


THE LEOPARD
cannot change his spots, but the removal of spots and blemishes from clothes is assured if SUNLIGHT SOAP is used. As the LEOPARD'S eyes gleam in the darkness of the night, so clothes washed with

Sunlight Soap
gleam white and pure in the brilliant light of day. Unlike the Leopard's jaws, which are formed to destroy, SUNLIGHT SOAP is created to preserve. It preserves your clothes and household linen, and makes them last longer. SUNLIGHT SOAP is guaranteed pure, and will not injure the finest fabric.

BUY IT.



Only **14** days
TO

Christmas
SHOP EARLY.
Evening Telegram
W. J. HERDER, - - Proprietor
W. F. LLOYD, - - - - Editor
WEDNESDAY, Dec. 9th, 1914.

Allies on the Offensive in the West.
After the news of offensive movements by the Allies in the western theatre of war, and official confirmation of actual advances at points named, it was somewhat surprising to be told of the Germans bombarding Oost Dunkirk. This would indicate that the Germans had either taken Neuport or had captured the country immediately to the south of it, and had advanced sufficiently near to the coast to bombard a town close to Neuport. In view of the fierce resistance which was put up against an advance near the coast, and in view of the cooperation of the British fleet against any advance near the coast, this report should be reserved for confirmation and no reliance placed on it at present.

Great December Sale
STARTS
AT J. M. DEVINE'S
Corner Water & Adelaide Streets.
To-Morrow, Thursday,
at 8.30 of the clock, and will continue until end of month.

Great time to buy Blankets, Bed Ticks, Flannel-ettes, Flannels, Hosiery, Men's and Boys' Suits, Overcoats and General Dry Goods. Prices cut in two.

SPECIAL—50 Men's English Tailored Overcoats, very stylish and serviceable. Usually sold at \$12.00 each. During sale all will be cleared at \$8.50 each.

Thursday, Friday and Saturday of this week will be three first sale days, and 'twill be worth while to look in and see the bargains.

N.B.—If possible call in forenoons, as we are usually crowded evenings.

J.M. Devine
THE RIGHT HOUSE
Corner Water and Adelaide Streets.
(3 Doors East Post Office.)

LA EST
Headquarters for Cake
JOHN B. AYRE.
11.00 A.M.
ADVANCE OF THE ALLIES.
LONDON, To-day.
A correspondent of the Daily Express, telegraphing from the Belgian frontier, says the German Divisional Headquarters was removed from Roulers when shells began to fall in the town after the British had recaptured Passchendaele, eleven miles northeast of Ypres. This indicates a distinct and important advance by the Allies.

SEEKING GERMAN CRUISERS.
Vice-Admiral Yashiro, Minister of Marine, touching on the war in a speech in the Diet yesterday said: "While Europe endures Japan's Navy duties will continue. In the meantime our fleet in conjunction with the English fleet seeks the Germans in South American waters."

BEYERS SHOT.
JOHANNESBURG, To-day.
Brigadier-General Beyers, one of the leaders of the rebellion, has been shot. It is officially announced, and is believed to be dead.

AIRMEN SHOT.
LONDON, To-day.
Earl Annesley and his companion, Lieut. Beever, who disappeared early last month, after starting on an aeroplane flight to the Continent, have been killed by Germans. Countess Annesley was notified to-day that the men were shot on Nov. 5, while flying over Ostend.

BIG ORDER FOR SHELLS.
OTTAWA, To-day.
Canadian manufacturers are receiving or will shortly orders to the amount of \$8,000,000 for a supply of shells for the British War Office.

NEUTRALS PROTESTING.
WASHINGTON, To-day.
Twenty nations of the Western Hemisphere, yesterday expressed their disapproval of the effects of operations of European belligerents in the waters of the two Americas, and appointed a commission of diplomats to formulate practical steps contemplating more vigorous assertion of the rights of neutrals.

