All Must Go Regardless of Cost-GENUINE SAVINGS on Newest Goods!

### avoid nent

ot be repeated at We can only give s advertised were

#### nderwear.

sizes. . \$1.29 gar. l sizes..\$1.10 gar. sts and Pants, 33c.

ners..50c. garment d Pants from 15c.

derwear at Reduced

#### Vinter Coats.

GHTER PRICES. values at \$2.70 yd. ildren's Felt Hats. 25. Now 80c. each ican Fancy Wool ch. Now 50c. each inery at Reduced

# Purchases of

l Nightdresses. and Ladies' Blouses

1.50 set. nich no woman who fford to pass.

### Bottom Prices.

Price....\$4.30 pair ..... 70c. pair rings only. . 98c. yd. are two yards wide,

#### Ruber Foot-wear.

made Storm Rub-

ade Storm Rubbers

..... 79c. each

To keep up to our motto of stocking only the latest advance styles of the World's Leading Fashion Centres, all left-overs must be cleared out at the end of each and every season.

# For Ten Days Only

we offer this splendid opportunity to secure these up-to-the-minute, seasonable wearables at such unheard of values. Gigantic preparations going on for our

# Annual White Sale BISHOP, SONS & CO. LTD. to take place immediately after this Sale.

#### Ladies' Hats!

Reg. \$3.50. Sale Price \$2.33

### Children's Hats!

Reg. \$1.50. Sale Price \$1.00

Hundreds of people are suffering from Coughs and Colds at the present time. You may be as careful as you

The above preparation is manu-

DR. F. STAFFORD & SON,

.. Open every night till 9.30."

Congregational

Piano Solo-Miss Whitely.

Recitation-Miss D. Thomas.

Interval.

Lunenburg Bankers.

French Horn-Mr. Bulley.

Song-Mr. Williams.

Song-Miss Strang.

Song-Mr. King.

Song-Mr. Ross.

teas were served.

a restaurant hat.

Song-Mrs. Cahill.

factured only by

#### Ladies' Dresses!

Reg. \$2.20. Sale Price \$1.47 Reg. 10.30. Sale Price \$8.24 Regular \$10.30. Reg. \$2.80. Sale Price \$1.87 Reg. 12.00. Sale Price \$9.60 Reg. \$8.40. Sale Price \$5.60 Reg. 21.00. Sale Price \$16.75 Regular \$14.00. Reg. 10.50. Sale Price \$7.00 Reg. 26.00. Sale Price \$20.80

### Children's Dresses!

Reg. \$1.00. Sale Price 67c. Reg. \$2.70. Sale Price \$2.16 Reg. \$2.00. Sale Price \$1.34 Reg. \$3.80. Sale Price \$3.04 Regular \$37.50. Reg. \$2.70. Sale Price \$1.80 Reg. \$7.70. Sale Price \$5.13

#### Tweed Coats!

Regular \$17.00.

Sale Price \$13.60

Regular \$25.00. Sale Price \$20.00

Sale Price \$30.00

## Fur Coats! Costumes!

Sale Price \$8.24 Regular \$46.00. Sale Price \$34.50

Sale Price \$11.20 Regular \$53.00.

Sale Price \$45.00 Only Ten left.

# Fur Lined Coats!

Only the newest prevailing styles find room here. Reg. 14.00. Sale Price \$11.20 Reg. 21.00. Sale Price \$16.80

Reg. 17.00. Sale Price \$13.60 Reg. 32.00. Sale Price \$25.60 Reg. 40.00. Sale Price \$32.00

### Fur Sets & Collars!

Reg. \$1.80. Sale Price \$1.44 Reg. \$3.30. Sale Price \$2.64 Reg. \$42.00 for . . . . \$33.00 Reg. \$6.40. Sale Price \$5.12

# This Prussain Prison

#### After Eating a British Meal.

German-American Captured on the Somme by Men of a Canadian Regiment Discovers What Eating is-Will Irwin Tells National Press Club About It.

Washington, January 9.- The latest war stories brought back from the Somme front by Will Irwin, war correspondent, were told at the National Press Club to-day, one with apologies to Bertrand Russell and Sir Charles Ramsay, pacifists, who are charged in England with being tools of the Ger-

man government. "Things were quiet on a little stretch of the western front one day when some Canadians got hold of two top hats, which put an idea into their minds. A big sign was hoisted; over the Canadian trenches, read-

'Asquith and Lloyd George will be in this part of the line to-morrow

morning. "The next morning the two high silk hats were plainly visible above the Canadian trenches to German observers. As the hats went bobbing along a furious bombardment was begun by the Germans. The hats disappeared, and as soon as the German peared over the Canadian trenches:-

Berty Russell and Charley Ramsay.' western front who had for breakfast

bacon on the side. "Do you eat like this every day?" asked the prisoner.

