

# H.P. SAUCE

is made in England, in the world's largest Malt Vinegar Brewery

It has a new and delicious flavour, different—quite different—from any other sauce or relish you have ever had before.

Stores are selling H.P. here.

## Sidewalk Sketches.

By H. L. RANN.

### THE CHILD FORGOTTEN.



It is Christmas time again. Christmas the day of all days dear to childish anticipation and to him who loves childhood—the day when real happiness, genuine and unspiced, brightens a world made sombre by unceasing thought of self.

The last Christmas was here just a few weeks ago—was it weeks or days? We had a great time with our own children. In our own homes, about our own Christmas trees. We spent a great deal of money, for us, and incurred a great many bills, but our children had everything they could think of or ask for. If so be that one is not with us now, we know that no withholding on our part dimmed the sunshine of her last Christmas. And yet—the cruelty of Christmas! The children of the wretched shiver in the thin garments of destitution as they see the abundance of the others.

The prodigality of wealth, the oft-times unappreciated shower of gifts and toys and books, but serve to shadow the heart of forgotten and neglected childhood and make for it a mockery of the Christmas-tide. The wistful eyes of unremembered children at the tree, the fortitude of their uncomplaining, the selfishness of their joy in the happiness of playmates laden with gifts—these deepen the sting of thoughtless cruelty and neglect. There is no music in the Christmas chimes for the child who has been forgotten. A tithing of the money wasted in the homes of plenty would make radiant a million childish hearts. Is it to be possible again this year, as it was perchance last year and many a year before, that a single stocking hung by the hands of a child shall be empty on the Christmas morn?

Beautiful designs in Solid Gold Pendants set with Pearls and other stones. From \$7.50 to \$27.00.—dec22tf

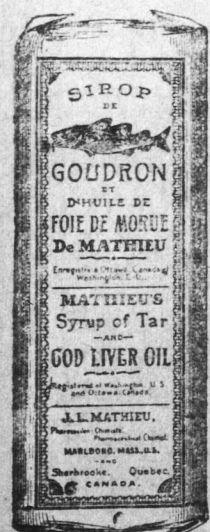
When your lamps smoke badly and you think it necessary to buy new burners, try burning the burners for half an hour in water, to which has been added a quantity of soda, removing from water while hot, so that they may be easily dried. This thoroughly cleans them, and your light will be as bright as when burners were new.

## CHRONIC BRONCHITIS

Cannot be cured with ordinary soothing syrups. The disease must be attacked at the root to eradicate the irritation of the lungs, heal the wounds and strengthen the respiratory organs. The composition of

**MATHIEU'S SYRUP**

of Tar and Cod Liver Oil and other medicinal extracts marks it amongst all other remedies as the true specific for the diseases of the throat, the bronchial tubes and the lungs. Here are a few conclusive proofs:



AGAINST HEADACHE there is no remedy so active as Mathieu's Nervine Powders which contain no opium, morphine or chloral. 25 cents per box of 15 powders.

**J. L. MATHIEU CO., Sherbrooke, Can.**

THOS. McMUDDO & Co., Wholesale Chemists and Druggists, St. John's, Nfld.

## Bob-Sliding.

Editor Evening Telegram.

Dear Sir,—I see lately in the newspapers writings relative to sliding on Rennie's, Robinson's and Kenma's Hills in this city, and speaking against the stopping of same.

Well, Mr. Editor, I agree with those writers and lend my voice against such a preposterous thing as stopping such good exercise and recreation, as I should say, outside the limits of St. John's.

Why, Mr. Editor, were we not stopped years ago by the late Inspector General McCowen for the same thing? I myself have seen parties knocked down on Rennie's Hill, but they took it in good parts and said as much, as accidents will happen no matter how careful a person is. They did not take the parties into court.

Now, Mr. Editor, in this town we have a Society for Prevention of Consumption. What a farce to collect money from us for this, and in the same breath to take away from us our only recreation in the winter. They should not preach outdoor exercise for what is there but this exercise in the winter.

