

## Victory!

### Attraction

## Groceries.

Chicken.  
Dried and Fancy Sweet Biscuits,  
Mail.  
Pineapples and Tangerine Oranges;  
Pears, Malaga Grapes, Cali-  
1 Kings, Grape Fruit.  
Dry.  
ST-SURE YOURS.  
REFULLY.

**NS, Ltd.**

MENT. Phone 11.

## This List

REQUIRE FOR XMAS.

Manicure Sets  
Fire Brasses  
Case Cutlery  
Silverware  
Hot Water Bottles  
Covers  
Table Mats  
Grape Fruit Knives  
Cumb Brush and Trays  
Photo Frames  
Heaters  
Cookers.

COASTERS and RAILS,  
KEY STICKS, ETC.  
low prices.

Hardware Co. Ltd.

## as Sale

### S.

the giving of practical gifts brings in-  
Store is suitable for gift giving.  
notes of things you see and may

**MEN'S WINTER CAPS.**  
In dark and medium color  
heavy tweeds. These are fitted  
with sanitary ear bands to turn  
up on the inside. A Cap suit-  
able for present.  
Sale Price, ea. **\$1.30**

**MEN'S UNDERWEAR.**  
A job line of Men's Knit Un-  
derwear in shirts and drawers.  
This make of underwear can be  
highly recommended for its  
hard wearing quality and com-  
fortable fit. Reg. \$2.20 garment.  
Sale Price, per gar-  
ment **\$1.98**

**BOYS' SWEATER COATS.**  
With the high roll or low col-  
lar. These garments are sur-  
prisingly low priced, and  
shrewd buyers will be quick to  
take advantage of this bargain.  
Sizes mostly for the bigger  
boys. Colors: Red, Brown and  
Grey. Reg. \$2.60 ea.  
Sale Price, each **\$2.39**

**RIBBONS.**  
A very special showing of  
Ribbons for Christmas gift giv-  
ing, in shades of Navy, Sky,  
Pink, Brown, Rose and White.  
They are in all widths from 1/2  
inch up to 6 inches wide. All  
strong Silk Taffeta Ribbons.

**38c**  
Cloth.  
of curtains  
will be only  
against  
y. **35c**

**35c**  
Dolls, Teddy Bears, Clowns,  
Rattles, Guns, Tea Sets, etc.  
A big assortment of play-  
things are assembled here to  
amuse and satisfy the playtime  
dreams of children. Bring the  
children along with you. They  
will help you as to what they  
would like best in the stockings  
on Xmas morning.

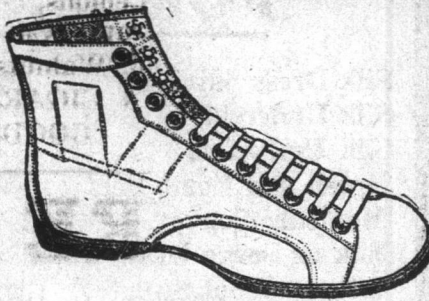
# CHRISTMAS SHOPPING IS A PLEASURE FOR SHOPPERS WHO VISIT US.

Prepare Your List of Christmas Gifts, Pay Us a Visit  
and Your Worry is Over. We are Prepared for the Gift Season.

Just a Few Suggestions:

Give Him a Pair of  
**INVICTUS HOCKEY BOOTS,**

The best and most servicable Hockey Boot in the  
market. You will be sure to please him.



**Men's Kid Gloves.**

UNLINED KID—Tan .....\$3.50  
UNLINED SUEDE—Grey .....\$3.70

**Men's Silk Handkerchiefs,**

A large assortment of Men's Plain and In-  
itial Silk Handkerchiefs, 65c. to \$1.50.

**Marshall Bros**



**Toys for the Children.**

CHRISTMAS STOCKINGS, DOLLS,  
DRUMS, BLOCKS, MOTOR VANS,  
RUBBER BALLS, ETC.

**A Bargain, Teddy Bears at cost.**

These serviceable toys are supplied with  
electrical eyes, but the power has gone from the  
batteries. We are therefore selling them at cost.

Just in time for the Gift Season:  
A shipment of WADDED and EIDERDOWN  
QUILTS, \$4.50 to \$19.00.

## Unkindness to Yourself.

By RUTH CAMERON.



