

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, \$1.45, \$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.

Here is a Store Full of Splendid Christmas Opportunities!

Which you are cordially invited to come and see. Owing to the disorganized state of Toy markets great difficulty has been experienced in getting together the usual Xmas Display for the little ones. We have been able to secure many lines of Toys that at first seemed almost impossible to obtain.

GLANCE OVER THIS LIST

then come and see the goods:—

- Dolls, Soldiers, Tommy Atkins, Drums,
- Rubber Balls, Battle Ships, Tin Tea Setts,
- Wardrobes, Teddy Bears, several sizes, Rattles,
- Work Baskets, Animals, Pianos, Trains,
- Chest of Drawers, Side Boards, Money Boxes,
- Toy Cannon, Games, Cubes, Pyramids, Trumpets,
- Motor Cars.

Marshall Bros

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.

Christ and Christmas.

By RUTH CAMERON.



It is often said that part of the meaning in what we read comes out of ourselves, out of our past experiences and present state of mind.

Doubtless, if I had read the verses I am going to quote you in any other month of the year except in December, they wouldn't have cried out of the printed page at me, as they did.

But it was just before Christmas and I had just come into touch with a family in which the father was out of work and the five children were suffering, not from lack of toys or a comfortable home, but from lack of enough clothes to keep them from being bitterly cold, and enough food to keep from being miserably hungry.

The two-year old baby was a white little thing, pitifully easy to lift and take care of—she went to sleep in my arms from sheer weakness.

His Ideal of a Festival.

That night my chapter was Luke xiv., and I read these verses:

"Then said he also to them that bade him, When thou makest a dinner or a supper, call not thy friends, nor thy brethren, neither thy kinsmen, nor thy rich neighbors; lest they also bid thee again, and a recompense be made thee.

"But when thou makest a feast, call the poor, the maimed, the

lame, the blind; "And thou shalt be blessed, for they cannot recompense thee, for thou shalt be recompensed at the resurrection of the just."

Can You Imagine a Greater Irony?

Can you imagine any greater irony than that? This is the ideal of Him for whom Christmas is celebrated. This is His idea of a festival—"Call not thy friends nor thy brethren, neither thy kinsmen nor thy rich neighbors; lest they also bid thee again, and a recompense be made thee."

And in our homes on December 25 we shall sit around tables laden with grossness with fine food. Our guests will be mostly those who can and will recompense us again. We shall eat until we can eat no more.

We shall give each other beautiful luxuries and superfluities, and receive the like in return.

And doubtless we shall smugly sing Christmas carols and read Christmas stories, and talk about the Lord of Christmas.

You say it is too late to alter your Christmas; your guests are bidden, your gifts are bought.

Yes, perhaps it is too late to entirely alter it this year, but not too late to infuse a little of the real Christmas spirit into it. The high-ways and byways are about you, go out into them and bid someone to your Christmas feast.

Buy a few gifts for those "who" cannot recompense thee."

And next year do one of two things. Radically alter your Christmas or cease this smug pretending to yourself that you are celebrating Christ's holiday.

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 indelible 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 GASTEAM Radiators fill all light and heat requirements.

ST. JOHN'S GAS LIGHT COMPANY.

Famous General's Ages

So far as the generals on either side are concerned, the present war is being waged by men, who, in regard to the ordinary affairs of life, would be considered to be well past their prime.

The German von der Goltz, for example, who is holding our armies in check in the Gallipoli Peninsula, is seventy-two; and he has opposed to him Sir Ian Hamilton, who is sixty-two.

General Hinderburg and Mackenson are sixty-eight and sixty-six respectively. Sir John French is sixty-three the same age as General Joffre. Von Klock, who drove them and their armies before him almost to within sight of Paris in the early days of war will soon be celebrating his seventieth birthday.

General von Hessler, who is now serving in the field, is eighty-one. Count Zeppelin, whom rumour credits with having personally directed one of the most sensational of the recent air raids, is seventy-seven.

General Pau, the French one-armed hero and Joffre's right-hand man, is sixty-seven. Sir William Robertson, the British Chief of Staff, is sixty-five the same age as General von Falkenhayn, who holds a corresponding position in the German armies. General Foch, the Frenchman who broke the Germans at the Marne, is sixty-four.

