12 Cards with envelopes 30c.
The Greetings Box of Xmas & New Year Cards, 12 Cards with envelopes 30c. he Golden Thoughts Box of Xmas & N. Y. Cards, 12 Cards with envelopes 35c. The Season's Greetings Box of Xmas & N.Y. Cards, 12 Cards with envelopes 40c The Kind Greetings Box of Xmas & N. Y. Cards, 12 Cards with envelopes 50c. Sylvia Cabinet Box of Xmas & New Year Cards, 12 Cards with envelopes 50c. to do so, of executing sentence him-White Ensign Box of Xmas & New Year Cards, 25 Cards with envelopes 60c. self by murdering this defenceless Eleen Cabinet Box of Xmas & New Year Cards, 12 Cards with envelopes 60c.
Happy Memories Cabinet Box Xmas & N. Y. Cards, 12 Cards with envelopes 75c. When the hour strikes for the enemy We are showing a very choice assortment of Raphael Tuck's Xmas Autograph Stationery, put up in boxes containing six to twelve Sheets of Paper world domination have broken down, with Envelopes to match. Prices are from 20c. to 50c. per box. We would thing we have hitherto shown. It is the new idea, the Private Card idea. In it you will find something for every taste. They range from the several relationship is a little different from any-pression, which will make him fall suddenly from the height of his it you will find something for every taste. They range from the severely plain to the highly ornamental design. One that will be very popular is one that Army and Navy, said the French Am-

provides space to insert your own Visiting Card. These will be picked up bassador in a speech burning with See our line of 5c. Calendars, dainty little things that appeal. We have also a full range of Raphael Tuck's Artistic Calendars at prices from 10c. to

## ALL ARE NOW READY FOR YOUR INSPECTION-COME! DICKS CO., Limited.

## Hot Water and Happiness.

Hot baths are necessary for health, in summer as in winter. But in households whose hot water supply is dependent on the kitchen range, a hot bath cannot be secured during the summer months without turning the kitchen and its neighbourhood into a miniature inferno.

No wonder, then, that cook complains bitterly when nurse demands to have the fire made up, and that relations between the members of the household staff reveal a state of strain extending almost to breaking point.

It is here that the gas industry steps in to keep peace by means of its water-heating inventions, all or any of which, being entirely independent of the coal range, can give unlimited hot water at any moment without causing the least inconvenience. Of all the boons and blessings that the twentieth century brain has devised, the gas water-heater is by no means the least.

ST. JOHN'S GAS LIGHT COMPANY.

## Messages.

## NOON.

BARS OUT BRYAN'S PAMPHLET.

SAN FRANCISCO, To-day. Ram Chandra, local Hindu editor mounced to-day a pamphlet which he says is wholly made up of trans-lated excerpts from W. J. Bryan's of the British Government. The pam-

LONDON, To-day. That the Government has under consideration the passage of sumptury laws to insure the strictest domesic economy was the information given to Charles Bathurst, Unionist member for Wiltshire, by Asquith in the Commons yesterday. The Premier Commons yesterday. added he would be glad to receive any suggestions concerning such legisla-tion. Bathurst had asked the Premier whether in view of the serious state of the nation's finances and the houghtless extravagence and unecessary luxury still being indulged n by many persons to the annoyance of their neighbors, the Premier would onsider the advisability of passing drastic sumptuary laws which would nsure the strictest domestic economy and put all classes upon a footing during the war of greater equality in their mode of living.

LORD MAYOR'S BANQUET

Speeches by French Ambassador and Mr. Arthur Balfour.

LONDON, To-day. At the annual banquet of the Lord Mayor of London, celebrated in the Guild Hall last night, Sir Charles Wakefield having been inaugurated during the course of the day, all city officials and many members of the Government and diplomatic representatives attended. The only ference between the function to-night and those of other years was the observed curtailment of the customary sumptuous menu for one more appropriate to war economy and the ence of many guests in military uniform. Asquith, wife and daughter were cheered when they entered the Cheers were given for the Serbian Minister and for the representatives of the Allies notably the French and Italian Ambassadors, the Russian

