

TWELVE PAGES TO-DAY
WEATHER FORECAST.
 TORONTO, Noon.—Fresh N. E. wind; cloudy and cool to-day and on Friday with some local rain or snow. ROOPER & THOMPSON. Noon.—Bar. 30.2; ther. 40.
VOLUME XL.

"Why Don't You Keep It Yourself?"

Sometimes the above question is put to us by unthinking investors. The obvious answer is—why doesn't the grocer keep all his sugar, or the coal dealer keep all his coal, the merchant all his wares, etc.? If every business man kept to himself all the good things he came across, the world would STAGNATE. We are not millionaires, and couldn't buy up ALL our own offerings if we wanted to, but investors may rest assured that we buy a block of everything we offer before we ask anyone else to buy it. We must believe in it sufficiently to buy it ourselves before we ask you to invest in it. All the officers of this company and the company itself possess large blocks of Industrial Securities Co. Just come in and ask to examine our certificates, and you'll get some idea of our belief in the future of Industrial. **NOW, HOW MUCH DO YOU WANT AT 15 PER CENT.!**
J. J. LACEY & CO., Limited.
 Insurance and Investment Specialists,
 CITY CHAMBERS.

MEN'S HEAVY WOOL SOCKS and Yarns For Making Them.

MEN'S HEAVY GREY WOOL SOCKS at 60c. and 65c. pair.
MEN'S HEATHER WOOL SOCKS at 70c. pair.
MEN'S BLACK WOOL SOCKS at 70c. pair.
MEN'S SUPERFINE BLACK FINGERING SOCKS at \$1.00 pair.
 This lot is made of extra good wool, and as quantity is limited you had better see them early.
MEN'S BLACK PLAIN CASHMERE and BLACK EMBROIDERED CASHMERE SOCKS lately to hand.
The Famous Riverside Yarns in Grey, Brown, Heather and Black at 30c. skein, and in Navy at 35c. skein.
 These Yarns make fine socks, soft and warm. We specially recommend the Brown Heather make as making a good looking sock. We also show:
CANADIAN SILVER GREY HEAVY YARN at 60c. double knot.
CANADIAN KHAKI HEAVY YARN at 50c. double knot.

HENRY BLAIR

Which Shoe-



would you prefer to wear?

Certainly not the misshapen one. Yet look at your shoes and see how they have lost their shape and style.

Put a pair of "FITALL" Shoe Trees in them and notice the magic change the Shoe Trees make in their appearance—in their comfort—in their wear—and in your hosiery bills.



Buy a pair to-morrow and you will say that it is the best investment you have made in a long time. All first-class Shoe and Department stores sell "FITALL" SHOE TREES.

BOWRING BROTHERS, Limited,
 Hardware Dept., Sole Agents.
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Reid-Newfoundland Co

FREIGHT NOTICE!

HUMBERMOUTH-BATTLE HR. STEAMSHIP SERVICE.
 Freight for S. S. "ETHIE" via Humbermouth will be received at the Freight Shed on Friday, 22nd instant, up to 5 p.m.
PLACENTA BAY STEAMSHIP SERVICE.
 Freight for S. S. "ARGYLE", Merasheen route (Bay run), will be accepted at the Freight Shed on Wednesday, 20th instant, up to 5 p.m.
SOUTH COAST STEAMSHIP SERVICE.
 Mixed freight only for S. S. "FOGOTA" will be received at the Freight Shed on Thursday, 24th instant, from 9 a.m. to 1 p.m.
GREEN BAY STEAMSHIP SERVICE.
 The next acceptance of freight for above route will be advertised later.
NOTRE DAME-BONAVISTA BAY STEAMSHIP SERVICE.
 Freight for S. S. "CLYDE" and S. S. "DUNDEE" via Port Union will be received on Tuesdays only up to 5 p.m.
 Freight for S. S. "CLYDE" and S. S. "DUNDEE" via Lewisporte will be received on Wednesdays only up to 5 p.m.
TRINITY BAY STEAMSHIP SERVICE.
 Freight for S. S. "PETREL" (Monday's run) will be received on Wednesdays and Thursdays up to 5 p.m.
 Freight for S. S. "PETREL" (Friday's run) will be received on Mondays and Tuesdays up to 5 p.m.

