ROOM PAPER.

You may have heard it said that the advertisements of a good magazine are a means of education. The same applies to our selection of WALL PAPERS. To see them is an instruction in modern decoration. The only trouble is we have so many good papers it is hard to decide on any one. We are particularly strong in Papers ranging from 40c. to $1.00 per piece, with Bordering to match at $1.25 and $2.50. If we haven't what you want we will order it for you.

Robert Templeton.

Mammoth Music Sale

AT

NEWFOUNDLAND'S MUSIC SHOP.

50c. and 25c. Music selling at 5c.

Rolls, containing 5 copies, at 5c. a roll.

All must be sold.

CHARLES HUTTON.

War Books and Others as New Year Gifts!

The British Campaign in France and Flanders by Dr. A. Conan Doyle, Vols. I. & II., each ..$2.25
The Great War by H. Belloc; 1st Phase ..$1.75
The Great War by H. Belloc; 2nd Phase ..$1.75
The First Hundred Thousand by Ian Hay ..$1.75
Over the Top by Empey ..$1.75
Toward the Goal by Mrs. H. Ward .. 90c.
America and the New World State by Norman Angell ..$1.40
'Neath Verdun by M. Genevoix ..$1.00
My Four Years in Germany by Gerard ..$2.25
First Seven Divisions by Hamilton ..$1.75
Soul of the War by Philip Gibbs 75c.
Happy the Wounded, containing Nfld. Items .. 85c.
The Brown Brethren by Patk. McGill .. 90c.
The Red Horizon by Mrs. P. McGill ..$1.00
The Baked Bread by author Boy of My Heart; now selling in thousands daily. Get it. ..$1.00
Cathedrals of Norway, Sweden and Denmark, with 40 illustrations, by T. T. Bumpas, $5.50 for ..$3.50
French Porcelain by E. S. Auscher, with 24 coloured and 48 B. and W. plates, $10.50. Our price ..$5.75
The Freaks of Mayfair by E. F. Benson ..$1.75
An Irish Gentleman by M. G. Moore, $5.50 for ..$2.50
Education of the Will by T. S. Knowlson ..$1.50
Life and Letters of James Wolfe and the Conquest of Quebec by Beckles Wilson, $5.50. Our price ..$2.75
Campfire Yarns of the Lost Legion in S. Africa by Col. G. Hamilton-Browne, $4.20. Offered at ..$2.25
The Aeroplane, Past and Present, by E. G. White and H. Harper, illustrated, $5.25 for ..$2.75
A Diversity of Creatures by Kipling ..$1.25
Song of the English by Kipling ..$1.50
Recollections of 60 Years by Sir Charles Tupper, Literary Ed, illustrated, $5.50 for ..$3.00
Florence Nightingale by A. Matheson ..$1.50

S. E. GARLAND, Leading Bookseller, St. John's

WE are still showing a splendid selection of : : :

TWEEDS

and

SERGES.

No scarcity at

Maunder's.

However, we beg to remind our customers these goods are selling rapidly, and cannot be replaced at the same price.

John Maunder,

Tailor and Clothier St. John's, Nfld.

CHOICE GROCERIES !

Xmas Plum Puddings,

in 2 lb. and 3 lb. Basins and 2 lb. Tins.

Jams: HARTLEY'S. LINDER'S. ALMER'S. LOCAL.

Marmalade: HARTLEY'S. ROBERTSON'S. LINDER'S. LOCAL.

Jellies: PURE GOLD. SHIROFF'S. SURPRISE. EASY JELL.

BIRD'S CUSTARD POWDER.

FRUITS, in glass. Pears, White & Red. Apricots, Pineapple, Greengages, Cherries in Marachino.

Bacon (in Glass)
Queen Olives.
Aspic Jelly.
Guava Jelly.
Anchovy Paste.
Celery Suet.
Mango Chutney.
Durkee's Salad Dressing.
Dromedary Dates.
Cream Lucca Oil.
French Capers.
Sliced Dried Beef.
Tomato Chutney.
Tomatoes (in Glass)
Stuffed Olives.
Corn (in Glass).
Bengal Chutney.

