

A FIRE POLICY in the Hartford Fire Insurance Co. is as good as gold in your pocket.
The Hartford is famed for over a hundred years for its liberality in settling claims.
GEO. M. BARR, Agent

MR. CUSTOMER,
Probably you've economised by doing without your usual suit and overcoat during Fall of 1914. Are you going to have that down-and-out look in Spring 1915? The Allies have millions of men on the firing line, each requiring thirteen pounds of wool every six or eight weeks. The British Government are keeping British Mills turning out army contracts.
Spring quotations for woollens are sky high. We have on hand a particularly fine range of Serges, Tweed Suitings and Overcoatings. Order now as you will have to pay considerably higher in the Spring.
John Maunder
TAILOR & CLOTHIER
St. John's, N.F.

Fleeced Underwear

It Will Warm Your Heart to See the Values We Offer.

- Ladies' Cream Ribbed Fleeced Vests and Knickers, now only 25c. garment.
- Ladies' Cream Ribbed Fleeced Vests and Knickers. Regular 40c. garment. Now35c. garment
- Ladies' White Fleeced Vests and Knickers. Regular 65c. garment. Now50c. garment
- Ladies' White Fleeced Vests and Knickers, very heavy and warm make. Reg. 80c. garment. Now 65c. gar.
- Men's Jaeger Fleeced Underwear. Special 50c. value. Now only43c. garment
- Boys' Jaeger Fleeced Shirts and Drawers. All the sizes from 24" to 34", only 29c. garment
- Girls' Cream Ribbed Fleeced Vests and Pants. Sizes— 16in. 18in. 20in. 22in. 24in. 26in. 28in. 30in. 32in. 34in. Prices— 12c. 14c. 16c. 18c. 20c. 23c. 26c. 29c. 32c. 35c.

Henry Blair

ABOUT LAMPS!

ECONOMY
in oil is necessary, also a Brilliant Light is highly desirable.
THE ALADDIN LAMP
burns half the oil of the ordinary lamp and gives **SIX TIMES** the light. Think it over.
THREE MILLION
Aladdin Lamps in use. Something in this.
CHESLEY WOODS,
Sole Agent Aladdin Lamp.
140 WATER STREET.

Over 40,000 People Read The Telegram

CLEARING BALANCE OF Ladies' Hats At Half Price, 50 cents, 90 cents, \$1.20 and \$2.00. LATEST FALL STYLES. Liberal Reduction in Ladies' FURS.

Robert Templeton.

YOUR KING and COUNTRY WANT YOU

The above is one of the most popular of the many fine patriotic songs now being sung wherever the British flag flies. It has a sweet, pathetic melody and a tender appeal in the simple words. This song has been sung specially by Miss Maggie Teyte (the greatest British Prima Donna) for the Columbia Graphophone Company, who are paying a royalty on each record sold to the Prince of Wales' Patriotic Fund.

¶ We have just received a shipment of 2,000 Columbia Records direct from England—the largest consignment ever received in Newfoundland at one time—consisting chiefly of Patriotic Anthems, Marches and Songs. Among these are:—

God Save the King.
La Maresillaise.
Arrival of the British troops in France.
Russian National Anthem.
Belgian National Anthem.

By Military Bands.

My Bugler Boy.
Follow the Drum.
Bravo, Territorials.
Soldiers of the King (new version).
My Volunteer.

By Harrison Latimer, Baritone.

¶ Come and hear Miss Maggie Teyte sing "Your King and Country Want You" at the

U. S. Picture & Portrait Co.

"Gilt Edge Butter."

We offer a new shipment to-day ex S. S. Stephano.
"GILT EDGE" is put up in 30 lb. tubs.
"GILT EDGE" is ALL BUTTER.
"GILT EDGE" is made in Canada and is positively the choicest Butter obtainable.
"GILT EDGE" is sold at "live and let live" profits.
Next time you want BUTTER try a sample tub of "GILT EDGE."

F. McNAMARA, Queen Street.

Spare Ribs, Apples, etc.

- Ex Durango and Stephano:
- 50 tierces SINCLAIR'S SPARE RIBS.
- 200 brls. No. 1 WAGNER APPLES.
- 50 brls. AMERICAN CABBAGE.
- 75 cases VALENCIA ORANGES.
- 50 cases SMALL ONIONS.
- 300 bags SMALL BEANS.

GEO. NEAL

Public Notice!

CENSORSHIP OF TELEGRAPHS, CABLES AND WIRELESS STATIONS.

By direction of the Chief Censor, London, the following Regulations will be in force on and after Friday next, January the 15th, namely:—

1. Cablegrams in authorized editions of A.B.C. Lieber's, Scott's and Western Union Codes only may be exchanged between British, Allied or Neutral Territory on extra European Telegraph System, on one side, and British or Allied Territory, wherever situated, on the other side.
2. The term "Extra European Telegraph System" means the places outside the Telegraph System of Europe. Besides the places in Europe proper, the following are also counted as being on the European Telegraph System, namely:—Russia in Asia; the following French possessions in North and West Africa, namely:—Algeria, Mauritania, Senegal, Upper Senegal and Niger; and French Morocco. The Island of Cyprus is regarded as outside the European Telegraph System.

3. Until further notice cablegrams in the following three Codes, namely:—Meyer's Atlantic Cotton Code, Thirty-ninth Edition; Bentley's Complete Phrase Code, not including Separate Mining and Oil Supplements; Broomhall's Imperial Combination Code, not including Special Rubber Edition, are allowed only between United Kingdom and places in Extra European Telegraph System.

