

MATERIAL Reductions!

On each of the following five special lines:—

AMERICAN WHITE TWILL SHEETING
reduced to

45, 50, 55, 60 and 65c. yard.

WHITE TABLE DAMASKS,
all at reduced prices,
35c. to \$1.60 per yard.

TURKISH TOWELS,
White and Brown Striped,
50c. per lb.

TABLE NAPKINS,
a splendid assortment, at
\$1.10, \$1.45, \$2.00, \$2.50, \$3.20 per doz.

WHITE DAMASK TABLE CLOTHS,
large sizes, greatly reduced,
55c., 65c., 70c., 85c., \$1.00, \$1.20
up to \$4.50 each.

Here is a Store Full of Splendid Christmas Opportunities!

Which you are cordially invited to come and see. Owing to the disorganized state of Toy markets great difficulty has been experienced in getting together the usual Xmas Display for the little ones. We have been able to secure many lines of Toys that at first seemed almost impossible to obtain.

GLANCE OVER THIS LIST

then come and see the goods:—

Dolls, Soldiers, Tommy Atkins, Drums,

Rubber Balls, Battle Ships, Tin Tea Sets,

Wardrobes, Teddy Bears, several sizes, Rattles,

Work Baskets, Animals, Pianos, Trains,

Chest of Drawers, Side Boards, Money Boxes,

Toy Cannon, Games, Cubes, Pyramids, Trumpets,

Motor Cars.

Marshall Bros

FURS Make An Ideal Gift

And you'll find that really fine ones of the most advanced styles cost considerably less here than you might expect.

We have many different kinds of Furs and styles to show you.

FURS IN SETTS,

Squirrel, Fox,
Seal, Otter,
Marmot.

Ladies' Handkerchiefs

In boxes of 3's and 6's from
50c. to \$1.50 per box.

-Wishing My Reader Friends A Happy Christmas.

By RUTH CAMERON (Republished by Request).



DEAR FRIENDS, east and west and north and south, to some of you I wish a Merry Christmas. And to those of you for whom change or loss or suffering have rendered the wish of Merry Christmas a mockery, I wish instead a SWEET and HAPPY Christmas, made endurable by the ability to see "the stars shine through your cypress trees" and made happy by trying to make others so.

This is the Christmas greeting I send to my reader friends each year across the wireless of our printed friendship.

And I am sending out of my heart this Christmas a wish that the two greatest gifts in the world may be yours to-day—the gift of peace and the gift of love.

For to-day, at least, may the unrest and the discontent and all the mean and unworthy thoughts that somehow creep into our hearts and lives be driven out by the spirit of Christmas and may a sense of peace and serenity abide in their place.

For to-day, at least, may you love your fellow-men as you never have before. May the gift of love be your greatest Christmas gift. And, oh, my reader friends, it is a gift in every sense of the word to be able to love humanity, as great a gift as to be able to sing or paint, for it gives as much happiness to the world and more to its possessor. It took Scrooge a lifetime and a vision to find out that after all love is the only real happiness. May the sense of that great fact come to you to-day and may you be filled not only with the love of those near to you, not only with the love of friends, but with that love of all humanity, with that great tenderness for "folks" everywhere, with that passionate wish for the greater happiness of all, and especially of all who sin and suffer, that is the flower of the civilization which celebrates Christmas.

LIGHT, HEAT, COMFORT!

The proprietor of one of the best known multiple shopping systems is credited with saying, "Give me any old shop, in any old street, and I'll guarantee to make it in twelve months the most widely known and best frequented shop in the district." He was asked to explain. Holding up three fingers he said, "I believe in the trinity of LIGHT, WARMTH, COMFORT. I should dazzle the moths until the candle drew them, I should bring them into a warm, comfortable shop, filled with a soft, pleasing radiance, and the rest is—well, more child's play."

Mixed metaphors, perhaps, but expressive. Now we can more than imagine the kind of shop this well-known individual would open, for we pass it in almost every town—always a landmark to the street. No one fails to notice it. There is an indefinable air of welcome and invitation as one stands for a moment on the pathway and lets one's gaze travel inside it. The subdued, restful lighting effect, that so charms because of its very unobtrusiveness, the absence of dark corners, the intangible feeling that if one would step inside one would be sure of experiencing a delicious sense of warmth and comfort and cheerfulness—all these are part of its appeal. Truly a shop with an individuality.

We cordially invite all progressive business men to visit our showroom and see our latest Lighting and Heating Appliances, by the adoption of which the ideal outline in the above extract from a London paper may be easily secured. Our new RADIO X. Lamp and GASTHEAT Radiators fill all light and heat requirements.

ST. JOHN'S GAS LIGHT COMPANY.

dec6,t

Christmas.

By GEORGE FITCH.

Christmas is a season of great joy and phenomenal expense, which begins about the middle of December, passes the crisis on the 25th, and gradually tapers off to the first of the year, though some of the scars do not disappear until much later.

Christmas is one of the few good things not of American invention, though even Christmas has been vastly enlarged and improved in this country. It was "made in Germany," where most of the Christmas toys are produced, and is celebrated wherever pine trees and mixed candy can be found. Originally Christmas gifts were deposited in the stockings of the recipients but the feet of the people have not grown as fast as their expectations, so trucks and piano boxes are now used instead.

Christmas means good will to men and we therefore celebrate it by sending dolls to our nieces, drums to our nephews, good books to our aunts, roses to our sweethearts and cigars to our neighbours. It is such a happy season that we can buy all of these things in crowded stores, pay for them, wrap them up and stand in line long hours at express offices with them without biting anyone; moreover owing to the good feeling which prevails in this season, a bald-headed man can get up at 6 a.m. go down to the front door in his bare feet, pay 79 cents express charges and unwrap a beautiful celluloid box full of explosive hair brushes without suing the friend who sent it.