McCORMACK'S BISCUITS.

Fruit Cordials.
Assorted Syrups.
Welch's Grape Juice
Apple Cider.
Lemon Squash.

MOIR'S CAKES.

Nuts (Assorted).
Table Raisins.
Calarab Figs.
Almeria Grapes.
Emperor Grapes.
Grape Fruit.
Lemons, Tangerines.
Table Apples.
California, Florida, Porto Rico Oranges.

Xmas Stockings, Crackers & Chocolates

We have a nice assortment of Choice Chocolates in fancy boxes which are sure to please the most particular in NEILSON'S, MOIR'S, GANONG'S and CADBURY'S.

BOWRING BROTHERS, Limited,

Phone 832. GROCERY DEPT. Phone 832.

NO MATTER HOW THE FIRE IS CAUSED

if you're not insured, you're a loser. Take time to see about your policies. We give you the best companies and reasonable rates.

PERCIE JOHNSON

Insurance Agent.

The British Navy

Still Rules the Waves,

though, to some folk, an odd skirmish might appear to find it napping. But you never hear of a British warship, no matter how out-gunned, beating a retreat; and at least ninety-five times out of a hundred they beat the enemy.

Our Man's

Navy Serge Suit,

Made of British Navy Serge, is a Leader To-day.

It cannot be beaten. It will only cost you

$17.00.

We cannot duplicate this price later, as Navy Serges are becoming difficult to obtain and prices are very high. We ourselves even to-day cannot, for $17.00, buy the Serge in this suit. But our advanced buying is for your protection.

In Men's Suits we have also just received another couple of "Cracker-Jacks" in fine Worsteds at $20.00 each. These come in Blue and also Brown effects, and will easily pass as $35.00 tailor-made suits.

GET ONE FOR THE NEW YEAR, BEFORE THEY ARE GONE.

HENRY BLAIR.

Your Business Success in 1917

Rests upon the dependability of your service of supply.

Three big facts—big buying power, tremendous production, expert workmanship—stand behind our claims of superior service.

It will pay all merchants to see our spring ranges in

Men's and Boys' Suits, Overalls, Shirts, etc.

DO IT NOW.

Newfoundland Clothing Co., Ltd

A Really Useful Chafing Dish

Everyone wants a chafing dish! Why not get one that is more than a buffet ornament? The G-E chafing dish is always ready. No flame, no muss, no danger—simply connect to the nearest socket and turn on the current.

The *G-E chafing dish* is of plain, substantial design—handsome and of guaranteed quality.

Reid-Nfld. Co.,

Electrical Department.

'Phone 40.

J. J. ST. JOHN.

BIG DROP IN PROVISIONS.

We carry a large stock and our prices are lower than the other man's. Touch in and see.

450 brls. VICTOR FLOUR, 200 brls. FIVE ROSES.
250 brls. ROBIN HOOD, 150 brls. VERBENA.
100 brls. DAILY BREAD.
120 puncheons BEST BARBADOES MOLASSES.
125 brls. PORK at $42.50 and $45.00 brl.
95 brls. BEEF at $30.00.
1,000 bags CATTLE FEED.
500 bags GLUTEN FEED, $4.00.
850 bags WHITE & MIXED OATS, 600 bags BRAN.

J. J. ST. JOHN,

136 and 138 DUCKWORTH STREET.

APPLES! APPLES!

Due to-day, Thursday,

200 barrels Choice Apples.

100 cases Sweet Oranges.

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Wholesale Dry Goods.

To the Trade!

Toys and Fancy Goods for Your Xmas Trade.

Make Your Selection Now.

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Insure with the

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the Company having the largest number of Policy Holders in Newfoundland.

Every satisfaction given in settling losses.

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GEO. H. HALLEY,

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CUT IN PRICES.