N.B.—As all messages sent under the above Regulations have to be decoded and censored, the carrying out of this work will be greatly facilitated if persons sending such messages would hand in at the Telegraph Office, at the time of presenting the message, the translation of the same.

JOHN E. BENNETT,
Deputy Chief Censor.
St. John's, Newfoundland,
11th January, 1915. Jan13,15,18,20,22

Lanterns!

We are offering
150 dozen Climax Lanterns,
at
\$4.40
per dozen.

The Direct Agencies Limited.
WHOLESALE ONLY.

Oct29, eod, 3m



LOOKS GOOD
before you prepare it, and tastes better after you cook it, is the verdict of all who buy their meats here. If you want

A SAVORY ROAST
let us pick you out one. 'Twill be so tender and deliciously good that you'll surely trade here regularly afterward.

That means a saving in expense, too, as our meats, although best, are lowly priced.

M. CONNOLLY,
176 Duckworth St.
Phone 420.

No more useful gift for a man than a Safety Razor. We sell the Giant Junior Safety at 50 cents. A perfect shaver and the wonder of all users. **CHESLEY WOODS, 140 Water Street.** Manufacturer's Agent.—Dec16,11

Don't have your Wish Bone where your Bone ought to be. If you want

Golden Pheasant

buy it. Sold at 60c. per pound by all up-to-date grocers.

FERGUSON, HOLNESS & CO., LTD.
of London.

J. B. MITCHELL, - - - Agent.
Jan8, eod



Inefficient eyesight means inefficient work and **INEFFICIENT PAY.**
Don't allow defective vision to interfere with your work and pay. See to it now.

R. H. TRAPNELL,
Eye Specialist. Water Street

"Get Out and Get Under."

There is no doubt that "Wilhelm" will soon have to get out and get under his machine, if he is not already there; and there is also no doubt that we are going to get out our stock of

Ladies' Felt HATS,

at their present further extremely

Reduced Prices

All the balance of our stock of Ladies' Untrimmed and Ready-to-Wear Felt and Velour Hats we now offer at give-away prices to make a complete clearance. The prices are

50c., 60c., 80c. and 95c. each.

In every case price at first of season was from double to quadruple the price now made.

We are also offering some

Ladies' & Girls' Felt Hats,

in older styles at only 20c. each. The others are all this season's **GET OUT EARLY** if you want to **GET UNDER** one of these Bargains.

HENRY BLAIR

Dec30, eod, 11

The Kaiser When A Boy.

Even when a child the Kaiser was a very precocious youth. The late Mr. W. P. Frith, the famous painter, used to tell a story of the Kaiser's childhood. Wilhelm, when a little boy, was staying with an artist, and on one occasion wiped so much color on his face when in the studio that Mr. Frith had to remove it with turpentine. The painful process annoyed the rebellious young prince, and at its conclusion he administered a violent kick to the surprised artist, then flung himself under a table, where he yelled until he was fed up.

While Mr. Frith's method of removing paint from the Kaiser's face was not altogether unlike our process of Dry Cleaning, we are exceedingly grateful that our patrons do not adopt the Emperor's method of showing their appreciation of our good services.

MESSRS. NICHOLLE, INKPEN & CHAFE, LTD., Agents.

UNGAR'S LAUNDRY & DYE WORKS, Halifax
Jan11,13,15

CABBAGE and ONIONS.

NOW IN STOCK.
We have also a few WAGNERS APPLES. Choice stock just in ex Stephano.
PRICES RIGHT.
BURT & LAWRENCE,
14 New Gower Street. Tel. 768.
Box 245.

TEN PAGES TO-DAY
WEATHER FORECAST.
TORONTO. Noon.—Fresh W. winds; fair and moderate cold to-day and on Sunday.
ROPER'S. Noon.—Bar. 19.4. Ther. 32.

VOLUME XXXVII



Rubber Sale

GOOD RUBBERS FOR EVERY FOOT

We will have no Rubbers the next three weeks. Big reduction in Rubber Footwear
LADIES'
40c., 45c., 50c., 55c., 60c., 75c., 80c., 90c. and \$1.00
MEN'S RUBBERS,
70c., 75c., 80c., 85c., 90c., 95c., \$1.00, \$1.10, \$1.20, \$1.30, \$1.35, \$1.40, \$1.50.

BOYS' STORM RUBBERS,
55c., 65c., 70c., 80c., 90c., \$1.00
YOUTHS' STORM RUBBER,
50c., 60c., 70c., 80c., 90c.
GIRLS' STORM RUBBER,
50c., 65c., 70c., 75c.
CHILD'S STORM RUBBER,
40c., 42c., 44c.
All sizes and widths.

F. SMALLWOOD
The Home of Good Shoes

Yost Typewriter

When firms like these use it must be good:—

IN ENGLAND.
The Prince of Wales' War Fund The War Office.
Lloyds.
Harrod's, Ltd.
The Army & Navy Stores.
IN NEWFOUNDLAND.
Anglo-American Telegraph Colonial Cordage Co., Ltd. 1st Nfld. Regiment. Queen Insurance Co. Red Cross Line. R. H. Trapnell, etc., etc.

Send for descriptive Literature.

P. E. OUTERBRIDGE

Agent for Newfoundland,
137 WATER STREET.
(Telephone 60.)
Jan16, eod, 11

CEMENT

Just landed per S.S. "Digby," 21st inst.

1500 barrels White's Portland CEMENT, British Manufacture

H. J. Stabb & Co.