

WEDDING RINGS!

Certainly the Bride is worthy of nothing less than the Best. Then



Every Ring perfect in workmanship and design; 18k Rings from \$6.00 up. May we send you a Ring Size Card?



MR. CUSTOMER,—

Probably you've economised by doing without your usual suit and overcoat during Fall of 1914. Are you going to have that down-and-out look in Spring 1915? The Allies have millions of men on the firing line, each requiring thirteen pounds of wool every six or eight weeks. The British Government are keeping British Mills turning-out army contracts.

Spring quotations for woollens are sky high. We have on hand a particularly fine range of Serges, Tweed Suitings and Overcoatings. Order now as you will have to pay considerably higher in the Spring.

John Maunday
TAILOR & CLOTHIER
ST. JOHN'S, N.F.

NEWFOUNDLAND is the cheapest place to buy Flour to-day. Many people are buying a few barrels now to protect themselves against further advances in price. Quality is always as great a consideration as price. Low grades cost almost as much as high grades now. Therefore buy

Windsor Patent,

AND

Royal Household,

the best on earth, and obtain all round protection and value for your money.

In barrels and 14 lb. sacks.

Sold Everywhere

CLEARING BALANCE OF

Ladies' Hats

At Half Price,
50 cents, 90 cents, \$1.20 and \$2.00.

LATEST FALL STYLES.

Liberal Reduction in Ladies' FURS.

Robert Templeton.

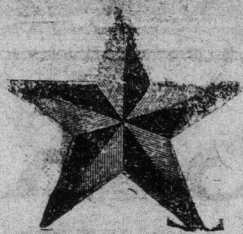
Newfoundland Postal Telegraphs!

W. S. M.

A Wounded Soldier's Message to and from Newfoundland and the Front has been arranged. This is a Free Service now in force between Australia, Canada, Newfoundland and the Expeditionary Forces. All particulars concerning the above service can be obtained from the Colonial Secretary.

DAVID STOTT,
Superintendent.
Jan 21, 21

Rossley



Theatre!

(Under the distinguished patronage of His Excellency the Governor, Lady Davidson and the Misses Davidson.)

Last 3 Days of Grand Pantomime, ROBIN HOOD AND HIS MERRY MEN.

On Saturday Red Riding Hood will present the children with a beautiful Souvenir.

Matinee only 5 cents.

On Monday, Scotch Pantomime, ROB ROY, the best ever.

War!

The Latest Books on the War.

Germany and the Next War, Bernhard, 60c.

How Germany Crushed France, 30c.

Sir John French's Despatches, Nos. 1 and 2, 18c. each.

First Lessons in War. A little book useful to officers and non-com. officers of the New Armies.

The Last of the Tins, 30c.

The Night of Memory. A military romance of England & Germany, 30c.

From the Trenches. Record of an Eye-witness, 60c.

The Naval Recognition Book, 30c.

Your Navy as a Fighting Machine, F. T. Jones, 30c.

Britain's Duty To-Day, 12c.

How the War Came About, 12c.

Germany's War Mania, 60c.

Britain as Germany's Vassal, 60c.

Daily Mail World Map of War and Commerce, 25c.

"Scare Mongering" from the Daily Mail, 1896-1914, 12c.

Daily Mail War Cartoons, Parts 1, 2 and 3, 4c. part.

Daily Mirror, post paid, 12c.

Illustrated War News, post paid, 20c. part.

War of the Nations, post paid, 18c.

Oddsish, Robert Hugh Benson, 60c.

GARRETT BYRNE,
Bookseller & Stationer.

Lanterns!

We are offering

150 dozen

Climax

Lanterns,

\$4.40

per dozen.

The Direct Agencies

Limited.

WHOLESALE ONLY.

Oct 19, 1914

Maury's Linctum Cures Diphtheria

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).

ITALIAN STRING BEANS
TOMATOES.
MUSHROOMS.
ITALIAN
PEELED TOMATOES.
RED KIDNEY BEANS.
PORK & BEANS.

TINNED DANDELION.

In Glass:
PETIT POIS EX FINS.
CHAMPIGNONS.
HARICOTS VERTS.
MACEDOINE
DE LEGUMES.

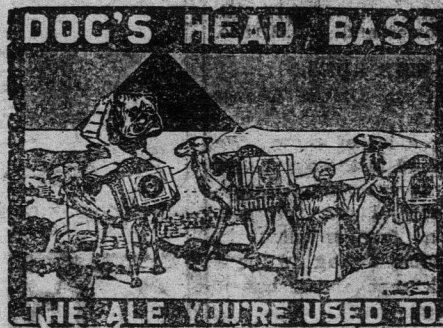
WRINKLED PEAS.
FARROW'S NET PEAS.
HUNTER'S GREEN PEAS
HAND PICKED BEANS.
LIMA BEANS.
SPLIT PEAS.
PEARL BARLEY.

**BOWRING BROTHERS, Limited,
GROCERY.**

332

'Phone

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J. C. BAIRD, Agent.

New French Uniform!

The new French Field Service Uniform now making its appearance at the front is of a light blue-grey color, though less light and less grey than that of the Germans, from which it is easily distinguishable, except at greater distances.

It will blend well with the winter landscape. Some red-and-white threads are woven into the blue to salve patriotic regrets over the historic blue tunic and red trousers.

This new Uniform like any other Uniform, being made of serviceable material, DRY CLEANS splendidly.