RUTH CAMERON

"Well, anyway,  
I've learned a les-  
son these last  
few weeks," a wo-  
man said to me  
yesterday.  
She had been  
laid by the heels  
at the outset of  
what was to have  
been a very busy  
winter by an at-  
tack of rebellious  
nerves, and was  
just getting back  
into the harness  
again after three  
months enforced rest.  
"What is it?" I asked.  
"I've Got To Be Kinder To Me."

"I've learned that I've got to be  
kind to me," she said with a smile  
that was half wry. "I've got to  
be as sympathetic with me as I am  
with other people and not drive my-  
self any more than I drive others."

I suppose the idea that it is hard  
to be as kind to oneself as one is to  
others, or that anyone would be apt  
to sympathize less with herself than  
with others, will strike oddly in some  
minds. And then there are other peo-  
ple who will recognize this type only  
too well.

There is a familiar saying—if you  
do a thing done well do it yourself.  
A companion piece might be—if you  
want a thing done quickly, do it  
yourself. And yet another—if you  
want more done than you could ask  
any employee to do for you, do it your-  
self. The type of people of whom I  
am writing are the sort of people to  
whom the above are unconscious  
words.

**They Want Things So Intensely.**  
They are people with ambitions,  
people who want things intensely,  
people with a desire to get many  
things done and done right, and they  
are always driving themselves at the  
helm of their ambitions in much the  
same way one drives a spirited horse  
to a high jump.

They are, in short, the sort of peo-  
ple who have almost unlimited power  
over themselves.  
A very fine sort of people to be, you  
say? If only they don't abuse that  
power.

There is a point beyond which driv-  
ing oneself is unquestionably harm-  
ful. It is just as wrong to drive your-  
self past that point as to drive your-  
self past it. Unkindness to your-

self is going to bring unhappiness  
sooner or later not only to yourself  
but to the many others whose destin-  
ies are inevitably and inextricably  
wound up with yours.

**No One Can Live Wholly To Himself.**  
You don't belong wholly to your-  
self.

No one does.  
It took this woman three months  
to learn to be kinder to herself, and  
those three months of necessary rest  
cost several other people dearly.

Think of things of that sort some-  
times when you feel tired and are  
lashing yourself on because "you  
want to get something done." Sym-  
patize a bit more with your own  
weariness. Treat that slave—yourself  
—better. Its safer in the end. You  
don't want a Bolshevik uprising right  
in your own anatomy.

**Milady's Boudoir**  
REJUVENATING BATHS.

Many women make their bath much  
too lengthy a function, with the result  
that not only the skin, but the sys-  
tem becomes enervated. The hot bath  
should be taken quickly, followed by  
a sponge down or douche of cold  
or tepid water, and a brisk towelling  
to promote circulation.

After long exercise, or when one is  
tired, and especially for sufferers from  
colds, rheumatism or neuralgia, a  
"mustard bath" is a wonderful tonic;  
that is so easily prepared, also, one  
merely dissolves from one to two tea-  
spoonfuls in hot water at will! The  
cold douche is not required after a  
mustard bath.

Two brushes for use in the bath-  
room are particularly good. One is the  
bath tub brush with bristles mounted  
in a convex form, adapted to the con-  
tour of the tub. The handle is long  
enough to enable one to scour the tub  
without stooping over.

The other is cleverly contrived to  
clean the basin of the toilet closet  
more thoroughly than the usual mop  
or cloth, the brush is round and has  
very stiff bristles, but its special in-  
genuity consists in the spring which  
attaches it to the handle.

This is of stout wire, bending in any  
direction, and its pliability permits the  
brush to reach every part of the  
basin, even some distance down the  
turn of the drain. The handle need  
never come in contact with the water.

**When you want Steaks, Chops,  
Cutlets and Collops, try ELLIS'S.**

## Choice Beef and Mutton

Just received from the Codroy Valley,

14 quarters Choice Beef,  
2 carcasses Mutton.

Reasonable prices for prompt delivery.

**ROBERT TEMPLETON**

## CURRENTS!

Don't be short,  
Ring 480 for  
your require-  
ments of  
Gold Bond  
Brand  
CURRENTS.

**Soper & Moore**  
Wholesale Importers and  
Jobbers.



CHRISTMAS WISH.

If I could have my wish this year I  
know what it would be.  
I'd ask the Lord, for just one day, to  
make a saint of me.  
I'd ask for reindeer and a sleigh, a  
crop of whiskers white  
And then a magic pack of toys to  
travel with at night.  
For somehow on this Christmas Eve  
one role I'd like to play  
And that's Santa to the kiddies of  
the daddies far away.

