

Bargain News.

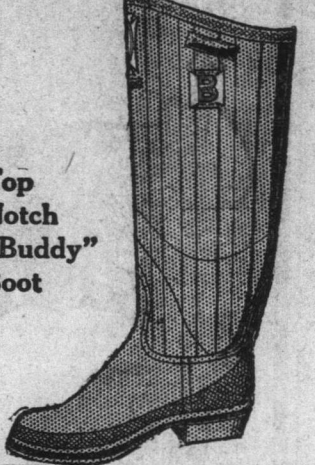
Ladies' Coloured Untrimmed
FELT HATS.
Reg. \$2.00 to \$4.00 ea.
Now all one price,
70c. each only.

Sample Lots Ladies' White Cambric CAMISOLES, COMBINATIONS, KNICKERS and NIGHTDRESSES, etc., and a small assortment of New **BLOUSES**, including some out-size Women's Black Blouses.

Lot of FANCY BLANKETS.
A lucky purchase which we can sell at \$2.80. These can be specially used for making Dressing Gowns for Ladies or Gentlemen.

Lot of Infants' Dainty SWANSDOWN WRAPPERS at \$2.00 each.
Swansdown, as you are perhaps aware, is at present very difficult to get.

Henry Blair



Top Notch "Buddy" Boot

The Wonderful "Boot With The Muscles"

Uncle Sam granted a patent on the legs of this famous boot. It is the lightest, strongest and best-looking short boot ever made. The "muscles" greatly strengthen the leg and at the same time keep the weight down. No other boot on the market has this "muscle" leg.

TOP NOTCH RUBBER FOOTWEAR

The wonderful boot shown above is only one member of the Top Notch family of rubber footwear that is just what its name implies—top notch in every way. Top Notch rubbers and articles are the best-fitting, the best-looking and longest-lasting goods you can buy. We sell them.

Cleveland Rubber Co.

"MILK MAID"

Black Chewing Tobacco, 7c. a Plug.

Made to satisfy everyone.

M. A. Duffy, Sole Agent

P. O. BOX 302. TELEPHONE 302.

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.

PIRCIE JOHNSON,
Insurance Agent.

REID-NEWFOUNDLAND COMPANY.

WATER STREET STORES DEPARTMENT.

The well-known headquarters for MOTOR ENGINES, MOTOR BOATS, MOTOR SUPPLIES, GASOLINE and MOTOR OILS.

Our COLUMBIA CELLS and MULTIPLE BATTERIES give results unheard of before.

Call or send for quotations.

Reid-Newfoundland Co.

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

Whitaker's Almanacs!

Just received by last English boat the best and most complete, cheapest and most useful ever published.

Paper Bound . . . 50c.
Cloth Bound . . . \$1.20

Also Daily Mail Year Book, 20c.
Pocket Mechanical World Year Book and Diary, 1917, 25c.
Complete Instructions on Boy Scout Tests and How to Pass Them, revised and enlarged, 90c.
World's Work Magazine for January, containing Jas. J. Hill's Rules of Business Success.
The Feet of the Fighting Men, illustrated.
How Should a Lawyer Behave?
The Next Five Years of the U. S. Navy.
Sleep for the Sleepless and a host of other interesting articles which you cannot afford to be without, 30c.

Just Received

Per S.S. "Florizel,"

800 SACKS VICTORIA FEED.

HARVEY & CO., Ltd.

WHOLESALE ONLY.



WANTED!

(1,000) One Thousand Ladies to wear our \$5.00 and \$4.00 Shoes. Ladies with small feet may have these Shoes for \$2.50 and \$3.00 per pair.

Ladies, we are only asking half the worth of these Dressy Shoes. To be had in the following sizes, viz: 1, 1½, 2, 2½, 3, 3½ and 4.

189 pairs Ladies' Tan Pumps, all sizes. Worth \$3.00. Now only \$2.00 per pair. Secure your size now.

NO CHARGING. NO APPROBATION.

F. SMALLWOOD,

THE HOME OF GOOD SHOES.

That's Certainly Good TEA.

It could not be otherwise if you use "OUR BEST" Brand, which for quality and flavour cannot be beaten.
Try a pound and be convinced.

SOUPS.

