

MATERIAL Reductions!

On each of the following five special lines:-

AMERICAN WHITE TWILL SHEETING reduced to 45, 50, 55, 60 and 65c. yard.

WHITE TABLE DAMASKS, all at reduced prices, 35c. to \$1.60 per yard.

TURKISH TOWELS, White and Brown Striped, 50c. per lb.

TABLE NAPKINS, a splendid assortment, at \$1.10, \$1.15, \$2.00, \$2.50, \$3.20 per doz.

WHITE DAMASK TABLE CLOTHS, large sizes, greatly reduced, 55c., 65c., 70c., 85c., \$1.00, \$1.20 up to \$4.50 each.

NEW YEAR GIFTS!

Our stock is by no means depleted of lines suitable for New Year Gifts. If you are troubled with the exasperating doubt of what to give, consult us and we are sure that ways and means will be found to help you out of what is often a difficult dilemma. We have still a sprinkling of

TOYS!

which we offer at reduced prices.

A Big Job Line of LADIES' HAND BAGS,

Priced from 50c. to \$2.00; worth double.

Marshall Bros

Special Offerings of Men's and Boys' READYMADES.

A splendid range of patterns to select from, all attractively priced.

FURS Make

An Ideal Gift

And you'll find that really fine ones of the most advanced styles cost considerably less here than you might expect.

We have many different kinds of Furs and styles to show you.

FURS IN SETTS, Squirrel, Fox, Seal, Otter, Marmot.

Ladies' Handkerchiefs

In boxes of 3's and 6's from 50c. to \$1.50 per box.

To-Morrow's Luxuries.

By RUTH CAMERON.



RUTH CAMERON

A stenographer in a big business house told me this little incident the other day. The cashier was unusually anxious to get a way promptly. "I'm going to the dressmaker to-night," she explained. "If I don't, I'll have to wear a cotton waist to-morrow." "Think of it!" She'd have to wear a cotton waist to work. What a disgrace!

Of course you may think that the cashier is simply one very foolish girl. But she is more than that. She is a straw which shows which way the wind is blowing. And it is both astonishing and alarming to see how strong that wind is.

A dear old lady was talking to me the other day about her grandniece. The second silk dress she had this year.

"That's the second silk dress she's had this year," she said, rather disapprovingly, speaking of a little evening gown which the girl had just bought.

"I don't seem to remember the other," I said, searching my mind for some similar gown. "What, don't you remember that navy blue silk she had in the summer?"

"But that was an entirely different kind of a dress," I ventured to protest. "It was a silk dress, and that's two silk dresses a year," she said with some asperity. "When I was a girl if we had one silk dress of any kind in two years we thought we were well off. A silk dress was an event then."

How Many Silk Dresses Do You Own?

Sounds like an echo from another state of existence, doesn't it. In these days when many a working girl on a moderate salary can count two or three silk dresses of various kinds in her wardrobe?

Perhaps you and I can't remember the time when a silk dress was an event, but all but a few of us can recall the days when for common folks silk stockings and silk petticoats were great luxuries. Perhaps we had one of each as part of our very best outfits.

To-day they are as much a matter of course as the silk dresses they set off.

Once Upon A Time Solid Silver Services Were Luxuries.

Fifty years ago or thereabouts, when grandfather bought a silver service for the family, the salesman told him that heavy plate was all that any but the richest families used. A girl in our neighbourhood was married the other day, and among her gifts were two solid silver services.

The luxuries of yesterday are the matters-of-course of to-day. Will the luxuries of to-day be the matters-of-course of to-morrow? If so, whatever will to-morrow's luxuries be?

And finally, are we as much happier than our grandparents, as we surely ought to be?

I wonder!

JOHN BULL'S PATRIOTIC PIERRETTES, New Year's Night First appearance of Assistant Paymaster Pearce, R.N.R., in the thrilling melo-drama "The Burglar and the Girl." Tickets at Atlantic Bookstore. Book early. dec27,31

LIGHT, HEAT, COMFORT!

The proprietor of one of the best known multiple shopping systems is credited with saying, "Give me any old shop, in any old street, and I'll guarantee to make it in twelve months the most widely known and best frequented shop in the district." He was asked to explain. Holding up three fingers he said, "I believe in the trinity of LIGHT, WARMTH, COMFORT. I should dazzle the moths until the candle drew them, I should bring them into a warm, comfortable shop, filled with a soft, pleasing radiance, and the rest is—well, mere child's play."

Mixed metaphors, perhaps, but expressive. Now we can more than imagine the kind of shop this well-known individual would open, for we pass it in almost every town—always a landmark to the street. No one fails to notice it. There is an indefinable air of welcome and invitation as one stands for a moment on the pathway and lets one's gaze travel inside it. The subdued, restful lighting effect, that so charms because of its very unobtrusiveness, the absence of dark corners, the intangible feeling that if one would step inside one would be sure of experiencing a delicious sense of warmth and comfort and cheerfulness—all these are part of its appeal. Truly a shop with an individuality.

