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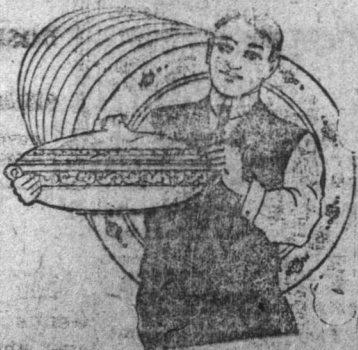
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Women Who Can Help Our Trade

PROBING AN EMPIRE PROBLEM.
By LADY ALEXANDER.

Lady Alexander, widow of Sir George Alexander, the celebrated actor, discusses this important question from the point of view of the average housewife.

Unless you are a baker, suppose for a minute that you make bread for a living. Try to imagine that you have a brother who is a butcher, and an uncle who is a tailor. Where would you buy your chops and steak and Sunday joint?

It goes without saying that you would patronize your brother's meat shop, even if he sold nothing but the best English meat. When you or your butcher brother wanted a new suit of clothes, you would not consider going to any tailor but your uncle, although his fine cloth and latest cut might cost slightly more than that of other tailors in the town. In the same way, you would doubtless have a standing order to supply your brother and uncle with their daily bread and an occasional birthday cake.

Buy From Britons.

In every family there is a natural and praiseworthy desire to "pull together." You would not object to paying a little more for your meat, because you would know that you were getting the best and were keeping the business and the money in your own family. This would help you indirectly, because the prosperity of each member of the family is the same as the prosperity of the whole. You would never dream of buying clothes from, say a cheap foreign tailor or seeing your uncle and his wife and children lose business before your eyes!

Within the British Empire you have brothers and uncles in a wider sense. They or their forefathers all came from Great Britain. They are of our family. And they are all producing something that you want every day.

Some are growing wheat; others are producing fruit; many are breeding cows and sheep. Cannot you look upon them in the same way that you regard your nearer relations at home? If you buy their produce, and if they buy goods from you, everyone will benefit. By trading together, the prosperity of the whole Empire will be increased.

500 Per Cent. Profit.

Going out on Saturday night with perhaps only a small amount in her purse to do the week's shopping, I know it is difficult for the average housewife to give much thought to Empire trading. To keep house on a small sum of money, to buy boots and clothes for the children, and put a few shillings aside for a holiday in the summer, you have to count every penny. The cost of living is still very high, and the average woman finds it a severe problem to make ends meet in the household. Many commodities have not been reduced in price much since the war, and there is still a certain amount of profiteering.

Startling revelations were made recently in regard to the huge profits in the retail trade of Great Britain, and it was stated that as much as 500 per cent. was not uncommon. Rather than lower prices, some grocers will let stocks go bad!

Towards Cheaper Living.

From a pennyworth of seeds about 500 lettuce are grown by one market gardener, and he sells them at Covent Garden at one farthing each. But only three miles from where they are grown they are bought at fourpence each. Cod was once obtainable from local fish markets at two-pence. Mackerel were eight for a shilling. They are now eightpence apiece.

I could multiply instances, but they are well known to you. What is required, at the present time is a realization amongst the women of the country that they have it in their power to reduce the price of food, and also to do away with much of the unemployment in the country.

Fancy suggesting that we buy British Dominion goods which cost more than foreign goods! Fancy expecting hard-pressed housewives to do this when house-keeping is such a problem! The idea is ridiculous! I can imagine some making these objections. But one must take a long view of the situation. If every housewife would forego a penny or two occasionally in order to buy Dominion goods much of the foreign stuff would soon disappear.

This means sacrifice, but the result would be that in time Dominion goods would be reduced in price. Food generally would be cheaper, because the quantity of Dominion goods required would be much greater. When goods are produced in large quantities they cost less.

Inside our Empire there are raw and unmanufactured products to supply the wants of all the people. Not only in this, but if these goods were distributed properly they could be sold at a much lower price than at present, which would bring down the cost of living considerably.

During four recent years the United Kingdom imported \$55,000,000 worth

of wheat. Does it not seem absurd that 61 per cent. of this huge amount came from foreign sources, whilst the fields of our own Empire lie waste? Our own wheat suppliers do not want to charge more than their foreign competitors. The average price paid to the foreigner was 20s. 5d. per hundredweight, whilst the average price paid to the suppliers within our Empire was only 17s. 6d. In other words, three shillings more was paid to foreigners than to our own people! Throwing away \$250,000,000 a year! That is the estimated amount of money we give to foreigners which might be spent within the Empire.

If we bought more goods from the Dominions they would have more money to spend in this country. They would buy more of our cutlery and china and woollens. The sale of Dominion foodstuffs would also help the Dominions because they, too, have their share of unemployment.

