

Christmas Gifts for "HIM."

There's a time for everything.

To-Day It's Choosing HIS GIFT.

We Stock THE BEST that MEN'S Wear-Makers are Capable of Turning Out.

OUR STORE Practically Overflows To-Day with PRACTICAL GIFTS for HIM.

MAY WE SHOW YOU?

FELT HATS!

Hard and Soft Felt Hats from the world's best makers. Always the latest styles here.

Prices \$2.50, \$3.00, \$3.50, \$5.00, \$10.00.

TWEED CAPS!

The best that experts can produce from both sides of the Atlantic. Our price range is complete.

Prices 50c., 75c., \$1.00, \$1.50, \$2.00, \$2.25.

Jaeger Slippers!

Get a pair for poor old "Santy"; he's worthy of the best.

Special Suggestions

JAEGER Fancy Vests.
JAEGER Coat Sweaters.
SILK UMBRELLAS.
SMOKING JACKETS.
LOUNGE ROBES.



PYJAMAS!

Here is something he would surely love to receive. We have them in Chambray, Flannel and Jaeger's all wool. Complete size range.

Prices \$2.50, \$3.50, \$4.50 to \$9.00.

GLOVES!

Brown & Grey Suede.
Real Reindeer Silk
Gloves.
Chamois Gloves, washable.
Best quality Wool
Gloves.

NECKWEAR!

Perhaps the most acceptable gift of all is a piece of pretty Neckwear. We are easily first in this line.

Prices 75c., \$1.00, \$1.25, \$1.50, \$1.75, \$2.00, \$2.50.

MUFFLERS!

Silk Mufflers, White and Coloured, others in all wool. Real classy stock, a pleasure to show.

Prices \$1.50, \$2.00, \$2.25, \$2.50, \$5.00, \$12.50.

Shirts as Gifts!

He will know right away if it was bought here. Quality counts with us. Get his size we will fit the price.

Prices \$1.50, \$1.75, \$2.00, \$2.50, \$4.00, \$6.00, \$8.50.

JAEGER all wool Socks.

HOLEPROOF SOCKS.

HANDKERCHIEFS.

Irish Linen and Silk COLLARS.

WE WANT every MISS or MATRON TO SELECT "HIS" GIFT HERE.

GIFT
GOODS
for
"HIM"

Smith's
ESTABLISHED 1875

GIFT
GOODS
for
"HIM"

Milady's Boudoir.

Deep breathing is not the panacea it was supposed to be a decade ago when physical culture was a new thought and was, I believe, responsible for a decided change in women's clothes. With the old style corset which came up to the chest, compressing the lungs, and the tight fitting bodice natural, automatic breathing for women was an impossibility. To-day, from the waist up, a woman is practically as free, in regard to breathing, as if she wore no clothing at all. With no restrictions about the lungs or diaphragm breathing becomes automatic. We breathe as deeply and as often as we need to provide the blood with the necessary oxygen and get rid of the waste gases.

As a physical exercise deep breathing is of value, and as a means of waist reduction and chest expansion, is to be warmly recommended. Exercising the trunk and lower respiratory muscles consumes excess fat and will make the waist line lower and smaller.

Deep breathing also acts as a quick stimulant, overcoming fatigue, drowsiness or a chill. By driving the blood for a moment out of the lungs into the capillaries it quickens circulation. It is also a wonderful stealer to the nerves, partly by equalizing the circulation and largely by changing the direction of the mind.

Deep breathing also increases the oxygenation of the blood, ridding the body of the poisonous carbonic acid. Like any exercise of the body muscles it improves the circulation and aids digestion. The best results are obtained, however, by practicing before an open window and with no restricted clothes at all.

A great deal of fur trimming will be used on motor garments. New autumn hats have crowns of velvet and transparent brims. Black velvet skirts are accompanied by blue velvet jackets.

A chic little felt hat has a rolled brim and is much worn for sports. There is a great deal of cretonne trimming used on children's clothes. Kilted skirts are returning to popularity for simple walking suits.

CHRISTMAS CHEER and CHAIRS!

