

**REID-NEWFOUNDLAND COMPANY.**

**Electrical Thawer!**

If your pipes are frozen ring up  
**'Phone 240.**

**The Electrical Thawer**  
Will do the rest.

**Electrical Department.**

**TEAS.**

We have just received another shipment of our Choice Blends,  
**Royal Crown and Our Best,**  
which for flavor and quality is unsurpassed.

<b>BUTTER</b> If you require something choice in Butter, try "BLUENOSE," in 5 lb. tins and 2 lb. slabs. Also CHOICE CANADIAN in 60 lb. tubs.	<b>COCOAS</b> Van Houten's, Fry's, Bensusan's, Cadbury's. VI COCOA. Contains Cocoa, Kola, Malt and Hops.
<b>CHEESE</b> English Cheddar, Canadian, MacLaren's, Ingersoll's (Pimento & Chilli).	<b>COFFEE</b> Scal and White House, Camp & Elder's.
<b>CHOCOLATE</b> "Whitman's Instantaneous." Will make a cup of Chocolate instantly.	<b>CAL. ORANGES</b> Florida Oranges, California Lemons, Table Apples, California Pears, Pears, Ripe Bananas, Cranberries, Grape Fruit.

**Bowring Bros., Ltd.,**  
332 GROCERY 332

**SAVE EVERY DOLLAR POSSIBLE!**

England has just launched a campaign to encourage economy. This surely is a time when thrift should be our watchword. Instead of buying new garments, have the old ones French Dry Cleaned. You can easily cut down your dress bill about 35 p.c. Ask Messrs. NICHOLLE, INKPEN & CHAFE, our St. John's Agents, for further particulars.

**UNGAR'S LAUNDRY & DYE WORKS, Halifax.**

**CABBAGE!**  
**CABBAGE!**

Due Thursday, per S.S. "Stephano."

**50 Barrels**  
**FRESH GREEN CABBAGE.**

'Phone 264.

**GEO. NEAL**

**GOOD DENTAL WORK**

**The Maritime Dental Parlors.**

FRAMING A GENUINE FACT is what our sketch is aiming at, notifying the public of our ability to serve it faithfully, conscientiously, expertly.

**FIRST-CLASS DENTAL WORK** in every branch—Crown and Bridge work, Fillings, Sets that defy detection. Our methods are painless, prices satisfactory. Our growing list of patrons proves our dental service to the public. Examination free. Try our services.

Painless Extraction . . . . . 25c.  
Full Upper or Lower Sets . . . \$12.00

**M. S. POWER, D.D.S.,**  
(Graduate Dentist)  
174 WATER STREET.  
(Opp. M. Chaplin.)  
nov23,w.f.m.t

**TORIC**

There's a lot of difference between Toric Lenses and Flat Lenses besides their slight extra cost. They give you extra vision and extra comfort. They are better-looking, too. Come and see us about Toric Lenses.

**LENSES**

**R. H. TRAPNELL,**  
EYESIGHT SPECIALIST,  
St. John's.

**Always in Season!**

**CIGARS** in Small Decorated Boxes, of the very best brands.  
**CUT TOBACCO** in small tins and 1 lb. and ½ lb. Glass Jars.  
**CIGARETTES**—Fall Mall, Melachino and other world-renowned brands.  
**PIPES**—Calabash, Meerschaum and B.B.B., in beautiful Lined Cases.  
**CIGARETTE & CIGAR HOLDERS** of the very best quality.  
**TOBACCO POUCHES**—Covered and plain, with shield.

**JAMES P. CASH,**  
Tobacconist. Water Street.

**HEADQUARTERS for VALENTINES.**

Ordinary Comics, 60c. gross; 7c. doz.  
Elite Comics, 10c. doz.  
Large Square Comics, 10c. doz.; 1c. each.  
Long Comics, 20c. doz.; 2c. each.  
Extra Large Comics, 30c. doz.; 3c. each.  
Fancy Lace Valentines at 2c., 4c., 5c., 8c., 10c., 15c. & up.  
Valentine Postcards, 2 & 3c.  
Singly Boxed Valentines, 8, 10, 15, 20c. up to \$1.25.

**LIBERAL DISCOUNT TO SHOPKEEPERS.**

You can make the greatest selection of Valentines at  
**GARLAND'S BOOKSTORE,**  
177 Water St., St. John's.

**MILNARD'S LINIMENT CURES GARDEN IN COWS.**

**Recent Arrivals**

**Roofing Felt, Oats, Oatmeal, Flour, Soap, Pork, etc.**

600 rolls 2-PLY "H" BRAND ROOFING FELT  
400 rolls 1-PLY "H" BRAND ROOFING FELT  
150 brls. ROLLED OATS.  
30 brls. OATMEAL.  
40 ½s OATMEAL.  
400 brls. "REX" FLOUR.  
300 bags BLACK OATS.  
50 cases SUNLIGHT SOAP.  
100 brls. HAM BUTT PORK.

**HARVEY & Co., Ltd.**

In stock:—P. E. I. BLUE POTATOES, in excellent condition; also,  
**PICKLES, CHOW, CHEESE, PORK & BEANS, TINNED FRUITS, CURRANTS** and other Dried Fruits  
Agents and Distributors of the Celebrated Canadian Cheese Cutter.

