

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.

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.

EUROPEAN 'AGENCY.

Wholesale Indents promptly executed at lowest cash prices for all British and Continental goods, including Books and Stationery, Boots, Shoes and Leather, Chemicals and Druggists' Sundries, China, Earthenware and Glassware, Cycles, Motor Cars and Accessories, Drapery, Millinery and Piece Goods, Fancy Goods and Perfumery, Hardware, Machinery and Metals, Jewellery, Plate and Watches, Photographic and Optical Goods, Provisions and Oils and Stores, etc., etc.

Commission 2½ p.c. to 5 p.c.
Trade Discounts allowed.
Special Quotations on Demand.
Sample Cases from \$50 upwards.
Consignments of Produce Sold on Account.

WILLIAM WILSON & SONS
(Established 1814.)
25, Abchurch Lane, London, E.C.
Cable Address: "Annulre, London."

Inamelled Ware!

Cherry Stone
and
Colonial.
Carload Just Received.

Can Fill Orders
Promptly
from stock.

We can now supply
PAROID ROOFING 12
inches wide.

Lowest
Prices.

The Direct Agencies
Limited.

dec10, eod, ff.

4th November, 1915.

Now landing a choice cargo of

Screened
North Sydney
Coal.

BEST QUALITY.

M. MOREY & CO.
OFFICE: QUEEN STREET.

Minard's Liniment Cures Diphtheria

Wait Awhile.

By RUTH CAMERON.



RUTH CAMERON

"Why didn't you get the chief and insist on getting the right number?" I asked impatiently.

She Got The Wrong Number Twice.

"Well, my dear," she said serenely, "I didn't think it was really worth while. When they get upset and take to giving me wrong numbers, instead of persisting and getting worked up, as I find I'm apt to do, I wait awhile and try again. Usually I get it right off then."

"I wait awhile and try again"—isn't that pretty good philosophy. Not only for telephone troubles, but for many other occasions when things seem determined to go wrong?

Sometimes I can't seem to write a line on the typewriter without making two or three mistakes, and when I try to correct them, of course I make two or three more.

The Harder I Try The More Mistakes I Make.

The harder I try, the worse I seem to do. If I persist in keeping myself at my task until it is finished, I do it poorly and with a vast expenditure of time and nervous energy. But if I wait awhile and then try again, I more than make up the time I have lost in the greater facility that follows that fresh start.

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 GASTHEAM Radiators fill all light and heat requirements.

ST. JOHN'S GAS LIGHT COMPANY.

dec6, ff.

Obituary.

JOHN HENDERSON.

Mr. John Henderson entered into his rest on Christmas Day. He had been failing for some time, but latterly his illness was of such a serious character and had gained such inroads that it was known that a cure could not be effected and he was prepared many days ago to await the inevitable. Deceased was an exemplary citizen and one who was useful to the commercial life of the Colony. Kindness and unostentatiousness were two marked traits of his. In his early days he entered the office of Edward Smith and Co., but in 1881 entered into partnership with Hon. John Harris and carried on the business of Hearn and Co. with success. Mr. Henderson was an extensive traveller. He frequently told with very great interest of the different places he had visited. Some months ago he met with a mishap while boarding a street car and for ever after felt the effects. Mr. Henderson was a man for whom the highest regard and esteem was held. He is survived by a widow, the daughter of the late Sir Frederick B. T. Carter; also a married sister in England and one brother here in the city. To them much sympathy will be expressed.

A Correction.

In our report of the wedding of Mr. R. W. Ritcey and Miss Harvey on Wednesday last the groom's name was incorrectly spelled and he was represented as being connected with the firm of Franklin and Co., which was incorrect. Mr. Ritcey represents the Acadia Gas Engine Co., Ltd., of Bridge-water, N.S., and has never had any connection with the firm of Franklin and Co. We very much regret the error and have much pleasure in making the correction.

Poor Asylum Treat.

The annual Tea and Entertainment for the inmates of the Poor Asylum will take place at that institution on Wednesday afternoon next. The ladies of the Poor Asylum Mission have been busy for some time preparing for this event which brings so much comfort to the inmates and the assistance of any who may desire to help will be cordially welcomed. Parties may be sent to the Asylum, to the residence of Mrs. V. P. Burke, Allandale Road or to the residence of Mrs. J. A. Robinson, 14 Cathedral Street.

Presentation.

On Christmas Eve the employees of the Newfoundland Clothing Company, Ltd., waited on their Manager, Mr. W. White, and presented him with an engraved address and a beautiful electric reading lamp. The recipient made a fitting reply.

W. C. T. U.

The regular meeting of the Women's Christian Temperance Union took place in the Grenfell Hall on Thursday evening last, Mrs. Benedict presiding. Mrs. Pippy and Mrs. Jones led in the devotional part. The service held under the auspices of the W. C. T. U. on the previous Sunday was conducted by Mr. I. C. Morris. It was observed that for the first time in many years no boy prisoner was present. It was decided that the annual treat to the inmates of the Penitentiary be given on Sunday next. Contributions for the same may be sent in care of Mrs. Jones, Seamen's Institute.

DIED OF WOUNDS.—Private Samuel Snow who was reported wounded in last Monday's Telegram, has died of his wounds. Private Snow was a son of Mr. Robert Snow, of Harbor Grace, and belonged to the 25th Battalion of the Canadian Expeditionary Force.

