

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-
...lation, 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 necessary. 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**



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. Your con-
...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
...two inch hem finished with a
...lace edging. Sale Price, **25c**
...per yard

REMANANTS.

Our Remnant Counter is again
...loaded with bargains in Pleece
...Calico, Cream and Striped Flan-
...nelette, 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.

Rosas Clean, 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.

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**

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 Col-
...lops, try ELLIS'.

REMOVED TO JENSEN CAMP. —
Private Tommy Woods has been re-
...moved to Jensen Camp for special
...treatment.

When you want Steaks, Chops,
...Cutlets, try ELLIS'.

DIPHTHERIA. — A young woman
...suffering from diphtheria, was remov-
...ed to the Fever Hospital yesterday
...from her residence in Duckworth St.

Stafford's Phoratorne for all
...kinds of Coughs, Colds, Bron-
...chitis, 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.

TO-NIGHT! TO-NIGHT! —
C.C.C. Band Dance takes place
...in their New Hall to-night, Fri-
...day, 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

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.

Here and There.

London Daily Chronicle: Have you,
...in your reading, come across Tol-
...stoy's opinion of the Kaiser. He
...called him a "narrow minded, ill
...educated vain man, with the ideals of
...a German junker." Tolstoy contin-
...ued:

When he says the army is to take
...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 house-
...hold is the natural calling for the
...feminine gender.—Answers.

When these industries re-act on oth-
...ers. When one great industry is busy
...many subsidiary trades are prosper-
...ous, and it is apparent that whatever
...distress may follow the dawn of
...peace, there will be millions of work-
...ing-men who will enter into a happy
...period of peace and plenty.

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

STAFFORD'S LINIMENT CURES GAB-

**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 hap-
...pen when peace is declared, but there
...is a general opinion that some of the
...subsequent years will be lean. Nev-
...ertheless, some workmen will be in
...for a grand time, because some trades
...must necessarily have a run of pros-
...perity 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, some-
...where, and sometime be erected when
...men and money are again available
...for building. The Government al-
...ready sees that the ordinary private
...builder will be unable to provide the
...housing accommodation that is want-
...ed, and is now getting the local au-
...thorities 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 conse-
...quence being that they are unable to
...construct cars for commerce. Most of
...them are booking orders, with a prom-
...ise of delivery in rotation. So the
...men who make motors can see plenty
...of overtime ahead.

Railways will provide ample em-
...ployment, for work that ought to have
...been done, but has, since the war,
...been left undone. Permanent-way has
...been neglected, and will entail enor-
...mous 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 re-
...mains at home has been wearing out
...quicker by reason of excessive use,
...and much of it will have to be scrap-
...ped 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 re-
...pair alone should provide occupation
...for thousands of men who never be-
...fore 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 oth-
...ers. When one great industry is busy
...many subsidiary trades are prosper-
...ous, and it is apparent that whatever
...distress may follow the dawn of
...peace, there will be millions of work-
...ing-men who will enter into a happy
...period of peace and plenty.

Tolstoi on the Kaiser.

London Daily Chronicle: Have you,
...in your reading, come across Tol-
...stoy's opinion of the Kaiser. He
...called him a "narrow minded, ill
...educated vain man, with the ideals of
...a German junker." Tolstoy contin-
...ued:

When he says the army is to take
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...to them if they will only recognise
...that the everyday work of a house-
...hold is the natural calling for the
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...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 com-
...fort is obtainable now at a
...LOW PRICE compared
...with other household arti-
...cles, but perhaps some patri-
...otic 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 en-
...joyment than the novelty of your first motor
...car.

It registers an altogether new and differ-
...ent 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 en-
...thusiasm by the Willys-Knight.

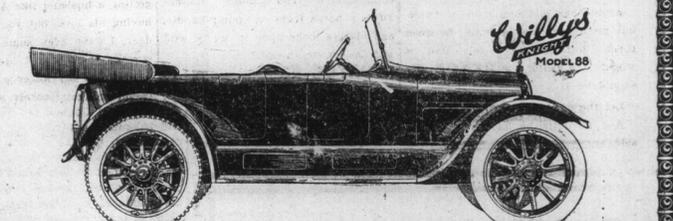
One veteran motorist says his car glides
...as smoothly and evenly as though there
...were a vacuum in front of the radiator in-
...stead of the powerful and faithful Willys-
...Knight engine back of it.



Brief Specifications.
Eight cylinder Knight type engine.
Electric starting and lighting system.
Power Tire Pump.
Cantilever Springs in rear.
Full floating rear axle.
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, N.F.L.D.



Your Boys and Girls.

Many mothers are at a loss when
...they hear of a new baby in the neigh-
...bourhood, as to what to give for a lit-
...tle gift. Such a present need not cost
...much and will be surely greatly ap-
...preciated 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 to-
...gether.

A professional stamper will stamp
...the word for you if you do not care
...to go to the trouble of trying to con-
...nect 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 Rhen-
...matism, 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.

When you want something in
...a hurry for tea, go to ELLIS'—
...Head Cheese, Ox Tongue, Boiled
...Hare, Cocker Corned Beef, B-

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 jer-
...sey 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, N-