





## Big Sale of FLOOR Goods!

CARPETS AND RUGS



CARPETS AND RUGS



Note the Reduction in Prices.

**CARPET SQUARES—TAPESTRY.**  
 Size 3 x 2 1/2—Regular Price, \$7.00. Selling now for \$6.00  
 Size 3 x 3 1/2—Regular Price, \$9.00. Selling now for \$8.00  
 Size 3 x 4—Regular Price, \$11.00. Selling now for \$9.50  
 Size 3 1/2 x 4—Regular Price, \$13.00. Selling now for \$11.50

**TAPESTRY HEARTH RUGS.**  
 Regular Price, 85c. . . . . Selling now for 75c.  
 Regular Price, \$1.10. . . . . Selling now for 95c.  
 Regular Price, \$1.50. . . . . Selling now for \$1.30  
 Regular Price, \$2.00. . . . . Selling now for \$1.70  
 Regular Price, \$2.20. . . . . Selling now for \$1.90

**VELVET PILE HEARTH RUGS—FRINGED.**  
 Regular Price, \$1.50. . . . . Selling now for \$1.35  
 Regular Price, \$2.00. . . . . Selling now for \$1.75  
 Regular Price, \$2.50. . . . . Selling now for \$2.20  
 Regular Price, \$3.00. . . . . Selling now for \$2.60  
 Regular Price, \$4.00. . . . . Selling now for \$3.50  
 Regular Price, \$5.00. . . . . Selling now for \$4.35

**REVERSIBLE AUSTRIAN RUGS.**  
 Regular Price, \$1.00. . . . . Selling now for 90c.  
 Regular Price, \$1.40. . . . . Selling now for \$1.20

**JUTE FRINGED HEARTH RUGS.**  
 Regular Price, 35c. . . . . Selling now for 30c.  
 Regular Price, 40c. . . . . Selling now for 35c.  
 Regular Price, 55c. . . . . Selling now for 47c.  
 Regular Price, 60c. . . . . Selling now for 52c.  
 Regular Price, 75c. . . . . Selling now for 65c.

**SHEEP DOOR MATS—Black & Crimson.**  
 Regular Price, \$1.10. . . . . Selling now for 95c.

**VELVET PILE DOOR MATS.**  
 Regular Price, 50c. . . . . Selling now for 44c.  
 Regular Price, 55c. . . . . Selling now for 47c.  
 Regular Price, 65c. . . . . Selling now for 57c.  
 Regular Price, 70c. . . . . Selling now for 60c.

**PLUSH DOOR MATS.**  
 Regular Price, 70c. . . . . Selling now for 60c.

**COLORED WOOL DOOR MATS.**  
 Regular Price, 45c. . . . . Selling now for 40c.

**MANILLA DOOR MATS.**  
 Regular Price, 70c. . . . . Selling now for 60c.  
 Regular Price, \$1.00. . . . . Selling now for 90c.

**JUTE DOOR MATS—FRINGED.**  
 Regular Price, 15c. . . . . Selling now for 13c.  
 Regular Price, 20c. . . . . Selling now for 17c.  
 Regular Price, 25c. . . . . Selling now for 21c.  
 Regular Price, 30c. . . . . Selling now for 24c.  
 Regular Price, 35c. . . . . Selling now for 30c.

**PLAIN COCOA DOOR—Crimson Bordered.**  
 Regular Price, 20c. . . . . Selling now for 17c.  
 Regular Price, 25c. . . . . Selling now for 21c.  
 Regular Price, 30c. . . . . Selling now for 26c.  
 Regular Price, 35c. . . . . Selling now for 30c.

**COCOA DOOR—Coloured Wool Bordered.**  
 Regular Price, 80c. . . . . Selling now for 70c.

**PLAIN COCOA BRUSH DOOR MATS.**  
 Regular Price, 32c. . . . . Selling now for 28c.  
 Regular Price, 50c. . . . . Selling now for 43c.  
 Regular Price, 70c. . . . . Selling now for 60c.  
 Regular Price, \$1.00. . . . . Selling now for 85c.

**OPEN WORK ROPE COCOA DOOR MATS.**  
 Regular Price, 65c. . . . . Selling now for 57c.  
 Regular Price, \$1.00. . . . . Selling now for 90c.

