

Practice Safety First!

Safeguard your health by wearing the Best Rubber Shoe in the world. **THEY KEEP YOUR FEET DRY.**
Wet feet are very often the cause of many serious ailments—and perhaps worse—death.

Children' Anchor Brand.

Low and Storm; sizes 3 to 10.

Misses' Anchor Brand,

Low and Storm; sizes 11 to 2.

Ladies' Merchant and Anchor Brand,

Low and Storm; sizes 2 1/2 to 7 1/2.

CHILDREN'S, MISSES' and LADIES' RUBBER BOOTS.

In stock and to arrive, 5,000 pairs RUBBER SHOES, including the world-famous

"MERCHANT BRAND" RUBBERS.

We do not know if the word "MERCHANT" will rhyme well in poetry, but we do know that any Rubber Shoe stamped "MERCHANT" will give satisfaction to the wearer.

Marshall Bros

Youths' Anchor Brand

Low and Storm; sizes 9 to 13.

Boys' Anchor Brand

Low and Storm; sizes 1 to 5.

Men's Merchant and Anchor Brand

Sizes 6 to 11. Low and Storm.

YOUTHS', BOYS' and MEN'S RUBBER BOOTS.

Nothing to It.

By RUTH CAMERON.



RUTH CAMERON.

The Very Young Man had been reading a book. It was an unusually serious book by a novelist who takes his vocation too seriously, say.

He read fifteen or twenty pages then tossed it impatiently aside.

"Too heavy reading," asked someone sympathetically.

"Oh no," said the Very Young Man decidedly, "I don't call it heavy reading. But there's nothing to it. Nothing to it at all. He's just rambling."

He was troubled by no doubts.

Thus he calmly disposed of a book which hundreds of thousands of people have thought worth reading and discussing.

On the wonderful, marvelous cocksureness of ignorance!

How easily it settles all the problems of the world! With what assurance it goes straight to the heart of any matter! How quickly it is able to tell good from ill, right from wrong!

Knowledge on the other hand is not so cocksure. As it has struggled and climbed upwards, its viewpoint has widened, it sees how much farther it has to travel, it realizes how many more things there are in Heaven and earth than any one mind can grasp.

Ignorance doesn't know how big the world is.

While ignorance down in the valley can see everything there is to see. The fine arts are the particular realm in which ignorance can most enjoy its cocksureness.

In other realms, inconvenient facts sometimes get in the cocksure person's way and trip him up, but here he has much more liberty. If he does not like a picture or a piece of music or a book, he can say it is no good and no one can absolutely prove him wrong.

Knowledge may not like the book or the music or the picture but it has climbed up high enough to know that there is much it does not yet understand.

stand about such things. So it either keeps silent or expresses its opinion merely as a carefully qualified personal opinion, not as a final judgment.

We Forgive Cocksureness in the Young.

In the young, one expects ignorance and its cocksureness and the measure of one's tolerance is one of the measures of one's own culture. To quarrel with the cocksureness of youth is to show one's own immaturity. But cocksureness in older people is not so forgivable.

One no longer smiles. One does not quarrel or argue with it to be sure. One simply lets it alone and whenever possible avoids it.

The authorman is a great arguer but there are some people with whom he never argues. They may say what they will, make what statements they choose and he listens unmoved. That is the tribute (?) which the man who is seeking for knowledge should always pay to the man who is cocksure of everything.

For "he who knows not and knows not that he knows not is a fool, shun him."

A Good All Round Liniment

that seems to go straight through the skin and reach the pain. That is a good description of

Stafford's Liniment.

We believe there is no more generally useful liniment. It seems to reach the spot every time.

No house should be without a good liniment for use in those emergencies common to all homes calling for a reliable liniment. Keep a bottle of "Stafford's Liniment" in your medicine chest.

For sale everywhere. Manufactured only by St. John's, N.B. DR. F. STAFFORD & SON.

Real flit is a great favorite, especially for brassieres.

