

WEATHER FORECAST.
TORONTO. Noon - Strong winds and agies S.W., shifting to N.W., mild to-day; Wednesday much colder, light snow falls.

USE PURE GOLD FLAVORS.

VOLUME XXXVIII.

PRICE ONE CENT.

ST. JOHN'S, NEWFOUNDLAND, TUESDAY, JANUARY 2, 1917.

\$3.00 PER YEAR.

NUMBER 1.

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 5th PAGE.

THE EVENING TELEGRAM.

Herald Office

HAY and OATS!

BOWRING BROTHERS, LIMITED.

Auction Sales!

THE PEOPLES AUCTIONEER

AUCTION.

At McGARRY'S CAFE,
Water Street,
O. Friday Next, 5th inst.,
at 10.30 a.m.,
all the furniture and appointments;
and on Monday, 8th inst., at the same
hour, stock in trade, etc. Particulars
later.

P. C. O'DRISCOLL,
Auctioneer.

Public Auction!

On Thursday next, January 4th, at
12 o'clock noon, that Freehold Prop-
erty and Dwelling House situated
on the west side of Rennie's Mill Road,
and lately occupied by Alexander Mar-
shall, Esq. The property is Freehold
and measurements are: Frontage on
Rennie's Mill Road, 32 ft. 10 inches
more or less; on the north side, 183 ft.
more or less, on the west boundary,
28 ft. 6 inches more or less, on the
south, 134 ft. and 49 ft. more or less.
Hours for inspection, 11 a.m. and 3-5 p.m.
For further particulars apply to J. C.
MARSHALL, or A. MARSHALL, Ex-
ecutors of the Estate of the late Alex-
ander Marshall, or

T. B. CLIFT,
Auctioneer.

Public Notice!

The attention of Shippers and Ship-
owners is called to the following no-
tice issued by the Imperial Board of
Trade with respect to Manifests and
Bills of Lading.

H. W. LEMESSURIER,
Deputy Minister of Customs,
Customs, 2nd January, 1917.

NOTICE.

The attention of Shippers and Ship-
owners and the trading community
generally is drawn to the fact that in
time of war the practice of shipping
goods with Bills of Lading made out
"to order" (made illegal by section 4
of the Customs (War Powers) Act,
1915, in the case of goods shipped
from the United Kingdom under li-
cense) is very undesirable in respect
of any goods exported from any part
of the British Empire. Shippers of
goods not requiring licenses are there-
fore advised not to make out Bills of
Lading "to order", but only—

(a) to a named consignee, or
(b) to a bank or financial house of
high standing, with the remark
in the margin of the Bill of Lad-
ing "Notify A.B."; "A.B." being
the name of the person or firm
for whom the goods are ulti-
mately destined.

Goods shipped to Holland should be
consigned to the Netherlands Oversea
Trust.

It is essential during the war that,
in the case of all goods, whether ship-
ped under license or not, British ships
should have on board throughout the
voyage a full manifest of cargo and
all the Bills of Lading, or certified
copies of the Bills of Lading.

Unless these requirements are com-
plied with, there will be risk that
the ships will be stopped and diverted
by H. M. Ships or the War Vessels
of the Allied Nations, in order to per-
mit full examination of the cargo and
ascertainment of its destination.

In the case of British ships that
will touch at ports in countries con-
tiguous to enemy territory, compliance
with these requirements is of special
importance and serious delay may re-
sult to ship and cargo in such cases
if all ship's papers are not on board
and in order.

This notice supersedes the an-
nouncement made by the Board of
Trade on August 19th, 1915 (see
"Board of Trade Journal" of 26th
August, 1915, pp. 594-5), but in no way
affects the requirements of Section 4
of the Customs (War Powers) Act,
1915, in regard to licensed goods.

Board of Trade,
19th October, 1916. jan2,21

Your Future Foretold.

Year's prediction sent sealed, only
20c.; birthdate, Prefer silver. PROF.
L. SPROUL, 6518 Bonne Ave., Cleve-
land, O. jly22,2,261

**MINARD'S LINIMENT CURES GAR-
GET IN COWS.**

MORTGAGE INVESTMENTS!