# Steer Bros

Dates can be stuffed with cream-cheese filled with nuts.  
 Potato-water is good to remove mud stains from cloth.  
 A green goose—three or four months old—can be cooked like a game bird without stuffing.  
 When paring potatoes do not waste a clean pan; a newspaper will hold all

the parings.  
 No better little present can be than a glass of home-made jelly tied up with a sprig of holly.  
 \*\*\*\*\*  
**BUSINESS AS USUAL**  
 \*\*\*\*\*

## Birch Junks

now selling at

### Bowring Brothers,

Limited,

## \$1.00 per Hundred sent home.

Also in stock, selling cheap to clear,  
 60,000 feet SPRUCE LUMBER  
 (various sizes), and

## 900 Wharf Shores.

## Notice!

We have made special arrangements with our Wholesale Houses in England whereby CHRISTMAS AND OTHER PRESENTS can be delivered free of duty by calling at our store, Water Street, and selecting those presents from our descriptive special catalogues and leaving with us the address of the person to whom the articles are to be delivered.

People having relatives and friends in the 1st Newfoundland Regiment, now in England, will find this arrangement convenient and satisfactory, as we guarantee prompt delivery of goods free of duty and charges. All engraving on articles free.

We are now booking orders for the next outgoing English boat.

## Joseph Roper.

### A Full Stock of Anchor Brand Herring Nets,

From 30 ran 2 1/4 to 60 ran 2 3/4.

—ALSO—

### Linen Gill Nets,

Laeded and Buoyed. 275 yards Linnet, 6 inch mesh.

## Robert Templeton.

### USEFUL XMAS GIFT

## A Safety Razor, 50 cents

complete and package of 3 blades extra. This Razor is no toy and gives perfect satisfaction to hundreds of thousands of users throughout the U. States and Canada.

### The Woods Giant Junior Safety Razor.

Extra Blades, 3 for 10 cents.

## CHESLEY WOODS,

Sole Agent, 140 Water Street (Upstairs).

### You Don't Know

what a good cup of Tea tastes like unless you have tried

### Dickeson's Tea.

"The Beverage of the Old Country."

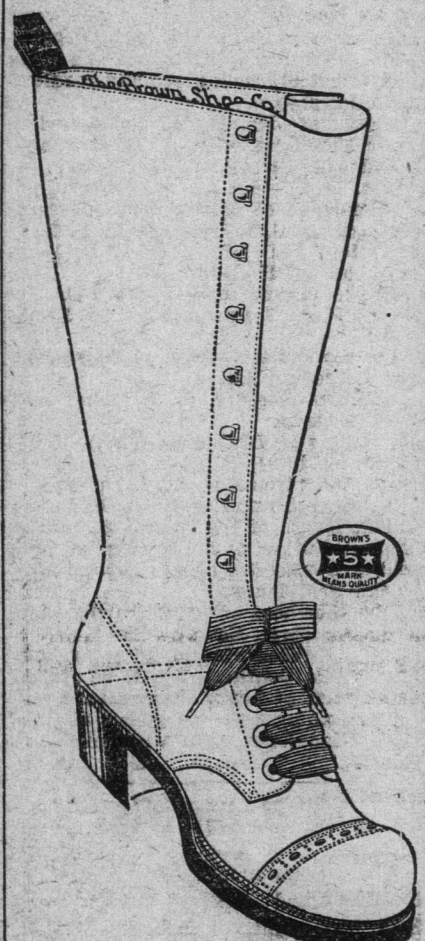
Ask your grocer for it. If he doesn't keep DICKESON'S TEA send us his name and we will send you a liberal sample free.

### Dickeson's Tea is the Best Tea.

### The Universal Agencies

Agents for Newfoundland,  
 137 WATER STREET,  
 (Telephone 60.)  
 nov21.eod.tf

## WATERPROOF!



Our Storm Waterproof Boots are the very best made. Waterproof and solid throughout. Double wear in every pair.

Men's Field Boots, 17 ins. high. Prices . . . . . \$7.50 & \$6.00  
 Men's 14 inch High Boots. Prices . . . . . \$6.00 & \$5.50  
 Men's 12 inch High Boots. Prices . . . . . \$5.30 & \$5.00  
 Men's 10 inch High Boots. Prices . . . . . \$4.50 & \$4.00  
 Men's 8 inch High Boots. Prices . . . . . \$4.00 & \$4.20  
 Men's Ordinary Height Waterproof Tongue. Prices \$2.80, \$3.50 & \$4.00.

All Mail Orders receive prompt attention.

