An Ideal Christmas Gift!

Nothing would bring more pleasure to the recipient than a Good Pair of

Riverside BLANKETS.

A Gift that would keep your memory green for a life time.

The War Week by Week.

By OBSERVER.

Except in one quarter the week has effected practically no change in the war situation, and that one we should like to pass over with as brief reference as possible. It does not make pleasant reading. The events of the week have belied the encouraging news that ushered it in, and the counter demonstrations of Russia against the Germans have been of no avail to cause them to desist from their victorious advance into Roumania, or even to delay it. Bucharest has fallen after scarce a shot fired in its defence. The important railway line running northward from the capital is also in enemy hands at least as far as Ploesci. The Roumanians are retiring, we are told steadily and without undue losses, eastward and northward. Their armies may have to take refuge in Bessarabia before they win a respite, and nearly all Roumania be surrendered.

Where the Russo-Roumanian forces will be able to make a stand is not clear. Probably they will first rally along the river Buzeu, a tributary of the Sereth, which runs roughly east and west. If they are driven from this natural line of defence it would seem they would have to retire to the Sereth itself, which for a long part of its course runs parallel and close to the railway line that feeds northern Roumania. If they can get this far with their forces comparatively intact, they will have a position of great natural strength, buttressed also by the Russians in the Carpathians. The situation would then not be so bad, from the Allies' point of view as a whole, though the Roumanians would have lost three-fourths of their country. It is man-power always and not territory that matters, unless this be of great strategic importance or of material value for the riches it contains. Roumania, under present circumstances, will not be the former and time will not be permitted to Germany to turn her into the latter.

Now that the Roumanian invasion of Transylvania has proved such a debacle and her own invasion such a disaster, many critics, who at the first flush of her success prophesied the undoing of Austria, now condemn our ally in unmeasured terms for her mistaken policy. There is much of this talk, but it is all idle. The fact that nearly all these observers forget is that Germany was prepared for Roumania's intervention long before the Allies themselves were. She had a large army in Bulgaria, and all the plans, we may be sure, were prepared for any emergency that might arise. The Roumanian army was overthrown by Falkenhayn's armies in southern Transylvania, the way being prepared by Mackensen's brilliant diversion in Dobrudja and his sudden swift turning at the right moment to cross the Danube south of Bucharest. If, then, Roumania had first flung her weight against Bulgaria, this, though it would have been far better than what she did, would have been met by Mackensen, while Falkenhayn might well have penetrated the Roumanian flank and this far up in the north where the consequences would be far worse. To us it seems that though Roumania's tactics were faulty, none would have sufficed to defend her successfully against the tremendous attack that had been prepared against her. Already we can see signs of a saner estimate of the situation in the London papers. It is recognised that the Roumanian army is still whole, that it is falling back upon stronger defences and that the invaders must inevitably have suffered losses they can ill bear at this time. It is only too plainly apparent, too, that the Roumanians have had to retire before a superior gun-range and weight of metal, in a sense repeating Russia's retirement last year. If this is the real cause for retreat it is matter for encouragement, for the defect can be made good. We are among those who believe that the war will come speedily to an end when the cast can be armed as effectively as the west. In a few weeks the Russo-Roumanian army will be firmly established on a line from which it cannot be dislodged. Then winter will have set in and the same process of arming and rehabilitation will go on as did last winter. If the same result can be seen in the spring as we saw in the Russian recovery of last May and June, we shall have cause enough to be satisfied.

Outside of this theatre there is practically silence. The Serbs have continued their gains northeast of Monastir, but it is yet too early to prophesy that they will carry them to a junction with the French on the Vardar. The Italians have made another spasmodic attack on the Carso which has netted them a slight gain, but we need not look for anything worth while from this direction before the spring. On the west front nothing whatever of importance has been reported. The fact is a little surprising, considering the value of a little pressure at this moment and despite the bad weather that has plainly hindered operations. The last advance of the British on the Ancre was so decisive and of such value that it is a little strange that it has not yet been followed up or any serious attempt made towards it. We have, however, the assurance that the attack will be maintained at the greatest possible pressure during the winter, and we may hear at any moment of a renewal of the offensive and of gains which, however slight, must be of great value in the critical situation that now exists on the Somme.