When you are planning Gifts of Christmas cheer for your friends—the friends you know and love well enough to give really useful presents to—why not send a little piece of pretty Furniture? Say a quaintly decorative Chair or a dainty Cane Rocker. No house ever seems so full of Chairs but there is still room for another, and another Chair means room for another friend.

Such Chairs as we have! Corner Chairs, Easy Chairs, Reception Chairs, Rattan Chairs, Rocking Chairs, all suitable for Christmas Gifts, and all here assembled for you to choose from. Come and get your "Christmas Chair" NOW!

U. S. Picture & Portrait Co.
WATER ST.

Benjamin Franklin and Present Problems.

"POOR RICHARD'S ALMANACK."

Editor Evening Telegram.

Dear Sir,—At the present when we are so forcibly reminded of the need of economy, the necessity for earning all within our power, and the careful spending of our monies, it has occurred to me that the following would be appreciated by your readers; being selections from "Poor Richard's Almanac" for 1758 written by Benjamin Franklin.

Yours very truly,
S. WHITE.

"Pray, Father Abraham, what think you of the times? Will not these heavy taxes quite ruin the country? How shall we ever be able to pay them? What would you advise us to do?"

If you have my advice I will give it to you in short; for a word to the wise is enough, as Poor Richard says.

"Friends," the taxes are indeed very heavy, and if those laid on by the government were the only ones we had to pay, we might more easily discharge them, but we have many others and much more grievous to some of us. We are taxed twice as much by our idleness, three times as much by our folly and four times as much by our commissioners cannot ease or deliver us by allowing an abatement.

However, let us hearken to good advice and something may be done for us.

"God helps them that help themselves."

"It would be thought a hard government that should tax its people one-tenth part of their time to be employed in its service, but idleness taxes many of us much more; sloth by bringing on diseases, absolutely shortens life.

"But dost thou love life, then do not squander time, for that is the stuff life is made of.

"Let us then be up and doing, and doing to the purpose, so by diligence shall we do more with less perplexity."

"Sloth makes all things difficult, but industry all things easy."

"So what signifies wishing and hoping for better times? We may make these times better if we bestir ourselves."

"Industry need not wish, and he that lives upon hopes will die fasting." He that hath a trade hath an estate, and he that hath a calling hath an office of profit and honor, as Poor Richard says; but then the trade must be worked at and the calling followed, or neither the estate nor the office will enable us to pay our taxes. If we are industrious we shall not starve. For industry pays debts, while despair increaseth them.

"Methinks I hear some of you say, 'Must a man afford himself no leisure? Employ thy time well, if thou meanest to gain leisure, and since thou art not sure of a minute throw not away an hour. Leisure is a time for doing something useful; this leisure the diligent man will obtain, but the lazy man never.

"But with our industry, we must likewise be steady, settled and careful, and oversee our own affairs with our own eyes, and not trust too much to others.

"So much for industry, my friends and attention to one's own business; but to this we must add frugality, if we would make our industry more certainly successful. A man may, if he knows not how to save as he gets, keep his nose all his life to the grindstone, and die poor, worth a great deal, but a far kitchen makes a lean will. If you would be wealthy, think of saving as well as of getting. Away then with your expensive follies, and you will not then have so much cause to complain of hard times, heavy taxes, and chargeable families; for Women and wine, game and deceit, Make the wealth small and the want great.

"You may think, perhaps, that a little tea, or diet a little more costly, clothes a little finer, and a little entertainment now and then can be no great matter; but remember, Many a little makes a mickle. Buy what thou hast no need of, and ere long thou shalt sell thy necessities."

Fond pride of dress is sure a very curse; Ere fancy you consult, consult your purse.

"This doctrine, my friends is reason and wisdom; but, after all, do not depend too much upon your own industry, frugality and prudence, though excellent things, for they may all be blasted without the blessing of Heaven; and therefore ask that blessing humbly, and be not uncharitable to those that at present seem to want it, but comfort and help them.

"And now to conclude. Experience keeps a dear school, but fools will learn in no other, as Poor Richard says. We may give advice, but we cannot give conduct. They that won't be counselled, cannot be helped; and remember this, if you will not heat reason, she will surely rap your knuckles."

Opened BY Express

DIRECT FROM

NEW YORK,

Ladies' WINTER COATS.

S. MILLEY.

NEW FURNITURE!