LARRIGANS—We keep a full stock of Larrigans. Prices \$5.40, \$6.00 and \$8.75.

### F. SMALLWOOD

The Home of Good Shoes.



### Scientific Dentistry!

It is impossible to obtain better fitting or more natural looking TEETH than can be obtained here.

Teeth extracted free of pain by our famous Anaesthetic . . . . . 25c.  
 Best Artificial Plates . . . . . \$12.00  
 Crown and Bridge Work and Filling at reasonable prices.  
 Remember Our New Anaesthetic is used solely and exclusively at our offices in the U.S.A., Canada and Newfoundland.

Maritime Dental Parlors,  
 (Opp. Mark Chaplin's)

### A CHRISTMAS BOX

For Our

### Soldiers and Sailors.

A box from home—from you! A box especially made containing 40 Gem Cigarettes—1-2 pound of Tobacco and a box of Matches for 50c. Every 50c given to the Tobacco Fund by you means \$1.10 worth of smokes for every Newfoundland Boy enlisted for service.

The Government has taken off all duties on smokes going direct to our Soldiers on Salisbury Plains and our Sailors on the ocean.

No other parcel sent as a Christmas box will give more pleasure to Our Boys—"Your Boy" than the box of smokes from home.

A list of subscribers will be forwarded with each shipment.

The Committee appointed by His Excellency, The Governor are endeavoring to have the first shipment leave here so as to reach the boys for Christmas, it is therefore essential that subscriptions be sent at the earliest possible date.

All subscriptions to be addressed to the

First Nfld. Regiment Tobacco Fund.

F. H. DONNELLY,  
 Hon. Treasurer.

## "Stanfield"

### WOOL UNDERWEAR,

AT

### Henry Blair's,

FOR WINTRY WEATHER STANFIELD'S WOOL UNDERWEAR IS A GOOD INSURANCE POLICY.

We have now a complete range of this celebrated Underwear which we are selling at very lowest prices. Buy now whilst all sizes are in stock.

Range of sizes—Shirts, 34 to 44 inches.

Range of sizes—Drawers, 32 to 42 inches.

Men's Stanfield Unshrinkable Ribbed Heavy Wool Shirts and Drawers, Green Label, from \$1.00 per garment. Prices according to sizes.

Men's Red and Blue Label Stanfield Underwear in the same assortment of sizes.

Men's Stanfield Black Label Underwear, all wool and extra heavy weight.

Ladies' Stanfield Vests and Drawers from 80c. to \$1.00, according to size and quality. Sizes stocked, 3, 4, 5, 6 and 7.

Ladies' Fine Wool Stanfield Combinations, sizes 3, 4, 5. Prices \$2.75, \$2.90, \$3.15.

Ladies' Spun Silk Combinations (Job), only a few left at \$2.25. A Special Job Line Ladies' Stanfield Drawers, assorted sizes. Worth \$1.25 to \$1.50. Clearing at 75c. a garment.

Lot Ladies' Fine White English Cashmere Vests, long and short sleeves (Job), at 95c. and \$1.10 each.

Ladies' White Cashmere Combinations, winter weight, English made, \$3.20 each.

WEAR ONLY WOOL UNDERWEAR AND KEEP IN GOOD HEALTH.

## Henry Blair

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## Telegram Ads. Pay









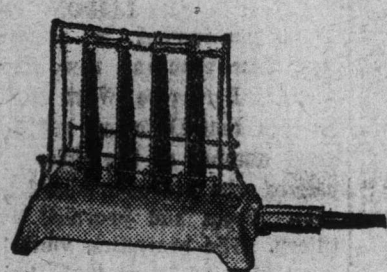




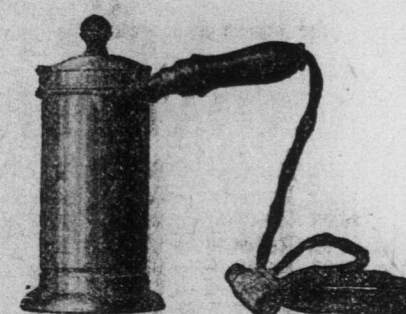


# REID-NEWFOUNDLAND CO.

What Will I Give?  
**AN ELECTRICAL GIFT**  
 to be sure!



Something that will give pleasure and satisfaction  
 to the recipient.  
**PRICES TO SUIT EVERYBODY.**



Reid-Newfoundland Company.