Come, now, City Fathers, it is up to you to show what you are made of. In Montreal the city provides, I believe, a regular place for sliding. Why not give us one and give us somewhere to spend our nights outside of a closed up rink or a stuffy hall. We want sliding. This is the voice of the people. Where can we go that we will not tread on the corns of the few pedestrians who venture out countrywards after tea. We see such a lot of talk about the Bowring Park and other parks kept up for the amusement of the public; what good are these in the winter? Why, Mr. Editor, we shall be the laughing stock of the outside world by becoming so stringent in our laws all of a sudden.

I myself in years gone by have heard policemen telling parties they were out in the right and to slide away and enjoy it. They must have known the law, but perhaps they didn't.

Now, Mr. Editor, I have written enough and said what I think, and I only ask again that the Municipal Council and I may also include Hon. John Harvey, President of the Society of Prevention of Consumption, to come forward and back us up and fight for the health of the public by giving us this little recreation of sliding.

Thanking you in anticipation, I remain

Yours sincerely,

Dec. 22nd, 1911.

## Home Rule.

Mr. Birrell on the Money Aspect.

Mr. Birrell, Chief Secretary for Ireland, made a speech at Skipton recently in which he dealt with the financial prospect of Home Rule.

Ireland at the present time, he said, was costing the Imperial Exchequer two millions a year. As a business speculation, any accountant would tell them the shop did not pay and was being run at a loss. If Ireland was to sink into the sea to-morrow with all its people it would be no pecuniary loss to this country.

The present loss would go on increasing. They were now in a financially strong position to deal generously with the country, and he was confident that when the scheme of the Government came to be unfolded he would have no difficulty in supporting it.

For half a century the Irish people had been kicked and they had been kicked in turn, but it had altered their determination. If this country would not have the proposals of the

## LAST WORD from DEVINE'S before Xmas. A LETTER OF LIGHT to the BIG---BUSY---BUYING PUBLIC.

ST. JOHN'S, DEC. 19th, 1911.

DEAR FRIENDS AND PATRONS,—

Once again we wish you a happy Xmas. Once more we announce to the Mother, Wife, Sister, Father, Brother and Sweetheart that in this year of 1911 we are better prepared than ever to cater to your requirements in Xmas presents. Wire, write, send or place your orders personally with us, and we guarantee to help you to the GIFT THAT PLEASES.

Yours faithfully,

J. M. DEVINE.

FOR WIFE.	FOR FATHER.	FOR MOTHER.	FOR SISTER.	FOR BROTHER.	FOR SWEETHEART.
Felt Velvet Slippers, fur tipped, in all shades; warmly lined. Ideal Xmas Gift. From \$1.00 to . . . . .	Lined Kid Gloves in Brown or Black, all sizes; all prices from \$1.50 to . . . . .	Warm Felt Slippers, all sizes, all prices. Corns lose their terrors on the feet these Slippers cover.	Hair Combs, fancy brilliants; ideal present, from each, 20c. to . . . . .	Overcoats from \$2.50 to \$14. in Tweeds or Black Beaver and Melton. Splendid value.	Perfumes. Come first, we have them as sweet as honey. Assorted prices.
Kid Gloves in Brown or Black, fur tipped (lined). From 60c. to . . . . .	Overcoat, Heavy Black Melton. A great Coat to resist the attack of the Storm King. Ordinary price, \$10. Going during Xmas Season at . . . . .	Undershirts and Top Skirts in great variety. A splendid Heavy, nicely trimmed Black Top Skirt, first price \$5.00; for Xmas Gifts only . . . . .	Shoes, fancy, and others.	President Suspenders. They make breathing easy, and you always feel comfortable. Put up in fancy cardboard boxes . . . . .	Fancy Writing Tablets from 10c. to . . . . .
Silk Blouses in various shades; a nice, crisp new lot. Last word in fashion. Worth \$5.00, bought by our special agent at point of production at a low figure. Yours now for \$2.50	Gaiters, the good kind; buttoned . . . . .	Gaiters, the good kind; buttoned . . . . .	Blouses, excellent finished, White Lawn. During holiday season at . . . . .	No gift more acceptable.	Boxes of Paper and Envelopes, very choice and most distinguished. "Show me your writing paper and I'll tell you what you are." You never tire of writing on this excellent sheet. Correspondence simply becomes a charm. From 20c. up to . . . . .
SHOP EARLY.	SHOP EARLY.	SHOP EARLY.	SHOP EARLY.	SHOP EARLY.	SHOP EARLY.

