

—READ BY EVERYONE

EIGHT PAGES TO-DAY.
WEATHER FORECAST.
TORONTO, Noon.—Moderate
N. W. winds; fair and cold to-
day and on Saturday.
ROPER'S, Noon.—Bar. 29.50;
ther. 38.

THE "PEOPLE'S PAPER" IS A LIVE DAILY IN A BUSY CENTRE—STUDY ITS NEWSY ADVERTISING.

EIGHT PAGES TO-DAY.
FOR LATEST
WAR NEWS
SEE 3rd PAGE.
NUMBER 18.

VOLUME XXXVII.

PRICE ONE CENT.

ST. JOHN'S, NEWFOUNDLAND, FRIDAY, JANUARY 22, 1915.

\$3.00 PER YEAR.

NUMBER 18.

REID-NEWFOUNDLAND CO.

South Coast Service!

S.S. "GLENCOE" will sail from Placentia on Saturday, January 23rd, after arrival of 8.45 a.m. Train from St. John's, for the usual ports of call between Placentia and Port au Basque.

REID-NEWFOUNDLAND COMPANY.

Underwear

from Your Heart to Values We Offer.

Fleeced Vests and Knickers, now35c. garment

Fleeced Vests and Knickers.35c. garment

Vests and Knickers.50c. garment

Vests and Knickers, very heavy80c. garment. Now 65c. gar.

Underwear.43c. garment

Shirts and Drawers.24" to 34", only 29c. garment

Fleeced Vests and Pants.20c. 23c. 26c. 29c. 32c. 35c.

Blair

Ribs, Apples, etc.

DRUMMOND AND STEPHANO:

HAIR'S SPARE RIBS.

WAGNER APPLES.

CELESTIAN CABBAGE.

ORANGES.

BEANS.

NEAL

OTISM

Every local made

Suit or Overcoat

bought during this war season means a helping hand to the employees of the clothing factories. Ask for the goods made by

Garland's Bookstores,
177 and 353 Water Street, St. John's.

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

BUSINESS AS USUAL

Minard's Liniment Cures Burns, Etc.

FOR SALE.

BUSINESS STAND and Dwelling,

Situated in a first-class locality. The dwelling is large, containing ten rooms and large basement; fitted up with electric light and gas, hot and cold water, also nice large Shop suitable for Dry Goods or Groceries. Only reason for selling the Dwelling House is too large for owner. A good bargain if applied for at once.

P. C. O'DRISCOLL,
Exchange Building.
Jan 20, 61 eod

PUBLIC AUCTION.

To-Morrow, Saturday, at 11 a.m.

20 hrs. APPLES.
80 RUBBER HOT WATER BOTTLES, 1 SAFE.
2 Pieces ROOM PAPER.
LOT OF PICTURES.
20 boxes DENTAL BUDDS.
And Sundries.

M. A. BASTOW,
Auctioneer.
Jan 22, 11

New Arrivals!

Expected ex Stephano:

CHOICE N. Y. CABBAGE.
CHOICE ONIONS (in 100 lb. sax).
CALIFORNIA ORANGES.
10 cases FRESH EGGS.
Also
CABBOTS, PARSNIPS, BEET.
LOWEST PRICES.

M. A. BASTOW
P. O. Box 121. Phone 304.
Jan 22, 11

Just In!

LATE MAGAZINES, NEW BOOKS AND A LOT OF NEW WAR LITERATURE.

Daily Graphic War Cartoons, No. 3, 4c.
Sphere Xmas Number, 30c.
Anti-Christ in Egypt, 65c.
The Invasion of 1910 by Wm. LeQueux, 15c.
The Kaiser and His Barbarians, 18c.
Winter's Pie, 30c.
France and the French People, 30c.
Germany and the German People, 30c.
Great Britain and the European Crisis, 5c.
World's Work War Manuals, 1, 2, 3, 30c. each.
Britain as Germany's Vassal, Bernhard, 60c.
Pan-Germanism, by R. G. Usher, 60c.
My Heart's Right There, F. M. Barclay, 30c.
The Desire of His Life by Ethel M. Dell, 15c.
The German Danger by Bart Kennedy, 30c.
Lord Roberts of Kandahar, 30c.
Life of Sir John French, 30c.
General French's Despatches from the Front, 18c.
How the War will End by Ransom, 30c.
The Fleets at War by A. Hurd, 30c.
The Times' Book of the Navy, 30c.
Dictionary of Naval and Military Terms, 75c.
All the latest Magazines and Illustrated Papers—Strand, Wide World, London, Royal.
New Nash's Fall Mail War Illustrated, 8c.
War Budget, 10c.; Illustrated War News, Navy & Army, Illustrated, London News, Graphic War Weekly, 5c.
Something to Read, Latest Div., 35c.
The Secret of the Reef by H. Bindloss, 80c.
In Self-Defence by Elias K. Hocking, 60c.