We cordially invite all progressive business men to visit our showroom and see our latest Lighting and Heating Appliances, by the adoption of which the ideal outline in the above extract from a London paper may be easily secured. Our new RADIO X-Lamp and GASTRAM Radiators fill all light and heat requirements.

ST. JOHN'S GAS LIGHT COMPANY. dec31,15

WINNERS in Stafford's Competition.

No. 47. Mr. Ed. Malone. No. 642. Mr. C. Spratt. No. 551.

As the winner of 3rd prize has not called at shop for same, we cannot get name for insertion. The winner of 1st prize also was given the box of Nylol Chocolates he having purchased the Nylol goods which entitled him to winning same. The above competition was drawn by Messrs. T. Curran and H. S. Smith.

If We Knew.

If we knew the tares and crosses Crowding round our neighbor's way, If we knew the little losses, So grievous day by day; Would we then so often chide him For his lack of thrift and gain, Casting o'er his heart a shadow, Leaving on our lives a stain?

If we knew the bitter story Quivering through the heart of pain, Would our conscience dare to drive them Back to haunts of guilt again? Life hath many a tangled story, Joy hath many a break of woe, And the checks tear washed are whitest— This the blessed angel know.

Let us reach into our bosoms For the key to other lives, And with love for erring nature Cherish good that still survives; So that when our disrobed spirits Soar to realms of light again We may say, Dear Father, Judge us As we judged our fellowmen.

If we knew the gall and heartaches Waiting for us down the road, If our lips could taste the wormwood, If our back could feel the load, Would we waste the day in wishing For a time that ne'er can be? Would we wait with such impatience For our ships to come from sea?

If we knew the baby fingers Pressed against the window-pane Would be cold and still to-morrow, Never trouble us again; Would the bright eyes of our darling Catch the frown upon our brow? Would the print of rosy fingers Vex us then as they do now?

Oh, those little ice-cold fingers, How they point our memory back To the happy words and actions Lying all along our track; How those little hands remind us, As in snowy grace they lie, Not to scatter thorns but roses For our reaping by and by.

Strange we never prize the music Till the sweet-voiced bird has flown, Strange that we should slight the violet.

Till the lovely flowers are gone: Strange that summer's skies and sunshine Never seem one half so fair As when winter's icy pinions Shake the white down in the air.

WAR THINS GERMAN NOBILITY. New "Almanach de Gotha" Publishes Death Roll of Families.

London, Dec. 22.—The Rotterdam correspondent of the Daily Mail says:

"The Almanach de Gotha for 1916, which has just been published, shows that in the first ten months of 1915, 186 German counts, 456 German barons, 592 members of the old nobility and 562 members of the newer German nobility have been killed. Among those killed were sixteen members of the Von Buelow family." The 1916 edition continues to give the German Crown Prince as honorary colonel of the Eleventh Regiment of British Hussars (Prince Albert's own).

German in the Hussars

Naturalization of Brave Man's Widow. After the death at Messines in October, 1914, of Squadron Sergeant-Major H. W. Baker, 11th Hussars, who had served for 19 years in the British Army, it was discovered that he was a German, and during the past few days the Home Office have granted a certificate of naturalization to his widow, Mrs. Joan Mowat Bredalbane Sutherland Baker, of Godalming.

Mrs. Baker was born at Loch Fyne in Argyllshire, but her marriage made her a German and, according to the law, an "alien enemy." It was only after her husband had been dead eight months that the discovery that he was a German was made. It then became necessary for Mrs. Baker to register and she also forfeited her pension. Now her nationality has been restored together with arrears of pension.

Mrs. Baker learned her husband's nationality through reading in a newspaper that a Mrs. Leibold, a German, had been prosecuted for failing to register. It was stated that Mrs. Leibold had a son, a Squadron sergeant-major in the British Army, who in the name of Baker had served in the 11th Hussars and had been killed in action. Mrs. Baker afterwards found that her husband was brought to England by his mother before he was three years old. He always appeared to dislike anything German; he even objected to his little girl having toys marked "made in Germany." He was killed while taking a message from his squadron to headquarters. In recording his death the regimental magazine stated that he was a fine type of soldier, a capable N. C. O., a crack shot with rifle and revolver, and a splendid horseman and swordsman.

Vigorol

VIGOROL, the Great French Tonic, is opposed to disease; therefore it finds it out and drives it away. Your nerves are toned up. Your bowels made healthy and strong. Your blood purified. The kidneys and liver cleaned. Headaches, biliousness, and that heavy, tired feeling, will go. You will feel like a new person. Don't be fooled—get VIGOROL, and you will never regret it. Sold at all drug stores.

New British Fleet

Bigger Than Whole United States Navy. Washington, Dec. 23.—Information has reached Washington from New York that at a dinner given by Judge E. H. Garry, head of the United States Steel Corporation, at which Col. Theodore Roosevelt was the guest of honor, Col. Roosevelt had made two interesting statements.