With a supply of our good Soups in the house you will be prepared for most every emergency if you want to prepare a dish in a hurry.

Heinz Cream of Green Pea, Cream of Celery, Tomato, Lazenby's (in glass) Tomato, Mulligatawny, Julienne, Chicken Broth, Ox Tail, Mutton Broth.

MORTON'S in 1 and 2 lb tins; CAMPBELL'S.

GONG'S SOUP SQUARES, LAZENBY'S SOUP SQUARES.

For something choiced in Butter try

Bluenose

in 5 and 1 lb. tins and 2 lb. slabs.

Coffee.

Chase & Sanborn's, White House, Pure Gold, Camp Coffee, Coffee and Milk (Reindeer Brand).


Bowring Bros., Ltd.

Grocery Department.

PHONE 332. PHONE 332.

GARLAND'S Bookstores

177-9 Water Street.



MASSATTA

A NEW AND TOTAL DIFFERENT

TALCUM POWDER

At all Druggists St. John's, N.B.

FRED. J. ROIL & CO.

FINANCIAL DEPARTMENT.

Announce that they have added a FINANCIAL DEPARTMENT to their Real Estate Office for the sale or purchase of Newfoundland Government Debentures, Shares in Local Industries, Corporation and Company Stocks, Bonds and Real Estate Mortgages. Act as Trustee, Receiver, Liquidator or Assignee for the benefit of Creditors. List your Shares, Property or Lands with them to-day. No sale no charge. Write or consult them for your wants in their new Department. Information cheerfully furnished and satisfaction guaranteed.

FRED J. ROIL, & CO.,

Auctioneers, Real Estate and Investment Brokers,
Smallwood Building, Duckworth Street.

Pork, Ribs and Beef!

Ham Butt Pork,
Fat Back Pork,
Libby's Special Plate and Family Beef,
Tierces Spare Ribs.

GEO. NEAL

New Cabbage

To arrive by Florizel:

50 Crates New Cabbage.
50 Barrels Cranberries.
BURT & LAWRENCE.

S. G. COLLIER,

Funeral Director,
CLOTH COVERED and POLISHED CASKETS always on hand.
RESIDENCE: 143 Hamilton Avenue.
FACTORY: George Street.
TELEPHONE: 614—night and day Jan 10, 3m, eod

New Dress Goods!

We have just received per s.s. Durango our first shipment of New Dress Materials, including

Whipcords, Venetians, Merc. and Fancy Poplins, Cashmeres, etc.

This lot embraces all the leading shades and are specially priced. Samples cheerfully supplied.

William Frew.

Advertise in the TELEGRAM

Skin Boots.

Nearly every day we sell at least one pair of Skin Boots to be sent to the trenches. They are so

Much Superior to All Other Kinds

of footwear that the wearer of a pair is envied by all those who are not as fortunate.

You would be wise to send your boy a pair, and be sure and get the best kind—sewn with sinew. To be had at

Robert Templeton's.

TORONTO and N. W. ... fair to-night at ... Bar. 28.80 ... USE PURE G ... VOLUME ... RO ... PA ... DI ... GI ... AN ... The next ... to Ch ... Try ... P. E. QU ... (Sole Ast ... COMMERCI ... teleph ... at. u. th. f ... Insure ... QUE ... the Company ... number of ... Newfoundland ... Every satisf ... settling losses ... Office: 167 Water ... Adrain Bldg ... Telephone ... QUEEN I ... GEO. H. ... A ge ... Grove Hill ... CUT FLOWERS ... Talps and Hy ... IN POTS: Caled ... slas, Primus, ... LETTUCE, CAR ... Sweet Peas, D ... ISHERS: a wa ... Wreath, rose ... Bonnet ... Terms: Str ... P. one ... J. Mc ... Washed ... NOTI ... SOCIETY FOR ... OF INI ... The annual ... Society for ... mals will be ... George W. ... the courtesy of ... ment) on Satu ... 24th inst. at 4.3 ... His Excellency ... and Lady Dav ... pleased to attend ... A large attend ... bers and support ... is requested ... feb 20, 21, ... THE HU ... BAY ... (Incorporated ... DEALERS IN ... Ome ... 340 W. TER ... St. John ... Jan 26, ... MINAR ... LUMBER ... THE