GARLAND'S Bookstores,
177 and 353 Water Street, St. John's.

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

BUSINESS AS USUAL

MINARD'S LINIMENT CURES Burns, Etc.

MONEY TO LOAN!

We have three thousand two hundred dollars (\$3,200.00) to loan on Real Estate Mortgage in amounts of \$100.00 and up, at current rates of interest. Only first-class properties considered. Make application at our Office.

Fred. J. Roil & Co.
Real Estate,
SMALLWOOD BUILDING,
Duckworth Street,
St. John's, Newfoundland.

T. A. PIPPY,
Machinist,
AND BRASS WORKER,
Waldegrave Street.

Agents for
E. LEONARD & SONS, LEO.
Engines and Boilers.
LLOYD MFG. CO., LTD.
Saw Mill Machinery.
KITSON-EMPIRE LIGHTING CO.
High Power Kero Oil Lamps.
REMINGTON KERO OIL ENGINES.
Stationary and Marine.

We carry in stock:
Shafting, Shaft Couplings,
Bearings, Saw Mandrels,
Pulleys, Iron Pipe and
Pipe Fittings, Valves, etc.
PHONE 252.
Jan 13, 6m eod

Rossley's West End Theatre.

All New Pictures,
The best ever seen.

Changed Three Times Weekly.

Matinee Daily. 5 cts.

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 more than ever show of what pure gold they are made." **RALPH CONNOR, THE PATROL OF THE SUN DANCE TRAIL.** Cloth 50c., Paper 60c.
See the New Magazines, the New War Pictures, the New War Papers and the New War Books.

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

MINARD'S LINIMENT CURES Burns, Etc.

Newfoundland Board of Trade!

The Annual Meeting of the Newfoundland Board of Trade will be held in the Rooms on Tuesday, 26th January, 1915, at 4 p.m.

ERNEST A. PAYN,
Secretary-Treasurer.
Jan 22, 21

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. Beside 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 R. BENNETT,
Deputy Chief Censor.
St. John's, Newfoundland,
11th January, 1915.
Jan 13, 15, 18, 20, 22

ROSSLEY'S WEST END THEATRE.

All New Pictures,
The best ever seen.

Changed Three Times Weekly.

Matinee Daily. 5 cts.

HAYWARD & CO., Water Street, East

HARVEY & Co., Ltd.
Agents Red Cross Line.

25th Week of the War

No Increase in Price.

Matchless PAINT
Is Good Paint.

Quality as Usual.

The Standard Mfg., Co., Ltd.

FOR SALE!

CARGO BEST SCREENED SYDNEY COAL,

TO ARRIVE PER
"IDA M. ZINCK,"
AT THE WHARF OF
BAINE, JOHNSTON & Co.'y.
Jan 20, w.f.m.t.f.

RED CROSS LINE.

INTENDED SAILINGS.

From New York. From St. John's.
STEPHANO, Jan. 16th. STEPHANO, Jan. 23rd.

Passenger Tickets issued to New York, Halifax and Boston.

FARES INCLUDING MEALS & BERTH ON RED CROSS STEAMERS:—

	FIRST CLASS		2nd CLASS
	Single	Return	Single
To New York	\$40.00	\$70.00	\$15.00
To Halifax	20.00	35.00	9.00
To Boston (Plant Line)	29.00	51.00	18.00
To Boston (D.A.R.)	30.00	51.00	18.00

Connections at Halifax for Boston: (1) Plant Line Wednesdays at 8 a.m. (2) Dominion Atlantic Railway through the beautiful land of Evangeline to Yarmouth, thence by Boston and Yarmouth S. S. Co., Ltd., Wednesday and Saturday. Luxurious accommodation and excellent cuisine by either route. Full particulars from

HARVEY & Co., Ltd.,
Jan 10, m, w, f, t, f Agents Red Cross Line.