REID-NEWFOUNDLAND Company

CHOICE PICKLED MEATS

Just Arrived.
 200 tierces Choice Spare Ribs,
 100 barrels Libby's Family Beef,
 50 barrels Libby's Special Family.

GEO. NEAL

Spare Moments,

Latest division, containing 30 complete Stories, Serials, Prize Jokes, Interesting Articles, Poems for Recitation, etc. Price 40c. Postage 4c.
New BOOKS Just In, ALL GOOD ONES.

- The Red Passport—John Foster Frazer . . . \$1.05
- Stolen Brains—Kate Everest . . . \$1.25
- The Haunted Shore—Morice Gerard . . . \$1.30
- Greatheart—E. M. Dell . . . \$1.00
- President McClusky—A. G. Hales . . . \$1.30
- The Roaring-W. P. Trail—Zane Grey . . . \$1.30
- Far From the Lighthouse—Gertrude Page . . . \$1.50
- A Minstrel in France—Harry Lauder . . . \$1.50
- God, the Invisible King—H. G. Wells . . . \$1.50
- The Promise of Air—Algerton Blackwood . . . \$1.60
- The Lonely Stronghold—Mrs. Baillie Reynolds . . . \$1.50
- The Sorcerer—A. W. Marchant . . . \$1.50
- The Unguarded Hour—Gregory Saben . . . \$1.15
- The Ivory Child—Rider Haggard . . . \$1.50
- The Pretty Lady—Arnold Bennett . . . 70c.
- The Pendulum—Elinor Mordant . . . \$1.50
- The Mazar—Ralph Connor, \$1.50
- The Boys' Own Annual, 1918.
- The Girls' Own Annual, 1918.
- The Darlings, 1918.
- Our Little Dots, 1918.
- Playbox Annual, 1918.

GARRETT BYRNE,
 Bookseller & Stationer.

Insure with the QUEEN,

the Company having the largest number of Policy Holders in Newfoundland.
 Every satisfaction given in settling losses.
 Office: 167 Water Street, Adrain Bldg. P. O. Box 732. Telephone 424.
QUEEN INS. CO.

GEO. H. HALLEY,

Agent.
 HINARD'S LINIMENT CURES DIPHTHERIA.

The HOLIDAY SEASON

YOU intend doing YOUR own baking at HOME for don't YOU? If so, and when purchasing your necessary requirements from US we will supply YOU free upon request at up-to-date

COOK BOOK.
 Here are some of the necessary requirements necessary to produce good results.
FLOUR Victor, Potato, Corn, Rice, Buckwheat, Graham, Prepared Cake Powder.

- Raisins.** SULTANA, SEDED, SEEDLESS, Calif. Currants, Grecian Currants, Shelled Walnuts, Almond Nuts, Baker's Chocolate, Jeldags, Angelica, Glace Cherries, Nougatiers, Citron & Lemon Peel.
- SHORTENING, MINCEMEAT, SNOWDRIFT and ATTORL, IN GLASS and PACKAGES.** Dromedary, Dates, Essences, Gold Reef Cream, Almond Paste, Custard Powder, Blanc Mange Powder, Black Currant, Red Currant, Cranapple, Guava, Junket Tablets.
- Jellies, Fresh Eggs.**

BOWRING BROTHERS, Limited,
 332 GROCERY, St. John's. 332



The sentiment represented by **THE WEDDING RING** suggests the selection of an article guaranteed to be Finest Gold, good colour, and made with great care—a ring to be found at—
T. J. DULEY & CO.,
 Reliable Jewelers, St. John's.

"OUR" PACKETS OF CHRISTMAS AND NEW YEAR CARDS.

