

IF YOU WILL,

...ing WHAT you criticize.
...company has ever come before the
...s, cleaner or more attractive offer
...tunities that comes about once in a
...t has ever been placed before our
...thoroughly, and learn all about it.
...YOUR satisfaction the truth of our

Y & CO., Ltd.,
LISTS, CITY CHAMBERS,
Bank of Canada.)

**TORY
UR."**

Like It

is attractive in ap-
...well milled, offered
...and at competitive

fer It

its fine color, uni-
...ulation, strength and

AGENCIES, Ltd.,
ohn's.

Pure, in 6 lb boxes.
Comp'd, in 7 lb boxes

GOLD

ORTED JELLIES, ESSEN-
...CHINEAL, RENNETT.

Black, White, Whole.

Celery Salt,
Pickling Spices,
Herbs in tins,
Poultry Seasoning,
Vinegar Essence.

MUSTARD,
lb. and 1/4 lb. Tins.

MORTON'S SOUPS,
in 1 lb. and 2 lb. Tins.
French Sardines (in Toma-
to Sauce).
Skippers.
Durke's Salad Dressing,
Macaroni,
Vermicelli.
Boned Chicken.
MOIR'S CAKES.

HERS, Limited,
Y DEPT. Phone 332.

BUTTER FAT

Y MILK

Cream Milk, and nothing
...ed sugar. PURITY is
...t Standard for butter fat.
...y the Full Cream Milk.

ab & Co.,
UILDING.
istributors.

vening Telegram

**AN EXTRAORDINARY SALE
OF SPECIAL ITEMS FOR ONE WEEK ONLY.**

OUR first important Sale of the season—one that offers really extraor-
...dinary savings with every dollar spent. Merely determination to
...reduce stocks as much as possible to make room for incoming
...Christmas shipments. Please remember that the goods mentioned in
...this Sale is for ONE WEEK ONLY.

WOOL BLANKETS.
Could there be anything more
...timely than the matter of
...Blankets? Although it may
...still be only cool weather now
...and then, any day may see the
...swift change to real cold win-
...ter nights when warm bed cov-
...erings are a necessity. This
...week we are offering a medium
...size Blanket, 50 x 72 inches, at
...the Special Price, **\$5.80**
...per pair.

MEN'S SWEATERS.
A line of Men's Sweaters in
...Grey only. These are the pull
...on style, with a high roll collar,
...and would be good value at
...\$2.00 each. A saving chance
...that you can ill afford to miss.
...Sale Price, each **\$1.53**

BLOUSES.
An assortment of White and
...Striped Muslin-Blouses, also
...Fancy Delaines and Colored
...Poplin. These are an odd line
...that we wish to clear at the
...under-mentioned figure. Some
...are slightly soiled, but only a
...few. Most are clean, up-to-date
...beautiful styles. Sale
...Price, each **97c**

LADIES' BOOTS.
Black-velvet heather, laced or
...buttoned, with medium heel and
...patent toe. We recommend
...them without any hesitation as
...good value. Sold in the regular
...way for \$3.50 pair. Sale
...Price, per pr. **\$3.37**

LADIES' UNDERWEAR.
Inasmuch as this price will
...probably be raised in a few
...weeks, we urge all customers
...to buy as many suits as they
...have need for immediately.
...They are Cream colour, fleece
...lined; all seams felled.
...Sale Price, per garment **48c**



SHARP REDUCTIONS IN LADIES' TRIMMED HATS.

