

ONLY TWO-THIRDS AS MUCH AS THEY WERE!

End of Season's Sale!

LADIES' WINTER COATS.
CHILDREN'S WINTER COATS.
MEN'S OVERCOATS.
BOYS' IMPORTED OVERCOATS.

Ladies' Coloured Underskirts, Only \$1.08.

LADIES' FELT HATS, LADIES' MUFFLERS.

Men's Wool Underwear.

Just think what this means, a saving of 33 cents on the dollar.

\$3.00 WILL NOW BUY \$4.00 WORTH.

All this year's goods, material and style. Equal to anything shown in the city.

Robert Templeton

For Sale!



Sealed Tenders will be received by the undersigned until noon, December 26th, 1917, for the following Auxiliary Schooners:—

"A. H. Whitman"—Built Mahone, 1916. . . 94 Tons Reg.
"Helen M. Coolen"—Built Mahone, 1915. . . 94 Tons Reg.
"Dorothy G. Snow"—Built Shelburne, 1911. 98 Tons Reg.
"Albert J. Lutz"—Built Shelburne, 1908 95 Tons Reg.
"Pinta"—Built Essex, Mass., 1893. 99 Tons Reg.

The above are fitted with twin screw 30 H.P. C. O. Semi-Disel Fairbanks-Morse engines, except "Pinta", which has twin screw gasoline engines.

Vessels now at Halifax, where can be inspected.

Tenders will be considered for vessels with or without engines.

The highest or any tender not necessarily accepted.

C. W. ACKHURST,

nov30,181 Agent, Halifax, N.S.

REID - NEWFOUNDLAND CO.

Christmas and New Year Excursions.

Round Trip Tickets will be issued between all stations and ports of call on this Company's System at the undermentioned rates:

One Way and One-Third First Class Fare,

Good going December 23rd, 24th and 25th, and good returning up to and including Dec. 27th; good going December 30th, 31st and January 1st, and good returning up to and including Jan. 3rd.

One Way and Two-Thirds First-class Fare

Good going December 21st to January 1st, and good returning up to January 4th.

Reid - Newfoundland Co.

A friend of ours remarked to us recently, in speaking of men who have become wealthy for wealth's sake only—

When you say, "That man has money, you have said EVERYTHING."

That statement impressed us very much, and afforded the inspiration for this pen-talk. Making money is not our FIRST or ONLY object. True, we can make money, but we are sharing it with 165 shareholders in this Company:

188 SHAREHOLDERS IN AMERICAN MINERAL.
246 SHAREHOLDERS IN PERFECTION TIRE.
32 SHAREHOLDERS IN OTHER SMALL DEALS.

We prefer to make a decent living and be honorable with those who honor us with their confidence than make thousands of dollars at the expense of friendship, esteem and confidence. The finger of scorn cannot point at us. We have never lost a dollar for a client.

J. J. LACEY & CO., Ltd.,
INVESTMENT SPECIALISTS, CITY CHAMBERS,
(Over Royal Bank of Canada.)

5c. The Crescent Picture Palace. 5c.

AFTERNOON, 2.15; NIGHT, 7.30.

Presenting George Routh in

"Saved from the Harem."

A Lubin Masterpiece produced in 4 reels.

"THIS ISN'T THE LIFE"—A unique comedy, featuring Davy Don.

The Latest and Best in Music—Drums & Effects

Nat Gould's Famous Sporting Novels.

The sales of this author's novels exceeds six million copies and are still selling in thousands daily. The favorite author with the man at the front. Send one to your friend.

- A Dead Certainty, 20c.
- The Runaways, 20c.
- A Hundred to One Chance, 20c.
- Town and Bush, 20c.
- Double Event, 20c.
- On and Off the Turf, 20c.
- The Phantom Horse, 20c.
- The Jockey's Revenge, 20c.
- The Top Weight, 20c.
- A Stroke of Luck, 20c.
- Lottery Colt, 20c.
- Whirlwind's Year, 20c.
- Charger and Chaser, 20c.
- The Dapple Grey, 20c.
- Broken Down, 20c.
- The Pet of the Public, 20c.
- Bred in the Bush, 20c.
- The Banker and Broker, 20c.
- The Selling Beater, 20c.
- The Wizard of the Turf, new, 65c.
- A Reckless Owner, 35c.
- A Cast Off, 35c.
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- The King's Favorite, 35c.
- A Member of Tatts, 35c.
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- The Lucky Shoe, 35c.
- The Roarer, 35c.
- The Little Wonder, 20c. and 35c.
- A Fortune at Stake, 35c.
- Good at the Game, 35c.
- His Last Plunge, 20c.
- Second String, 20c.
- Sporting Sketches, 20c.
- One of a Mob, 30c.
- The Story of Black Bess, 20c.
- A Race Course Tragedy, 20c.

