

REID-NEWFOUNDLAND CO.

Water Street Stores Department!

The well-known Headquarters for Motor Engines, Motor Boats, Motor Supplies, Gasolene and Motor Oils. Our Columbia Cells and Multiple Batteries give results unheard of before. Call or send for quotation.

REID-NEWFOUNDLAND COMPANY.



Try it one week for all baking at our risk. Your money back if it disappoints. "More bread and better bread"

PURITY FLOUR

STEER Brothers.

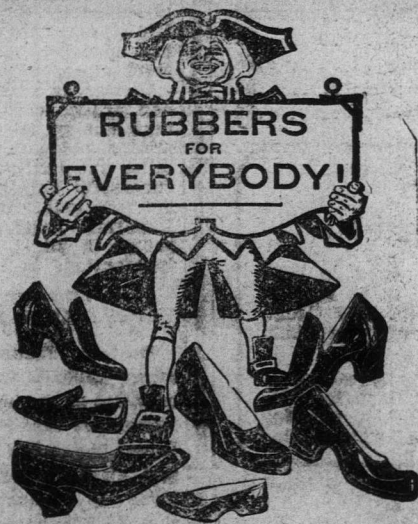
Best Grade Local WOOL,

In White, Grey, Grey and White, at

80c. a pound,

Is soft, warm and pure, best for soldier's socks.

Robert Templeton.



We can supply any sort of Rubber want from our extensive assortment.

MEN'S RUBBERS 75c. to \$1.65
 WOMEN'S RUBBERS 50c. to \$1.10
 CHILDREN'S RUBBERS 42c. to \$1.00
 (According to size.)

BOYS' RUBBERS 50c. to \$1.00
 (According to size.)

STORM RUBBERS, LOW RUBBERS, TOE RUBBERS, SANDAL RUBBERS, BLACK, WHITE & TAN RUBBERS, all reliable brands.

Sole Selling Agents for THE "RED MEEL" RUBBER.

Parker & Monroe, Limited.
 THE SHOE MEN.

Telegram Ads, Bring Results

FOR SALE!
 CARGO BEST SCREENED
SYDNEY COAL,
 TO ARRIVE PER
 "IDA M. ZINCK,"
 AT THE WHARF OF
BAIN, JOHNSTON & Co.'y.
Jan. 20, w. f. m. t. f.



J.C. BAIRD, Agent.

Just Received

Per Stephano and Durango,

- 800 brls. HAM BUTT PORK.
- 100 brls. SHORT CUT CLEAR PORK.
- 700 brls. and bags FINE GRAN, SUGAR.
- 400 sacks VICTORIA FEED.
- 200 sacks FAMOUS MOLASSINE MEAL.
- 200 14-lb. boxes BEST CREAMERY BUTTER.
- 200 sides LEATHER, trimmed & untrimmed.

HARVEY & CO., LTD.

Wonderful Bargains!

We are making a special bargain offering for this week only of **DRESS MATERIALS** for winter wear, including Tweeds, Meltons, Venetians, Poplins, Whipcords, etc., etc. A visit to this department will amply repay you. All Mail Orders receive our best and prompt attention.

WILLIAM FREW.

Advertise in The Evening Telegram.

Rubber Sale!



GOOD RUBBERS FOR EVERY FOOT

We will have no Rubbers after the next three weeks. Big reduction in Rubber Footwear.

- LADIES', 40c., 45c., 50c., 55c., 60c., 70c., 75c., 80c., 90c. and \$1.00.
- MEN'S RUBBERS, 70c., 75c., 80c., 85c., 90c., 95c., \$1.00, \$1.10, \$1.15, \$1.20, \$1.30, \$1.35, \$1.40, \$1.50.
- BOYS' STORM RUBBERS, 55c., 65c., 70c., 80c., 90c., \$1.00.
- YOUTHS' STORM RUBBERS, 50c., 60c., 70c., 80c., 90c.
- GIRLS' STORM RUBBERS, 50c., 65c., 70c., 75c.
- CHILD'S STORM RUBBERS, 40c., 42c., 44c.
- All sizes and widths.

F. SMALLWOOD
 The Home of Good Shoes.

The Finest Novel
 RALPH CONNOR HAS EVER WRITTEN.

