

The Ould PLAID Shawl

of the past may have had its air of romance, and in some cases been becoming, but

The Sweater of to-day is a Thing of Beauty and a Joy.

We are showing a new shipment of

Ladies' All-Wool SWEATERS

in Pull-Over & Coat Styles

with and without belts. These come in soft, rich and warm colours, some being in two-tone effects, and when you see them you will say they are "dreams". The shades are: Rose, Cardinal, Navy, Saxe, Emerald, Nile, Orange, Corn, Grey, Mauve, Coralette, etc.

Prices are various, but price is nothing against their value, warmth and beauty.

You will need one for the Rink, and for everyday dress a smart Sweater is now a necessary adjunct.

But see these early as some shades are in limited quantities only.

HENRY BLAIR

For Sale,

Complete With Storage Batteries:

1 60 Light ELECTRIC LIGHT OUTFIT, suitable for vessel or business premises. This plant is operated by a 3 H.P. Kerosene Oil Engine, is simple in construction and of most modern type. Further particulars on application. Will be sold at a bargain if applied for promptly.

1 PATENT STEERING GEAR and WHEEL, suitable for vessel 300 tons; Rudder Head Band 13" in diameter.

Both the above are for immediate delivery and have just been received in the Colony direct from the makers.

ROBERT TEMPLETON

333 WATER STREET.

"White Rock" RUBBERS



FOR BOYS AND GIRLS.

We have a complete stock of "White Rock Rubbers" for boys and girls, with extra heavy soles and heels; rolled edge, bright and dull finish. White Rock Rubbers will outwear two pairs of ordinary rubbers

Prices for Boys \$1.45 to \$1.80
Prices for Girls \$1.06 to \$1.40

PARKER & MONROE, Limited.
DISTRIBUTORS.

Jan 9, 1918, tu, th

Black Oats, White Oats.

To-Day, ex Drummond, at Lowest Prices.

1 Carload, 400 sacks
Charlottetown
Black Oats.

1 Carload
Charlottetown
White Oats.

F. McNAMARA,
QUEEN STREET.

Immense Stock Taking Bargains.

Rush to Antonio Michael's before all old stock is sold at cheapest prices in Newfoundland. A few of our lines need only be mentioned to convince you we are the cheapest Dry Goods, Jewellery, Underwear and Readymade Store in the city.

MEN'S AMERICAN PANTS, \$3.00 up.
MEN'S BOOTS—Cheap.
BRACES—Strongest in town.
JEWELLERY, WATCHES and NOTIONS of all kinds cheap.
A HAPPY NEW YEAR TO ALL.
ANTONIO MICHAEL,
New Gower St. (just East Springdale St.)

The Emerson Piano.

Established in 1849. Newfoundland Agency established 37 YEARS AGO.

Pianos now in use in St. John's sold 37 years ago, showing their wonderful lasting quality.
A SHIPMENT JUST IN.

Come to our Showrooms and see them. Best prices. Best terms.

CHARLES HUTTON.

Late, But Ever Welcome.

The Quiver Annual Volume, 1918.

With such good story tellers as Bartimeus David Lyall, Sir Ryder Haggard, Baroness Orczy, H. A. Vactel and others. Beautifully illustrated, 1034 pages. Only \$3.00; by post, \$3.10.

CHATTERBOX,
The King of all Juvenile Books. Regular price \$2.10. Our price \$1.50; by post, \$1.56.

DICKS & CO., Limited.
THE BOOKSELLERS.

Advertise in the "Telegram." M. MOREY & CO.

REX BEACH,
Your Favourite Author,
now at the popular price,
75c. each; Postage 2c.

Pardners—A tale of Beacher West.
The Net—An intensely thrilling tale.
The Crimson Gardenia and other tales of adventure.
The Barrier—Photoplay edition.
The Heart of the Sunset—The story of adventure and humour.
Going Some—A story of a house party on a western ranch.
The Iron Trail—A story of Beacher's Alaska.
The Silver Horde, The Spoilers—The 2 of Beacher's.

S. E. GARLAND,
Leading Booksellers,
177-9 WATER STREET.

J. J. ST. JOHN.
All Ready for You,
Mr. Man!

3000 brls. FLOUR—Best brands; some white while it lasts.
210 brls. HAM BUTT PORK at \$44.00 brl.
185 brls. BEST BONE-LESS BEEF—Very tender.
65 brls. SPARE RIBS.
130 puncheons and brls. Very Best MOLASSES—Grocery and Fancy.
500 bags PURE WHITE CORN MEAL, Table.
350 bags YELLOW FEED MEAL.
2000 bags CATTLE FEED from \$4.50 bag.
95 Half Chests TEA—Great value.
And a full line of GROCERIES at Bottom Prices.

J. J. ST. JOHN.
136 and 138 Duckworth St.

Writing Tablets.

LETTER TABLETS.
An extra good assortment of these now in stock. Note and Letter size Pads in both ruled and plain in the different grades and styles of paper. Note Size—12c, 14c, 17c, 20c, 25c, each and up. Letter Size—25c, 27c, 35c, and up.
Something better is the Croyley Cambrie Linen Faced Writing Pad, contains 80 sheets of Blue Linen faced paper. Envelopes to match.
MEMORANDUM TABLETS.
A very handy thing for any desk, or for the pocket, for making notes, etc. Made in 5 sizes, all containing good smooth paper suitable for pen or pencil use, 40c, 55c, \$1.00, \$2.50 per doz.
SCRIBBLING PADS.
A cheap make-up for use as a jotter, half dozen different sizes, each pad containing about 70 sheets strong Manila paper for pencil use. Each sheet being perforated, a leaf can be taken from any part of the book without disturbing the other leaves, 45c, 65c, 95c, \$1.25, \$1.75, per dozen.