Newfoundland Folio

CONTAINING
"NEWFOUNDLAND"—Words by Sir Cavendish Boyle. Musical settings by Sir Hubert Parry and by Charles Hutton.
"THE BANKS OF NEWFOUNDLAND."
"DEAR OLD SOUTH SIDE HILLS," etc., etc., only 10 cents a copy.
Also "THE FLAG OF NEWFOUNDLAND."

CHARLES HUTTON,
Reliable Piano and Organ Store.

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.

J. J. ST. JOHN.

CUT PRICES

1400 lbs. of
REAL IRISH BUTTER.

California Blue Raisins, 12c. lb.
Cleaned Currants, 1 lb. 7 1/2 c. pkg
Seeded Raisins, 1 lb. .13c. pkg.
Icing Sugar9c. lb.
Fresh Eggs40c. doz.
Pink, White & Chocolate Icings.
Moir's Chocolates, Cake and Candies.
Dessert Raisins, 25c. and 30c. lb.
Large assortment of **JACOBS' BISCUITS.**
Bird's Egg & Custard Powder.
Large bottles of Syrup22c.
3 GREAT LEADERS:
Our Eclipse Tea at40c. lb.
Our REAL Irish Butter.
Our Sloan's Liniment. .25c. btl.
(The greatest-cure known.)
Our Free Silver will be ready for delivery on and after Monday, 28th inst.

J. J. ST. JOHN,
136 & 138 Duckworth Street.

FOR SALE.

Fresh Drawn **TURKEYS, GEESE, DUCKS, CHICKEN, BEEF, EGGS, CANADA BUTTER**

JAS. R. KNIGHT

COAL!

North Sydney,
Well screened. From the old mines.

Scotch Household,
Good Household Coal.

Anthracite,
Best Lehigh—Nut, Stove, Egg and Furnace sizes.

H. J. Stabb & Co.
Jan 20, t, f, eod

A Few Gentlemen can be accommodated with furnished Sitting Rooms and Bedrooms; apply at this office. Jan 18, 61 eod

LOST—Between Barnes' Road and Gower Street, by way of Bannerman Street Military and King's Roads, Bond, Cochrane and York Sts., a Lady's Gold Watch, semi-hunter case, initials J.E.B. on back; stem-wind, leather strap and tortoise shell wrist holder. Finder will be rewarded on leaving same at this office. Jan 22, 11

FOUND—A Black Spaniel, name "Whitten" on collar. Will owner please call at 77 LeMarchant Road immediately. Jan 22, 11

PICKED UP—A Small Sum of Money. The owner can have it by proving the same and paying expenses; apply to MRS. MALLARD, Fort Townshend. Jan 22, 11

HELP WANTED.

WANTED—A Cook; apply to MRS. G. M. BARR, Circular Road. Jan 22, 11

WANTED—A Good General Servant, able to do plain cooking; must have references; apply MRS. BLACK, 49 Freshwater Road. Jan 22, 11

WANTED—At Once, a General Servant; apply to MRS. J. C. PUDDISTER, Hamilton Ave. Jan 22, 11

WANTED—At Once, a General Servant, reference required; apply MRS. W. B. COMERFORD, 109 Military Road. Jan 21, 11

WANTED—Immediately, a General Servant; apply to MRS. JAS. P. HOWLEY, 15 Military Road. Jan 21, 11

WANTED—A Washerwoman; country preferred; apply to MRS. BROWNING, King's Bridge Rd. Jan 21, 11

WANTED—A General Servant; apply at 162 Gower Street. Jan 20, 11

WANTED—An Experienced Stenographer; apply to FRANKLIN AGENCIES. Jan 20, 31

AGENTS—"The World's Greatest War," including Canada's part. Profusely illustrated with actual battle scenes. Record seller. Make seven dollars daily. Sample book free on promise to canvass. LINSOTT COMPANY, Brantford. Jan 11, 24

A GOOD PLACE TO COME for your Groceries, Stationery, Stamps, Picture Postcards, Papers, Soft Drinks, Candy, etc., is WALKER'S Cash Grocery, 27 Charlton St. (off Springdale). Ask for your coupons and receive premiums up to Mar 1st. dec 24, 3m, 1b, m, s