JOHN M. DEVINE, - - - The Right House, - - - 167 Water Street.

## The Demand of the World To-Day

### The Demand for Full Measure.

We All Want the Most Possible for Our Work and We All Want the Most Possible for Our Money

If this Demand could be arranged in every Department of Business as well as it has been arranged in the Newfoundland Confectionery Trade, we would not have the Labour Market of the World disturbed by strikes and lock outs.

## It is a Well Assured Fact that Lipton's Confectionery

provides the Full Measure of satisfaction to the Newfoundland Consumer and also to the Retailer.

The Consumer gets the Highest Quality at prices at which nothing but brands of very much inferior quality are being sold.

The Retailer gets a Fair Profit, on goods which he can sell both largely and quickly, and on account of the way in which Lipton's Packets of Confectionery are put up, he need have no fear of loss or deterioration.

Both the Retailer and the Consumer are satisfied.—They are getting Full Measure.

Xmas and the Festive Season are drawing near again.

Mr. Consumer,—If you wish to have a Merry Xmas buy Lipton's Confectionery.

Mr. Retailer,—If you wish to have a Bright, Busy and Happy Xmas—see that you have a good stock of Lipton's Confectionery for the Holiday Trade.

Do It Now! Fresh Stock Just Received.

## HENRY BLAIR

Wholesale and Retail Agent for Lipton Ltd.

## Prescription "A"

Cures Indigestion and Dyspepsia in all its Forms.

It is quite a daily occurrence to hear persons say: Oh, what a feeling of distress I have after meals, fullness of the stomach, heaviness and headache, I feel too tired to do anything. I have no heart to exert myself, and at times I care for nothing. I often have a pain in the pit of the stomach, no appetite, my heart beats rapidly on the slightest exertion. I feel just as tired when rising in the morning as when retiring to bed. My sleep is often disturbed, and I often awake with a sense of suffocation and a difficulty of again going to sleep. I have to be careful of what I eat, and my life seems a veritable burden.

Now, it seems a shame and a pity for persons to be suffering like that when it is in their power to get cured by taking a bottle of Dr. Stafford's Prescription A. A sure cure for persons afflicted with stomach troubles. It can be obtained at

DR. F. STAFFORD & SONS,  
Duckworth St. and Theatre Hill.

Small size, 25 cents; postage 5c. extra; large size, 50 cents; postage, 10c. extra. Mail orders must be accompanied by remittance.—dec 7

## An Eye-Opener For Advertisers.

An Article Pointing Out How Many Advertisers are Gambling in Circulation—and a Suggested Remedy.

There are a lot of business men in this broad land of ours who would be religiously shocked, should anyone dare to infer that they could be induced to woo the goddess of chance in any way whatever. They wouldn't bet on a horse race or sit in a "friendly game," and they'd shout loud and long if you happened to mention that any of their business deals savored of gambling, but!

Did you ever see the way some of them buy their newspaper space? It's a treat—in fact it's more than a treat, it's a real eleven course banquet with trimmings.

No, they wouldn't gamble, but they'll take as big a chance with their money as the next man, when it comes to buying advertising space.

They'll swallow some solicitor's bait, hook, line and rod. If he tells them that his paper is a better medium than the high-priced ones with the big circulations, up goes their money.

"Of course," the solicitor will admit, "we haven't as large a circulation as the . . . but we bring you just as good results, because our papers circulate among the 'Better Classes,' and besides, our rate is much lower."

He merely mentions the latter with a sidelong glance, but it strikes home like a well-aimed bullet, and the deal is on. Mr. Business Man is neck deep in the biggest gamble that was ever put over the boards, and the limit is the amount he signed for on the contract. His chance of getting returns in proportion to the amount spent, is about as good as if he went up to the race track and staked his pile on a hundred-to-one shot.