"The finest thing Ralph Connor has done, and when we remember his past achievements that is no mean praise. His style throughout is strong and forceful, he has an intimate knowledge of what he is writing about, and his inspired descriptions of the heroisms of the North-West Mounted Police make one glow with the same feeling of pride as do the accounts of our heroes in the battles that are raging now. Ralph Connor shows us what magnificent men and what brave, noble women, the sons and daughters of the Empire, are. It is a joy to meet some of our old friends again, and in the dangers and anxieties they undergo they more than ever show of what pure gold they are made." RALPH CONNOR, THE PATROL OF THE SUN DANCE TRAIL. Cloth 80c., Paper 60c. See the New Magazine, the New War Pictures, the New War Papers and the New War Books.

DICKS & Co.,
 Biggest, Brightest, Best and Best Book, Stationery and Fancy Goods Store in Nfld.



HERE'S A SQUARE DEAL. Here's a square deal. With a policy in our old line company, you can go off on a visit to the end of the earth and you know you're secure.

The best in FIRE INSURANCE is always cheapest and especially so when it doesn't cost higher. Don't delay about the renewal of about that extra insurance you want, but come right in at once and have it attended to.

PERCIE JOHNSON,
 Insurance Agent.

Advertise in The Evening Telegram.

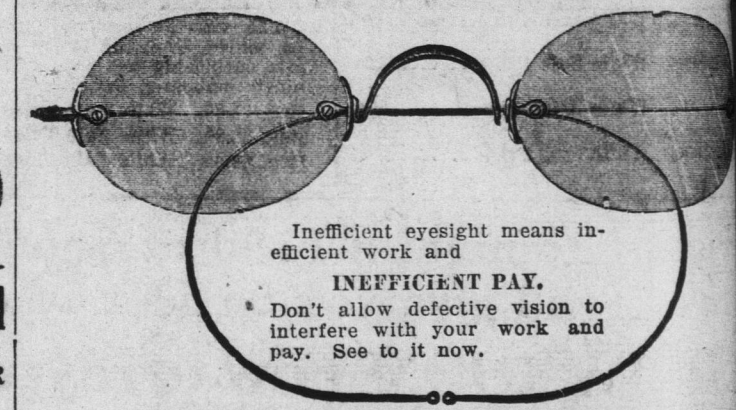
VEGETABLES!

At this season of the year fresh Vegetables are hard to procure. We can help you by substituting GOOD TINNED VEGETABLES.

- | | |
|---|---|
| CARROTS.
PARSNIPS.
TURNIPS.
BEET.
STRING BEANS.
GREEN PEAS—1 & 2 lb.
SPINACH.
SWEET CORN.
ASPARAGUS
(Red Top and Tip Top). | TINNED DANDELION. |
| ITALIAN STRING BEANS
TOMATOES.
MUSHROOMS.
ITALIAN
PEELED TOMATOES.
RED KIDNEY BEANS.
PORK & BEANS. | In Glass:
PETIT POIS EX FINS.
CHAMPIGNONS.
HARICOTS VERTS.
MACEDOINE
DE LEGUMES. |
| | WRINKLED PEAS.
FARROW'S NET PEAS.
HUNTER'S GREEN PEAS.
HAND PICKED BEANS.
LIMA BEANS.
SPLIT PEAS.
PEARL BARLEY. |

BOWRING BROTHERS, Limited.
GROCERY.

332 'Phone



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

Ham Butt Pork and Hay!

To-Day ex "Stephano," at LOWEST PRICES.
 150 barrels Selected Light Ham Butt Pork, 75 to 85 pieces.
 2 Carloads, 441 Bales, Prime Upland HAY.

F. McNAMARA, Queen Street.

By S. S. Carthaginian:
"Camp" Coffee.

Per S. S. Florizel:
WINDSOR SALT.

T. A. MACNAB & Co.
 Selling Agents for Newfoundland.
 Telephone 444. Cabot Bldg., St. John's.

Advertise in The Evening Telegram.

TEN PAGES
 WEATHER FORECAST
 TORONTO, Noon—N. gales, becoming more severe during to-night and to-morrow.
 ROPERS, Noon—Barther, 48.

VOLUME XXV

REID

1-12 H.P.
 1-3 H.P.

COAL

North Sydney
 Well screened. From mines.

Scotch Household
 Good Household Coal.

Anthracite,
 Best Lehigh—Nut, St and Furnace sizes.

H. J. Stabb &
 Jan 20, 1915

War
 The Latest Books on the

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 Bookseller & Stationer



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 BURNS, Etc.