missioner of New Zealand, Hon. Wm. Thomas McKenzie, brought his son who was blinded while serving in the Dardanelles. The young soldier was given an ovation. Earl Derby, Director of Recruiting, was warmly received as was the Belgian Minister. When the toast to the King was givthe war. Paul Cambon, French Ambassador, said although the number aid of a rebellion. of our enemies may have increased since last year, the number of our friends have been augmented. I am happy to see to-day our Italian col-Describing the war, he on one side the tranquil courage, faith, an ideal justice will employ only legitimate means of defence; on the other a forgetfulness of all principles of humanity, the destruction of an open town, taking of innocent lives, a sort of perverse joy in the accomplishment of evil and a plan pursued with childish disregard of scruple to dominate the world by He made, reference to the execution of Miss Edith Cavell, saying quite recently we saw a German military tribunal sentence a noble woman to death for a crime of generosity, and a German officer indulge in the pleasure, though not compelled to realize that all his schemes for we shall see him a prey to moral descathing eloquence, had told them what were the moral objects for which the Allies were fighting. He

by which the great ends were to be attained. The whole strategy of the Allies, said the First Lord, was based on the Allied fleets. Never was there war in which dominant incidents connected with the Allied fleets were more essential than land forces. Their fortunes would have been very different from what they the fact that the Allies from the first moment took command of the seas. Dealing with the armies, he said, to praise the armies which Lord Kitchener's genius had raised from the country was superfluous. What they had done was but a small earnest of what they would do He declined to were going to be had it not been for what they would do. He declined to appear in the character of a prophet, but wished to point out one or two facts on which prophecies might be based.

had to deal with means and weapons

# 1.30 P.M.

principal bases in England where every facility possible for obtaining inormation was placed at their disposal. The only possible conclusion after the trip is that Britain has determined upon the mastery of the air the same as at sea. Further, she is in a fair way to accomplish her end, if indeed that is not already the situ-

## THE NEW FRENCH GUN.

PARIS. To-Day. The great French advance, which is lear to the German invaders out of Belgium and France, will be pressed ome just as soon as the army is sufficiently equipped with the new gun about which there has been so much talk of late in military circles. It is understood nearly the number reuired are now in readiness. When rom the mails of India at the request | these big guns are brought to the front they are expected to make short work phlet entitled Angan di Cawahi which of German trenches. Special interest s said to be a translation of Bryan's in the character of these guns, which has not yet been officially disclosed, was aroused by the announcement GOVERNMENT WILL CURB DO-MESTIC EXTRAVANGANCE. was aroused by the announcement made here regarding the driving pro-jectile which is said to have done so jectile which is said to have done so much towards clearing the seas of German submarines. It is understood similar apparatus has been adopted and attached to projectiles used by the new large guns. They will be soldiers out of these retreats it is ex- Reginald C. Knight (Prize pected that the French will dispose of the invaders by burying large bodies of them in their own trenches.

### GREEK ARMY TO DEMOBILIZE.

A decree ordering the demobilization of the Greek army soon will be issued, according to an Athens despatch to the Giornale D'Italia, which says only 50,000 men will be kept un-

## 1.45 P.M.

ITALIAN STEAMER SUNK.

The Italian Line steamer Ancona sunk in the Mediterranean by a submarine, had on board 83 first class passengers, 60 second cabin and 339 steerage. Prince Cassano Zunica was Mrs. Lovyes ..... aboard the Ancona.

SHANGHAI, To-Day. Admiral Tsinj Ju Cheng, Governor of Shanghai district, was assassinated o-day. His secretary, who was with Mrs. Eastmann him at the time, was seriously wounded. Tsinj Ju Cheng, who was a member of the Monarchist Party, with his Mrs. J. LeGrow ..... private secretary was motoring to the Mrs. Lizzie Tilley Japanese Consulate to attend the coronation reception when two revolutionists fired 18 shots at them from Mrs. Dan. Janes .. automatic pistols. Tsinj Ju Cheng was taken to hospital but died shortly after.

## LARGE QUANTITY OF AMMUNI-

TION DISCOVERED. LONDON, To-Day. A despatch from Capetown asserts that Henry Burton, Minister of Railways, Union of South Africa, declared at Natal that huge quantities of-am- Miss A. March .. done before. Sir John Simon, Secretary for Home Affairs, responding to quantity of ammunition to equip "Our Allies," said the alliance would sixty thousand men and that the Gerbecome stronger with the duration of mans had hoped to overthrow the Government of South Africa with the

### 54 MEMBERS OF ANCONA'S CREW LANDED.

CAPE BON, Trnis, To-Day. Two of the Ancona's boats with 54 members of the crew were landed near this point; some of the men are

## SERBIANS REPORT SUCCESS.

LONDON, To-Day.

