

All Must Go Regardless of Cost-GENUINE SAVINGS on Newest Goods!

To keep up to our motto of stocking only the latest advance styles of the World's Leading Fashion Centres, all left-overs must be cleared out at the end of each and every season.

For Ten Days Only

we offer this splendid opportunity to secure these up-to-the-minute, seasonable wearables at such unheard of values. Gigantic preparations going on for our

Annual White Sale

to take place immediately after this Sale.

Ladies' Hats!

Reg. \$2.20. Sale Price \$1.47
Reg. \$2.80. Sale Price \$1.87
Reg. \$3.50. Sale Price \$2.33
Reg. \$3.40. Sale Price \$2.60
Reg. 10.50. Sale Price \$7.00

Children's Hats!

Reg. \$1.00. Sale Price 67c.
Reg. \$1.50. Sale Price \$1.00
Reg. \$2.00. Sale Price \$1.34
Reg. \$2.70. Sale Price \$1.80

Ladies' Dresses!

Reg. 10.30. Sale Price \$8.24
Reg. 12.00. Sale Price \$9.60
Reg. 21.00. Sale Price \$16.75
Reg. 26.00. Sale Price \$20.80

Children's Dresses!

Reg. \$2.70. Sale Price \$2.16
Reg. \$3.80. Sale Price \$3.04
Reg. \$7.70. Sale Price \$5.13

Tweed Coats!

Regular \$10.30.
Sale Price \$8.24
Regular \$14.00.
Sale Price \$11.20
Regular \$17.00.
Sale Price \$13.60
Regular \$25.00.
Sale Price \$20.00
Regular \$37.50.
Sale Price \$30.00

Fur Coats! Costumes!

Regular \$46.00.
Sale Price \$34.50
Regular \$58.00.
Sale Price \$45.00
Only Ten left.

Fur Lined Coats!

Reg. \$42.00 for . . . \$33.00
Only the newest prevailing styles find room here.

Fur Sets & Collars!

Reg. \$1.80. Sale Price \$1.44
Reg. \$3.30. Sale Price \$2.64
Reg. \$6.40. Sale Price \$5.12
Reg. \$14.00. Sale Price \$11.20
Reg. \$21.00. Sale Price \$16.80

BISHOP, SONS & CO. LTD.**War News.****Messages Received Previous to 9 A.M.****SWITZERLAND.**

BERNE, Jan. 16.
An official announcement was made to-day that the Federal Council had decided as a measure of precaution to mobilize on January 24th the second division and contingents of the fourth and fifth divisions, which have not yet been mobilized. There have been frequent reports recently of uneasiness in Switzerland regarding possible violation of that country's neutrality. Italy, according to unofficial despatches, has strengthened her defences along the Swiss border. President Schultze, of Switzerland, said recently that the Swiss people would never allow a foreign army to invade their soil. On account of the relation of these reports, the French and German Governments renewed their assurances to Switzerland that they would respect her neutrality.

CONFERENCES HELD.

LONDON, Jan. 16.
It is officially announced that during Monday and Tuesday, Premier Lloyd George and his war cabinet had a series of important conferences with General Nivelle, the French Commander-in-Chief, and Field Marshal Sir Douglas Haig, Commander-in-Chief of the British forces in France.

WOMAN IMPLICATED.

WASHINGTON, Jan. 16.
Lawson testified that Mrs. Ruth Thomson Viscontie, who wrote him a letter and later made a statement in the presence of her attorney, declared that William W. Price, a White House correspondent, who is said to have acted as a go-between for Secretary Tumulty and others, received \$5,000 cash, and Tumulty received a much larger sum. I think that is substantially a correct statement of her report to me, said Lawson.

ADMIRAL DEWEY DEAD.

WASHINGTON, Jan. 16.
Admiral Dewey, hero of Manila, priority rank naval officer of the world, died at his home here to-day, in his 80th year.

POPE BENEDICT CONGRATULATES WILSON.

WASHINGTON, Jan. 16.
Congratulations from Pope Benedict on the recent peace move of the American Government, were conveyed to President Wilson by Juan R.

iano, the Spanish Ambassador. The Pope sent no suggestions for a future move. The message was conveyed through the Spanish Ambassador, because the Papal Legation has no diplomatic status.

In response to a request by President Wilson, the Spanish Ambassador later in the day, cabled his Government to convey the thanks of President Wilson to the Pope. The present status of the peace situation was not mentioned either by the President or himself, the Spanish Ambassador said.

STATEMENTS RECEIVED.