Foreign Fish Market Improved

The accompanying cable has just been received from Lind and Conto at Oporto by the Board of Trade:—

"Since the date of our last market report, the demand has improved, and at the same time the prices are better. The rate of exchange is 32½d."

Here and There.

Ayrshire Bacon and Scotch Beef Ham at ELLIS'.

DUE MONDAY.—The Furness Liner Graciana is due to arrive here on Monday from Liverpool.

Fresh Irish Hams and Bacon at ELLIS'.

BRINGING POULTRY.— The S. S. Sable I. is due here early next week from Charlottetown, P. . IE., bringing a stock of poultry for the Christmas trade.

SONGS OF THE ALLIES.
Complete Patriotic Songs in one book, price only 35c. in stamps post paid. GARLAND'S BOOKSTORE, 177-9 Water St., St. John's—nov4,tf

FLORIZEL DETAINED.— It is expected that the S. S. Florizel will not get away from New York for Halifax and this port before Wednesday next. The delay is caused by the handling of freight.

"ARE WE DOWNHEARTED—NO."
The British Army's new marching song, words and music by Robert Harkness, 40c. post paid. All the latest and popular Army and Navy Patriotic Songs at GARLAND'S BOOKSTORE, 177-9 Water Street., St John's.—nov4,tf

NFLD. HERRING AT NEW YORK.—Over three thousand barrels of Nfld. Scotch cured herring were in stock at New York on November and the market price was $11 a barrel, according to the New York Fishing Gazette.

Stafford's Phoratone Cough and Cold Cure is what you should take for that cough and cold you have had for such a long time. Price 25c. Postage 5c. extra.
oct23,tf

PRESENTATION TO PASTOR. — Rev. Francis Cacciola, of Bar Haven, was presented with a purse of gold by his parishioners on Sunday last as a mark of their esteem for him. It was the festival day of the Parish and the informal opening of the new church.

PIANOS. — We are exhibiting for two or three days before sending home two handsome Kohler Pianos ordered by citizens as Xmas gifts and imported by us. Any order given us for a Piano at once could be placed in your home by the New Year. Save many dollars and get a first class Piano spanking new from the Factory. CHESLEY WOODS, Sole Agent for Kohler and Tonk Pianos, 282 Duckworth Street.—nov30,tf

SMOKING CONCERT.—At the Botwood Hall, Hutching's Street, an enjoyable smoker was held by the members of the Botwood Club in which the Rev. Uphill, Mr. Macklin and Reservist Brett took prominent parts. There was a large number of members present.

THE NEW FRENCH REMEDY.
THERAPION No. 1
CURES INCONTINENCE, EITHER SEX, WITHOUT INJECTIONS.
THERAPION No. 2
CURES BLOOD POISON, BAD LEGS, SKIN ERUPTIONS.
THERAPION No. 3
CURES CHRONIC WEAKNESSES, DRAINS, LOST VIGOR, &c.
SOLD BY LEADING CHEMISTS. PRICE IN ENGLAND, 1/9.
SEND STAMP, ADDRESS ENVELOPE FOR FREE BOOK TO THE LAMPLOUGH MED. CO. HAVERSTOCK RD, HAMPSTEAD, LONDON.
THE NEW PAGHET, A PAINLESS FORM OF
THERAPION
A CURE FOR YOU
EASY TO TAKE SAFE AND LASTING CURE.
SUE THAT THE MEDICINE YOU ASK FOR IS THERAPION, AND THAT YOUR STAMP AFFIXED ON ALL GENUINE PACKETS.

Some Extra Specials!

Our New York buyer was very fortunate in securing for us some extra specials which we intend offering at the lowest possible prices. They are too many to enumerate and will be on sale to-day for the first time. Just a few to give some idea of same. A special lot of

Ladies' and Gent's Raincoats,

Worth $10.00 or more.