We offer investors high-class securi-
ty in Real Estate. Conservative valua-
tion. Interest payable semi-annual-
ly. Amounts of \$100.00 and up can
be invested. The best and safest way
to loan money known. Your interests
expertly looked after. Titles properly
searched, and property insured in a
first-class Company. Mortgage retired
annually if desired. Absolutely free
advice.

FRED. J. ROIL & CO.,
Real Estate & Auctioneers.
Smallwood Building,
Duckworth Street.

Dr. A. B. LEHR,
The Senior Dentist,
Wishes one and
all a Bright and
Prosperous
New Year.

Published by Authority

**WEIGHTS AND MEASURES
ACT, 1916.**

The attention of the Public is
drawn to the following extracts
from "The Weights and Meas-
ures Act, 1916", viz:—

All packages such as cartons,
kegs, boxes, crocks, tins, bags
and bottles, containing articles
exposed for sale in such pack-
ages in quantities of two ounces
by weight or measure and up-
wards shall have the net weight
or measure marked thereon.

The provisions of this Act
whereby the vendors of goods
are required to have the net
weight of the contents of pack-
ages marked thereon shall come
into force on the first day of
January, nineteen hundred and
seventeen.

J. R. BENNETT,
Colonial Secretary.
Dept. of the Colonial Sec'y,
December 29th, 1916.
dec30,31

Nov. 18th.
Just landing a cargo of
**Best Screened
North Sydney Coal**
(OLD MINES).
Our Usual Good
Coal.

M. MOREY & CO.
MINARD'S LINIMENT CURES DIPH-
THERIA.

**WE WISH YOU
The Compliments of
The Season.**

THE STANDARD MFG. CO., LTD.

TO FRIENDS AND CUSTOMERS

All round our Island Home we extend a hearty Greeting and
the wish for a Prosperous New Year.

Our flag flies gaily aloft emblazoned upon it our slogan:
"HONEST GOODS, HONEST PRICES AND A SQUARE DEAL."
Thus she has flown for a quarter of a century—as your fore-
fathers saw, and for many a year (D.V.) will weather the as-
saults of the foe, the battle and the breeze and bid you
WELCOME TO THE OLD STAND.

EDWIN MURRAY.

New Pianos and Organs!

MR. W. V. DRAYTON takes this opportu-
nity to thank the many friends and customers
who for the past twenty years have by their
liberal patronage shown their confidence in him.
He wishes them all A Happy and Most Prosperous
New Year, and begs to announce that he is
now booking orders for High Class Pianos and
Organs to arrive, which he purchased at prices
that will enable him to sell at the same rates as
he charged before the war.

SEE HIM NOW.

jan2,41

No Advance in "PALMER" Engines.

REASONS FOR ADVANCE IN PRICES OF MANUFACTURED PRODUCTS.
List showing increased cost of some materials used.

Material	Per cent Increase	Material	Per cent Increase
Copper	197	Boiler Plates	180
Zinc	80	Boiler Tubes	50
Tin	43	High Speed Tool, steel	445
Lead	75	White Lead	48
Coke	40	Steel Bars	100
Pig Iron	80	Machine Bolts	150
Coal	300	Carriage Bolts	150
Crucibles	300	Cap Screws	95
Foundry Supplies	25	Set Screws	128
Brass Tubing	127	Iron Wood Screws	50
Brass Screws	177	Bolting	48
Brass Washers	291	Emery	138
Brass Rod	157	Buff Wheels	12
Copper Rivets	79	Lumber	20
Cold Rolled Shafting	214	General Mill Supplies	40
Oils	40		

Other materials have increased in the same proportion. Labor has
also advanced. We bought before the advance. Place your order quickly
and save money.

FRANKLIN'S AGENCIES, LTD.
J. B. URQUHART, Manager.

SPECIAL NOTICE!

**CHRONOMETERS and
NAUTICAL INSTRUMENTS**
Cleaned, Repaired and
Adjusted.

Just arrived a splendid line
of new Chronometers, for
sale or hire.

W. & R. ENGLISH,
JEWELERS & MARINE OPTICIANS.
P. O. Box 447.
dec19,3m,eod

NEYLE'S.

