

# Reid-Newfoundland Company.

Electrical Dept.

Ask About the

## NO-COST DEMONSTRATION

OF THE

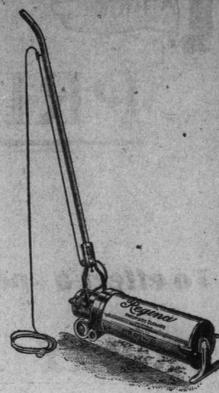
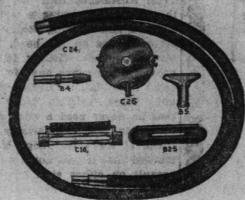
# Frantz Premier Electric Cleaner.

Price, with attachments, \$50.00. | Without attachments, \$40.00.

Other Machines to be seen at our Showrooms.

'Phone 240 for Free trial.

See Our Windows for Beautiful Display of Devices.



WEATHER FORECAST.

TORONTO, Noon. — Strong winds or gales from west and northwest, local snow falls or flurries but mostly fair to-day  
USE PURE GOLD FLAVORS.

VOLUME XXXVIII.

**Auction Sale!**

**Public Auction**

On Thursday next, January 5, at 12 o'clock noon, that Freehold Property and Dwelling House sited on the West side of Reanley's Mill Road, and lately occupied by Alexander Marshall, Esq. The property is 1/2 Acre and measurements are: Front on Reanley's Mill Road, 32 ft. 10 inches more or less; on the north side 28 ft. more or less, on the west boundary, 28 ft. 6 inches more or less; on the south, 124 ft. and 49 ft. more less. Hours for inspection, 11-1 and 2-5 p.m. For further particulars apply J. C. MARSHALL, or A. MARSHALL, Executors of the Estate of the late Alexander Marshall, or

T. B. CLT,  
Auctioneer.

dec27,61

**ELLIS & Co.,**

Limited,

203 Water Street.

Thank the many Customers for the Liberal Patronage Extended Them during the Past Year. And now wish them A Happy and Peaceful 1917.

ELLIS & Co. Ltd,  
203 Water Street.



**Quality**  
is ever the first consideration of the Tea noted for its delicious flavour and exquisite aroma,  
**Armada.**  
Your Christmas Visitors will appreciate it.  
60 cents Everywhere.

REID-NEWFOUNDLAND COMPANY.

NEW YEAR Excursion!

Excursion return tickets will be issued at ONE WAY FIRST CLASS FARE, good going December 30th, 31st and January 1st, and good returning up to January 3rd.

Reid-Newfoundland Co.



**Quality**  
is ever the first consideration of the Tea noted for its delicious flavour and exquisite aroma,  
**Armada.**  
Your Christmas Visitors will appreciate it.  
60 cents Everywhere.

Advertise in the TELEGRAM

—THE—  
**Underrated Liqueurs, Etc,**  
Will be Cleared at Old Prices.

- |                            |                          |
|----------------------------|--------------------------|
| Dry Sillery—qts.           | Irish Whisky, Kinahan's. |
| Hock—Still & Sparkling.    | French Vermouth.         |
| Moselle—Sparkling.         | Italian Vermouth.        |
| Bordeaux Beaune.           | Cocktails.               |
| Burgundies.                | Cherry Whisky.           |
| Sauternes.                 | Grand Mariner.           |
| Claret.                    | Tokay Wine.              |
| Angostura Bitters.         | Schweppe's Soda.         |
| Benedictine—Large & small. | Sloe Gin.                |
| Curacao.                   | Plymouth Gin.            |
| Chartreuse—Green & Yellow. | Old Tom Gin.             |
| Maraschino.                | Tanqueray's Gin.         |
| Noyau—Pink & White.        | Holland Gin.             |
| Cr-de-The.                 | Also                     |
| Cr-de-Menthe.              | Port Wine.               |
| Rousillon Champagne.       | Sherry Wine.             |
| Kummel—Large & small.      | 50 cases Dublin Stout.   |
| Rye Whisky.                | 50 cases Bass' Ale.      |

JAMES STOTT, Grocer & Wine Merchant

BALANCE OF OUR STOCK OF  
**Xmas Toys**  
AND  
**Fancy Goods**  
AT  
**COST PRICES**  
THIS WEEK TO CLEAR.

This includes Dolls, Rabbits, Bears, Dogs, Soldiers, Cannons, Gun Carriages, Guns, Swords, Forts, Monitors, Trains, Engines, Wagons, Tools, Furniture, Drawing Slates, Paint Boxes, Dulcemars, Games, Blotters, Jewel Cases, Letter Racks, Trays and a splendid assortment of Photo Frames.

While it has been very difficult for us to obtain cheap toys this season, you can rest assured that you will by the big reductions we have made be enabled to buy these goods here at lower prices than you will get anywhere.

**HENRY BLAIR.**

Remember our aim is to reduce for you where possible the high cost of living.

Five Dollars will buy enough Beaver Board to Wainscot your Dining Room

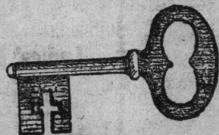
**BEAVER BOARD**  
WALLS & CEILINGS

How to Make Your Rooms More Attractive—More Home-like

Send dimensions of rooms with location of doors and windows. In return you'll get photos of actual interiors with BEAVER BOARD walls and ceilings, together with color schemes and suggestions for panel arrangements. An estimate of the amount of BEAVER BOARD you need, will be included. Easy to cut up and decorate—never needs repair. Makes the house warmer in winter, cooler in summer.

Particulars from  
COLIN CAMPBELL

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. decl4,eod,tf

Shoe Talk—One.



SHE dreaded this one—as you dread it now. How uncomfortable it made her feel—this "widow's crapping" in crowded cars—dreaded the sore foot diagnosis—it caused her.

But now she is untroubled at the long ride home—she is fresh-looking and happy—she has found both comfort and style in a smart, new-style Cantilever Shoe.

The Cantilever adapts itself to every movement of your foot. A shoe made for comfort—roomy space for your toes, flexible sole and arch support to prevent fallen arch.

The Cantilever has all the features of a corrective shoe without the ugly appearance.

Here you have at last just the shoe appearance you want in a shoe—combining a stylish style with comfort.

Come to our store and try on a pair of Cantilever Shoes

The Edglo C. Burt Co.

Hockey Boots for Ladies and Gentlemen, Boys and Girls, together with a full line of Water-proof High Cuts.

N. B.—Skates attached to boots free of charge.

**F. SMALLWOOD,**

The Home of Good Shoes.  
Don't forget Stafford's Essence of Ginger Wine for New Year, Price 15c. a bot.—dec16,tf  
ASK FOR MINARD'S LINIMENT AND TAKE NO OTHER.

**Skin Boots.**



Made by persons who know how, and who use only sinew in sewing them, adds to the health and comfort of the wearer, whether he is treading the frozen pans at the seal fishery or wading in the mud and slop of the trenches. No other boots are just as good, and our Skin Boots made on the northern portion of Labrador are specially selected, and are the best of their kind.

Price: \$3.50 per pair.  
**Robert Templeton,**  
333 WATER STREET, ST. JOHN'S.

THANKS TO THE FRENCH DRY CLEANING PROCESS

which has made it possible for thousands of our patrons to enter into the Festivities with a greater degree of enjoyment because of the knowledge that their apparel is immaculate, and has the smart appearance of newness.

Messrs. Nicholle, Inkpen & Chate,  
St. John's.  
Sole Agents for Newfoundland.

Advertise in The Evening Telegram