When you want the best novels always send to Garland's. If by mail, add 2c. each for postage. Outport Customers please remit sums under \$1.00 in stamps. Never enclose coin.

S. E. GARLAND,
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Now Landing Anthracite Coal,
All Sizes.

"PHEZ" Loganberry Juice.

WHAT IS IT?

The Loganberry is a new berry. It is a cross or grafted berry of the Oregon wild blackberry and the ordinary red raspberry and was discovered by Judge Logan of Salem, Oregon, who gave it his name.

The juice is a rich, dark red juice pressed from the rich ripe berries and bottled where they grow. It is non-alcoholic but is a most delicious and eminently pleasing drink. Each bottle of "Phez" is equivalent to three times its contents, as "Phez" is the pure undiluted juice of the Loganberry and is very heavy.

NOTE.—To be used as a beverage "Phez" should be diluted with two parts water.

RETAIL PRICES:

- Per 2 oz. bottle 15c.
- Per 4 oz. bottle 25c.
- Per 8 oz. bottle 35c.
- Per 12 oz. bottle 50c.
- Per 24 oz. bottle 90c.
- Per 64 oz. bottle \$1.90

ASK FOR IT WHERE YOU BUY YOUR DRINKS OR ORDER IT FROM YOUR GROCER.

Beautiful advertising matter supplied the trade with each order.

P. E. OUTERBRIDGE,

(Sole Agent for Newfoundland)

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Follow the Sound Advice

of the Food Controllers in these strenuous times and eat more Vegetables. We offer to-day at LOWEST PRICES:

- P.E.I. Potatoes, Blues.**
- P.E.I. Parsnips.**
- P.E.I. Carrots.**
- P.E.I. Beet.**
- Local Potatoes.**
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QUEEN STREET.

J. J. ST. JOHN.

BIG DROP IN PROVISIONS.
We carry a large stock and our prices are lower than the other man's. Touch in and see.
450 lbs. VICTOR FLOUR, 200 lbs. FIVE ROSES.
250 lbs. ROBIN HOOD, 150 lbs. VERBENA.
100 lbs. DAILY BREAD.
120 puncheons BEST BARBADOS MOLASSES.
135 lbs. PORK at \$45.50 and \$45.00 bbl.
95 lbs. BEEF at \$30.00.
1,000 bags CATTLE FEED.
500 bags GLUTEN FEED, \$4.00.
850 bags WHITE & MIXED OATS, 600 bags BRAN.

J. J. ST. JOHN,
136 and 138 DUCKWORTH STREET.

Sole LEATHER.

Just arrived:
500 Sides Trimmed Leather.

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Advertise in the "Telegram" M. MOREY & CO.

Just Arrived:

A complete stock of
Motor Accessories
—FOR—

REGAL and FRASER ENGINES,

Also WRENCHES, PLIERS, SWITCHES, OILERS, OIL FEEDERS, PACKING, CHECK VALVES, STUFFING BOXES, MAGNETOS, etc., with a limited supply of

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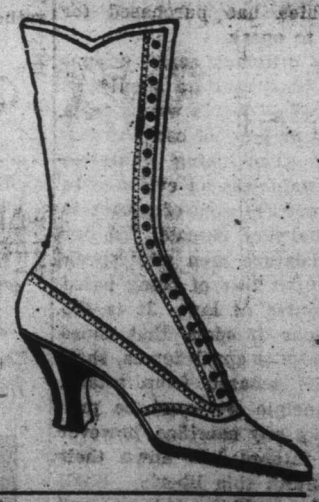
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St. John's.

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A line of HANDSOME HIGH CUT BOOTS for Ladies, \$6, \$7, \$8, \$9 and \$10.00 per pair.

See our catchy lines of LADIES' BOOTS at \$3.50, \$4.00, \$4.50, \$5.00, \$5.50, \$6.00, \$6.50 and \$7.00. Perfect fitting guaranteed at our Ladies' Parlour.



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LADIES' DEPARTMENT

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TORONTO, Noon. —Moderate to fresh winds, fair to-day, on Thursday; not much change in temperature.
Drink WELCH'S GRAPE JUICE
VOLUME XXXII

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AUCTION—SUNDAY
At the
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On Thursday, 20th inst. at 11 a.m.,
consisting of 1 case containing several hundred Photographs of King George VI Air Rifles, 14 Violins, 3 cases of Laundry Blueing done up in tin boxes, 1 case Calendar Tubes, English Mending Tissue, 67 Sewing Sets, 3 Simplex Toy Toys, 12 Filling Cabinets, 1 doz. Manicure Gans, 4 large Dolls, 1 Seal, 1 Red Cross Tonic Pills, 1 Lotion and 1 Table and other sundries.
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