New Stock HAMES

Varnished Red Wood.
Hames with and without Brass Top,
\$1.50 to \$5.00 pair.
Slight Wood for Pony.
Heavy Wood for Lumber Woods.
Wood, with Small and Large Brass
Tips.
All-over Steel, Black.
Enamelled, Wood Filled, with Brass
Tips.

Skates.

White Wood Skates for lumbermen,
\$4.50 doz. pair.
With Straps, \$6.00 doz. pair.
Leather Heel Skates, \$1.50 a pair.
Skate to clamp in the boot, easy to
take off; sizes 8 to 12, \$1.00 pr.
Better Grade Nickel Plated,
\$1.75, \$2.5, \$3.00 pair.
Hockey, to screw on; nickel; heavy,
\$2.00 pair.

Sleigh Bells

New stock just in.
Neck and Body Straps of Rattlers,
heavy metal rattlers, wired on a
good strap, \$4.00 to \$4.00 a strap.
Body Straps of Nickel Bells, fancy
straps, \$4.00 to \$7.50 each.
Hip Straps, 4 large bells,
\$1.25 to \$4.00 a strap.
Pad Chimes \$1.50 and \$2.75.
Tuned Pat Chimes, \$3.25.

Open Bells

One on a strap . . . 12c. to 20c. ea.
Three on a strap . . . 35c. to 75c. ea.
Single Open Bells . . . 12c. to 45c. ea.

We make a heavy strap of 3 Open
Bells to meet requirement of City
law, \$2.00 to \$3.00 a strap.

NEYLE'S HARDWARE.

Fresh Poultry

To-Day:
**Turkeys,
Ducks,
Geese,
Chicken.**

M. A. DUFFY,
Cabot Street.
Phone 302.

O. Mustad's

Brand Hook

Is the best tinned hook made
and will not rust. Fisher-
men should see the Key
Brand is on each package
they buy. dec14,eod,tf

FOR SALE!

Schooner
"Will O' the Wisp,"
26 Tons.
1 Cod Trap.

Apply to
RICHARD TOBIN,
dec15,13,eod DUNVILLE

**DON'T FORGET
Tea & Entertainment**

(In aid of the Cot Fund)
**ST. MARY'S HALL, Wednesday,
January 3rd, 1917.**

Admission 10 cents. Teas from 5
to 8 p.m., 10 and 20c. Candy, etc.
dec27,31,w,s,tf

CARD.

**NASH,
The Undertaker,**
22 Adelaide St.
jan2,2m,eod.

Here's Easy Money!

Highest cash prices for the old ma-
hogany furniture stored for so long
in the spare room or attic (some
pieces may be broken). The old silver
and silver-plated ware long disused,
and the old china figures stowed away
these years back. All of no value to
anybody but a collector of these
things. Turn them into ready money
by writing to

J. C. DALTO,
P. O. Box 1170, St. John's.
dec26,51

S. G. COLLIER,
Funeral Director.
**CLOTH COVERED and
POLISHED CASKETS**
always on hand.
RESIDENCE: 143 Hamil-
ton Avenue.
FACTORY: George Street.
TELEPHONE: 614—night
and day. oct6,3m,eod

**OFFICE APPLIANCES
YOU NOW NEED**

Account Books, Transfer Binders,
Loose Leaf Ledger Sheets, Transfer
Filing Cases, Manila Folders and In-
dexes for your Filing Cabinet. You
can get a complete equipment here
and now, we have everything you need
and we can make immediate delivery.
We have an Adding Machine at
\$45.00, that adds, subtracts and di-
vides—a machine that will do all that
is required of an Adding Machine, ex-
cept list. We have an Adding Ma-
chine at \$125.00, that will add, sub-
tract, divide and print as it works;
this is \$100.00 lower than any other
machine that will do the same work.
Come in and see them.

We can give you a Typewriter at
\$50.00, at \$60.00, at \$80.00 and at
\$95.00, and we give you a guarantee
that we believe will be entirely satis-
factory to you. Let us show you the
Testimonials we have had from firms
in the city to whom we have sold
Typewriters within the past three
years.

We can give you an All Steel Four
Drawer Filing Cabinet, with a filing
capacity of 20,000 letters, for \$40.00.
We believe this is ten to fifteen dol-
lars cheaper than you can buy a simi-
lar Cabinet anywhere else.

