

Bacon Weather

Nothing finer for your breakfast of a FROSTY morning than a few slices of our

Delicious
"Berkshire" Bacon.

Our sales of "Berkshire" Bacon for 1916 were over fifty per cent. higher than the previous year, and we anticipate even a greater increase in demand for the present year.

Let us have your next Bacon Order.

F. McNAMARA,
Queen Street.

s.tu.tb.tf

JUST IN:

100 (hundred) cases of the Choicest PORK & BEANS imported. Large and small sizes. Get our prices. Also for sale a few SMALL RIPE CHEESE, fully matured. Delicious eating.

EDWIN MURRAY.



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 WORLD FAMOUS ALADDIN KERO. OIL LAMP

Saves the eyes, saves oil, saves bad odour, saves dimness and gloom, saves fires and thereby saves lives, saves money.

CHESLEY WOODS,
(Sole Nfld. Distributor)
282 DUCKWORTH STREET.
(Head McBride's Hill.)

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

Advertise in the TELEGRAM.



Shoe Talk No. 3.



Cantilever
For Comfort and Style
Passes the Judgment of the Multitude

YOUR shoes should be ready to wear when you buy them—"easy fitting" without the need of "breaking them in." But they must be pleasing to look at—delightful to walk in and dependable in make.

You have all of the above, and a little more in *The Cantilever Shoe*.

Suppose you come to our store and try on a pair of this famous shoe known as *The CANTILEVER*.

Edwin C. Burt Co.

(Dealer's Name)

F. SMALLWOOD,
THE HOME OF GOOD SHOES.

CORKWOOD

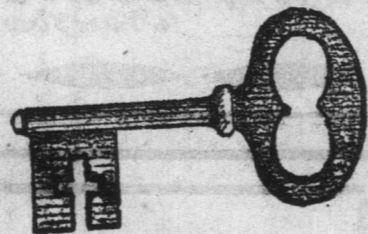
Now Landing, ex Schoner Artisan,

100 Bundles Corkwood.

Thick, Medium and Thin.

H. J. Stabb & Co.

O. Mustad's



Brand Hook

Is the best tinned hook made and will not rust. Fishermen should see the Key Brand is on each package they buy. dec14,eod,tf

MASSATI



A NEW AND TOTALLY DIFFERENT TALCUM POWDER

ASK FOR MINARD'S LINIMENT AND TAKE NO OTHER.

Sugar! Sugar!

We are booking orders for **Granulated Sugar**

due to arrive by first steamer, on or about 24th January.

GEO. NEAL

THE GREAT BRIGHT WAY

2 IN 1

SHOE POLISHES
BLACK-WHITE-TAN - 10¢
KEEP YOUR SHOES NEAT

THE F.F. DALLEY CO. LTD. BUFFALO, N.Y.

T. A. MACNAB & Co.

Wholesale Distributors for Newfoundland.

Job Lots In Women's Slippers and Pumps!



We have 200 pairs WOMEN'S SLIPPERS marked down at HALF PRICE. SEE OUR EAST END WINDOW. Lace Shoes, Strap Shoes or Pumps, Black and Tan Leathers, \$3.00 Shoes for \$1.50.

PARKER & MONROE, Limited.

SLATTERY'S.

Always in stock a large assortment of

English and American Dry Goods
At Lowest Possible Prices.

Estate W. A. SLATTERY.

Slattery's Bldg., Duckworth & George's Sts.

P. O. Box 236.

Phone 522.

Advertise in the Telegram

REID-NEWFOUNDLAND COMPANY.

Agents for:—

CANADIAN PACIFIC OCEAN SERVICES, LTD.

ALLAN LINE.

WHITE STAR LINE.

WHITE STAR-DOMINION LINE.

AMERICAN LINE.

CUNARD LINE.

HOLLAND-AMERICA LINE.

ROYAL MAIL STEAM PACKET CO.

For sailings, dates, etc., apply GENERAL PASSENGER DEPT.

Reid-Newfoundland Co.

Furs! Furs!

If you would stand at our corner window for a short time you would be sure to hear some one say "What Beautiful Furs." They are certainly beautiful and up to the minute in style; and best of all, we are now offering them

At Greatly Reduced Prices.

Now is the time to buy. You will have a long season to wear them. Come in and get our prices.

MINK. WOLF. RED FOX.
Newest Collars. Latest Muffs.

Robert Templeton

333 WATER STREET, ST. JOHN'S.

DRIED FRUITS

JUST ARRIVED PER S.S. FLORIZEL,

1,200 Cases

RAISINS, cartons and loose.

PRUNES, assorted grades.

APRICOTS, " "

PEACHES, " "

WHOLESALE ONLY.

Harvey & Co., Ltd.

Freight for New York!

S.S. "Pere Marquette" will probably sail for New York about January 17th, and is open for a limited quantity of Freight. Apply

A. H. MURRAY.

WEATHER FORECAST
TORONTO. Noon. St. local snow furries and
ly cold to-day and on
Sat. 29.10; ther. 30.
USE PURE GOLD F
OF

VOLUME XXXX

JOHN CAKES
Retail Store
Service
OUR MOTION
Jan 12, 1m, eod

Auction Sale

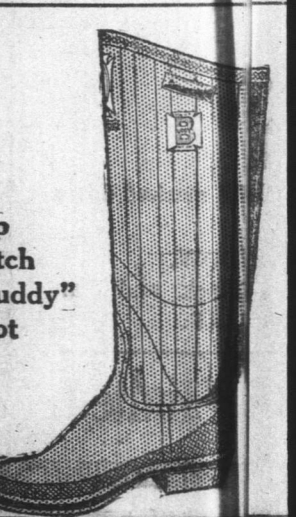
THE PEOPLE'S AUCTIONEER

Escaconia for
That charming suburban pr
situate on the Cove Road, on
ing 38 acres, with first class res
suitable for hotel or private use
also caretaker's dwelling, birn
outhouses, tennis court and aw
nicely laid out walks, the fine
Kennys and Kent's Pond. Ap
P. C. O'DRISCOLL
Jan 10, 61, eod

LUMBER AUCTION

AUCTION ON TUESDAY
January 23rd, at 12 o'clock noon
AT THE OFFICES OF
T. B. CLIFT
Commercial Chambers, Water S

1,060,000 Feet of Lumber, more or
stored at Riverhead, St. John's
120,000 Feet on the premises of Me
Crosbie & Co., Water S.
57,000 Feet stored at Cape Bayle
Salved ex "Matatua", surveyed
ordered to be sold for the benefit
whom it might concern.
N. B.—Purchasers to pay all du
inspection charges and landing
penses.
For further particulars apply
MESSRS. BOWRING BROTHE
LTD., or
T. B. CLIFT
Jan 12, 81



The Wonderful "Notch With The Muscle"

Uncle Sam granted a patent on the legs of this famous boot. It is the lightest, strongest and most-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 BEACON FALLS RUBBER FOOTWEAR

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

Cleveland Rubber Co.

AND ALL OTHERS NOW IN STOCK