Of course there's a chance—that's where the gambling comes in. Of all the schemes—and there are many of them—that solicitors for small-circulation papers use to sell their space, this quality talk has taken the greatest hold upon the public fancy.

Time and again you will hear business men who should know better, running down the finest papers in their city because they have large, healthy circulations. To them, large circulation means that the papers are distributed among the poorer classes, whereas if they would stop to think for a minute, they would realize that a man who is too poor to be influenced by advertising, would be too poor to buy a paper.

A man who takes enough interest in the affairs of his country and the world in general, and has money enough to pay for a paper every day, is a self-supporting citizen and, therefore, a prospective customer for the advertisers of all the necessities of life.

It has been proved over and over again that advertised goods are good goods and therefore the cheapest in the end, and the very fact that a man is not overburdened with wealth makes him a reader of adver-

tisements and a buyer of advertised goods, because he has to make his money go a long way.

There's no denying for a minute that the ideal paper from an advertising point of view, would be one that had a hundred thousand circulation or more, distributed only among people with incomes ranging from one to ten thousand dollars per year, and avoiding the two extremes of wealth and poverty.

This would indeed be a quality circulation, but as sure as a newspaper is at all popular or worth buying, it will go to the masses, not the classes. The newspaper with the large circulation is the influential paper. It appeals to public fancy and is bought by the majority of citizens because it fills all their wants.

It is impossible for any publisher—even one who claims a quality circulation—to get a report on the financial standing and buying average of every man or woman who reads his paper, so how in the name of all that's sensible can he claim that his circulation is quality circulation to a greater extent than that of any other paper?

There's only one way to judge the quality of a paper's circulation and that is, by the results secured by advertisers using its columns, and there is also only one way for an advertiser to buy space in a newspaper, namely, by the amount, or quantity, of its circulation, — without quantity there can be no quality.

Only a certain percentage of the shots fired in battle ever reach their marks, and only a certain percentage of the people who see an advertisement buy the article advertised.

The military geniuses who control the world's great armies found, it necessary to increase the number of shots in order to raise the percentage of hits, hence the magazine rifle and machine gun.

The advertising geniuses who control the world's great advertising appropriations, use the papers with the biggest circulations to place their advertisements in front of the greatest number of people and increase the average of sales.

Next time you have to buy newspaper space, ask the "quality man" about the quantity of his quality, before you sign the contract and you'll save money.

## PATENT NOTICE.

THERMOS LIMITED, of 8 Long Lane, London, England, who are the owners of Patent Rights in Newfoundland under Letters Patent (No. 83) issued to them in respect of improvements in Double Walled Vessels having a Space for a Vacuum between the Walls, hereby give notice that they are prepared to issue Licenses to make, use and vend Articles under said Patent Rights on such terms and conditions as may be arranged.

Information given and particulars furnished on application to F. A. MEWS, Solicitor, St. John's, or to THERMOS LIMITED, of 8 Long Lane, London, England, dec.8,1911.

MINARD'S LINIMENT CURE

To W  
A RIGHT

Store

## "The Boar's Head in Hand Bring I."

About Old-World Christmas Revels

How the pulses beat to the fill of the old-time Yuletide revelry, "When England was Merry England" and "Twas Christmas broadened the mightiest ale!"

"Twas Christmas told the merriest tale."

Close your eyes on drab to-day, and you can see the fire "with well-dressed legs supplied" leaping and roaring in

## A Christmas Box.

That is what every Young Man and Lady is puzzling their heads about at this season, and its hard amongst so many rare gifts to select an appropriate one.

CALL ON US at our Studios and see our

**SOUVENIR CABINET PHOTOS** Of Family Groups

of exquisite designs and beautiful Artistic Workmanship which gladden the eye of all who behold them. The most appropriate Xmas Present you can give to your friends.

Special Prices for Christmas

**Tootons Studios,**  
406 Water St. West, and 810 Central, opposite Bishop & 390, 411 Sons, Water St.