Angora yarn is used for embroidery and satin gowns.

Lingerie blouses repeat the style features of the blouse but it has climbed up high enough to know that there is much it does not yet understand.

Split PEAS, Beans, Rice.

50 bags (60's) SPLIT PEAS.
200 bags (112's) SMALL BEANS.
100 bags (100's) SPLIT RICE.
100 bags (25's) SPLIT RICE.

On spot to-day.

Soper & Moore

IMPORTERS & JOBBERS.
PHONE 480.

Rann-dom Reels.

PRINTER'S INK.

Printer's ink is a combination of lamp black and brains which makes dollars grow in place of times. If it had not been for the judicious use of printer's ink and the Cardiff giant P. T. Barnum would never have been heard of outside of his front yard and John Wanamaker would still be doing business in a hat box, with a turnover of \$4,000 per annum.

Printer's ink is the cheapest form of publicity known, next to telling a secret to one's wife, and yet there have been thousands of men who never found it out until it was too late to make terms with the referee in bankruptcy. All along the highway of life are scattered the whitening skeletons of promising business ventures which started out with a large bank balance and no other form of publicity except regular attendance upon the meetings of the official board. One by one the proprietors discovered that they were catering largely to their immediate relatives and a willing class of trade with genial manners but no collateral, and before long the community was shocked by a dull, muffled explosion caused by a sheriff's sale notice coming in contact with a cylinder press.

Nearly all the merchants who have failed because people could not remember whether they were still in business did not use any form of printer's ink except the rubber stamp. The rubber stamp is all right in its place, but as a means of getting business it is as helpless as a one-legged man on a milk stool. Nobody ever heard of a rubber stamp going out into the country and dragging in a bunch of rural customers who can tell a bargain without being laid open just above the eyes with a club. The man who relies upon the rubber stamp and the fact that he married into the Smith family, as a substitute for printer's ink, will be able to hold his annual clearance sale without suffocating any of his trade.

All of our great merchant princes landed in the king row by buying huge robes of printer's ink and spreading it over two pages crammed full of lingerie cuts and enticing price figures. The automobile industry owes more to printer's ink than it

does to the fitful self-starter, which sometimes fits and sometimes starts. In view of these plain statements of undying truth, the jury will now retire and render judgment upon the good citizen, kind neighbor and loyal friend who says it doesn't pay to advertise and knows, because he never tried it.

THE KNITTERS.

My aunt is knitting woolen socks, her labors never cease; my sister May, she knits all day, and so does Jane, my niece. The women keep on knitting things, they never seem to tire; my grand-ma sits and knits and knits, just like a house afire. I say to them, "Oh, females, to take a rest, I pray; my auto waits outside the gates, so let us scorch away. All work and little foolishness makes Jack a dunce they tell, so let us ride the countryside, and burn up gas and yell." "We have a million socks to knit," the woman says to me; "and we would blush to idly rush where pleasure seekers be. Get hence, and don't disturb us so, get hence, at our behest! You made us drop a stitch, herford, with your absurd request." I am an orphan, all alone, no girls will play with me; no frisky dames will join my games, and share my harmless glee. I've no companions when I skate, no comrades when I hunt; the girls all knit and do their bit, their everlasting stunt. My aunt is knitting helpful socks, just watch her needles fly! My cousin Sue is knitting, too, her toeknot all awry. 'Till last till war is over with, the womenfolk agree; how shall I pass the time, alas? There's none to play with me.

Minard's Liniment Co., Limited
Gentlemen,—Theodore Dorais, a customer of mine, was completely cured of rheumatism after five years of suffering, by the judicious use of MINARD'S LINIMENT.

Peace in Four Months.

OR ONE MORE YEAR OF WAR AWAITING EUROPE.

London, Jan. 2.—Britain is much like the leading shell entering the fourth mile of a gruelling boat race. She is tired she is anxious, she is even worried, but she is still confident that she will cross the finish line first. The race has been a surprise to her and she has lost a lot of her self-assurance.

