

You may want to change your automobile, or your piano, or even your home—but you will never want to change the COFFEE, when once you taste the delectable flavour of Chase & Sanborn's "SEAL BRAND" COFFEE.

In ¼, 1 and 2 pound tins. Whole—ground—pulverized—also fine ground for Percolators. Never sold in bulk.

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LONDON GOSSIP.

LONDON, Nov. 25th, 1916.

THE KING'S NEW SECRETARY.

The appointment of Earl Cromer's heir, Viscount Errington, to be assistant private secretary to the King is warmly welcomed. Lord and Lady Errington are popular in society, and the Viscount has a wide varied experience of life which will make him valued in the Royal Household. Recently he has been qualifying for his responsible position as A.D.C. to Lord Chelmsford. His famous father's ambition was to make him a diplomat, so he began his public life as third secretary in the diplomatic service in 1902. After serving at Cairo, Teheran, and St. Petersburg, he was called to the Foreign Office, where he became private secretary to Sir Charles Hardinge. After his marriage to Lord Minto's charming sister, Lady Ruby Elliott, one of the special events of the 1908 season, Lord Errington abandoned diplomacy for business, joining the great banking house of Baring Brothers—Lord Cromer is himself a Baring. Once again his plans were altered by the outbreak of war, which caused him to take up a commission in the Grenadier Guards. Lord Errington is now in his 39th year.

MAIL COACHWOMEN.

November 27 will be a proud day for women chauffeurs, for then they will for the first time be entrusted with the Royal mails. Six pioneers are to make the start, but Mrs. Charlesworth, the "Colonel" commanding the Women's Volunteer Reserve, has been asked by Government mail contractors to find other women qualified to drive the Royal mail vans. They will wear khaki kit, and will be paid thirty-five shillings a week, with a monthly bonus. I saw Mrs. Charlesworth to-day testing women drivers on a Royal mail van which had been sent to the garage of the reserve, and the dexterous way in which the women were handling the one-ton lorry won admiration from the male drivers who had brought it to the garage. Miss Decima Moore, an original member of the Women's Volunteer Reserve, had, I am told, a good deal to do in getting this new chance for women drivers.

THE SONGS AT THE FRONT.

From time to time I have noted the changing characters of the songs sung by our army in France. "Tipperary" (which will remain in history as a vocal expression of Lord Kitchener's far-sighted view of the duration of the war) and the other music-hall songs venerated from the music-halls for the battle-field gave place to the Parody songs, first about the food, especially jam (the parody of the "Soldiers' Chorus" in "Paust" beginning "Every soldier lives on jam" is the best of these), and then the parodies of hymns, of which "We are the ragtime army," sung to the tune of "The Church's one foundation," was most popular. Then there was the "Double-double," where the

Salvation Army's version of a music-hall song was changed again into something new and profane, as in "The Bells of Hell go Ting-a-ling-a-ling." The new song that officers are bringing home from the front is also an adaptation of an old one, but in character it is milder and wittier and more possible for home consumption. "Old King Cole" is the favourite. It is a round in which almost any number can take part. This song, which is a favourite in billets and messes, begins:

Old King Cole was a merry old soul,
And a merry old soul was he,
He called for his pipe and he called
For his bowl,
And he called for his privates three.

Now every private had a great thirst,
And a very great thirst had he—
"Beer, beer, beer, beer, beer," cried
The privates,
"Merry, merry boys are we.
"For none there are that can compare
With the boys of the new army."

The next verse deals with the sergeants, the next the subalterns and on till it rises to the colonels, and in the introductory lines the ruling characteristic of each rank is indicated as:

Now every colonel knew hang all,
And every hang all knew he,
Chorus—
"What do we do next?" said the colonel,
"Blank, blank, blank, blank, blank,"
said the major,
"Please may I have a year's leave?"
said the captain,
"We do all the work," said the subaltern,
"Right about turn, quick march," said the sergeant,
"Beer, beer, beer, beer, beer," said the privates,
"Merry, merry boys are we.
"For there none there are that can compare
With the boys of the new army."

The text also explains that "Every major had a great swear," and "Every captain had a great cheek," and how "Every subaltern had a great grouse," and so on. I am told that the effect of the whole, especially when the "Merry, merry, lads" joins the singers unanimously together, is very striking.