- Better value cannot be found. All new designs carefully selected to suit all tastes and classes.
- "Daylight" Packet of 12 Cards, only 5c.
 - "Avalon" Packet of 12 Cards, only 7c.
 - "Terra Nova" Packet of 12 Cards, only 10c.
 - "Caribou" Packet of 12 Cards, only 15c.
 - "Dominion" Packet of 12 Cards, only 20c.
 - "Newfoundland" Packet of 12 Cards, only 25c.
 - "Victory" Packet of 12 Cards, only 30c.
 - "Regal" Packet of 12 Cards, only 40c.
 - "Governor" Packet of 12 Cards, only 50c.
 - "Beatty" Packet of 12 Cards, only 70c.
 - "Haig" Packet of 12 Cards, only 80c.
 - "Queen Mary" Packet of 12 Cards, only \$1.00
 - "King George V." Pkt. of 12 Cards & Envelopes, only \$1.20
 - "King Memories" Box of 8 Cards & Envelopes, only 25c.
 - "Heartsease" Box of 8 Cards & Envelopes, only 30c.
 - "Seasons Greetings" Box of 10 Cards & Envelopes, only 35c.
 - "Floral Sprays" Box of 10 Cards & Envelopes, only 40c.
 - "Wishes" Box of 10 Cards & Envelopes, only 45c.
 - "Christmas Morning" Box of 10 Cards and Envelopes, only 50c.
 - "All the Seasons Greetings" Box of 10 Cards and Envelopes, only 60c.
 - "Happy Memories" Box of 12 Cards and Envelopes, only 70c.
 - "Art Greeting" Box of 12 Cards and Envelopes, only 80c.
- Out of town customers please add 2 to 4c. per packet to cover postage.

A Choice Selection of **Single Cards and Calendars,** TAGS, STAMPS and SEALS. SPECIAL PRICES TO WHOLESALE BUYERS.

DICKS & Co., Ltd.,
 BOOKSELLERS and STATIONERS.

Advertise in the "Telegram."

Not Generally Known!

The average man or woman may think all WAR STANDARD FLOURS are alike. Such is not the case. The Canadian Government has decreed that Flour must not be milled ABOVE a certain standard. But there is nothing to prevent millers from milling BELOW that standard.

Ogilvie's Standard Flour is milled to limit of Govt. requirements.
 Try a Barrel and be convinced.

THREAD!

A short time ago we advertised \$6,500 worth of Dress, Coat and Suit Buttons. Now we offer \$1,250.00 worth of

STRONG LINEN FINISH GLACE THREAD,

for sewing on buttons; also used by Shoemakers, Tailors, Harness Makers. The best thread for sewing skin boots.

Robert Templeton.

Auction Sales!

THE PEOPLE'S AUCTIONEER
AUCTION. PORK.
 At the Premises of Messrs. Furness Withy & Co., Ltd., Water Street East.
 On Friday, 22nd instant, at 11 a.m.,
 7 Barrels FAMILY PORK.
 Ordered to be sold for the benefit of whom it may concern.
P. C. O'DRISCOLL, Ltd.,
 Auctioneers.

FOR SALE!

Ford Touring Car,
 In first class running order, with 2 Spare Tires and Tire Folder. Shock Absorbers in rear axle. A bargain if taken at once. Apply G. C., Box 87, City. nov19,31

FOR SALE

Three New Houses
 ON LESLIE STREET.
 These houses can be bought finished throughout or part finished, as purchaser desires. A good chance for young beginner to secure a home for himself. Call and see what we can do for you. Also one New House just finished. Apply
Wm. Cummings,
 Cor. Brazil's Field & Pleasant St., or New Houses, Leslie St. nov19,31

FOR SALE!

About 100 Lengths
inch Iron Pipe
 suitable for water service. Will be sold in one lot, or in lots suitable to purchaser. Apply at
PURCHASING DEPT., REID-NEWFOUNDLAND CO.
 nov21,31

JUST RECEIVED!

Train from P. E. I.,
20 Carcasses
Choice Lamb,
 Selling Cheap.

M. A. Bastow,
 Beck's Cove.
 nov19,31

J. Edstrom, J. L. O'Grady,
Edstrom & O'Grady
 PLUMBERS, HOT WATER and STEAM FITTERS.
 Jobbing promptly attended to.

Prescott Street,
 St. John's, Nfld.

alter A. O'D. Kelly,
 LICENSED AUCTIONEER and COMMISSION AGENT.
 Office of Household Furniture, Real Estate and all classes of goods under Personal attention, prompt results.
 We have room at our Auction room to receive a limited quantity of goods offered for sale. If you have anything to sell consult us.

Assignments Solicited.
 We also make a specialty of all classes of Building Materials. Office at corner of Adelaide and Water Streets.
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