We have just received a large shipment of Furniture which was delayed in transit, that we will offer at LOWEST POSSIBLE PRICES to clear. Consists of:—

Bureaus and Stands, Sideboards, Chairs, Rockers, Morris Chairs, Wicker Chairs, Etc.

Also a large assortment of **MATTRESS TICKING**, which gives the privilege of selecting your own Ticking and having Mattress made to order.

Come in and see same, Prices the best possible consistent with Quality.

The C. L. MARCH CO., Ltd.,

Corner Water and Springdale Streets, St. John's.

Fogota Sails North.

The S. S. Fogota left for northern ports last night, taking a full freight and the following first class passengers:—

S. A. Knight, H. Knight, J. J. Short, P. Roberts, D. J. Rowsell, Misses Hodge (2), R. Spurrell, C. House, Ptes. E. Baker, R. Hart, J. Coles, R. Tulk, S. Wellon, J. Chalk, K. Chalk, N. J. Rose, J. Goodyear, A. Stockley, F. Hopkins, G. Short, S. Elliott, F. Oke, E. Hynes, B. Wheeler, E. Dawe, S. Dawe, A. Callahan, B. Healey, R. Payne, W. Tulk; Messrs. R. Bowring, H. Morley and 20 in steerage.

I was cured of Rheumatic Gout by MINARD'S LINIMENT.

Halifax. ANDREW KING.

I was cured of Acute Bronchitis by MINARD'S LINIMENT.

LT.-COL. C. CREWE READ.

Sussex.

I was cured of Acute Rheumatism by MINARD'S LINIMENT.

Markham, Ont. C. S. BILLING.

Lakefield, Que. Oct. 9, 1907.

CARD TOURNEY.—To help swell the proceeds of the Halifax Disaster Fund an exciting card tournament was held at the T. A. Club Rooms last night. The three prizes offered for competition were won by Messrs. Sullivan, Murphy and Emis.

Fads and Fashions.

Fine white net frocks with ribbon decoration in black have much elegance.

Long director coats with large collars, revers and cuffs are very charming.

Little girls wear smart little frocks of jersey cloth, trimmed with rabbit fur.

The very newest bracelet is of black ribbon with monogram or initials in brilliants.

A belt of jet gives snap to some of the new coats for fall.

MINARD'S LINIMENT CURES GOUT IN COWS.

To-Day's Messages

10.00 A.M.

WAR REVIEW.

The Austro-Germans have renewed in great strength their effort to take the Italian line and debouch on the plains of Venetia. In the battle of Bassano, in fierce fighting against the Italians, in which the Austro-Germans suffered severe losses and several times was repulsed, reinforcements in large numbers were brought up and the Italians were compelled to give ground. The fighting continued throughout Tuesday and according to the German War Office, more than 20,000 Italians were made prisoners, and along the southern reaches of the Piave River the invaders and the Italians are engaged in heavy fighting. A crossing of the old Piave River pontoon bridges was successfully carried out by one enemy detachment but later the Italians drove back the Teutons to the water's edge. Fighting on the other fronts still remains below normal, although artillery duels on various sectors continue. Artillery duels between the French and Germans in the Champagne and in the mountainous region near the Swiss border is increasing in volume, probably forecasting a fanfare attacks of an early date. The losses to British ships through mines or submarines show a decrease. According to the weekly report of the British Admiralty seventeen merchantmen were sunk last week, compared with twenty-one the previous week. French shipping suffered a loss of only one ship during the week and this one less than 1600 tons. An enemy submarine, however, has been reported and sunk in the Mediterranean Sea the old French cruiser Chamois, which was being used as a transport. The submarine which sank the fatal shot was itself destroyed. The soldiers aboard the transport were saved but ten members of the crew were lost. Little material damage was done by the Germans in the day night's air raid over London, Essex and Kent. Ten persons were killed in London and 70 injured. Outside the capital five persons were wounded. One enemy machine was brought down and another is believed to have been destroyed. Another Spanish steamer, the Noriembro, was torpedoed without warning by a Teutonic Allied submarine.

THE RIGHT TREATMENT.

FRANCISCO, To-day. Ten years in a military prison will be the sentence imposed hereafter on