AUSTRIA AND THE CZECHS.

I gather from conversations with the leaders of the Austrian refugees of Czech nationality in England that they do not expect any stop in the political persecution in Bohemia from the new Emperor. He is strongly German in his sympathies. Not long ago at a banquet in Teschen, in Silesia, he said that the German element of Austria was the only State preserving element in the monarchy. This statement has been largely quoted by the German press in dealing with the behaviour of the Czech soldiers at the front who were, whenever possible, surrendering wholesale to the Allies. The Czechs point out that, while the main object of Francis

Joseph's life was the preservation of the dynastic interest of the Hapsburg family, he saw in his last decade the German grip on Austria grow tighter and tighter. With his death the last obstacle to German ambition has fallen, for the new Emperor is a young, pleasure-loving man, without character and experience. He has been educated by German as well as Czech professors, and spent most of his life in Bohemia, staying in the Royal palace at Prague and with his dragoon regiment in Brandels, near Prague. But, like his uncle, he gained few sympathisers among the Czech people. It is an ominous coincidence that his reign begins with a sensational high treason trial in Prague against the editors of the daily "Ces," the organ of the exiled Professor Masaryk and several other persons supposed to be connected with the liberation committees of the Czechs.

THE AUSTRALIAN WHEAT SHIPS.

Though few of the ships that were bought by Mr. Hughes, the Commonwealth Prime Minister, during his recent visit to London, are yet available for service, the Federal Government is understood to have been successful in chartering nearly 500 vessels, mostly neutral, aggregating about 1,400,000 tons for the shipment of wheat to Europe. According to the latest advices, the earliest estimates of the amount of the new Australian wheat crop will probably not be realised, but over three million tons of the old crop is awaiting transport, while nearly 400,000 tons is to come from India for which steamers are now being obtained. In the circumstances it is unfortunate that North American crop expectations are not promising, because this failure compels us to send ships nearly 12,000 miles to Australia, as compared with the 3,000 miles that separates Canada from the United Kingdom. In the time required for a voyage to the Commonwealth and back two or three round trips could obviously be made in the North Atlantic trade.

FOOD SUPPLIES DOMESTIC AND IMPORTED.

The Ministerial proposals for regulating the food supply are considered certain here to stimulate the flowing in of commodities from various of our dominions in order to assist the home stock. Arrangements at this moment are being made, for example, to secure the export of beef from Rhodesia to this country. The Rhodesia Munitions and Resources Committee have the matter in hand, and, according to a preliminary report received here are making arrangements for the shipment of 2,500 head of cattle per month, cold storage and abattoir accommodation being provided at Bulawayo and at the South African ports. It has not yet been decided whether Belra, Durban, or Port Elizabeth shall be chosen as the port of shipment, and cold storage trains will have to be provided, as the journey from Bulawayo to the coast takes from three to four days. It is proposed to despatch two consignments a week and as suitable storage at the coast, pending the shipment of the meat, is a most important question, the Committee are endeavouring to make arrangements which may prevent the necessity for new storage plant being built. In another direction it may be noted that there is reason to believe that, as the result of suggestions which have been made to the Imperial Government by the Jamaican and other West Indian authorities, steps may shortly be initiated which should have a material effect upon the available supplies and price of sugar. The carrying out of these suggestions depends to an extent, but not to a very great one, upon the provision of additional tonnage; but it would appear that this difficulty has been rendered surmountable by a shipwrecking combination having trading interests in the West Indies. The true importance of the suggestions consists in the fact that they affect not only sugar but other articles of consumption which have risen to well-nigh prohibitive prices since the beginning of the war.

WHAT BOOKS SOLDIERS BUY.