Christmas is full of delight for children and is also regarded with great pleasure by cabmen, elevator boys, delivery boys, telegraph messengers, waiters, pin boys and shoe shiners, all of whom become beggars for one week only with great success. But Christmas is very hard on fathers and clerks and expressmen and letter-carriers—especially the latter—who look like moveable mountains as they stagger along the street delivering dolls, shoes, Turkish slippers, candy, flowers, Noah's arks, and

books. There used to be a current belief that Santa Claus, a rosy old gent with a vast wilderness of white whiskers, had charge of the delivery of Christmas presents. But the letter carrier is the modern Santa Claus, and not being allowed reindeer by the post office department, he usually makes good from two days to two weeks late.

The Christmas tree comes into bloom on Christmas morning and yields vast crops of woolly dogs, tin horns and candy. Everybody is very glad when Christmas comes, especially fathers, who are so glad that they usually go down town and make up with their worst enemies. There are no quarrels, divorces, lawsuits or gentlemen's agreements on the peaceful Christmas Day, which makes it cheap at the price.

FITS Send for Free Book giving full particulars of **FRANCIS' REMEDY**, the World-famous Cure for Epilepsy and Fits. Thirty years success.

CURED Convincing Testimonials from all parts of the world; over 1000 in one year.

FRANCIS' REMEDIES, Limited, 711 St. James' Chambers, Toronto.

The winter breakfast should contain both cereals and fruit.

Why Tolerate Catarrh?

You have noticed, no doubt, that any cold aggravates nasal catarrh, and the flow of mucous mucus from your nose that objectionable matter could find lodgment in your head. To ignore this catarrh when the cold subsides is wrong because it continues to slowly injure the delicate linings of the nasal passages and clog them up.

To correct catarrh, cleanse the nostrils frequently with a solution of warm water and salt, insert vaseline on retiring, and take a spoonful of Scott's Emulsion after meals for one month. Scott's acts through the blood to feed the tissues, and contains soothing glycerine to check the inflammation and heal the sensitive membranes. Scott's is pleasant to take. Scott & Bowne, Toronto, Ont. 15-30



Made
From
Real
Flowers

Real Flower Beads.

We are offering in exchange for coupons Bead Necklaces manufactured from real flowers.

These Beads are made from the fresh Petals of flowers grown in California. When dry they are very hard, and retain all the natural fragrance of the flowers.

The finished Bead is hand carved, forming a small rose bud, and can be obtained in a variety of different colors.

We have two qualities in these Bead Necklaces, 75 coupons each and 220 each. The latter is a very superior quality. Ask to see these Flower Beads when visiting our Premium Dept.

Imperial Tobacco Co.
(Newfoundland) Ltd.

Xmas Gifts

of unique daintiness and utility, but by no means expensive, are to be found in the following list:

CUSHION COVERS30c.-60c. MAIDS' APRONS50c.-55c.
COSEY COVERS30c.-65c. HDKFS, Embd.8c., 10c.-15c.
TEA CLOTHS50c.-55c. GENT'S TIES45c.
BUREAU CLOTHS45c.-60c. HDKF. MUFFLER .50c., 75c., \$1.00
LADIES' ABERDEEN GAUNTLET GLOVES75c. pair

Kiddie's Bibs and Red Jersey Spats.

PAINT BOXES25c. A few RAG DOLLS AT40c.

— AT —

A. & S. RODGER'S

Household Notes.

French-fried potatoes dipped in cornmeal before frying are excellent. Cheese is very nourishing, and should be served in many different ways.

Warm a lemon before squeezing it and you will get much more juice.

Never fold an umbrella when it is wet, but keep it folded when it is dry.

Do not forget whole hominy when planning nourishing and inexpensive dishes.

Rice pudding sweetened with brown sugar will have a much richer flavor.

For freezing ice cream and sherbets use three portions of ice to one of salt.

The war is costing Italy £20,000,000 per month.

Arrived per Stephano To-Day.

Poultry.

120 TURKEYS.
40 GEES (all booked).
40 DUCKS.
40 CHICKEN.
40 FOWL.
Poultry will be all booked up.
Order early, please.

Vegetables.

30 brls. WHITE CABBAGE.
30 brls. PARSNIPS.
30 brls. CARROTS.
15 brls. BEETS.
50 brls. TURNIPS.
350 brls. BLUE POTATOES.

Dates.

10 cases FANCY PRT. DATES.
15 boxes FUY LOOSE DATES.

Figs.

500 boxes FUY WASHED FIGS
30 Tappets LOOSE FIGS.

Apples.

396 brls. FANCY STOCK,
including:
KINGS, Large—3s only.
WAGNERS—1s, 2s, 3s.
BALDWIN—1s, 2s, 3s.
MANN—1s, 2s, 3s.
176 brls. Port Williams Co.
Special Pack.

Oranges.

20 cases—150 counts.
20 cases—176 counts.
20 cases—216 counts.
CALIFORNIA NAVELS—New
Fruit.

Lemons.

10 boxes FANCY LEMONS.
10 cases FRESH EGGS.
50 cases PICKLES—
Chow Chow, 16 oz. milk jar.
Mixed Pickles, 16 oz. milk jar.
Chow Chow, 14 oz. mason jar.
Mxd Pickles, 14 oz. mason jar.
20 cases VINEGAR—Assd.
10 cases SAUCE—Small size.

Soper & Moore.