There is only one danger. That all the oarsmen may not hold the stroke in the toughest part of the race. Some of the crew are now wabbling, and the boat no longer rides on an even keel. Nevertheless, it is being held in front by the dogged, determined determination of the strong-hearted members, and though the stroke may lack polish, it contains a world of driving power.

When the race will end no one knows—not Lloyd George, nor Clemenceau, nor Orlando, Hertling, nor

"Chill Chasers."

We have received another shipment of these popular portable heating stoves in three sizes which we are selling at \$4.50, \$7.50 and \$8.50.

We also call attention to our special "Humphrey" Gas Iron, in nickel finish, complete with flexible tube connection. We are selling this Iron at \$3.00, and recommend it as a useful Xmas Gift.

Phone 97, or call at our Showroom, Oke Building.
ST. JOHN'S GAS LIGHT CO.
dec22,17

Czernin, Haig, Petain, nor Pershing, Hindenburg, nor Ludendorff. They have their opinions—so has every European—but, like a statistician with a pile of figures in front of him, the more they study it the more uncertain they become.

Between now and the coming of spring the diplomatists will work desperately to do what the military have failed to accomplish, and perhaps they have one chance in ten of reaching a settlement by mid-April. But generally, big things come through by hard work and superiority in numbers and materials.

If the diplomatists fail, if the moderates do not quicken their pace, if the growing band of labor socialists is held in check, the war will be renewed in all its fury in the Spring, and will burn right through to next autumn.

Either Europe will make peace within the next four months, or the war will last another year at least.

Some say that America has prolonged the war; some that she has shortened it. If America were eliminated from Allied and enemy calculations to-day, peace undoubtedly would come by Spring. The war would end in a stalemate, because neither side would be strong enough to fight to a decision, and by a decision is meant the physical occupation of one set of countries by the other set, with peace dictated by the victor.

Within the last three months, especially since the Italian disaster, the whole tenor of utterances of Allied statesmen has been that America would furnish the straw to break the enemy's back. There have been many variations of this theme, but fundamentally they are the same. If the Allied statesmen are honest in their declaration to their peoples, they consider America able physically, economically and financially to beat the enemy.

Minard's Liniment Co., Limited
Gentlemen,—Theodore Dorais, a customer of mine, was completely cured of rheumatism after five years of suffering, by the judicious use of MINARD'S LINIMENT.

Writing to him, to the Parish Priest or any of his neighbors.
A. COTE, Merchant.
St. Isidore, Que., 12 May, '98.

Your Boys and Girls.

While breathing is essential to life, the voice aids in bringing oxygen to the blood, because speaking and singing tends to increase full breathing, and this, in turn, has a beneficial effect upon the digestion of children. Therefore, parents should realize the importance of early training of the voices of their children. The method of speaking with closed teeth and indistinctness of consonants should be fought against. Haven't you ever noticed when children are playing they often scream and shout hoarsely. This should be at once checked as it makes the voice coarse and shrill.

No child with heart trouble should jump rope, but for the ordinary boy or girl there is no better exercise. The danger from rope skipping lies in the effort to jump an extraordinary number of times or in trying to jump over a fastened rope that may cause a child to trip and get a bad fall. Any ordinary form of skipping is excellent for a child if she is taught to do it correctly, to hold the shoulders back and the head up and to breathe easily and naturally, stopping to rest at the first sign of breathlessness or fatigue.

Blair's Blouses

at \$1.00 each

are Bringing Brisk Business to the Blair Establishment. Blair's are Becoming Better known daily for their Big Blouse Values.

Blair's Business Building Blouse Bargains, Backed by Quality, which Brains Buyers realise is the Bigger Boon than even mere Low Prices, are Becoming justly celebrated and Boosted By Bargain Buyers from St. Barbe to Bonavista, from Bonavista to Bay Bulls, from Bay Bulls to Burin, from Burin to Burgeo, from Burgeo to Port aux Basques, and from Basques to Bonne Bay, and on the Straight Shore sure you get the straight answer, 'tis no Bluff that Blair's Black, Brown, Blue, White and other One Dollar Blouses are the Biggest Blouse Bargains in the Busy Burg of St. John's.