MESSRS. NICHOLLE, INKPEN & CHAFE, LTD., Agents.

UNGAR'S LAUNDRY & DYE WORKS, Halifax.

Jan 20, 21

NOW IN STOCK

At very lowest prices:

200 brls. APPLES—all brands.
30 brls. CABBAGE—Choice stock.
50 cases CALIFORNIA and VALENCIA ORANGES.
50 sacks SILVERPEEL ONIONS.
20 brls. HARD WINTER KEEPING CRANBERRIES

BURT & LAWRENCE,

14 New Gower Street.

Box 245.

Tel. 759.

ABOUT LAMPS!

ECONOMY

in oil is necessary, also a Brilliant Light is highly desirable.

THE ALADDIN LAMP

burns half the oil of the ordinary lamp and gives SIX TIMES

the light. Think it over.

THREE MILLION

Aladdin Lamps in use. Something in this.

CHESLEY WOODS,

Sole Agent Aladdin Lamp.

140 WATER STREET.

Men's Caps.

Some Good Values

Men's Newest Tweed Golf Caps,

Smartest Styles,

at 45 cts. and 65 cts.

Men's Tweed "Eastern" Caps,

with the Knitted Storm Band,

Special Values,

at 60c. and 70c. each.

Men's Tweed "Eastern" Caps,

with Knitted Storm Band, with

Velvet and Satin Lining,

Price—\$1.20.

HENRY BLAIR

Jan 22, 1915

New Year Goods

IN ENDLESS VARIETY.

TOBACCO, PIPES, CIGARS,
CIGARETTES,
and all other

Smokers Requisites

Very suitable presents for our Soldiers and Sailors abroad or in training at home.

CASH'S Tobacco Store, Water St



CHEAPEST AND BEST.

Fresh Eggs in cases (Lion Brand),
Island Blue Potatoes (good stock),
Valencia Onions (splendid and juicy),
Oranges—420's (sweet and juicy),
Sweet Cluster Grapes (never better).
EDWIN MURRAY.
Jan 15, 1915

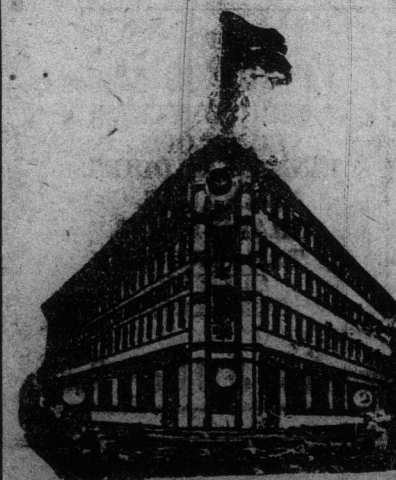
Wonderful Bargains!

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.



THE BIG FURNITURE STORE!

HAVE YOU DECIDED YET? Your visit to our store will give you a full description of each piece of stock that interests you.

WHEN MAY WE EXPECT YOU? When in doubt as to what you should give for a Xmas present

CONSULT US. Any of the following please: Rattan Chairs, Pictures, Coal Stoves, Mirrors, Bookcases, China Cabinets, Stools, Music Racks, Fern Stands, Kitchen Cabinets, Fire Irons, Card Tables, Children's Beds, Pedestals, Rocking Horses, etc.

CALLAHAN, GLASS & CO.

Duckworth & Gower Street

TEN PAGES TO-DAY.

WEATHER FORECAST.
TORONTO: Noon—Fresh N. W. winds, fair and cold. Sunday—S.E. winds, light snow falls.
ROPER'S NOON—Bar. 29.90; Ther. 55.

VOLUME XXXVII.



Valuable Property for Sale!

All that Land, about 80 acres, more or less, situate on Topsail Road, a little west of Donovan's. Has frontage of about one thousand feet and goes back almost to Horse Cove Road. Is well wooded, amongst which is some very fine timber.

For particulars apply to **GEORGE A. HUTCHINGS,** care Job Bros. & Co., Ltd. Executor Estate of late Monier Williams Hutchings. St. John's, 16 January, 1915. Jan 16, 1915



TAKE MY ADVICE

and have your office up-to-date. Give it the appearance of success, that it deserves, with the high-class

GLOBE-WERNICKE

OFFICE DEVICES

that I sell. You will find our filing cabinets to be savers of time, labor and space. They pay for themselves in convenience and the increased efficiency of your office force. Why not enquire further?

PERCIE JOHNSON,

Agent Globe-Wernicke Co.

Let Us Fill Your Order from FRESH SUPPLIES!

ELLIS & CO.,
Limited,

203 Water St.

Fresh New York Turkeys,
Fresh New York Ducks,
Fresh New York Chicken,
Fresh N. Y. Corned Beef,
Fresh New York Geese.

Scotch Beef Ham,
Ayrshire Bacon

(Not Smoked).

FRESH CODFISH,
FRESH SALMON,
FRESH SMELTS.

California Oranges,
Palermo Lemons,
Dessert Apples,
Cooking Apples,
Tangerines,
Bartlett Pears,
Grape Fruit.

LOCH FINE SMOKED HERRING.

English Cheddar Cheese (Prize Dairy),
Gorgonzola Cheese,
Blue Nose Butter,
N. Y. Fresh Butter.

CORNED SCOTCH HERRING (Small Kegs).

Remember Our Telephone 482 & 876

Maury's Linctum Cures Diphtheria