"Sure," said the Canadian cook. "Dinner, too?"

"Oh, dinner is better than this." "How about supper?"

"That's the best meal of all." The prisoner lit a cigarette and gave a contented sign of satisfaction. "Oh, well, to hell with the kaiser

anyway," he said. Mr. Irwin described a visit to the Italian front, where, he said, about all that was left of romance in war was to be seen in the Alpine fighting. He

tom of a mountain. An Italian battery hidden in a cliff high above the dugout where he was, said Mr. Irwin, located an Austrian battery on an opposit mountainside.

An artillery duel followed which he described as the "most horribly exciting" thing he had ever witnessed. American citizens now fighting in

said we are training more of an army and their services should prove in skating. valuable to the United States army The tailored street suit seems not to after this war.

He explained that under existing violets. legislation there was no way to get these men into the United States army Paisley and edged with fur, make a except in the grade of second lieuten- chic outfit. ant, and that it was useless, of It is well to have one's evening course, to expect men who held higher scarf match, in color, the gown it is rank in the European war to enter the worn with. American army in such circum- Delicate colors, like gray, blue, stances. He urged an amendment to beige and maize, are most in favor the law which would take these men for spring.

into the army at higher rank. "These men are with all the armies and fashionable. in Europe," said Mr. Irwin. "Many Long cossack corsages showing hip of them are native born Americans sashes are now being worn as oneand some nautralized. There are piece frocks. probably 30,000 of them. I remember | Sapphire-blue cloth trimmed with on the Italian front meeting a lieuten- black braid makes a distinguished ant in a dugout where the fighting was long coat suit.

Contentment Comes to pretty lively who, recognizing me as "Say, can you give me a cigarette?

can't get one here. This is a hell

Newspaper Publicity

The campaign to speed up munition making, which for some time now has been in full swing, has been carried on almost exclusively through the advertising columns of the daily newspapers.

To arouse interest in a movement of this, sort public meetings were depended upon entirely until a few years ago. Halls were hired in the larger cities, speakers were secured, get it don't matter what you do—so hands hired, posters and leaflets "Don't Worry" while Stafford's Phoraprinted and circulated broadcast. All this cost money, much more money indeed than those who attended the! meetings imagined. The total publicity thereby gained was that secured at the meeting plus the free notices of it printed on the following day by at the meeting. The modern method of advertising, the objects for which the campaign is being conducted in the daily press, assures immediately just as many direct appeals as there are readers of the paper. There is an immediate saving of all the prelimin ary expense involved in the old method of seeking publicity and the aims of the movement can be kept con-

tinually before the public mind.

It was these considerations which gans were silenced another sign ap-influenced Mark H. Irish, Director of "'You d—d fools. You've killed Munitions Labor of the National Serfavor of a policy of newspaper ad-The British army, said Mr. Irwin, vertising as opposed to the public was undoubtedly the best fed in the world. He told of a German-Amerition to the vitally important work of can captured by the Canadians on the which he is in charge. That he made western front who had for breakfast a wise decision, time will undobuted-all the boiled beef he could eat, with ly show. More and more it is becoming evident to men at the head of big business organizations that properly conducted newspaper publicity is as essential as anything can be to the success of their work. The Munition Labor branch of the National Service movement is an out-and-out business organization, anxious to get results and rapidly getting them. The object for which the work was begun,

to augment Canada's contribution of munitions to the enormous total required to carry on the war, is one in terested, and it will be conceded that exceptionally large this year and it is ton's Pills will quickly cure, 25c. per Mr. Irish and his associates have gone expected that by the end of this month box at all dealers. told of the artillery duel which he had about it in the right way to increase, all will have sailed for the fishing witnessed from a dugout at the bot- focus and render that interest per- grounds. The crews are being offermanent .-- Montreal Daily Star.

### Fads and Fashions.

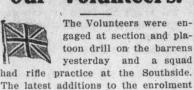
Hyacinth blue-and-silver is a good ombination for an afternoon gown. Coarse laces and much of them form Mr. Irwin said that the number of the draperies on new evening gowns. Medieval lines continue to be popu-Europe is so large that it might be lar for half-season and spring dresses. A great many wee buttons are used over there than on this side of the to decorate the new spring dresses.

be complete without a large bunch of

Cap, cape, muff and bag, all

The semi-formal gown is becoming

### Our Volunteers.



list are:-Raymond Turner, St. John's. Thomas Hall, St. John's. Pierce Parsons, Lewisporte. John Curtis, St. Joseph's, St. Mary'

Patrick Whelan, Champneys. Thomas Dalton, Bell Island Walter Rowe, Cupids.