The age of miracles is passed, yet  
maybe He could do slim enough  
to climb each chimney flue;  
Then have the angels write me out a  
true and certain letter.  
So not one soldier's child on earth,  
this Christmas, should be missed.  
I'd like to stand a minute by each lit-  
tle lonely cot.  
And just make sure no soldier's boy  
or girl had been forgot.

Of course I'd have to travel fast and  
dodge very still.  
About each tiny trundle bed, by  
Christmas morn, to find  
Each little stocking hanging up, and  
though I'm turning gray  
I'd like to travel round the earth just  
once in such a day.  
I'd run the risk of break-neck speed  
and gladly take the chance,  
Could I be Santa to them all whose  
daddies stay in France.

Every Saturday evening after  
7 o'clock, Choice Ends of Beef,  
Mutton, Lamb, Pork will be sold  
at cost. **ELLIS & CO., LTD.,**  
203 Water Street.—Nov. 23.

**A Health Saving  
Reminder.** Don't wait  
until you get the Spanish Influenza.

**Minard's Liniment**  
At the first sign of it. It's Healing  
Qualities are amazing. THE OLD  
RELIABLE  
MINARD'S LINIMENT CO., Ltd.,  
Yarmouth, N. S.

## Fish Facts.

**What the Government Neglects.**  
That the Government will have to  
pay serious attention to the develop-  
ment of the North Sea fisheries as  
soon as the war is finished is the view  
of food experts.

It is pointed out that they offer a  
great opportunity of solving the home  
food problem, at a time when cereals  
and meat will be inadequate for the  
needs of the countries emerging from  
the shortage created by the war.

Not more than one-sixth of the "sea-  
meadows" has been fished regularly.  
Mr. Neal Green points out in his book,  
"The Fisheries of the North Sea"  
(Methuen). Properly organized, the  
industry is able to produce £90,000,  
000 worth of food per annum. Before  
the war we obtained fish to the value  
of only £30,000,000.

**Our Valuable Fisheries.**  
The total fishing area is about 300,  
000 square miles—rather more than  
twice the size of the British Isles. The  
capital expended by the different  
countries—Great Britain, Norway,  
Holland, Denmark, and Germany—in  
this industry "might be estimated  
roughly at £50,000,000," says Mr.  
Green, "which is very inadequate in  
view of what might be done if the op-  
portunities were fully exploited. In  
England there is remarkably little in-  
vested in the shore industries. Tak-  
ing the possible output of £90,000,000  
in this area of 300,000 square miles,  
we get about £300 value of fish per  
square mile fished per annum, or 10s.  
an acre, whereas prior to the war this  
was only about £100 per square mile  
or a little over 3s. an acre.

"Taking an annual output of £90,  
000,000," Mr. Green goes on to say,  
"as being not only possible but high-  
ly probable as soon as peace comes,  
we get, if capitalized on a twenty  
years' purchase value, the sum of £1,  
800,000,000, or £9 7s. 6d. per acre, as  
being the capital value of the fisher-  
ies in these northern seas."

**The Poor Man's Dish.**  
And yet this valuable source of food  
supply is receiving hardly any atten-  
tion from our Government.

Talking of the poor man's dish, the  
herring, which of all fish is the high-  
est in food value, Mr. Green gives  
some interesting facts. The increase  
of the fish is almost incalculable. An  
average 100 in spawning season will  
deposit 4,000,000 eggs.

"Collectively the British herring  
fleet, when fishing, uses 1,000 miles of  
nets; these are arranged so that the  
herring runs into the wall of the nets.  
In a single season 3,000,000,000 her-  
rings are landed in the British Isles  
alone. This quantity is only a tiny  
fraction of the supply in the ocean."

**"Fed Up" With It.**

Wounded five times, a soldier, who  
had been arrested as a deserter, came  
before the magistrate at Selby, Yorks.  
The soldier is Private N. G. Swift,  
Lincolnshire Regiment, the 22-  
year-old son of a Selby tradesman.  
He enlisted at 17, and wears the red  
and three blue chevrons and five  
wound stripes. He was under orders  
to proceed again to France, but had  
overstayed his leave by one day when  
arrested. Private Swift, answering  
the magistrate, said, with considerable  
emotion, "I am fed up with going out  
again and again." Swift stated that  
he had made the arrest reluctantly  
on the urgent instruction of  
the military. The magistrate ordered  
Swift to await an escort. He compli-  
mented him on his splendid service,  
and expressed sympathy with his hard  
case. It is understood that the magis-  
trate has brought the facts in the no-  
tice of the Secretary of State for War.