A City bookseller gave me some interesting reasons for the improvement in the book trade. He thought that the revival in bookselling was due to the dark nights, which kept people indoors, the enormous number of books sent as gifts to soldiers, and particularly the fact that many people had so emptied their bookshelves into the Post Office for the camp libraries that they had room on their shelves for new books. One of the chief obstacles in ordinary times to bookselling was that customers stopped buying when they had no more room on their shelves. It must be remembered that hundreds of thousands of books have been given to soldiers' libraries. At the beginning of the war there was a big slump, but we were now slowly working up, although we had a long way to go. He mentioned the extraordinary boom in poetry. Novels were selling well. "Mr. Britling Sees it Through," by

FURS

Follow the lead of the best men in the country. Buy your furs to suit your taste and pocket. We have the best selection of furs in the city. We pay your price. We will give you a good price for your old furs. No duty on furs shipped to the U.S. and Canada. Write for Price List No. 121. M. Wulfsberg & Co. 22, 24, 126 West 20th Street, New York City. Strictly an American Concern.

Wells looked like being the novel of the year. He did not see any sign that the women in the City who were generally making so much more money, were spending any of it on books. His most extraordinary customers were soldiers, and he had privates who asked for a Greek Testament and officers who wanted Charles Garvie. The favourite reading of soldiers was detective stories. The English classics seem to have dropped out, with the exception of Dickens, Dickens and Dumas are the two novelists of the older generations that are really now selling. Technical books, particularly those dealing with workshop management and mechanics, were going well, the result, he thought, of the technical classes in so many of the institutes. He looked forward to the best Christmas business since the war began.

Pale Cheeked Women Told About Restoring a Rosy Complexion.

A few years ago the girl with pale, drawn cheeks scarcely knew what to do in order to restore her fading appearance. At that time there was no blood-food medium made that really would put color and strength into systems that were more or less worn out.

To-day it is different. The blood can be quickly nourished, can be made rosy and healthy. All you have to do is take two Ferrozone Tablets with a sip or two of water after meals. The effect is almost magical. Mothers, look at your children. Are they ruddy and strong—do they eat and sleep well, or are they pale, weak, and anemic?

FERROZONE will rebuild them. Take your own case—is your blood strong and rich? Have you that old-time strength and vigor, or are you somewhat under the weather? FERROZONE will supply the strength you require. It is a blood-forming, nourishing tonic that makes every ailing person well. FERROZONE is a marvelous remedy, coming in concentrated form, certain rare qualities that especially fit it in cases of anemia, poor color, blood, tiredness, and loss of weight. Every day you put off using FERROZONE you lose ground. Get it today, in a convenient box by all dealers, or by mail from the Cetrarhoxone Co., Kingston, Ont.

"All For Old England."

"In the Platonic Heaven where all the patterns of all that is on earth, great and small, material and immaterial, concrete and abstract, are laid up—the Heaven of ideas—there must exist the personified idea of England," says the Spectator. "When the men of the New Army 'stormed Beaumont Hamel,' as Sir Douglas Haig worded it, happily reverting to the phraseology of the Cromwellian age, they showed themselves not merely the finest soldiers in the world, but the best of patriots, as one of them, standing in the muddy road, said to the correspondent of the Times: 'It was all for old England!'" "One sees no longer. One is there oneself, and before one the man in his mud-stained uniform with his trench helmet on the back of his head, heavy with his armour and spent with changing blows, yet with the glorious quality of victory and victory for such a land and such a cause, burning in his heart. And yet when in that moment of exaltation he lets us hear the secret, the inner mystery that sanctifies him, it is in the very homeliest of words."

SALVIA IS A PREPARATION THAT WILL GROW HAIR ABUNDANTLY.

This is an age of new discoveries. To grow hair after it has fallen out to-day is a reality. SALVIA, the Great Hair Tonic and Dressing, will positively create a new growth of hair. If you want to have a beautiful head of hair, free from dandruff, use SALVIA once a day and watch the results. SALVIA is guaranteed to stop falling hair and restore the hair to its natural color. The greatest Hair Vigor known.

SALVIA is compounded by expert chemists. Watch your hair if it is falling out: If you don't, you will sooner or later be bald. SALVIA prevents baldness by fastening the hair to the roots. Ladies will find SALVIA just the hair dressing they are looking for. It makes the hair soft and fluffy and is not sticky. A large bottle, 50c.

Tripe is nutritious and easily digested.

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Here We Are, Here We Are, Here We Are Again!

