

TEN PAGES TO-DAY.
 TORONTO, Noon. — Strong winds and gales from S.W., with occasional rain to-day, turning much colder to-night and on Friday, with strong N.W. winds.
 ROBERTS, Noon.—Bar. 29.20, ther 33.

THE "PEOPLE'S PAPER" IS A LIVE DAILY IN A BUSY CENTRE—STUDY ITS NEWSY ADVERTISING. TEN PAGES TO-DAY.

THE EVENING TELEGRAM.

FOR LATEST WAR NEWS SEE 8th PAGE.

VOLUME XXXVII.

PRICE ONE CENT.

ST. JOHN'S, NEWFOUNDLAND, THURSDAY, JANUARY 6, 1916.

\$3.00 PER YEAR.

NUMBER 4.

USE BUFFALO FLOUR!

Sold at BOWWRINGS' Stores.

Auction Sales!

(For the benefit of whom it may concern.)

AUCTION.

On TO-MORROW, Friday,

at Noon,

ON THE WHARF OF

MESSRS. CROSBIE & CO.

50 barrels.

PARTRIDGE BERRIES.

R. K. HOLDEN,

Auctioneer.

Jan 6, 11

Enamelled Ware!

Cherry Stone

and

Colonial.

Carload Just Received.

Can Fill Orders

Promptly

from stock.

We can now supply

PAROID ROOFING 12

inches wide.

Lowest

Prices.

The Direct Agencies

Limited.

dec 10, eod, 11.



THE FIREMEN

may save your home and belongings from utter destruction by the flames, but the smoke and water will create a great deal of havoc.

FIRE INSURANCE

will make good your damaged property and supply you with sufficient ready funds to replace destroyed articles. Have me write you an insurance policy to-day.

PERCIE JOHNSON,

Insurance Agent.

Received To-day!

Thoroughly

FRESH

EGGS.

Price reasonable.

J. C. BAIRD.

MINARD'S LINIMENT CURES DIPHTHERIA.

MINARD'S LINIMENT CURES DIPHTHERIA.

White's COOPERS' TOOLS!

WHITE'S ADZES—

Checked face & plain face.

WHITE'S SPOKE SHAVES—

Round or flat face, long or short iron.

WHITE'S CHAMFER KNIVES—

—3½ and 4.

WHITE'S SHAVE KNIVES—

8 inch.

WHITE'S COOPER AXES—

Small and medium sizes.

WHITE'S TWIN IRONS.

WHITE'S V. IRONS.

WHITE'S RAISING IRONS.

WHITE'S FLAGGING IRONS.

SORBY'S HOLLOW KNIVES—

2, 2¼ and 2½ inch.

SORBY'S ADZES.

NEYLE'S HARDWARE

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The key to a fisherman's wealth is a first-class Fish Hook. And every fisherman should see that each package of Hooks he buys are marked "O. MUSTAD & SON, KEY BRAND." They are the best Tinned Hook made, and the cheapest.

nov 4, eod, 11

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HALIFAX, N.S.

Manufacturers of:

The "Kalamazoo" Loose Leaf Ledgers and Binders and forms for same.

Lithographed Letter Heads and Stationery of all kinds.

Engraved Visiting Cards, Wedding Invitations, etc.

Illustrating Cuts, Half Tones, Zinc, Etchings and Color Plates.

Brass Signs and Tablets.

High Class Book Binding.

P. E. OUTERBRIDGE

(Sole Agent for Newfoundland)

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Account Books AND OFFICE REQUISITES.

Ledgers, Foolscap & Demy, 100 to 1000 pages.

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Manifold Order Books, all sizes.

Files, Clips, Binders, Inks, Pens, Holders, etc.

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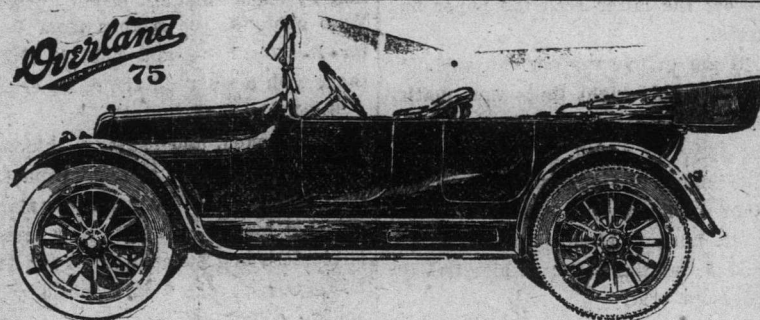
Resolution for 1916.

Realizing that it is my duty as a citizen of Newfoundland to help provide employment for our working people and to keep the wheels of industry running,

I HEREBY RESOLVE that from this time forward, no matter what I may buy, I shall take pains to enquire if it is the product of a home factory, and, if it is, quality being equal, I shall give it the preference.

Will You Think It Over?

The Standard Mfg. Co., Ltd.



We would be pleased to have you call and see the New 75 Model OVERLAND. You will be delighted with it—it's a beauty.

Full equipment, including Electric Light, Electric Starter, Speedometer, High-Tension Magneto, Demountable Rims, etc.

Price \$615.00 F.O.B., Toledo.

T. A. MACNAB & COMPANY,

Sole Importer,

CITY CLUB BLDG.

ST. JOHN'S.

Bargains in STAIR CLOTH!

Just received a small shipment of Stair Oil Cloth, all neat and attractive designs. Our prices

11c. and 15c. per yard

while they last. Outport orders promptly attended to.

WILLIAM FREW.

Ready for Your Selection

are the most popular fabrics and smartest designs. Come in and see what attractive suits

We are Tailoring for Men

at this season. We know we could fit you correctly and satisfy you in every particular with our high-class work.

Let us take your measure this week.

J. J. Strang,

Ladies' and Gents' Tailoring,

153 Water Street, - - St. John's.

eod, 11

J. J. ST. JOHN

XMAS GROCERIES, CHEAPER THAN EVER.

Everybody is doing it at ST. JOHN'S.

1800 lbs. Best Icing Sugar,

8c. lb.

50 cases Seeded Raisins,

1 lb., full weight.

½ ton Citron Peel, 21c lb

30 boxes Dessert Raisins

¼ ton Lemon Peel, 17c.

lb.

10 kegs Green Grapes.

Best Cream of Tartar

in ¼ lb. pkts.

50 cases Cleaned Currants.

900 lbs. Real Irish Butter.

No better in the

world . . . 45c. lb.

20 cs. No. 1 P.E.I. Eggs.

100 brls. Local Cabbage.

(Very choice).

N.B.—Bring along your

Coupons on and after Mon-

day, 27th inst.

J. J. ST. JOHN,

Duckworth St. & LeMarchant

Road.

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Not only softer, smoother, more satisfactory than any other, but distinguished by the "True Oriental Odor," a fragrance inimitable in its subtlety and charm.

In addition to Massatta, we carry a complete line of Lazzell's Famous Specialties, including the most exquisite Perfumes, delightful Toilet Waters, Super Creams, and Powders of unsurpassable excellence.

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A NEW AND TOTALLY DIFFERENT

TALCUM POWDER.

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