REIDS BOATS
The Argyle sailed from Placentia for the westward at 2.30 a.m. to-day. The Bruce leaves North Sydney to-night. The Clyde arrived at Lewisporte at 3.25 p.m. yesterday. The Dundee left Greenspond at 2.20 p.m. yesterday, inward. The Elsie sailed from Carbonear at 3.40 p.m. yesterday. The Glencoe left Belleoram at 7.30 p.m. yesterday. The Home arrived at Lewisporte at 6.15 p.m. yesterday. The Lintrose arrived at Port aux Basques at 7.55 a.m. to-day. The Melgie reached Humbermouth at 7.45 p.m. yesterday.

Carpenters Union.
The annual meeting of the Carpenters' and Joiners' Protective Union was held last evening, when the following officers were elected for the coming year: President, William Barnes; 1st Vice-President, F. R. Gough, re-elected; 2nd Vice-President, Wm. Dutoit, elected; Treasurer, Allan Withycombe, elected; Recording Secretary, H. Taylor, re-elected; Financial Secretary, John Wilson, re-elected; Marshall, John Mitchell, elected. The reports from the different officers showed that the Union was in good standing and progressing favorably. Members are still joining.

THE "HOME" MAIL ORDER BUYING AGENCY
1719 North 18th St., Philadelphia, U. S. A.
MRS. W. H. CLARKE, Manager.
American Goods bought to your order on small commission basis. Write to-day.
nov20,12,6cd

Naval Reservists.
The following naval recruits were enrolled at the Calypso since Saturday last:—
Ernest Paddock, Little Bay Islands, N.D.B.; Reginald Sheppard, Pool's Island, B. B.; Edward Lane, Pool's Island, B. B.; John Ryan, Southern Shore; Oliphant Grandy, Bay L'Anse; F. B.; John T. Berrigan, Renewes; Patrick Gearin, Renewes.

EXPRESS ARRIVES.—The Bruce express and local from Carbonear, via Broad Cove, arrived in the city at 12.35 p.m. to-day.


LAI TO REST.—The funeral of the late W. J. McKay took place yesterday afternoon and was very largely attended. At the Cathedral prayers for the dead were recited by Rev. Fr. Conway. Interment was at Belvidere.

POLICE COURT.—An old offender for loose and disorderly conduct was fined \$5 or 14 days; a laborer for a breach of the License Act, was fined \$50 or 30 days; a clerk for the larceny of \$2 from a Chinaman, was sent down for 30 days.

WEATHER.—A strong north east wind with snow squalls prevails along the line of railway to-day. The temperature ranges from 15 to 35 above, the lowest being at Whitbourne. At Humbermouth it is 28 above; Bishop's Falls, 35 above; Port aux Basques, 18 above; and Clarendville, 35 above.

Sandy, I'll hae tae gie it up, mon; it's a sair sad faicht, but they puir buddies dinna ken muckle aboot writin' Scotch, an' gin a body try tae teach them, it verra soon micht lead them tae tak it as a liquid, it's juist the richt season ye ken, an' that micht be waur; sae noo, their wark o' the future will be tae pit doon in braid English a' I hae tae tell them o' the bonnie things, an'

Guid Aberdeen Wollen GLOVES
For 75c. and \$1.00 a pair
Sae grund for comfort an' wear at
RODGER'S.