## ROSSLEY



### THEATRE.

KELLY & MACK, the Rollicking Irishmen, in rural sketch, "FROM THE FARM." And the Best in Pictures.

WEST END will be open shortly to the public. The prettiest Picture House in St. John's. Latest heating system. Beautifully lighted and scientifically ventilated.

Coming — Specially engaged for Rossley's 3rd Annual Christmas Pantomime, the famous Vincent Vernon, of Moody Menors, and Carl Ross, Opera Company, the finest singer in vauville to-day. The Baltimore Star says: "Mr. Vincent Vernon, a character change artist and a famous tenor. His opera costumes are beautiful, and he is talented to the top notch."



### WHAT MEAT!

That is a secondary consideration. The first question is, what butcher? You are not sure of getting a fresh, tender, juicy steak from an unreliable butcher.

### YOU MUST BE SURE.

If you are sure of your butcher you are sure of your meat. Our customers rely on us for being choice, down to the last ounce of meat, even if that ounce is overweight.

**M. CONNOLLY,**  
 Phone 424. 176 Duckworth St.

## COAL, COAL

Just landed.  
**North Sydney COAL.**

Also Best Quality  
**ANTHRACITE COAL,**  
 Furnace, Egg,  
 Stove, Nut.

**M. MOREY & CO.**  
 Office: Queen Street.

An Intelligent Person may save \$100 monthly corresponding for newspapers. No canvassing. Send no money. From Syracuse 21722

## YOUR Xmas CAKE

Ground Cloves.  
 Ground Cinnamon.  
 Ground Mxd. Spice.  
 Ground Ginger.  
 Ground Nutmeg.  
 Ground Mace.  
 Citron Peel.  
 Orange Peel.  
 Lemon Peel.  
 1 lb. pkgs. Mxd. Peel.  
 Angelica.  
 Desiccated Coconut.  
 Castor Sugar.

Shelled Almonds.  
 Shelled Walnuts.  
 Ground Sweet Almonds.  
 Almond Paste.  
 Glazed Cherries.  
 Crystalized Cherries.  
 Nonpariels.  
 Metz Fruits.  
 Mixed Carvie.  
 Dessert Novelties.  
 Fresh Dates.  
 English Icing Sugar.

Hugon's "Atova Brand" Refined Beef Suet.

**BISHOP, SONS & CO., Limited**

Phone 679. Grocery Dep't.

## Garland's Xmas Cards

Has always and is still the best both in Quality and Design.

The Jewel Packet of Xmas and New Year Cards . . . 10 Cards for 5c.  
 The Genl. French Packet of Xmas and New Year Cards . . . 10 Cards for 10c.  
 The Kitchen Packet of Xmas and New Year Cards . . . 10 Cards for 15c.  
 The Scots Greys Packet of Xmas and New Year Cards . . . 12 Cards for 20c.  
 The Duchess Packet of Xmas and New Year Cards . . . 10 Cards for 25c.  
 The Empire Packet of Xmas and New Year Cards . . . 50 Cards for 25c.  
 The London Packet of Xmas and New Year Cards . . . 12 Cards for 30c.  
 The Royal Packet of Xmas and New Year Cards . . . 12 Cards for 40c.  
 The King Packet of Xmas and New Year Cards . . . 10 Cards for 50c.  
 The Queen Mary Packet of Xmas and New Year Cards . . . 12 Cards for 60c.  
 The Premier Packet of Xmas and New Year Cards . . . 12 Cards for 75c.  
 Folding Cards from . . . . . 2c. up  
 Black & White Cards from . . . . . 3c. up  
 Sepia Cards from . . . . . 4c. up  
 Hand Painted Cards from . . . . . 5c. up  
 Xmas Post Cards from . . . . . 2c. up  
 Fine Art Calendars from . . . . . 20c. up  
 Come to Garland's for all your Christmas shopping.

**GARLAND'S BOOKSTORES, 177 & 353 Water St**

## Alliance Assurance Co., Ltd.

The Right Hon. Lord Rothschild, G.C.V.O., Chairman.  
 Robert Lewis, General Manager.

Total Assets Exceed \$120,000,000.

Fire Insurance of Every Description Effected.

LEONARD ASH, CARBONEAR, Sub-Agent for Carbonear District.

**BAIN JOHNSTON & Co.,**

Agents for Newfoundland.

TWO BIG TWO-PART FEATURES—A VITAGRAPH AND A MAJESTIC—AT THE NICKEL.