We have a Printing and Binding
Department equipped with all modern
machinery and run by expert work-
men, who can duplicate any Loose
Leaf Form you are now using, print-
ing, perforating and punching, and
will do it cheaper than you pay for
the imported article.

We can give you a Binder to fit
any form you are now using and a
form to fit any Binder you are now
using. We make them while you wait
and you don't wait long.

DICKS & CO., LTD.
Office Appliance and Loose Leaf
Specialists.
MINARD'S LINIMENT CURES DIPH-
THERIA.

**A Dozen Photographs
SOLVES A DOZEN XMAS PRO-
BLEMS.**

They also make a gift that is thor-
oughly appreciated by your friends.
We have the very latest and best in
mountings, and would suggest a call
as early as possible this Fall, so that
we can give your order every atten-
tion.

We specialize on Child Portraiture,
and can guarantee satisfaction.

J. C. PARSONS,
oct26,eod,tf Bank of Montreal Bldg.

New Arrivals!

Ex Durango from Liverpool:
**ORANGES, ONIONS,
GRAPES.**
Prices Right.
M. A. BASTOW,
jan2,31 Beck's Cove.

Poultry ex Railway!

**TURKEYS,
GEESE,
DUCKS and
CHICKEN.**
Lowest Prices.
JAMES R. KNIGHT
311 WATER STREET.

**DRESSMAKING in all the
latest styles. Ladies' Full Gored Cos-
tumes and Dresses from \$1.00 up;
Children's Costumes, Dresses & Coats
from 25c. up; Pin-fines, Underwear
and all plain sewing from 10c. up.
Boys' and Girls' Coats from 50c. up.
MRS. O'BRIEN, 16 Cabot St. jly29,s,tf**

**FOR SALE—One Colt, a
year and a half old; apply to WIL-
LIAM JAMES CLARK, St. Philip's.
jan2,21**

**LOST—Thursday night, be-
tween C. L. March & Co. and Leslie
Street, a Ladies' Gold Bracelet Watch,
with initials N. H., on watch case.
Finder will be rewarded upon leaving
same at this office. dec29,31**

Help Wanted!

**WANTED—Cook & House-
maid or General Servant. MRS.
HERBERT KNIGHT, 34 Circular Rd.
jan2,21,tf**

**WANTED—A General Ser-
vant, another maid kept. MRS.
BISHOP, 139 Patrick St. jan2,tf**

**WANTED—A Good Plain
Cook for a family of three; apply this
office. jan2,tf**

**WANTED—An Experienced
Coat and Pants Machinist; good
wages; constant employment; apply
THE N.F.L.D. CLOTHING CO., LTD.
jan2,tf**

**WANTED—A Young Man
for General Store; good opportunity
for energetic man; apply by letter,
stating experience and salary expect-
ed, to S. E. this office. dec30,31,eod**

**WANTED—By January
10th, a General Servant, who under-
stands plain cooking; references re-
quired; apply to MRS. MARK CHAP-
LIN, Circular Road. dec29,tf**

**WANTED—An Experi-
enced Printer for an evening paper;
apply at this office. dec29,tf**

**WANTED—An Experi-
enced General Servant in a small fam-
ily; good wages; references required;
apply to MRS. BARTON, Queen's Col-
lege, Forest Road, between the hours
of 7 and 10 p.m. dec29,tf**

**WANTED—Immediately,
one Experienced Dining-room Girl,
one Chambermaid, also a Kitchen
Girl; apply THE COCHRANE HOTEL.
dec28,tf**

**WANTED—At Once, a
Nursemaid, MRS. JAMES C. PRATT,
Leslie Street. dec28,tf**

**WANTED—A Good Strong
Boy; apply to M. CHAPLIN, King of
Tailors, Water St. dec27,tf**

**WANTED—By a Gentle-
man, a Large Bedroom, well heated,
electric lighted, centrally situated;
apply by letter "ROOM," this office.
dec28,tf**

**WANTED—A Girl who un-
derstands plain cooking; apply to
MRS. W. J. HERDER, 41 Ronnie's
Mill Road. dec14,tf**