King Peter of Serbia, who personally took the field at the head of his army directly war broke out, had turned seventy when he defeated the Austrians in the Battle of Ridges in December last and drove them headlong from his country.

Amongst those responsible for the conduct of the war at sea, Admiral Lord "Jacky" Fisher is seventy-four; Sir Arthur Wilson is sixty-three; Sir Henry Jackson, our new First Sea Lord, is turned sixty; while Grand Admiral von Tripitz, the man whose policy is responsible for the Lusitania crime and the baby-killing raids on Scarborough and elsewhere, is sixty-six.

MINARD'S LINIMENT CURES COLDS, &c.

Long Pond Notes.

A rather unusual thing for this time of year is to see farmers turning the soil. As snow and frost have been practically nil, farmers have been engaged in agricultural pursuits right up to the present time. In other years as a rule, they would spend the latter part of November and December in preparing fuel for the winter.

We stated in our last contribution to the Telegram that about sixty of the good ladies of Long Pond had been enrolled as members of the W. P. A. Since then they have held a very successful tea and concert in aid of their funds, which netted them the handsome sum of \$31. With this money they have been enabled to buy up some of the local supplies of yarn, out of which fabric they speedily manufacture socks for our brave soldier boys. Last spring these same good ladies knitted and sent to headquarters about sixty pairs of socks, while now they have enough yarn bought to knit a hundred pairs at least, which they hope will be in material form by the spring. We must not lose sight of the fact that a certain amount of self-denial is evidenced by any lady or gentleman for that matter, a lady more so; who under-

takes to do Patriotic Work. We would say to the ladies of Long Pond who have not yet felt the responsibility of having a work to do for the Empire, to come along and be enrolled as willing and enthusiastic workers of the Long Pond Women's Patriotic Association.

The desire to do something to help out the Empire is making itself felt in every hamlet and town throughout the island. We are all beginning to realize that we are Briton's descendants of the best fighting stock in the world; that we have something more than our country to fight for, that it is incumbent on us to crush Kaiser Militarism and to fight for the principles of liberty, justice and truth. While the policy of the great British Empire is embodied in these principles, we make bold to say, as one of our oldest residents, says: "John Bull is not to be knocked out." No never! The striking characteristic of the average Briton, or the descendant of a Briton is as much marked to-day as when the battles of Waterloo and Rorke's Drift were fought, and that characteristic is the bull-dog tenacity and pluck which distinguish the British soldier.

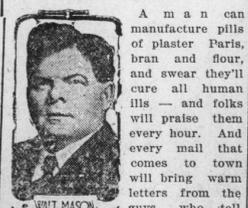
The Hon. Treasurer of the W. P. A. here, Miss J. M. A. Greenstade, who also fills the position of teacher at Manuels, besides discharging her many and arduous duties in connection with the above named positions, with the untiring energy and pluck characteristic of her, got busy with the ladies of Manuels and formed a W. P. A. at that place. Since the formation of their Association, which includes every woman of the place, they have held a very successful tea and concert, at which they realized the handsome sum of \$21.55. Too much credit cannot be given Miss Greenstade for her untiring efforts to make the society a success. The school children who were the performers in the concert, sang and recited splendidly.

Poets are still in good demand, although quite a lot of them have been marketed. No doubt, owing to the scarcity of supply this favorite article of diet, will still retain its prices and find ready purchasers.

Miss Rachael Gardner, of Snook's Brook, T. B., is staying for a few days with her friends Mrs. J. M. A. Greenstade.

CORRESPONDENT. Long Pond, December 20th, 1915.

TESTIMONIALS.



A man can manufacture pills of plaster Paris, bran and flour, and swear they'll cure all human ills — and folks will praise them every hour. And every mail that comes to town will bring warm letters from the guys who tell how they were stricken down with influenza in the eyes. "We tried all medicines and rugs that kindly folks could recommend, we bought such things in kegs and jugs, and porous plasters without end. In vain—it didn't hit the spot; we weaker grew from day to day; in spite of all that costly rot, it seemed that we must pass away. We called a learned physician in, and at our tongue and pulse he looked, and said, with melancholy grin, "It is no use—your goose is cooked!" Then Gránda said, "For mortal ills there is one cure that's simply great; O try the Plaster Paris Pills!" And so we sent and bought a dozen more; and to our weakened limbs the power came rushing like a tidal bore." Thus people, over all the earth, are boosting fakes, and mean no harm; oh, what is testimony worth? Is evidence a false alarm?