. The Serbians operating in the defiles of Kutchinik against the Bulgarians advancing from Pokub to Priarend, report important success, says an Athens despatch.

## TWO GERMAN SUBMARINES SUNK. Miss A. MacFarlane .. .. ..

LONDON, To-Day. Telegrams received here from Algeciras, Morocco, by way of Madrid, report that a British cruiser has sunk two German submarines in the Straits Mrs. Ed. Croake .....
Miss Elsie Edwards ...

### ANCONA TORPEDOED. A despatch from the Steani News.

into the Ancona before she was tor-

BULGARIANS CLAIM DEFEAT OF BRITISH AND FRENCH. The defeat of French and British troops in Southern Serbia with loss-

es which are described as enormous is

### reported in a despatch from Sofia by way of Budapest.

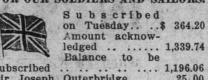
NEW WAR VOTE. LONDON, To-Day.
Asquith will ask the Commons today for a vote credit of £400,000,000. This will make a total amount voted Miss B. O'Keefe for purposes in the current year of Mrs. Jane Chaffey ..

PARIS, To-day. terday and transmitted to the Havas J. Burnstein ..... Agency, says British troops reinforced by a new division occupy solidly the region north of Doiran and are operating in the direction of Strum-Mrs. Henry R. Cook . . . . . itza, where encounters between Brit-ish and Bulgarian patrols have been Mrs. (Canon) White . . . . . . CORRESPONDENTS VISIT BRITISH AVIATION CENTRES.

LONDON, To-Day.

For the first time since the beginning of the war newspaper correspondents have been allowed to inspect the great aviation centres of the British arm. Yesterday representatives of two leading Paris, one Norwegian, one Australian and two New York leading papers, escorted by a war official, visited several of the

# **Gift Fund**



Mrs. S. K. Bell .. .. .. Campbell Macpherson .. .. Arthur Monroe Mrs. G. H. Emerson .. .. Mrs. J. R. Goodison .. .. .... Mrs. Tasker Cook ...... Mr. and Mrs. D. Munn ..... Dash, Tim and Mick ...... Billie and Arthur Knowling... Mrs. Capt. Randell .. .. .. Mr. J. B. Mitchell ...

Mrs. W. J. Herder ..... Mrs. Hallett and Miss Edna Hallett ..... .. ..... A Friend 

Miss Olive Keeping .. .. Mrs. H. J. B. Woods .... .. Arthur D. Sullivan .. ..... Mrs. Arthur Mews .. .. ... Mrs. James Purcell .. .. Mrs. (Capt.) Horward .....

Mrs. Joshua Bert .. .. Miss Jessie Diamond ..... Mrs. Peel .. .. .. .. Mrs. Shirran Mrs. C. A. Whitemarsh ....

Mrs. Richard O'Brien ..... Miss Elsie Herder .. .. .... Miss Jean Herder .. .. Miss Gertrude Christian .... Mrs. William Harris .. .... Mrs. Chas. Miller .....

Mrs. Henry Noftall .. .. Cyril Clapp ..... Mrs. McCoubrey White .... Miss Millicent Woods .. ..

Gerard and Mary Jackman .. Mrs. E. Bishop .. .. .. Elsie Crowdy .. .. .. Cyril Horwood .. .. ..

George Horwood .. .. Mrs. Reg. Dowden .. .... Miss Marjorie Thompson ...

Miss Jean T. Wright ... Miss Margaret Whelan (Placentia)

Mrs. Robt. Henderson .... Mr. Stanley Fleet .. .. .. Miss Trix. Morey (Ferry-Mrs. Clara Hallett .. .. ..

Mrs. Maggie Goss .. .. Mrs. D. Thistle .. .. .. Mr. S. Noseworthy...... Miss Ethel LeM. Smith .... Mr. J. Frost (Hillview, T.B.) Mrs. P. Noel .. .. .. .. Mrs. M. Dewling .. .. .. Miss Mab. Christian .. .. Miss Joyce Rabbitts .. .. Miss S. A. Somerton .. .. ..