### M. C. L. I.

tone Cough and Cold Cure is obtain-The subject for debate at the Methdist College Literary Institute to-"Whooping Cough" is also very pre-

ight will be:valent amongst children, you can use nothing better than "Stafford's Phora-Resolved-That the adoption of Curfew Ordinance is for the best interests of children under 16 years. It will be remembered that during the past Christmas season this sub-Theatre Hill, St. John's, Nfld. ject occupied the minds of the city clergymen, editors of the daily newspapers and other citizens who wrote and spoke on the matter.

### Oporto Fish Market.

Sociable. A late advice to the Board of Trade The sociable in the Congregational states that the stocks of Newfound-Church Lecture Room last night was land fish at Oporto for the past week largely attended. The programme, were 35,132 quintals; consumption, which consisted of songs, recitations 5,228; as against 37,952 qtls.; conand musical selections, was as folsumption, 4,523 for the previous

#### Is Your Tongue Farred? Have You Headache?

How few feel well this time of the gentlemen are sufficient proof of the Hamilton's Pills. Take them at night Amount acknowledged . . . . \$12,614.34 gram joins ... the congratulations ex-was gratly enjoyed by all. During the They work wonders in the body while Bonne Bay, per Lady Davidinterval ice cream and candies were you sleep. Being composed of pure sold and preceding the programme vegetable extracts and juices. Dr. Hamilton's Pills are safe for the young and old alike. Try this wonderful family medicine to-day, it will do you a world of good. Whether for biliousness, headache, lack of Newfoundland Clothing Co., appetite or constipation, Dr. Hamil-

Portia Off. ed very high wages, namely, a stipu-The S. S. Portia sailed yesterday lated amount for the voyage and a bonus per thousand fish. Lunenburg afternoon for western ports. She will masters have found extreme difficulty go only as far as Channel this trip and in getting dorymen to sign on the on her return will lay up for her annual overhauling, being replaced on the western route by the S. S. Pros-A large hat of shirred silk, edged pero. The Portia took a full freight with fur and trimmed with a single and these saloon passengers:

large bow, is a very good style for Const. O'Flaherty, Mr. Payton, W. Stewart, Miss Strickland, J. Vigus, G. The blouse that is worn with the Hollett, Miss Bessie Lee, C. Bennett, The scarf sweater and cap should ail under the skirt is no longer J. Cashin, J. Norman, A. Ducey, Miss said, had risen to high commands match, when fashionably dressed for smart. The peplum blouse is the Cusic, P. Benoit, S. Bennett, A. R.

#### What a Gas Range Means for You.

and how you have had to handle it all twice; first, carrying it up out of

the cellar; then, from the kitchen to or in other words: "Vagrancy, or bethe ash barrel. No more soot to wipe away; no more is usually an offence." ashes to cart away; no more wood to fetch; no more coal dust; no more smoke and no more reason why the as orderly as the parlor. The gas immediate "hard luck days" down to

#### Saves 50 Per Cent. of Kitchen

Cares. Half of the labor in the house is caused by dust from the coal range. Every time it smokes, no matter how good the draught may be, clouds of astes rise and settle on the furniture.

· It Eliminates Hard Work. Use a gas range and you will live better, you will play better, and you will work better because the use of the gas range eliminates the drudgery our poor laws "are shamefully insuf-of carrying coal, ashes and the chop-ficient." but who cares for the poor? ping of kindling, as well as the drudgery of cleaning up a lot of dirt, and they may jail the homeless wanhot stove from two to three hours

PHONE THE GAS CO.

IN AID OF THE SICK AND WOUND-ED AND OF OUR SOLDIERS AND SAILORS AT THE FRONT.

son .. .. .. .. ..

C. E. W. A., Keels, per Mrs. Penny, Sec. .. .. .. ... Proceeds sale of programs at the "Hours" by girls of Spencer College ..... per Wm. White, Esq., Manager.....

Proceeds Concert organized by Miss Bertha Dicks, Belleoram, per Mrs. W. A. Burdock for Red Cross Work ..... Dr. W. A. Morris, i sua Puterto Plata, Dominican Republic .. .. .. ..

Sale of Housewifes. 1 Lt. J. M. Howley ... Studius money from Outport Drauchos .. .. .. .... woney Box from Sewing Circle, per Miss Dora Ayre ..