Buy a Brace or more of Blair's Blouses now. Believe me, prices will be much higher for next importations, though even then you can Bank on Blair's Prices to be Bottom ones.

Henry Blair

We have just received a shipment of
44,640
Tins of "2 in 1."

This is the largest shipment of Shoe Polish ever brought into Newfoundland. The sales of "2 in 1" increase monthly. It preserves the leather you know.

T. A. Macnab & Co.,
Wholesale Distributors.

Telephone 444. City Club Building.

For New Year

400 Barrels Choice
APPLES.

BURT & LAWRENCE
32 NEW GOWER STREET.

New shipm

Ladies' V

37c to

In Navy, White,

Just opened per e

Timothy F
and Sa

To-Day's Cable

10.00 A.M.

GERMANY FACING A CATASTROPHIC

NEW YORK, To-Da
A Times despatch from Amster
says: Germany is on the verge
catastrophe worse than Russia's,
declares that Russia is on the v
utter collapse.

FRANCE ACCLAIMS WILSON'S SPEECH.

The Journal Des Debats rem
that Premier Lloyd George's co
offensive has found a powerful
in Washington in the great spee
Wilson upon the foreign policy o
United States of America and its
aims. Although only fragments
the message are yet available,
the paper, they have an immense
portance for France, as they t
the President's declaration that
justice to France by Prussia
1917 must be redressed.

ALSO BRITISH LABOUR.

LONDON, To-D
The text of the empire man
which is signed by Arthur H
and Chas. William Bowerman,
members, as well as the
atives of Labor, was drawn up
the meeting called to consider
the speech. It declares "the
of this historic document is a
to which democracy all over
world can respond, and if it res
the people of the Empire and
believe it will reinvigorate the
ment towards peace in those
now under the yoke of Pr
militarism and autocracy. Fur
their demands for peace a weigh
authority that has been denied
yet, we may say that peace de
ations have now begun and tha
world waits for a proof that the
All Powers are sincere in thei
to carry them to a conclus
that will be acceptable to the peo
world."

LOYD GEORGE'S SPEECH EFFECT IN GERMANY.

STOCKHOLM, To-D
Camille Huyamans, Secretar
Socialist International
which Scandinavian Stockhol
Committee, in an interview exp
himself as very hopeful tha
to England to attend the
ingham Conference will result
several of the Entente policy o
real of passports to Stockholm
Conference will meet
Stockholm in February with all
willing countries represented
countries that there would have
Leanne and no separate peace
otations if the Entente dele
had been permitted to go to S
plan. He thinks that it is still
ble to save the Russian situ
the Dutch Scandinavian situ
Secretary Huyamans perso
have received from the
any that Lloyd George's spee
siderated in extensive circles as
ing in tone and that the
can papers' condemnation fails to
represent a true view.

MOVING BRIGADES IN TURKEY.

GENEVA, To-D
A Constantinople report rec
are says that within the Ott
supre there are moving band
gangs estimated to number 30
they are mostly armed deserters
army and are bent on pill
any even venture near the u
and sometimes attack regular
to get arms and food.

WAR REVIEW.

and weather continues to pr
most of the major battlefi
nevertheless heavy art
are proceeding and infant
of small proportions have
ried out. The Germans in c
case manoeuvres and want
road posts north of Ypres in
they, but later were forced
the famous St. Mihiel Sal
cheated at Verdun. French
we raided the German positio
the front, destroyed the post
returned with 178 prisoners
the machine guns. The Germ
to admit the French success
in the French were elected
in a counter attack. The
than front heavy snow is f
side from intensive art
als and small patrol enco
has been no action.
Both the British
the Wilson's statement of war
since it has met with the e