**EDWIN MURRAY.**

**Dainty HANDKERCHIEFS**

We are pleased to let our many customers for **Dainty Lissue Handkerchiefs** know that we have just opened a New Assortment. Some new effects are shown. Price **8c. each, or \$1.90 per dozen.**

**Robert Templeton,**  
333 Water Street, St. John's.

**Our Annual WHITE Sale**  
NOW IN FULL SWING.  
Everything in White Goods at Cut Prices.  
**WONDERFUL BARGAINS**  
during this Great Sale. Don't miss this great money saving opportunity. All Outport orders receive careful and prompt attention.

**WILLIAM FREW.**

**LIGHT, HEAT, COMFORT!**

The proprietor of one of the best known multiple shopping systems is credited with saying, "Give me any old shop, in any old street, and I'll guarantee to make it in twelve months the most widely known and best frequented shop in the district." He was asked to explain. Holding up three fingers he said, "I believe in the Trinity of LIGHT, WARMTH, COMFORT. I should dazzle the moths until the candle drew them, I should bring them into a warm, comfortable shop, filled with a soft, pleasing radiance, and the rest is—well, mere child's play."

Mixed metaphors, perhaps, but expressive. Now we can more than imagine the kind of shop this well-known individual would open, for we pass it in almost every town—always a landmark to the street. No one fails to notice it. There is an indefinable air of welcome and invitation as one stands for a moment on the pathway and lets one's gaze travel inside it. The subdued, restful lighting effect that so charms because of its very unobtrusiveness, the absence of dark corners, the intangible feeling that if one would step inside one would be sure of experiencing a delicious sense of warmth and comfort and cheerfulness—all these are part of its appeal. Truly a shop with an individuality.

We cordially invite all progressive business men to visit our showroom and see our latest Lighting and Heating Appliances, by the adoption of which the ideal outline in the above extract from a London paper may be easily secured. Our new RADIO X-Lamp and GASTEM Rad-factors fill all light and heat requirements.

**ST. JOHN'S GAS LIGHT COMPANY.**  
dec6,t

**Good TEA**  
IS IMPORTANT.

When you buy

**Lipton's Tea**

You will be sure to have good tea. It has always been a favourite on account of its purity. Lipton's Tea is put up in ¼ lb., ½ lb. and 1 lb. air tight, dust proof, germ proof packages or in handsome decorated 5 lb. tins.

Prices: 50c. and 60c. lb.

**A Special Sale Bargain in Tea.**

We also offer for a limited time a limited quantity of a superior make of tea other than Lipton's at 40c. (40c.) per pound only. This is put up in 1 lb. packets only. You will find this a good tea also. Try a package at once.

**HENRY BLAIR**

**JUST ARRIVED**  
per Durango:

A splendid variety of Suits. No two patterns alike. These goods were ordered before the big jump in Woollens and our Customers can have the advantage of OLD PRICES. Our new style sheets for Fall and Winter just to hand.

**John Maundel**  
TAILOR & CLOTHIER  
St. JOHN'S, N.F.  
281-283 DUCKWORTH STREET.

**SLATTERY'S**  
**Wholesale Dry Goods House**

Being in close touch with the American Markets, can quote the finest wholesale prices on all classes of **FOUND REMNANTS and REGULAR PIECE GOODS, FLEECE LINED UNDERWEAR, MATS, RUGS and CARPETS, etc.**

Before placing this season's order, we would appreciate an opportunity to quote our prices.

**SOLE AGENT for the Leader Overall Co. (Local manufacture).**

**Slattery Building, Duckworth and George's Streets,**  
ST. JOHN'S, NEWFOUNDLAND.  
P. O. Box 236. 'Phone 522.

TEN PAGES TO—  
WEATHER FORECAST  
TORONTO, Noon. . . . . Moderate  
winds; fair and milder. . . . .  
comparatively mild, light . . . . .  
show fall.  
ROPER'S. Noon.—Bar. 29.8  
Ther. 20.

VOLUME XXXVII

**GET C**

**Brick and Cement**

**Hard Brick, Soft Brick, Fire Brick, Cement,**

in brls. and sacks.

**H. J. Stabb &**

**HAVE YOU NOTICED**  
that the greater number of  
**Fine Art Advertising Calendars,**  
for 1916, presented by the  
foundland firms, are manufac-  
tured by  
**The Thos. D. Murphy Co.**

This means that up to date  
firms who want the best  
in Calendars buy MURPHY  
endure and no other.

Can't I sell you a Calendar  
1917, before the pick of the  
samples are gone. Prices 25c.  
per hundred up. The line  
contains a fine line of Adver-  
ting Blotters.

'Phone me, you'll look at the  
samples, anyway.

**P. E. OUTERBRIDGE**  
(Agent for Newfoundland)  
150 WATER STREET  
(Telephone 60.)  
th,s,tu,t

Insure with the  
**Old, Reliable**  
**QUEEN**  
which has stood the test  
promptly paying  
**\$541,000**  
in the Big Fire, 1892. A pol-  
no trouble when a loss occurs.

**GEO. H. HALL**  
Agent.  
RAYBROOK

**THE FIREMEN**  
may save your home and  
ings from utter destruction  
flames, but the smoke and  
will create a great deal of  
b

**FIRE INSURANCE**  
will make good your prop-  
erty and supply you with  
clean, ready funds to replace  
destroyed articles. Here is  
you an insurance policy.

**PERCIE JOHNSON**  
Insurance Agent.

Advertise in the "Telegram."