### "The Crucible of Fate."

Two reels of splendidly made scenes, visualizing a potential plot. An appealing picture well acted and produced.

### "The Stronger Hand."

The story of a fight against a trust. A vividly told and intensely powerful and interesting two-part drama.

"TWIN LOVE AND FIRE"—A Keystone riot of fun.  
 "HEARST-SELIG NEWS PICTORIAL"—The world before your eyes.

ARTHUR C. HUSKINS has two dandy numbers: (a) "I hear a thrush at eve"—Cadman; (b) by request, "Silver threads among the gold."  
 Wednesday—Another Great Gaumont Feature—THE IMPOSTER—in 3 Reels.  
 YOU SIMPLY CAN'T AFFORD TO MISS THESE SHOWS.

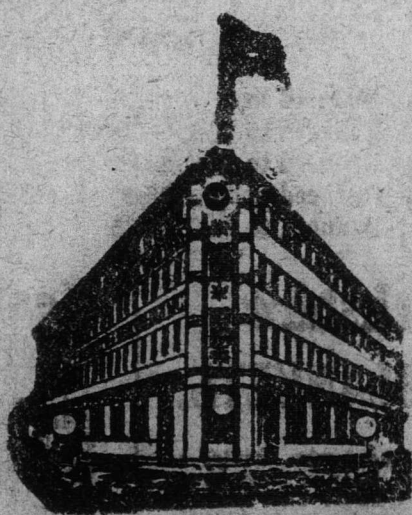
### The Reliable Piano and Organ Store!

Remember a Musician to select the Instrument for you.

The National Anthems of the Allies,  
 "IT'S A LONG, LONG WAY TO TIPPERARY."

**CHARLES HUTTON.**

## THE BIG Furniture Store.



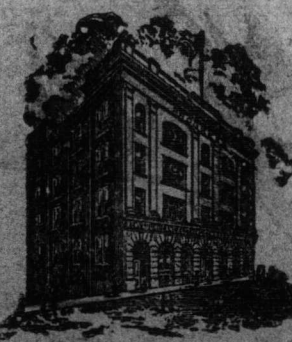
If you want Furniture, get acquainted with our well selected stock. Every department complete. A variety to please all tastes.

TABLES, BUFFETS, CHAIRS, CHINA CABINETS, ROCKERS, BUREAUS, LOUNGES, COUCHES, WARDROBES, JARDINIERES, KITCHEN CABINETS, LINOLEUM, OIL CLOTH, CANVAS, CURTAINS, BLANKETS, QUILTS, SHEETS, BED SPREADS, TABLE COVERS, CUSHION COVERS.

See our display before buying.  
**CALLAHAN, GLASS & CO**  
 Duckworth & Gower Streets.

## PATRIOTISM

demand that all things being equal, the products of the local industries should receive preference from the merchants and buying public.



Every local made

## Suit or Overcoat

bought during this war season means a helping hand to the employees of the clothing factories. Ask for the goods made by

**The Nfld. Clothing Company, Ltd.**

## Ease and Elegance — IN — Lounges & Divans.

FOR the bare space along the wall in this room, or an awkward angle in that room, why not get a really comfortable and handsome Lounge? We have a selection here that for luxurious ease, beauty of design and material and excellence of workmanship is unsurpassed. These Lounges and Divans are Oak framed, upholstered in Plush, Silk Tapestry and solid Leather in tufted and plain finish. Some of the very large upholstered Lounges are transformable at a minute's notice into full-sized beds, and all of them are thoroughly guaranteed for reliability and reasonable prices.

**U. S. Picture & Portrait Co.,**  
 COMPLETE HOUSE FURNISHERS.

## MOIR'S

Sounds Like More,  
 Tastes Like More,  
 More Centers,  
 More Coating,  
 More Popular,  
 More for the Money,  
 Many More More's,  
 But ONLY ONE

**MOIR'S**  
 When talking of

## Chocolate.

## The Indication of Value Plumbing is the Workmanship.

A good plumber can do wonders with a difficult job. The number of orders received from friends of customers leads us to believe that we are good. We have on hand a large stock of STEAM & HOT WATER RADIATORS, all sizes, and can fill any order sent us cheaper than you can import at the present time.

**PITTMAN & SHAW,**  
 Plumbers, Steam and Hot Water Fitters,  
 Phone 461. 86 PRESCOTT STREET.

Advertise in The Evening Telegram.

Telegram Ads. Bring Results