Now Offered from $5.00 up.

Just the thing for this weather.

Special lot of **Ladies' Dresses, Coats, Skirts, Sweaters,** in assorted colors, offered extremely low to clear. And a big assortment of **Glassware** in plain, decorated and fancy, just the thing for Xmas presents. Also **Fancy Stationery, Toy Books, Enamelware** and the many other things too numerous to mention, that we offer at the lowest possible prices consistent with quality.

NOTE.—SATURDAY IS OUR BARGAIN DAY.

THE FAIR,

C. L. MARCH Co., Ltd.
Corner Water and Springdale Streets.

Xmas Giving.

Intelligent Christmas shopping involves economy, beauty and utility. Our stocks of Gifts for Men and Boys, Ladies and Girls are distinguished by just such characteristics. The assortments offered for your selection are designed to facilitate your shopping and increase the appreciation of the recipient. Check this list of suggestions, cut it out, and bring it along for reference.

TREMENDOUS DISPLAY OF APPROPRIATE TOYS.

Xmas Stockings	12c., 33c., 50c.
Performing Horses	20c. each
Blackboards	50c.
Rocking Chairs	20c. and 60c.
Dolls' Carriages	$2.30
Scales	15c.
Derby Riders	45c.
Baby Mincers	15c.
Sets Furniture	24c.
Pianos	40c. and 90c.
Policemen's Outfit	95c.
Fireman's Outfit	95c.
Pastry Sets	29c. each
Washboards	8c. and 16c.
Wash Tubs	20c.
Real Warships	22c. and 50c.
Naval War Toys	90c.
Tree Candles	8c.
Candle Holders	12c. per doz.
Tree Decorations	6c. to 10c.
Teddy Bears	55c., 80c. and 90c.
Electric Bears	$2.00 each
Mechano	14c. to $2.50
Engineero	14c. to $2.50
Tool Chests	45c., 65c. and $1.00
Tools on Cards	12c. and 30c.
Crayons	14c.
Paints	14c. to 32c.
Horse and Waggons	20c.
Games, assorted	7c. to 90c.
A. B. C. Blocks	15c. to 45c.
Paint Books	33c.
Picture Books	8c. to 33c.
Dolls' Beds	45c. to 90c.
Dolls' Cots	90c.
Barking Dogs	15c.
Dolls	25c. to $3.20
Tops	8c. to 40c.
Rattles	11c. to 50c.
Japanese Tea Sets	85c.

HANDKERCHIEFS, 5c. to 25c. each.
Single and boxed, the most extensive line and daintiest ever shown.
DECORATING FLOWERS, 28c. to $1.40 bunch.
Carnations, Daffodils, Roses, Tulips, Narcissus, Geraniums, Asparagus, Sago Plant, Pond Lilies, Calla Lilies, Gladiolas, Autumn Sprays, Drooping Vines, Chrysanthemums, etc.

LADIES' DRESSING ROBES, $3.80 to $12.00.

Dressing Jackets	$1.80 to $3.80
Neckwear	10c. to $3.00
Silk Scarves	45c. to $6.70
Tea Aprons	18c. to 75c.
Muslin Aprons	33c. to $1.00
Hand Bags	49c. to $10.00 each
Boudoir Caps	78c.
Silk Dresses	$8.00 to $26.00
Silk Waists	$1.80 to $14.00
Maids' Uniforms	$3.10 to $4.50
Maids' Aprons	30c. to $1.00
Maids' Caps	20c. to 45c.

PHOTO FRAMES, 22c. to $2.00.