A YEAR AGO.

Ah, well I re-  
member how last  
year's December  
was poignant with  
sorrow and woe;  
the Tauton was  
tooting and rag-  
ing and shooting,  
an awesome and  
terrible foe. With  
briny tears drop-  
ping we went to  
our shopping, the  
shopping that  
Christmas  
requires, and bought for the kiddies  
tin rabbits and biddies, and lollipops,  
lanterns and lyes. No joy was in  
buying, but sobbing and sighing, we  
pushed ourselves round in the stores,  
and thought of our brothers and coun-  
ins and others who suffered on far  
foreign shores. And often when pre-  
cing the cakes with their icing, the can-  
dies and walnuts and figs, the tears  
would leave traces all over our faces,  
till we wiped them away with our  
wigs. Oh, sad was that season, for we  
had no reason to think that war's  
end would soon come; the Prussian  
seemed stronger and fiercer the long-  
er he marched to the beat of his drum.  
So when we were gazing on doodads  
amazing, on wax dolls and Theodore  
bears, emotion would take us, our  
feelings would shake us, we'd swoon  
and go rolling down stairs. But now  
we are happy and peppy and snappy,  
the day of our sorrow is done, we've  
fixed this old planet so kings shall not  
man it, we've fastened the lid on the  
Hun!

## Rheumatism.

If you are suffering from Rheuma-  
tism or Lumbago you can use nothing  
better than **Stafford's Liniment**.  
It is the strongest and most penetrat-  
ing Liniment for sale in Newfoundland  
and at the present time.

## Indigestion and Dyspepsia.

**Stafford's Prescription "A"** is known  
everywhere to be the best prepara-  
tion you can take for Indigestion,  
Dyspepsia, Catarrh of the Stomach  
and Nervous Dyspepsia.

## Coughs and Colds.

**Stafford's Phorator.** The best  
preparation for all kinds of Coughs,  
Colds, Bronchitis, Asthma and Var-  
ious Lung Troubles.

The above 3 Specialties are stocked by  
over 300 Outport Merchants and  
can always be relied upon for their  
medicinal qualities and beneficial re-  
sults.

**DR. F. STAFFORD & SON,**  
Wholesale and Retail Chemists  
and Druggists,  
St. John's, Newfoundland.

**Fateful October.**

The Rev. Walter Wynn, pastor of  
the Chesban United Free Church,  
England, an editor of the "Young  
Man and Woman," has accepted a call  
to a Baptist Church at Bradford. His  
removal from Bucks recalls a fact not  
generally known, that Mr. Wynn in his  
writings, based on study of Bible  
prophecy, not only predicted to time  
the commencement of the war, but over-  
and over again gave the exact date  
of the defeat of the Turk and the fall  
of Jerusalem three years before it  
came to pass. Furthermore, he stat-  
ed that in June 1918, the would  
witness the reverses and defeat of  
the German armies. He affirmed ear-  
ly in the year that on or before Octo-  
ber 6-15, 1918, either an armistice, or  
the total defeat of the German armies,  
or famine, or rebellion in the Central  
Powers, would lead to the virtual sur-  
render of Germany to the Allies' terms.

## Oats and Potatoes!

Just Arrived Ex S. S. Rosina B.

1300 Bags Oats  
1100 Bags Potatoes

**GEO. NEAL**

'Phone 264.

## Christmas Goods

Are Going Fast.

Already our stock of Christmas  
Goods is decreasing. Each day will  
see them vanish even more quickly.  
Have you chosen your Gifts yet? If  
not, you'd better get busy—soon.

We have wide selections for your ap-  
proval. Come as often as you like to  
see them. Any goods you purchase will  
be reserved for you if you desire—until  
date specified.

Below we offer a few suggestions for  
Ladies and Gents.

Work Tables  
Knitting Stands  
Desks  
Piano Stools  
Paper Baskets

Smokers' Stands  
Smokers' Cabinets  
Book Cases  
Card Tables  
Magazine Stands

**U. S. Picture & Portrait Co.**

St. John's.

## To the Wholesale Trade.

To arrive shortly:

3 Carloads WINDSOR TABLE SALT—  
1 lb. bags.  
1 Carload STARCH and CORN FLOUR.  
1 Carload ST. CHARLES' CREAM.  
300 Cases 2 IN 1 SHOE POLISH.

**T. A. Macnab & Co.,**

Selling Agents for Nfld.

City Club Building.

Forty Years in the Public  
Service the 'Evening Telegram.'