As in past years, just as soon
...as Christmas begins to make its
...presence felt, the immediate
...disposal of all trimmed millin-
...ery is demanded to make room
...for other important displays of
...incoming stocks. Although we
...could readily sell the millinery
...at regular prices within a few
...days, our merchandising policy
...must be carried out regardless
...of any condition. All the new-
...est shapes are included. Many
...have trimmings that alone are
...well worth the price. Sold in
...the regular way from \$3.00 to
...\$4.50. Sale Price, each **\$2.80**

TAMS.
We haven't met a single school
...girl yet who didn't want one of
...these Tams the moment she set
...eyes on them. And no wonder—
...they are chic, and can be knock-
...ed about in the school wardrobe
...without as much as soiling.
...Several shades of Velvet and
...Corduroy Tams, including Black,
...White, Brown, Rose and combi-
...nations of these colors.
...Sale Price, each **69c**

CRUSHER HATS.
You know that chic line of
...Crusher Hats that we are sell-
...ing at 90 cents each. We are
...offering the remaining lot in
...colors of White, V. Rose and
...Red, for next week only, at a
...very low figure for your con-
...venience. Sale Price, each **83c**

WHITE CURTAIN MUSLIN.
Also used for portiers and
...closed coverings. An attractive
...drapery can cover many bleak
...spots in the house. Now that
...this pretty Curtain Muslin can
...be had at so small an outlay,
...you should not hesitate to buy.
...It is 34 inches wide and has a
...lace edging. Sale Price, **25c**
...per yard.

REMANANTS.
Our Remnant Counter is again
...loaded with bargains in Pleece
...Calico, Cream and Striped Flan-
...nelle, Blouse Goods of assort-
...ed materials, Dress Goods, etc.
...These come by the pound but
...we have weighed and priced
...them by the end for your con-
...venience. Come early and get
...what you require while the as-
...sortment is large.

A FEW TOILET GOODS ITEMS
Items that should be in every
...home and in preparation for any
...emergency. You can never tell
...when something will turn up or
...when you will have need for
...these articles; but it's best to be
...on the safe side.

Toilet Soap.
Rosa's Cream, per cake **3c**
Fern Soap, per cake **4c**
Goodwin's Soap, per cake **7c**
Large Bath Tablets, cake **14c**
Talcum Powder, tin 1/2c & 25c
Colgate's Dental Cream, tube **17c**
Hydrogen Peroxide, bottle **10c** and **15c**

Store Opens **8.30 a.m.** **ALEX. SCOTT,** Store Closes **9 p.m.**
18 New Gower St.

WHY PAY MORE

For an inferior SUIT for your boy, when you can buy one for **\$8.75** that has the **Top Notch Style and Value** that distinguishes it from these sold elsewhere.

Smyth's
ESTABLISHED 1875

Here and There.
When you want Mince Collops, try ELLIS'.
REMOVED TO JENSEN CAMP. Private Tommy Woods has been removed to Jensen Camp for special treatment.
When you want Steaks, Chops, Cutlets, try ELLIS'.
DIPHTHERIA.—A young woman suffering from diphtheria, was removed to the Fever Hospital yesterday from her residence in Duckworth St.
Stafford's Phoratorne for all kinds of Coughs, Colds, Bronchitis, Asthma and various Lung

Our Volunteers.
The following offered themselves at Headquarters yesterday: W. A. Dewling, Port aux aux Basques; A. Anstey, Lewisporte. Enlisted 2nd time: Wm. Messervey, Sandy Point, St. George's.

Here and There.
When you want Roast Beef, Roast Veal, Roast Mutton, Roast Pork, try ELLIS'.
LUMBERING MEN SCARCE.—The lumber companies up country are finding it difficult to get workmen and are offering higher wages than ever before.
When you want Sausages, why—get ELLIS'; they're the best.
GETTING REPAIRED.—The schooner, which put in here a few days ago, in a badly damaged condition, is being repaired at Shea & Co.'s pier.
HINAR'S LINIMENT CURES GAB.

TO-NIGHT! TO-NIGHT!—C.C.C. Band Dance takes place in their New Hall to-night, Friday, at 9 o'clock sharp. Tickets, Gent's 80c, Lady's 50c, Double \$1.00 (including supper). The last C.C.C. Dance until the end

Getting Busy When the War Ends.