Jewelry Boxes	45c. to $6.00
Manicure Sets	17c. to $17.00
Bureau Sets	$1.50 to $9.50
Clock and Jewelry Box	$5.80
Infants' Sets	55c. to $2.80
Shopping Bags	45c. and 55c.
Work Bags	50c. to 65c.
Work Baskets	$1.55 and $2.20
Collar Pouches	$1.00
Travelling Cases	15c. to 75c.
Perfume in Jewel Boxes	49c. to $1.50 box
Talcum Jars	33c.
Needle Cases	20c. to 45c.
Handkerchief Sachets	25c. up
Brooches	28c. to 60c.
Pin Sets	15c. to 49c.
Hat Pins	4c. to $1.35 each
Xmas Cards	9c. to 15c. pkg.
Xmas Tags	6c. pkg.
Xmas Seals	6c. pkg.
Xmas Twines	15c. reel
Xmas Ribbons	15c. pkg.

BISHOP, SONS & CO., Ltd.

PHONE 494.

MAIL ORDERS RECEIVE CAREFUL CONSIDERATION.

The Power of the Printed Word.

In a recent issue of the Philadelphia Saturday Evening Post, appears an article by Moude Radford Warren on "A Nation Run by an Advertising Man." It is a vivid account of the greatest advertising campaign that the world has ever known, conducted in a country where to all intents and purpose advertising, at least as we understand it, was almost unknown.

Sir Hedley le Bas—not only inaugurated a great advertising system, but he put it across. He proved to a conclusion his own contention that "you can get anything you want by advertising." He not only was largely responsible for raising an army of 4,000,000 men in a year, but he was behind the first English war loans—now he is preaching economy—preaching it in the newspapers in flaring full pages in the magazines, in bill boards that scream across the erstwhile quiet English landscape. Yes, and the Englishman believes him. He walks instead of taking his car. He eats simpler foods, he lives altogether a simpler life, because Sir Hedley has told him, and told him in letters that he who runs may read that "when you spend on things you do not need you help the Germans."—"Because every shilling saved helps twice; first when you don't spend it; and again, when you lend it to the nation."

Here are a few advertising propositions outlined by Sir Hedley, while head of a great publishing house, and before the dark shadow of war, had made him the guardian of a nation's conduct.

"You must state in your advertisement nothing but the truth; not as it appears to the manufacturer, but as it can be demonstrated to the prospective buyer.

"You must have the courage to take a sufficiently large space; for the larger the space, the greater the chance of success.

"You must have the courage to give advertising a fair trial.

"You must have judgment in selecting the right media through which to appeal to the public.

"You must remember, in massing your advertisement, that the theory of successful warfare is an overwhelming attack at a given point."

Is there weight in this advice?

Think of the man who holds a great nation in the hollow of his hand, because he knew the power of the printed word.

I was cured of terrible lumbago by MINARD'S LINIMENT.
REV. WM. BROWN.

I was cured of a bad case of earache by MINARD'S LINIMENT.
MRS. S. KAULBACCK.

I was cured of sensitative lungs by MINARD'S LINIMENT.
MRS. S. MASTERS.

Minard's Liniment Cures Distemper

Here and There.

AT THE CRESCENT.

Don't miss seeing "Houses of Mystery," the great three reel Knickerbocker star feature at the Crescent Picture Palace to-day, and "The Irish Rebel," a great Kalem production picturized from an old Irish story, all the scenes were photographed in Ireland. William Dangman features in "The Lucky Tumble," a fine Vitagraph comedy, besides an educational topical —"Scenes in Iceland." On Monday a three reel Broadway star feature: "The Inner Glow."

A meeting of the Presentation Convent Association will be held on Sunday, Dec. 10th, at 4 p.m., in the schools of the Convent for payment of dues and other important business. All members are requested to be present.
dec8,2i

NOTE OF THANKS.—Mr. and Mrs. James Lannon, P.M., S. E. Arm, Placentia, desire to express their sincere thanks to H. E. the Governor and Lady Davidson, Rt. Hon. Sir E. P. Morris, Prime Minister; Hon. J. R. Bennett, Colonial Secretary; Capt. Bonia, Road Inspector, ex M. H.A.; also Mrs. Bonia and daughter, Mr. W. J. Walsh, M. H. A.; and to the many kind friends for expressions of sympathy in their hour of sorrow on the death of their dear son, Michael Francis, who is believed to be killed in action, July 1st, 1916.