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With the usual Christmas Greetings and the Biggest, Brightest and Smartest Stock of Useful Xmas Gifts ever shown in the City of St. John's for Men and Boys. Some boast, eh! Just give us a chance to prove it. We can deliver the Goods. Here are a few of our many offerings:

COLLAR BOXES.
Of real leather, filled with ¼ doz. of his favourite Collars. Make an economical as well as a very pleasing gift, \$3.70 box. Only \$2.50.

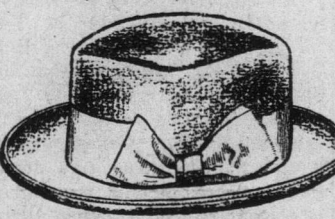
HANDKERCHIEFS.
Nicely boxed in ¼ doz. lots, with a neatly embroidered initial. \$1.20 per box.



As a gift, Fancy Socks of silk or wool never fail to meet with appreciation. We have both: our Wool Socks being of the best, viz., Jaeger make, and not expensive either.

50c. to \$1.10 pair.

All that a man can desire in Shirts. We have the famous Jaeger make, all wool, neat patterns. Or a beautiful Indian Silk Shirt in a neat Xmas box would be most pleasing. \$2.50 to \$10.00.



A Christy or a Sletson Hat is sure to be welcomed by him. We have next spring's models in plain Felts or Velours for immediate wear. \$3.00 to \$10.00.



A Fancy Wool Vest (Jaeger) as a sensible gift would be most popular just now. \$3.50 to \$7.50.

GLOVES.
There are two kinds: Good ones that he can wear out, cheap ones that he is ashamed to wear out. We stock only the former.



A Smoking Jacket or a Bathrobe always gives pleasure to the recipient. We have them at all prices. \$1.50 to \$22.50. Or a pair of Jaeger Slippers in wool or leather. \$2.50 to \$5.50.



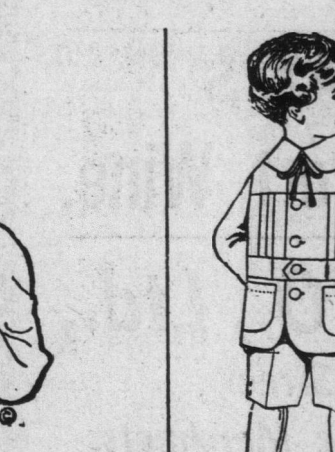
Now for our Mufflers. As usual we are early in the market and in consequence we have a large variety to select from. Wool \$1.25 to \$3.50 Pure Silk \$2.00 to \$10.00



Our one specialty that we take particular pride in is our Neckwear.

Every desirable new effect will be found in this season's collection. New models and colourings, distinctive and attractive, from the silk looms of the Allies' world. Russian Bear Brown, Italian Greys, Belgian Blues, etc. Each boxed nicely. 75c. to \$2.75.

We have Silk Handkerchiefs and Socks to match many of the above.



Then for the little men, an Overcoat or Suit would surely complete the charm Christmas bears for them.

Our's are of classy designs and excellent quality, at prices that will meet with your approval. Nearly all our Suits have two pairs of pants. Bring along your boy to us and we will fit him while you wait.



JUST A WORD TO THE LADIES.

If you wish to please your gentleman friend, let us help you with the selection of his Christmas Gift. As he invariably buys his men's wear here, we know his tastes.

Our Service is as usual the BEST OBTAINABLE. REMEMBER it is always a pleasure to show patrons our Goods whether they buy or not. We take anything from our windows.

SHOP EARLY, AND DON'T FORGET TO SHOP AT THE STORE THAT SETS THE PACE IN SMART STYLES FOR MEN!

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Phone Orders Given Special Attention on all Occasions. Our Number 726.

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and allow yourself to become grouchy, upset, nervous and depressed. These conditions usually indicate a disordered digestive system, which, if neglected, may be hard to remedy. Remove the disturbing element and put your digestive organs in good working order by taking

BEECHAM'S PILLS

They gently stimulate the liver, act on the bowels, tone the stomach—purify the blood and regulate the system. These benefits are particularly marked by women at such times when nature makes special demands upon their vitality. They act promptly and safely.

The next time you feel low-spirited and out of sorts, take Beecham's Pills. Their sure, mild, thorough action will

Give Quick Relief

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Sold everywhere in Canada and U. S. America. 1s boxes, 2s cents.