Some Trades in Which There Will Be Plenty to do When Peace Comes at Last.
Some folk's seem to dread the end of the war, because they fear an aftermath of dire distress.
No one can foretell what will happen when peace is declared, but there is a general opinion that some of the subsequent years will be lean. Nevertheless, some workmen will be in for a grand time, because some trades must necessarily have a run of prosperity when the nation once again settles down to the work-a-day duties of the world.
For example, the builders will be kept busy for a long time. Since the war, building operations have ceased, and it is now computed that there is a shortage of at least half a million houses, which must somehow, somewhere, and sometime be erected when men and money are again available for building. The Government already sees that the ordinary private builder will be unable to provide the housing accommodation that is wanted, and is now getting the local authorities to prepare municipal house-building schemes.

Shipbuilding, of course, will keep men busy, for the ships that have been sunk will have to be replaced, and hence all the branches connected with the shipbuilding industry can look forward to record after-the-war prosperity.

Neglected Through The War.
Motor engineers, too, will have a glorious time. Now, all the motor fins are on war work, the consequence being that they are unable to construct cars for commerce. Most of them are booking orders, with a promise of delivery in rotation. So the men who make motors can see plenty of overtime ahead.

Railways will provide ample employment, for work that ought to have been done, but has, since the war, been left undone. Permanent-way has been neglected, and will entail enormous work to get in proper order again. Rolling-stock has not only been depleted to provide engines and trucks for France, and the other theatres of war, but that which remains at home has been wearing out quicker by reason of excessive use, and much of it will have to be scrapped the moment it can be replaced with new.

Road menders will have work in plenty, for millions must be spent on road work and improvements when the war comes to its end. There has been nothing doing for the last two years in the way of road repairing, and many thoroughfares are not only bumpy, but so completely worn out that complete reconstruction will be imperative. Money has been saved by not maintaining the roads in prime condition, but the authorities will have to take it out of their coffers in due time and spend every penny of it. The work of road construction and repair alone should provide occupation for thousands of men who never before worked upon the roads.

Woman's Natural Sphere.
Even the humble painter can look forward with hope for the end of the war. He will then have the time of his life. Everybody will want a painter. Hardly a house in the land has been painted since the war, and there should be enough work in this way to keep the painters merry and bright for years.
All these industries re-act on others. When one great industry is busy many subsidiary trades are prosperous, and it is apparent that whatever distress may follow the dawn of peace, there will be millions of working-men who will enter into a happy period of peace and plenty.

The outlook may be had for the girls who, patriotically enough, have rushed into offices. They cannot hope for prosperity for ever. Their halcyon days will end with the war. But, even they need never starve, for there are thousands of kitchens open to them if they will only recognise that the everyday work of a household is the natural calling for the feminine gender.—Answers.

Tolstoi on the Kaiser.

London Daily Chronicle: Have you, in your reading, come across Tolstoi's opinion of the Kaiser. He called him a "narrow minded, ill educated vain man, with the ideals of a German junker." Tolstoi continued: "When he says the army is to take no prisoners in China, but to slaughter everybody, he is not put, in a lunatic asylum, but people shout 'Hoch!' and set sail for China to execute his commands."
When these opinions were translated into German the book was seized for lese majeste, and the edition was destroyed.
As a token of Remembrance a Portrait of the giver is long cherished and thought more of than the usual ordinary gift. J. C. PARSONS, Bank of Montreal

Oil Heaters!
HAVE YOU SECURED ONE?
This little engine of comfort is obtainable now at a LOW PRICE compared with other household articles, but perhaps some patriotic vulture will swoop down on the market and make a corner, then up goes the price.
Buy one now and get ahead of the speculator.