KATHERINE EMERSON,

#### The Homeless Wanderer.'

Mrs. Housekeeper. Dear Mr. Editor,-Much obliged for your solution of the problem "Is a The gas range is a muscle saver and friendless and homeless man a guilty a step saver. Think of the many tons man in the eyes of the law? and of coal you used in that coal range, which the Consolidated Statutes, cap. 65, sec. 5, answers in the affirmative,

ing without visible means of support, Such a law as that—such a stigma on Justice and HUMANITY is a crykitchen cannot be kept as clean and ing shame, and it brings the man of in that place where no man or woman should be incarcerated if not guilty of offence against the common peace.

> allowed to go on for years, nobody has seen the injustice of it, or if perceived has passed it by as too small for pub kindly answering my note you add that ficient," but who cares for the poor?

And this state of things has been

and, best of all, for the cook it makes derer every time, for again, who it unnecessary for her to stand over cares? Such a state of affairs is disgusting, and ought to be immediately remedied Yours again, thankfully,

### Wedding Bells.

JOYCE-SMALLWOOD.

of Capt. O. G. and Mrs. Joyce, and a pillar and counsel of the Star Walter R., son of F. Smallwood, Esq., of the Sea Associations in the city sent to Lady Davidson, was celebrated last evening at the reand outports.

Mrs. Emerson, Treasurer, sidence of the bride's parents. The or any of the following cremony was performed by Rev. Dr. ladies of the Finance Cowperthwaite. The bride, who was year? The whole system needs committee: Mrs. J. Ayre, Mrs. Byrne, handsomel costumed, was assisted by urer of the Patriotic Fund. The rehousecleaning; the blood is impure; it needs enriching. Nothing will do the work more effectively than Dr. Committee: Mrs. J. Apre. Mrs. Byle. 1 00 tended Mr. and Mrs. Smallwood.

### Corns Instant

Corn Extractor to-night, and corns 18 00

Out

night, and corns
feel better in the
morning. Magical
t h e way "Putnam's" eases the pain, destroys the
roots kills a corn for all time. No roots, kills a corn for all time. No pain. Cure guaranteed. Get a 25c. bott of "Putnam's" Extractor to-day.

#### AT THE CRESCENT.

Yesterday' big show at the Crescent Picture Palace is being repeated today. This is the last chance to see the magnificent portrayal of "The Two Orphans," in 3 acts, by the Selig Company. Tom Mix, the great cowboy star, is presented in "Taking a Chance," a thrilling western drama; and the Vitagraph Comedy Company McCarthy has arranged a splendid Hannon and Wm. Coady. programme of music for this great show. See it to-day.

#### The Star Society of Holyrood

HOLD ANNUAL MEETING. The annual meeting of the Star of the Sea Association was held in their hall on Sunday last and was well attended. The report of the officers were submitted to the meeting, and showed the Association to be in good financial standing-a net balance of

over \$300 was found in the treasury after all expenses of the year had hree of its oldest members: John The Association mourned their loss, paid the last tribute of respect to their remains and sent notes

benefits to the proper relatives of the Church on St. Patrick's morning, as-Communion Rev J F Kerivan PP Whithourne, was the celebrant, and in the course of an able and eloquent ermon on the life and labors of St. ound impression the Association made upon him that morning and that

their good example was indicative of its future success. A note of sympathy was ordered to he sent to the widow of the late E. M. Jackman, one of Newfoundland's greatest churchmen and statesmen

A patriotic entertainment was held on St. Patrick's night, and the procruiting committee have also had the free use of the hall for meetings on several occasions.

The amusement committee have fitted and opened up the reading room for the winter months, and already some card tournaments have come Relief. off.

The election of officers was con-Paint on Putnam's ducted in an able and satisfactory manner by Mr. P. J. Veitch and the officers elected for the ensuing year are as follows: President, W. P. Walsh, re-elected.

Vice-Pres., J. J. Hicks, re-elected. 1st Asst. V.P., William Veitch, re-2nd Asst. V.P., William Coady, re-

lected. Treasurer. Asst. Treasurer, J. J. Maloney, lected. Secretary, R. Dwyer, J.P., elected.

Marshal, Wm. Penny.

Deputy Marshal, Laurence Barron, lected. Amusement Committee, J. J. Carroll, Cyril Byrne, Bernard Walsh, J. n "The Foxey Trotters." Professor J. Maloney, Constable Grouchy, J. A.

Custodian, James Wall. Messrs. J. A. Hannon and James Carroll resigned as Secretary and Treasurer. Two new members were admitted and a vote of thanks was tendered Mr. P. J. Walsh for his services as chairman of the election. The sentiment of the meeting looked favorable to the probable increase of the death benefit or a limited insurance policy.

Black tulle and sequines are used on a rose foundation for a charming

evening gown. Full sleeves have flaring cuffs which turn back; also there are flar-

ing bell sleeves. The charming, old-time fluted ruffles are seen on some of the prettiest lingerie dresses.



RENCE.