Just arrived from England: a very pretty line of Wristlet Watches, all good makes and serviceable. Prices from \$4.00 to \$48.00, at Trapnell's.

Another Oil Tanker Arrives.

The S. S. Masconomo arrived here Friday last from New York to take the oil cargo of the disabled steamer Shebone, which will be tipped and a new propeller put on as soon as she is discharged. On Saturday Diver Butler was down in the harbour under the Shebone and removed some pieces that broke off the propeller at sea during a recent storm.

Here and There.

MEIGLE HERE.—The S. S. Meigle arrived in port from North Sydney at 11 a.m. Saturday with a cargo of freight to the Reid Nfd. Co.

No advance in price. Stafford's Essence of Ginger Wine only 10c. a bottle.—dec14, ff.

C. C. C. DANCE.—The C. C. C. Band dance is taking place at their hall tonight and an enjoyable time is assured.

One 10c. bottle of Stafford's Essence of Ginger Wine makes 3 quarts of Ginger Wine.—d14, ff.

ENLISTED AT HALIFAX.—Amongst the recent recruits of the 63rd Rifles at Halifax are Frank J. Ricketts and Frank Mullins, both of this city.

THANKS.—Ensign Marshall, Matron of the Rescue Home, acknowledges with thanks a cheque of \$20.00 from the Provincial Grand Lodge of Nfd., L. O. A.

Neck Chains make a very desirable Xmas Present for a lady. A new stock has just been opened at Trapnell's. Prices from \$1.10 to \$8.00. dec13, ff.

KYLE'S PASSENGERS.—The S. S. Kyle arrived at Port aux Basques at 10.55 a.m. yesterday with the following passengers in saloon:—Miss B. Roberts, Miss N. Fudge, S. Ivan, J. Campbell, H. B. Burke, Thomas Yaden and E. Ash.

Hand Sewing Machines, \$10.50 each; Foot Sewing Machines, \$25.00 each. BOWRING BROS. Hardware.—dec14, ff.

HERRING CARGOES.—The following vessels left Bonne Bay on Saturday with cargoes of herring for Gloucester: W. C. McKay, 1,675 barrels; Annie M. Parker, 1,182 barrels; Bohemia, 1,303 barrels and the Metamora left Harbor Buffet for Gloucester with a cargo of herring.

To Cure a Cold in One Day. Take LAXATIVE BROMO QUININE Tablets. Druggists refund money if it fails to cure. E. W. GROVE'S signature is on each box. 25c. nov22, m, ff.

HOME ARRIVES.—The S. S. Home, Capt. Goobie, arrived at Humbermouth at 7 p.m. Saturday having made all ports of call to Red Bay going and returning. Capt. Goobie reports that on the way north heavy northerly gales with snow and intense frost were encountered, but that he had good weather on the return trip.

STOP THAT cough right now by taking a few doses of the old reliable "Call's Safe and Sure Cough Cure." Contains no harmful drugs. Post paid, 20c. G. J. PROCKLEHURST, Carbonear.—nov25, 151.

GLENCOE'S OUTWARD PASSENGERS.—The Glencoe sailed from Placentia at 11.45 p.m. on Friday last taking the following passengers in saloon: W. Hollett, F. Lake, D. Bryce, T. Fooks, E. Burgess, R. Winter, P. Coady, D. Grandy, M. Pike, J. Parsons, C. Bryce, J. Stryne, F. Allikson, A. Rose, Miss O'Brien, Miss Turpin, Miss Baker and Miss Gilbert.

The Eastern Trust Company.

A few reasons why an estate can be better administered by the Eastern Trust Company than by a personal executor or administrator:—

1. The Company affords the estate absolute security; it has a paid-up capital of \$981,000.00, and a reserve fund of \$223,300.00.
2. It has a long experience in the work of administering estates; it is incorporated for this business of acting as a trustee, and, unlike many other trust companies, it does no other.
3. Its existence is perpetual. Your estate, in the event of the death of a personal executor or administrator, must look around for a substitute, and the work of administration is impeded during that time, and the new executor is unfamiliar with the policy of his predecessor, and confusion results. This company's existence is perpetual, and there is a continuity of policy in its administration that the death of its officers does not break.
4. It possesses the confidence of governments, universities and prominent charities and administers their funds.
5. A number of other advantages which will appear in due course.

The Eastern Trust Company,
Pitts Building, St. John's.
mar8, m, ff.

100 Cases Florida Oranges! For Christmas Trade.

BURT & LAWRENCE, 14 New Gower Street.

Dicks & Co. Wish Their Friends and Patrons A Merry Xmas.

ARE YOU A MAN

who likes to be dressed well? If so, read this: It is, no doubt,

YOUR

ambition to get clothing fit for a

KING

and if you will enlist you will be able to get your uniform and great coat made by us. Our prices are right

AND

our styles and qualities are of the very best. There is no other factory throughout the

COUNTRY

where you will be better treated than by us, and where you can get better value. We are the oldest established factory in Newfoundland. "If you

NEED

proof of what we say, give us a trial and

YOU

will not be disappointed. We are noted for the finest military and civil clothing in Newfoundland.

Nfld. Clothing Company, Ltd.

The Advertise in Evening Telegram