Ayre & Sons LIMITED

A New Thrill For Blase Motorists

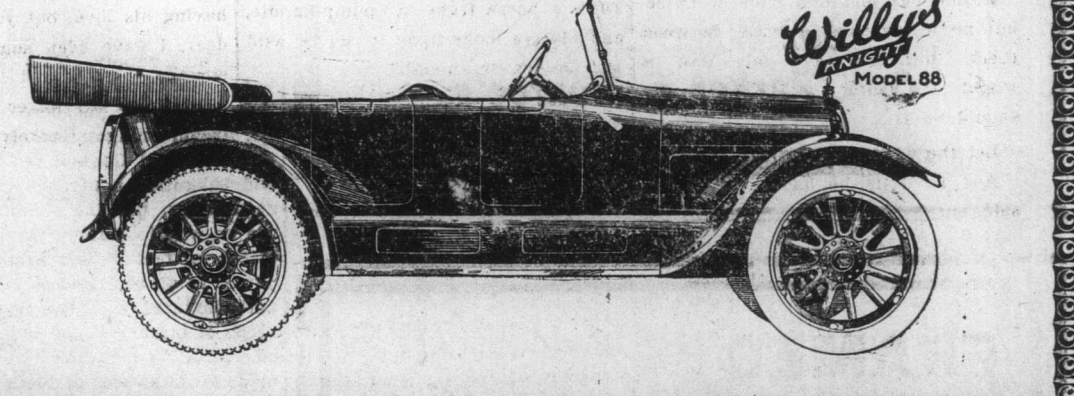
Driving a Willys-Knight is a greater enjoyment than the novelty of your first motor car.
It registers an altogether new and different motoring experience.
While many engines perform well when new, the Willys-Knight retains its maximum efficiency, in fact grows better with use.
Can you conceive of a greater boon? It explains why the passive tolerance of many motorists has been changed into active enthusiasm by the Willys-Knight.



Brief Specifications.
Eight cylinder Knight type engine. French Blue Body. 125 inch wheelbase. 34 x 4 inch tires, non-skid in rear. Motometer. Wire or Artillery Type Wheels. Windshield Wiper. Spiral Bevel Gear Drive.

T. A. Macnab & Co.,

CITY CLUB BUILDING. Overland Distributors. ST. JOHN'S, Nfld.



Your Boys and Girls.

Many mothers are at a loss when they hear of a new baby in the neighborhood, as to what to give for a gift. Such a present need not cost much and will be surely greatly appreciated by the mother.

Here is a suggestion which may be welcomed. Procure a small, fine guest towel and work across one end in the centre the word Baby in pale blue or pink. The script letters, joined, are prettier than the printed ones. By placing the letters in the proper order to spell the word and connecting them with a pencil mark, one can easily join the letters together.

A professional stamper will stamp the word for you if you do not care to go to the trouble of trying to connect them yourself. Fold the little towel so it will go in a large glove box and leave a square vacant space at one end. Now take a pink or blue barred Turkish washcloth and fold it in the square space. Tie about it crosswise an inch wide pink or blue ribbon with a pretty little full bow on

3 SPECIALTIES.

STAFFORD'S LINIMENT for Rheumatism, Lumbago, Neuralgia and all Aches and Pains.
STAFFORD'S PRESCRIPTION "A" for Indigestion, Dyspepsia, Catarrh, Gastritis and Nervous Dyspepsia. Price 25c, 50c a bottle. Postage 5c and 10c extra.
STAFFORD'S PHORATORNE COUGH CURE for all kinds of Coughs, Colds, Bronchitis, Asthma and Various Lung Troubles. Price 25c. bot. Postage 5c extra.
Prepared only by **DR. F. STAFFORD & SON,** St. John's, Nfld.
Theatre Hill Drug Store is open every night till 9.30.

Fads and Fashions.

Toques are made of white satin. Some toques are high and narrow. The long apron panels are still seen.
Necklines are on the whole rather severe.
Princess dinner gowns are made of velvet.
Red, white and blue jewelry is a novelty.
The newest form of lynx furs is taupe dyed.
Evening wraps have huge collars of fur.
Gray and tan are favored for dress shoes.
Toques are sometimes made of jersey cloth.
A few hats are made entirely of chenille braid.
Sash ends are finished with beaded tassels.
Jet lends itself to endless variety as a trimming.
Stafford's Liniment cures Rheumatism, Lumbago, Neuralgia