Many girls leave school without a very clear knowledge of what foodstuffs are produced in various parts of the Empire, and the seasons when these are at their best and easy obtainable. Siberian salmon is bought in this country, but often people do not know whether they are buying Siberian or British Columbian salmon.

The Patriot's Pledge.

To assist housewives it is essential that Empire products, such as preserves, dried fruits, apples, and meat, should be fully advertised. The Government has put aside £1,000,000 a year to foster trade with the Dominions.

Thousands of people have signed a pledge binding themselves, wherever possible, to purchase Empire goods. But, on the other hand, Dominion exporters might pay a little more attention themselves to studying our particular needs. Jam, for example, tins after being used to glass jars, should not be packed in tins, because British housewives do not care for fruit bottlers might remember that the climate of this country is cooler than that of the Antipodes, and that some of us would like a little more sugar in our bottles of fruit.

Women will help to save Britain's trade as soon as they realize that there is a close connection between their shopping and the prosperity of the Empire.

A Christmas Present worth while: Thompson's Chain-Reference Bible, used by the greatest Bible scholars, yet simple enough for a child to understand. G. W. GUSHUE, Agent. nov23,14,60d

Where Error is Death!

SIGNAL-BOX WONDERS.
It takes twelve years to make an efficient railway signalman.

At the age of sixteen the aspirant starts as a train register-book clerk. Later he is taught the use of the telegraph and telephone. He is given practical instruction in giving and receiving messages, and it is during this period that the need of accuracy is impressed on him.

At eighteen he becomes a signal-lamp man. His sight is carefully tested at this stage, and if any trace of colour blindness is found his work in the signal-box ends.

A Signalman at Last

At the age of twenty-four the man who has passed his tests becomes an understudy in the signal-box, and is allowed to "receive" and "pass" trains. Four years of this, and if he is successful in a stiff practical examination, he is at last recognized as a qualified signalman.

I listened with slightly-raised eyebrows while a railway official gave me these facts (writes the Tit-Bits man). It seemed a long apprenticeship for a matter of pulling levers! But after I had paid a visit to Signal Box A, that long, glass-walled cabin over the eight lines that squeeze through the narrow thoroughfare in Waterloo Station, London, I was indeed humbled!

In the long, narrow room stand two rows of levers, 266 of them. In charge of them are six men and an overseer who work in eight-hour shifts, and whose duty it is to pass trains all day and night through eight lines, and then distribute them so that they may disgorge their loads on twenty-one platforms.

Waterloo's Glass Guardian
The average number of trains that these men have to deal with in twenty-four hours is 1,200. This necessitates 2,400 lever movements a day, and one error might mean a terrible disaster. On busy days the traffic is considerably heavier. During one hour on a certain race day, 32 electric trains, 16 steam trains, and 8 "specials" left the station; 33 electric trains, 20 steam trains, and 8 "specials" entered. Thus, in sixty minutes 117 trains passed to and fro beneath the glass guardian of Waterloo.

The six men who are in the box have two short respites for meals, and that is all. Every other minute of their eight hours is occupied with work that calls for quick and accurate action.

The walls of the signal-box are lined with maps of the various routes, and Whisking Lights mark the progress of each train. Indicators that show the action of certain points flash their messages amid the clanging of telegraph bells and the shrill ring of telephone bells. Coloured lights,

GOING TO GET MARRIED?

—First You'd Better See—

VIOLA DANA

Don't Doubt Your Husband

A Tragi-Comedy of Married Life in the First Year

by SADA COWAN and HOWARD HIGGIN

Directed by

HARRY BEAUMONT



RICHARD had always been so good to her during their year of courtship. He was the original "Yes, dear" kid. But Helen (Viola Dana) began to notice "No, dears" creeping into his talk as the honeymoon waned.—Who was going to rule the roost?—That became the question. How much liberty was he going to have—no questions asked—It's a smash!

MAJESTIC TO-DAY

"Don't Doubt Your Husband"

THE TRAGI-COMEDY—Starring

Viola Dana

and a strong caste, in a

Real Story.

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After direct comparison we now present the specified line as being the finest garment obtainable in the country at \$25.00.

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each with its special import, show everywhere.

Hours of Alertness.

And yet the men seem to know instinctively what to do. There is no flurry, no sign of anxiety. They are merely doing their job as automatically as the Sykes Lock and Block System that they use.

Next time you notice a signalman inspecting your train as you pass his cabin, remember that he has to see that each train is complete with regard to lamps, and has to make a note of it ten times in his register. Think, too, of the large number of human lives and the vast amount of property that passes, and for which

he is responsible during his period of duty—eight hours of continual alertness.

I came away feeling awed.



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