

Bon Marche White Sale!

EMBROIDERY . . . 3c. yd. up. Child's F. L. UNDERWEAR . . . 35c. up.
 SHIRTING . . . 23c. yd. up. Ladies' F. L. UNDERWEAR . . . 65c. up.
 FLANNELETTE . . . 19c. yd. up. Boys' F. L. UNDERWEAR . . . 65c. up.
 80" SHEETING . . . 65c. yd. up. Men's F. L. UNDERWEAR . . . 87c. up.
 PIQUE . . . 35c. yd. up. WHITE QUILTS . . . \$2.50 ea.
 TOWELING . . . 16c. yd. up. TORCHON LACE . . . 7c. yd.
 CURTAIN NET . . . 33c. yd. TOWELS . . . 20c. up.
 COTTON BLANKETS . . . \$2.75, \$3.25, \$3.95

Stock is fast disappearing, so get your share while it lasts.

BON MARCHE.

Jan 20, 1915

JUST LANDED

2600 Tons

BURNSIDE SCOTCH LUMP COAL

The Best Coal

\$13.50

A.H. MURRAY & CO., Ltd.,
Beck's Cove.

Jan 15, 1915

Did you ever notice how a New Tie adds to a man's appearance? Maybe you need a new Suit but cannot afford it now. But one thing is certain, you cannot afford to miss the opportunity offered in our

GENUINE FANCY SILK TIES
Worth \$1.20

Now 87 cents each to pull trade to

Templeton's

JUST RECEIVED!

a shipment of

SUPERIOR QUALITY SOLE LEATHER

Trimmed and Untrimmed.
Selling at Lowest Prices.

BOWRING BROS., Limited
Hardware Department

Jan 16, 1915

FIRE INSURANCE!

QUEEN INSURANCE CO. of America
AND
THE GREAT AMERICAN INS. CO. OF NEW YORK.

Capital practically unlimited. The largest number of Policy holders in Newfoundland.

Absolutely no trouble when a loss occurs.

PHONE 655. P. O. BOX 732.

GEO. H. HALLEY, Agent,
ADRAIN BUILDING, 106 WATER STREET,
Jan 2, 1915

Don't Say Paper, Say the Evening Telegram.




Trying on His New Suit

at STRANG'S tailor shop, the young man finds it very becoming and fitting. A New Year Suit, with all the new style ideas at a moderate price. Why not take the hint and order your New Year Suit here now? Fit, style, cloth, tailoring, wear and price will appeal to you.

J. J. STRANG,
LADIES' & GENTS' TAILOR,
Corner Water & Prescott Streets.

Jan 11, 1915



For Two Weeks Only
we will give on our present prices a **DISCOUNT OF 10 P. C.** on all our Suitings and Coatings made to measure.

The American Tailor
300 Water St. W. P. SHORTALL, St. John's.
Jan 16, 1915

Durant and Star Automobiles

DURANT FEATURES. MOTOR: Four-cylinder, overhead valve type, 3 1/2" bore, 4 1/2" stroke. PISTONS: Removable through either top or bottom of cylinder block. OILING SYSTEM: Pump, on motor side, pressure to all main bearings, gauge on dash. CLUTCH: Single plate disc type enclosed, forming part of flywheel, removable without disturbing Motor or gear set. ELECTRIC SYSTEM: Auto-Lite; generator starting motor, and lighting system Two-unit type. FRONT AXLE: 1" beam, reverse Elliott type, large king pins, Timkin roller bearings. REAR AXLE: Three-quarter floating axles, shafts removable from hub. Spiral bevel ring gear and pinion of chrome nickel steel. TIRES: 31" x 4"; Non Skid, straight side cord front and rear. WHEEL BASE: 108".

STAR FEATURES. CONTINENTAL Red Seal Motors. TIMKIN Rear Axle. SPICER UNIVERSAL JOINTS. SELECTIVE Sliding Gear Transmission, three speed forward and reverse. SINGLE PLATE DISC CLUTCH. HALF ELLIPTIC SPRINGS. STEWART VACUUM GASOLINE FEED with supply tank at rear; no need to disturb passengers when filling tank. STREAM LINE BODY. ONE-MAN TOP. AUTOLITE Starting and Lighting system.

THE FIRST LOW PRICED CAR that duplicates the design and construction of the more costly motors.

It is a well known fact that the man who buys a low priced car to-day will purchase a more expensive one at a later date. So get used to driving a real Car from the start. Buy a STAR.

DURANT AND STAR TUBULAR BACBONE: Is one of the most important automotive engineering accomplishments. This is a five-inch hollow steel cylinder riveted at both ends to the second and third frame cross members and parallel to the side members. It makes the whole frame rigid and prevents distortions resulting from uneven surfaces. It forces the springs to perform fully their proper function of absorbing the shocks of the road.

Mounted on such a foundation, the body panels and joints are not subjected to torsional strains, creaking and rattling are reduced to a minimum, and the body is preserved in good condition even after a long period of use.