Cyril Parkins .. .. .. Miss Rose Bradbury ..... Miss L. MacFarlane . . . . . . Clara O. Godden (Bell Isld.)
Miss E. G. (Bell Isld.) . . . . Miss B. Cummings .. .. Miss Gwen. Edwards ... Miss Phyllis Dowden ...

Mrs. S. H. Press .. .. Mrs. W. Dowden ... Agency says that 100 shells were fired Miss Dowden ..... Miss Minnie Dowden George B. Hatfield ... Miss Gwen, Grimes . Mrs. Supt. Grimes

R. Carmen Mews ... Samuel Hussey Mrs. Hobbes .. .. .. Miss Roberts ... Mrs. H. Constantine Mrs. John Gardner ...

Nelly Moore .. ../.. Mrs. C. M. Nicol .. Mrs. John Heater ..

Baby Peach .. .. .. .. Douglas Cook .. ..



APPLY IT FOR BOWEL TROUBLES CHILLS CRAMPS SPRAINS CHILBLAINS

SORE THROAT 250. & 50c. Bottles

By GEORGE FITCH,

Author of "At Good Old Siwash." Profits are what the storekeeper has after he has paid his bills and you

have settled his account. If it wasn't for profits, the storekeeper could not live. This would cause the factories to close down, banks fail, and jobs would become as scarce as noble, high-minded burglars. Thus, it seems that it is profits after all that makes the world

But the trouble is that some people seem determined to make the

fair profits, big profits and trust profits. There are also net profits and gross profits. The English call gross profits "takings." For a na-2 00 tion, which doesn't know a monopoly when it sees it, this is a remarkably clever definition.

Profits vary greatly in various lines 2 00 of business. You can buy a pound of silver for \$8, but if a solemn man with long hair takes that silver, and hammers it for two days, he can make it into a tea tray full of sublime dents, and sell it for \$175. That is what comes of mixing profits with

On the other hand, the hardware man will sell you a small iron bolt for on it. But the automobile repair man will charge you 75 cents for the same bolt, and \$3.25 for putting it in place, and a quarter for the wear and tear on his wrench and overalls.

fits with gall.

That is what comes of mixing pro-Occasionally, a man gets all of

case, what he makes isn't profit. It is swag.

Some men are better at making profits than others. The farmers are getting rich selling hogs at 9 cents a pound, while the packers claim they are getting poor selling pork at 25 cents a pound. Some presidents get \$50,000 a year for their services, and die poor, while some aldermen get \$1

a meeting and amass vast fortunes. Large profits are pleasant, but dangerous. They cause financial congestion, which has to be relieved by long applications of society, automobiles, gay sons, private yachts and ticker tapes. On the other hand, small profits are usualy only light lunches for some other fellow's big

Take it all around, profits are a worry which only cease after we have died and the undertaker has made a 265 per cent. profit by mixing

it with grief. The great trouble with this country is the fact that there are too many profits without honor in it.

## War's Tragic Toll.

A tragic story of the war's extraordinary toll on a Lancashire family is reported from Ormskirk. In the Military Hospital there is Driver Wm. Clarke, who was wounded at the Dardanelles. He is one of nine brothers, 5 cents, and will make 4 cents profit Regiment, of whom six have been killed in action-four in France, two

## Cape Report.

Special to Evening Telegram CAPE RACE, To-day Wind N.E., light, weather foggy; nothing heard passing to-day. something that there is. In that 28.94; ther. 44.



## Puts Them

# On Their Feet

Many a man, handicapped for years by tea or coffee and its habit-forming drug, caffeine, has been put on his

# POSTUM

-the pure food-drink.

## There's a Reason!

Postum is a delightful beverage, free from drugs or harmful ingredients of any sort, but packed full of the rich goodness of whole wheat, roasted with a bit of whole-

There's no tea or coffee trouble in Postum,—no headache, no heart-flutter, no sleeplessness, no biliousness, no "fag"-but there is a mighty boost toward health and the

Any man, turning from tea or coffee with their ills to this pure food-drink, quickly finds

## "There's a Reason" for POSTUM

MADE IN CANADA —sold by Grocers everywhere. Canadian Postum Cereal Co., Ltd., Windsor, Ont.