These were that the British had built more war vessels since the beginning of the European war than there were in the entire United States navy. The other statement was that the lives of more American non-combatants had been sacrificed in Mexico than in the various outrages against American rights by European belligerents, including the sinking of the Lusitania, or than had been lost in the entire war with Spain.

Minard's Luliment Cures Diphtheria.

N. P. A.

AEROPLANE FUND.

By amount acknowledged... \$53,511.10
By Jabez LeGrow and Sons subscriptions from people from Spout Cove to Adams Cove, Bay-de-Verde... 21 35
By Sweet Lily Lodge, No. 168, L. O. A., per James Rendell, Secretary... 6 00

J. A. CLIFT, Treasurer.

St. John's, Dec. 28th, 1915.

TRAFALGAR DAY FUND.

Amount acknowledged... \$11,058.09
Pushthrough, per J. Camp, Sub-Collector of Customs... 9 90
Bell Island Patriotic Committee, per F. Davis, Secretary... 100 00
Broad Cove, Bay de Verde, per A. Vatcher:—
Mr. Adam LeGrow, Broad Cove... \$1 00
Mr. J. Bagge, Broad Cove... 1 00
Under \$1.00... 25
Mrs. Thos. W. Clarke, Mulley's Cove... 1 00 3 25
Black Head, Bay de Verde, per Edward Hudson:—
Mr. Edward Hudson, Blackhead... \$1 00 2 60
Sums under \$1.00... \$1 60
\$11,173.84

J. A. CLIFT, Treasurer.

St. John's, Dec. 28th, 1915.

Monsieur: For 15 days in the month of January I was suffering with pain of rheumatism in the foot. I tried all kinds of remedies but nothing did me any good. One person told me about MINARD'S LINIMENT; as soon as I tried it the Saturday night, the next morning I was feeling very good; I tell you this remedy is very good; I could give you a good certificate any time that you would like to have one. If any time I come to hear about any person sick of rheumatism, I could tell them about this remedy.

Yours truly, ERNEST LEVEILLE, 216 Rue Ontario East, Montreal, Feb. 14, 1908.

Australia's Attitude.

The Australian (Melbourne)—Being in this fight, Australia has to recruit her manhood, young or old, send it forth to battle, and keep on doing so unflinchingly, even though the strain were protracted until she was ready to stagger and fall from weakness. We can no more meet a call for fresh effort with a non possumus than a fighting man in the ring can drop his hands before the round is over. To do so would imply absolute defeat and surrender. Australia is contending for her freedom and her future, for all that makes national existence worth having, and, once centred upon the quarrel, she, like the gladiator, must fight it out so long as she can stand and see.

Superb New Year Gifts. Everybody appreciates a Book. The very latest: The Gray Dawn by Stewart Ed. White, \$1.50; Mr. Bingle by Geo. Barr McCutcheon; The Book with the Xmas spirit all the year round, \$1.50; Straight Down the Crooked Lane by Bertha Runkle, \$1.50; The Fur Trail Adventurers by Dillon Wallace, \$1.35. Just arrived by Stephen GARLAND'S BOOKSTORES.—dec27,15

5c. The Crescent Picture Palace. 5c.

"When Gratitude is Love."

A romance of the woods and the open, featuring Margaret Prussing. An Edison offering.

"THE MISER'S LEGACY"—A Biograph drama.
"THE OUTLAW'S AWAKENING"—A western drama, with G. M. Anderson.—Broncho Billy.
"THE LEGAL LIGHT"—A Selig melo-drama, featuring Tom Mix.
"HANS AND HIS BOSS"—A Waddy and Arty comedy scream.
DAN DELMAR, the Popular Crescent Vocalist, singing Novelty Songs and Ballads.

A BIG PROGRAMME IS BEING ARRANGED FOR NEW YEAR'S EVE AND NEW YEAR'S DAY.

BRITISH THEATRE!

On WEDNESDAY and THURSDAY Presents:—A unique drama in 2 parts by the Tanhouser Company, written and produced in the Yellowstone Park by CARL L. GREGORY, entitled,

2 Reels—"When East Meets West"—2 Reels

The Final Episode of

3 Reels—"The Trey O' Hearts"—3 Reels

Madame Olive Timmons

will sing TOSTI'S "GOOD-BYE." Watch for the opening episode of "THE BLACK BOX."

ROSSLEY'S EAST END THEATRE!

St. John's Leading Vaudeville, Dramatic and Picture Theatre.

The Matinee to-day is under the distinguished patronage and presence of His Excellency Governor Davidson, Lady Davidson and the Misses Davidson.

Rossley's 4th Annual Grand Christmas Pantomime,

"Beauty and the Beast."

With a caste of 60 performers—Dainty Dances, Catchy Songs, Sparkling Music, Wonderful Electrical Effects, Gorgeous Costumes—the finest performance ever seen in the city.

Special Matinee, 10 and 20 cents. One big show at night. General admission 20 and 30 cents.

NOTE—In preparation, another wonderful Pantomime, "JACK AND JILL."

100 Cases Florida Oranges For Christmas Trade.

BURT & LAWRENCE, 14 New Gower Street.

Advertise in the TELEGRAM