FREE STORAGE: Until the end of the year on all DURANT and STAR CARS driven for PRIVATE USE.

PARTS: A full supply of parts for all Motors; Service and low Repair rates.

SUB AGENCIES: Applicants for Sub Agencies in the Outports will need to be made without delay. Write for particulars.

CATALOGUE PRICES AND OTHER INFORMATION FROM

PARSONS, The Automobile Man,
KING'S ROAD,
P. O. Box, 662.
Telephone 309. Night: 1169. Jan 11, 1915

Notice to Men and Boys!

A Genuine 25 p.c. Reduction is made by us on all **Men's and Boys' Clothing.**

We invite you to our Store to see our lines of Suits, Pants and Overcoats. The quality is second to none and the prices are made to suit your purse. Be sure and look for the Store opposite the Queen Theatre, with the number 367 over the door (Water Street) as we are sure to please you with the goods and price.

DON'T FORGET THE STORE, NUMBER & STREET
Jan 2, 1915

HAM BUTT PORK IS CHEAPER.

Arrived per S.S. Digby,
100 Barrels H. B. PORK,
Nice and Red.

George Neal Limited



Gossages Magical Soap.

HARD WEARING.
Made by a Firm of World-wide Reputation for Excellence & Uniformity of Quality.

WILLIAM GOSSAGE & SONS LTD. WIDNES

JOB'S STORES, Ltd.
Agents.

Morey's Coal is Good Coal!
In Stock, Best Grades of North Sydney Screened, Scotch Household and Anthracite **COAL.**

M. MOREY & Co., Ltd.

Farquhar Steamship Companies.

PASSENGER AND FREIGHT SERVICE
ST. JOHN'S TO HALIFAX.
STEEL STEAMSHIP "SABLE I."
Sailing every nine days.

Freight accepted and rates quoted to all points. For sailing dates and other information, apply

HARVEY & CO., LTD., St. John's, Nfld.
FARQUHAR STEAMSHIP COMPANIES, Halifax, N.S.
aug 2, 6mos. w. f. m.

Forty-Four Years in the Service of the Public—The Evening Telegram.

Reid-Newfoundland Co., Limited

NOTICE!

S.S. Kyle will sail from Dry Dock Wharf at 8.00 p.m. Tuesday, January 23rd, taking passengers for Canadian and United States points.

Reid-Newfoundland Co., Limited

Canadian National Railways

Canadian Textile Products Exhibition, Montreal
February 19th to 23rd, 1915.

Parties interested in this Exhibition can get further information by applying to

J. W. N. Johnstone,
GENERAL AGENT,
Board of Trade Building

R. M. S. P.

From HALIFAX to the WEST INDIES. (The Comfort Route)
S.S. Chandlere . . . Jan. 19
S.S. Chaleur . . . Feb. 2
S. S. Chignecto . . . Feb. 16
S.S. Caraquet . . . Mar. 2

From NEW YORK to HAMBURG.
Calling at Cherbourg and Southampton.
S. S. Orbits . . . Jan. 1
S.S. Orduna . . . Feb. 1

Ships of the West India Service from Halifax, call at Bermuda, St. Kitts, Antigua, Montserrat, Dominica, St. Lucia, St. Vincent, Grenada, Trinidad and Demerara, returning to St. John, N.B.

The Royal Mail Steam Packet Co.
Halifax, N.S.

PRIME TIMOTHY HAY!

We are overstocked at present and are taxed for storage accommodation and offer a limited quantity of this commodity at **CUT PRICES** for prompt delivery.

Get our Quotations.

F. McNamara,
Phone: 393
Queen Street

ADVERTISE IN THE EVENING TELEGRAM

URTEEN
WEATHER
MONTREAL (Noble)
Southwest, with
light and on
PAPER & THOMAS
27.

VOLUME XL

AUCTION

THE PEOPLE'S
AUCTION

AUCTION

POSTPONED
Auction to be
Friday, has been
day the 30th,
be opened all
Furniture, Pa
paper.

C. O'Driscoll

RELIABLE
BAR
AUCTION

AUCTION

Friday, Jan
at 11 a.m.
the Premises of
an Fur. Hide an
17 Water Street
100 Bundles
in lots to suit
J. A. P.

for the benefit of
concern

AUCTION

Household
Slightly Damag

Thursday next
at 2 Adelaide
superior oak pi
Revelled glass
1 Brussels car
1 hearth rug
1 chair carpet (g
1 rocker, 1 W.
W. E. bedroom
head (single),
2 5 yards linole
2 oil heaters
brass mounted
alised iron bath
1 child's sleigh
1 picture frames
and

R. K. HO
FOR SA
SINGLE S
SPEED S
DOUBLE
SADDLE
F. LES
Hamilton
FOR SA
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in that show
04 New Go
supplied by Th
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house in rear
particulars ap
KWOOD, 191
WINTERS

ors.
at
SALE OF
strable and
property, also
(West Esq.)
no car. The
all modern
and trees
at any time
apply Th