OUR FURNITURE STANDS the TEST


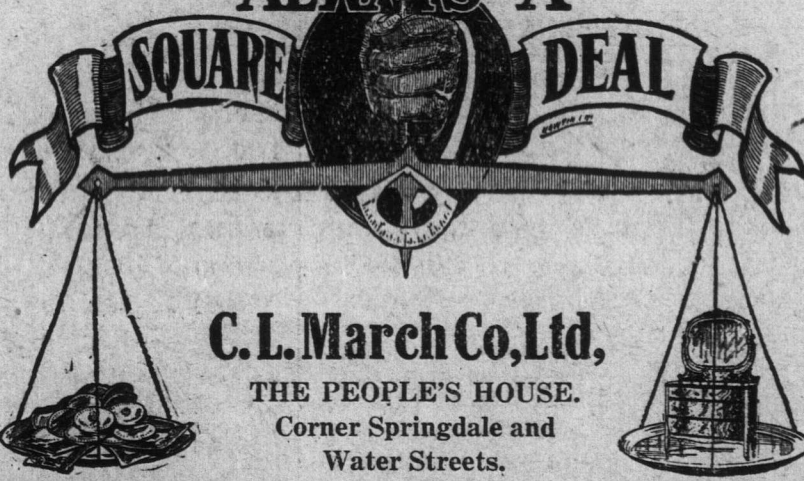
Some people think that because our prices are so low that something must be wrong with our goods. We are prepared to stand the test, as every piece of Furniture before leaving our building is carefully tested, as we stand on Quality. The secret of our Low Prices and High Quality is that on every dollar's worth imported, seventy to eighty cents has to be paid in duty and freight. We have ours made right in our own building, thus saving this big expense, which we give to the customers.

We are determined to lead. Our newly made **SIDEBOARD** is having a wonderful sale. No wonder when we save five to seven dollars on every one.

Our Home made **PARLOR SUITES** have gone to all parts of the island, and still in great demand. Secret—ten dollars saved.

Just have a look at our **CRESCENT FELT MATTRESS**: as good or even better than the Ostermoor, but five to ten dollars cheaper.

Our **PRINCESS ROLL EDGE** is a dandy, so is our **NEW HEALTH MATTRESS**; and our improved **OXFORD SPRING** is carrying everything before it. No wonder we find **Business as Usual**—actually crowded with orders, factory working overtime to fill orders now in. So all we ask is a square deal.

ALWAYS A SQUARE DEAL

C. L. March Co., Ltd.
THE PEOPLE'S HOUSE.
Corner Springdale and Water Streets.

From the Carl Rosa Opera Co.
Mr. Rossley has engaged for the Christmas Funtomine the celebrated Vincent Vernon, character change artist and famous tenor for years with The Carl Rosa and Moody's Managers Opera Companies. The Victoria Times says: "Never in the history of the Academy has there been so fine a tenor singer as Mr. Vincent Vernon; his beautiful voice together with beautiful costumes is a great treat, and he is a great drawing card here." The Baltimore Star says: "Mr. Vincent Vernon is a famous tenor and talented to the top notch."
If at any time Mr. Rossley has not succeeded in securing as good an act as he would like it is through no fault of his, as he tries always to get the best and we feel confident in Mr. Vincent Vernon he has a fine singer.

McMurdo's Store News.
WEDNESDAY, Dec. 9, 1914.
McMurdo's Vanishing Cream is one of the most elegant things of this kind. It can be applied at any time, as it disappears almost instantly. This Vanishing Cream has no tendency to make hair grow on the face, and is very pleasantly perfumed. Price 25c. a pot.
The demand for Perfumes for Christmas is beginning, and as usual, we have a goodly variety with which to suit this demand. For some years past we have been importing the finest French Perfumes and this year is no exception. Come in and have a look at what we have to offer. Prices to suit all.

A meeting of the executive officers of the Fox and Fur Breeders' Association will be held on Thursday, 10th inst. at 8 p.m.—dec9,21

MINARD'S LINIMENT RELIEVES NEURALGIA.

Pears' Xmas Annual, 15c. each.
COME AND EXAMINE OUR GOODS.
Robert Templeton.

BORN.
On Nov. 23th, a son to Mrs. and the late William Webber, Forest Lane, off Forest Road.

DIED.
Passed away at Shaldon, Devonshire, on November 17th, Elizabeth, widow of the late Captain John Squares, aged 89, and mother of Mrs. J. W. W. Spry, of this city.

LINTROSE PASSENGERS.—The Lintrose arrived at Port aux Basques at 7.55 a.m. to-day with the following passengers in saloon: Mrs. John Harvey, R. Stewart and John R. Collins.

One 10 cent bottle of Stafford's Essence of Ginger Wine will make 3 quarts of Ginger Wine. dec9,14

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