MINARD'S LINIMENT USED BY PHYSICIANS.



APPLY IT FOR CHILLS CRAMPS BOWEL TROUBLES SPRAINS BRUISES SORE THROAT 25c. and 50c. Bottles

Arrived per Stephano To-Day.

- Poultry.** 120 TURKEYS, 40 GEENSE (all booked), 40 DUCKS, 40 CHICKENS, 40 FOWLS. Poultry will be all booked up. Order early, please.
- Vegetables.** 50 brls. WHITE CABBAGE, 30 brls. PARSNIPS, 30 brls. CARROTS, 15 brls. BEETS, 50 brls. TURNIPS, 350 brls. BLUE POTATOES.
- Dates.** 10 cases FANCY PKT. DATES, 15 boxes FANCY LOOSE DATES.
- Figs.** 500 boxes FANCY WASHED FIGS, 30 Tappets LOOSE FIGS.
- Apples.** 396 brls. FANCY STOCK, including: KINGS, Large—3s only, WAGNERS—1s, 2s, 3s, BALDWIN—1s, 2s, 3s, MANN—1s, 2s, 3s, 176 brls. Port Williams Co. Special Pack.
- Oranges.** 20 cases—150 counts, 20 cases—176 counts, 20 cases—216 counts, CALIFORNIA NAVELS—New Fruit.
- Lemons.** 10 boxes FANCY LEMONS, 10 cases FRESH EGGS, 50 cases PICKLES, Chow Chow, 16 oz. milk jar, Mixed Pickles, 16 oz. milk jar, Chow Chow, 14 oz. mason jar, Mixed Pickles, 14 oz. mason jar, 20 cases VINEGAR—Ass'd, 10 cases SAUCE—Small size.

Soper & Moore.

BRITISH THEATRE!

ON WEDNESDAY and THURSDAY Presents: Francis Ford and Grace Cunard in a strong "Gold Seal" production in two acts, entitled

"Old Peg-Leg's Will."

"THE TREY O' HEARTS" and other first-class pictures.

Madame Olive Timmons, EVERYBODY'S FAVOURITE,

will sing (a) "The Belated Violet," by Clayton Johns; (b) "The Rosary," by Nevin.

ROSSLEY'S EAST END THEATRE!

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

Last Competition on Thursday Night WILL BE BEST ON RECORD.

Besides, Mr. Ballard Brown in Songs, Miss Madge Locke, Songs, Dances, Stories and Imitations.

IF YOU WANT TO LAUGH, SEE MISS LOCKE IN "How Things are Done on and off the Stage."

LATEST AND BEST PICTURES.

Mrs. Rossley's 4th Grand Annual Pantomime, BEAUTY AND THE BEAST, on Christmas Day. Doors open at 1.30 p.m. Night, 6.30 and 9 o'clock.

5c. The Crescent Picture Palace. 5c.

"Mike Donegal's Escape."

An Episode of the Girl Detective Series, produced in 2 reels by the Kalem Company.

"ONE LAW-BREAKER"—A story of the underworld by the Lubin Company.

"THE PHANTOM THIEF"—Prize winning picture in the Dramatic Mirror Edison Contest.

"MUSIC IN FLATS"—A Waddy and Arty comedy.

DAN DELMAR, the Popular Crescent Vocalist, singing Novelty Songs and Ballads.

A SPECIAL PROGRAMME OF CHRISTMAS PICTURES FOR CHRISTMAS EVE AND CHRISTMAS DAY.

Fancy Dress Mask Ball,

— AT —

Rossley's West End Theatre,

"OURS" ON HUTCHINGS' STREET.

Monday, Dec. 27th, Commencing 9 p.m.

Tickets now on sale at Rossley's East End Theatre.

Ladies 50c., Gentlemen 60c., Double \$1.00

NOTE—The beautiful little Theatre is now being cleaned and decorated. These dances will be conducted in first class style.