OUR PRICES NOW ARE:

Steak, 40c. per lb.
Roasting Beef, 30 & 35c. lb.
Frying Beef, 30c. lb.
Stewing Beef, 25c. lb.

M. CONNOLLY.

HAVE SOME!

An irresistible invitation when the dish contains

APOLLO CHOCOLATES.

You don't know how really delicious candy can be unless you have tasted these famous Apollo Chocolates.

They come in an extended variety of packages, containing delicately flavored Creams, Nuts, Jellies and other exquisite centres.

They are always fresh and uniform in goodness.

Will gladly show you the various packages.

When you say "Have some chocolates" it means much more when they're Apollos.

Peter O'Mara,

The Druggist,
46-48 WATER ST. WEST.

dec19,12m

FREE TO ALL SUFFERERS

If you feel 'OUT of SORTS' 'RUN DOWN' 'OFF COLOUR' SUFFER from KIDNEY, BLADDER, NERVOUS DISEASES, CHRONIC WEAKNESS, ULCERS, SKIN ERUPTIONS, write for FREE INSTRUCTIVE MEDICAL BOOK on these diseases and WONDERFUL CURES effected by THE NEW FRENCH REMEDY, Nel Pen THERAPION and discover the remedy for YOUR OWN ailment. No "Fake" or Testimonials. Send stamp address envelope to Dr. LEON LEDUC, MED. CO. HAVERSTOCK RD. HAMPSTEAD LONDON, N.W. THERAPION either No. Price 4/9 LEADING CHEMISTS.

EIGHT PAGES TO-DAY

WEATHER FORECAST.

TORONTO, Midnight.—Strong winds and gales from E. and S.E., followed with rain.

VOLUME XXXX.

Auction Sales

THE PEOPLE'S AUCTIONEER

AUCTION SALE.

Auction, at the British Hall on Tuesday, 8th inst., at 11 o'clock, a quantity of Haberdashery, consisting of Ribbon, Velvet Binding, Ladies' Ties, Hair Ornaments, Linen Collars, Rucheing, Bootlaces, Hat Buckles, Dress Ornaments, Linen Cuffs, Elastic, Blouse Pins, Needle Books, Felt Hats, Brooches, Flowers, Celluloid Collars, and a large quantity of Men's Linen Collars, etc. List may be seen at the office of

P. C. O'DRISCOLL,
Auctioneer.

jan5,2i

FOR SALE.

Handsome Residence, situate at King's Cove, with modern improvements and plastered throughout. The grounds are nicely laid out and most suitable for summer residence or hotel. The property contains about four acres, two of which is in good state of cultivation. Photograph of residence can be seen at my office. Further particulars can be had from D. A. RYAN, Esq., or

P. C. O'DRISCOLL,
Exchange Building.

jan5,s,th,tf

FOR SALE!

"Schr. Norman O.,"

59 TONS.

Built St. Jacques 1910. For further particulars apply to Captain on board at Harvey's wharf, or

JOHN T. CHEESEMAN,
Crosbie Hotel.

dec31,eod,tf

NOTICE!

It is notified for information of the public that the Department of Militia has taken over all matters pertaining to Casualties from the Department of the Colonial Secretary.

All requests for information concerning condition of wounded men, etc., should be addressed to the Minister of Militia, Colonial Building, St. John's.

J. R. BENNETT,
Minister of Militia.

jan3,11i

NOTICE!

John Smith, Late General Merchant of Brigus, C.B. To Outport Buyers and Sellers.

Having sold out my interest in the business at Brigus and removed to the city, I am now open to act as your St. John's Agent. Goods bought at the lowest rate, and everything you have to sell sold at the highest price obtainable. My long experience in the general business of the country is now at your disposal.

Correspondence solicited.

Office: No. 280 Duckworth Street.

jy17,3m,t,th,s

HOWARD J. McDOUGALL,

Chartered Accountant,
Office: McBride's Cove.

dec19,13i,m,w,s

...ARD'S LINIMENT CURES GARGET IN COWS.

Advertise in The Telegram