Garrett Byrne,
Bookseller and Stationer.

TO THE TRADE.

We offer the following Tinned Goods:
PEARS, PEACHES, APRICOTS, TOMATOES—2's & 3's
EARLY JUNE PEAS, STRING BEANS, PORK & BEANS.
Before buying get our prices.

BAIRD & COY,
Water Street East.

Anthracite COAL!

Now landing a cargo
Anthracite Coal.

M. MOREY & CO.

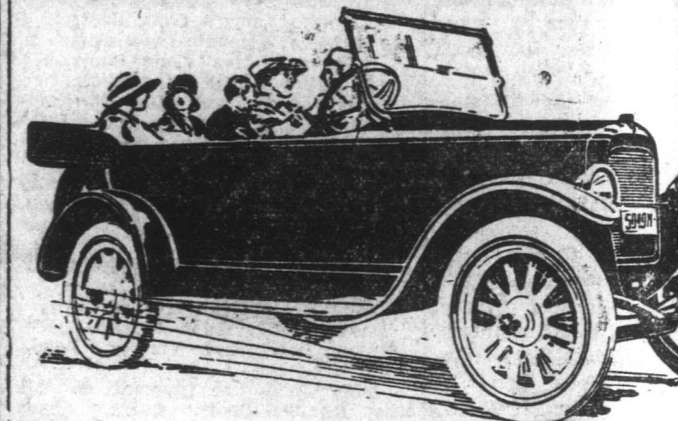
Reid-Newfoundland Company

FREIGHT NOTICE.

Placentia Bay Steamship Service.
Freight for the S. S. ARGYLE, Presby Route (West Run), will be accepted at Freight Shed this Saturday, January 18th, 9 a.m. to 5 p.m.

South Coast Steamship Service.
Freight for above route will be accepted at the Freight Shed to-day, Monday, 20th, from 9 a.m. until sufficient cargo received.

Reid-Newfoundland Company



BRISCOE,

With full equipment and ready for the road,

\$1,550.

Order early and avoid disappointment. A large supply of Parts, combined with twelve years' experience, guarantee satisfaction. Catalogue on request.

GEO. G. R. PARSONS
GARAGE, KING'S ROAD.

ONIONS!

W IN STOCK.

Silver Peel, 100 lb. Bags

Burt & Lawrence, 14 New Gower



Absolute Satisfaction

The Refund of Your Money

Ogilvies Standard Flour

IN PAGES TO-DAY.

WEATHER FORECAST.
TODAY, Noon—Moderate winds, light rain and Thursday, with steady or a little higher temperature.

VOLUME XII.

Hay and Oats

Ex S. S. Drummond now landing and ready for sale
**1250 Bales GOOD
500 Bags CANADA**
Prompt attention given to orders.

E. J. HOLDEN
Jan 22, 1918

Auction Sales!

The People's Auctioneer

Auction—Freehold.

the premises at Bay Bulls, St. John's District, on Monday, 27th at 11 a.m. sharp, all that certain freehold property situate on the Side of Bay Bulls, with two dwelling houses thereon, also and outhouses belonging to the estate of the late James Crookwell.

C. O'Driscoll, Ltd.,
17, 20, 22, 24, 25 AUCTIONEERS.

AUCTION.

Tools, Utensils & Lumber
NEWFOUNDLAND SHELL FACTORY, Water Street West, at 11 a.m.

Day Next, 24th inst.

TIMBER.
B.M.F. 9 x 9 Hard Pine.
B.M.F. 2 x 2 White Pine.
B.M.F. 2 x 8 Spruce.
B.M.F. 3 in. Spruce.
Running ft. Round Spruce Sticks—5 to 12 ft. long.

CARPENTRY.
Saws, planed and plain, four and six-light Window Sashes, benches and Tables, Hardwood work Benches with Carpenters' planes, white pine, lockers and Stationary Cabinets, file pins, files, Chisels, Wood-Horses and Stands, TOOLS and UTENSILS.
Iron Chain Tackle, Yale & Towne Iron Jackscrews.
The Chuck Combination Hammer.
Receiver.
Armstrong Toolholders, twist Drills, Centering Drills, etc. Starrett's Tools, Scales, etc. Set Screws and Bolts.
Leather Belting, 2 to 6 inch, 12 in. Belting.
8 in. Belting.
Varnish Remover, Shellac, etc. Steam Packings.
Brass Valves, Safety Valves, etc. Letter and Figure Dies.
Emery Wheels.
Iron Door Longers.
Fences.
Spring Steel Wire.
Steel Shafting.
Roller Plate.
Salvaged and Tinware.
Belt Shifters.
Shaft Collars, Bearings, etc. Rabbit Metal.
Vice.
Carpenter's Angles.
Garden Syringe.
Electric Hoses.
Electric Bells.
Numerous odds and ends and supplies for the Factory, Workshop or other.

R. K. HOLDEN,
AUCTIONEER

The 3 Books of the Year.

Winds of Chance,
by Rex Beach . . . \$1.75

Admirable Betty,
by Jeffery Farnol . . \$1.50

Young Diana,
by Marie Corelli; Paper
\$1.25; Cloth, \$1.56; Illustrated, \$1.75.

S. E. GARLAND,
Leading Bookseller,
177-9 WATER STREET.