WASHINGTON, Jan. 16.
Both the German and Austro-Hungarian statements to neutrals, which were issued the same day as the Entente reply to President Wilson's note, have been received by the State Department, and will be made public at once. The texts are practically the same as cabled in the press versions, and recite in full the condemnation by the two Teutonic Governments of their enemies, and the impossibility of making a direct reply to the Entente's answer to their original proposals.

PREVENTING COMPETITION.

WASHINGTON, Jan. 16.
One step in Britain's policy of the nationalization of her shipping industry was outlined in a State Department despatch to-day, announcing an order that no British subject would be permitted to charter a foreign ship without obtaining permission from the Board of Trade. The Department's advice did not go into details but officials here believe the order is aimed principally at preventing competition for bottoms from hindering the Government in obtaining all the ships it needs for moving military supplies.

STEAMERS SUNK.

LONDON, Jan. 16.
The British steamer Martin, 1,490 tons gross, and the Swedish steamer Norma, 1,537 tons gross, have been sunk, according to an announcement to-day by Lloyds' Shipping Agency.

STRENGTHENING HER NAVY.

WASHINGTON, Jan. 16.
Secretary for the Navy, Daniels laid before the House Naval Committee to-day a tentative plan for spending \$18,000,000 to equip the Government yards for shipbuilding and hasten the strengthening of the Navy.

RIKSTAG OPENED.

LONDON, Jan. 16.
At the opening of the Rikstag to-day, says Reuter's Stockholm correspondent, King Gustav's Speech from the Throne constituted a serious appeal to the Swedish nation in the grave circumstances of the third year in the continuance of the world war.

To the present, said King Gustav, we have been able by the grace of God, to avoid being drawn into the war, but the effects of the war none the less have inflicted on us many sufferings, and the longer it lasts the greater will become our difficulty. We cannot shut our eyes to the profound gravity of the present hour. King Gustav made an appeal for national unity, and announced the need of maintaining the special preparations by the land and sea forces which hitherto had been judged indispensable.

IN MEMORY OF EDITH CAVELL.

OTTAWA, Jan. 16.
A national movement for the purpose of erecting at Ottawa a monument to the memory of Edith Cavell, the heroic English nurse whose martyrdom stirred the world, was launched at a meeting here this afternoon. It is planned to carry the campaign for \$20,000 to complete the project into all the provinces of the Dominion.

RAID REFUSED.

LONDON, Jan. 16.
An official from the British headquarters in France, issued last night, reads: Early on Tuesday morning a hostile raid against our lines north-east of Gueudecourt was repulsed with loss, before the enemy could reach our trenches. We had no casualties.

alties. There were some artillery activity on both sides during the night north of Bouchavesnes and in the neighborhood of Courcellette and the Ancre Valley. To-day hostile artillery activity continued in the Beaumont Hamel and Arras areas. Our trench mortars destructively bombarded the enemy front line north of Monchy-en-Bois. Enemy positions in the neighbourhood of Ypres and the Comines Canal were heavily shelled by us. His defences were much damaged.

WAR REVIEW.

NEW YORK, Jan. 16.
That there is a possibility of another big offensive by the Entente

Allies in Belgium and France, is contemplated. A two days' conference has been held in London between Premier Lloyd George, the War Council and the British and French Commanders-in-Chief, and while nothing has been made public concerning the conference from official sources, except that it is described as important, officials assert it differed from the conference recently held at Rome in that military instead of diplomatic questions took precedence. Aside from Roumania, quiet continues on all other fighting fronts, where there have been only bombardments and operations by small detachments. No mention is made by either Berlin or Petrograd of the battle begun last week in Riga region, which for several days had seemed to be decreasing in intensity. Berlin reports engagements south of Smorgon which lies between Vilna and Minsk. Hard fighting continues in the region of Vadeni southwest of Galatz. In the Roumanian theatre the Russians on both sides of the Fundulea have suffered heavy casualties in two attacks delivered against the German line, according to Berlin. In one of these attacks the Russian detachments entered the German trenches, but later were expelled. Another Russian attack was delivered against the Teutonic Allies between Kassino and Suchitza valleys. It also was repulsed, the Teutons taking 200 men prisoners.

BELIEVED TO BE LOST WITH VALUABLE CARGO.

NEW YORK, Jan. 16.
The Norwegian steamer Hallebjorg which left here on Nov. 23rd with a general cargo for Bordeaux, is believed to have met disaster at sea, as no word from Capt. T. B. Anderson, master of the ship or any of his twenty-three men has reached representatives of the vessel or the Norwegian Consulate here. It is believed they all perished. The Hallebjorg was 2,578 tons register, 265 feet long, built in 1904 at Rotterdam, and carried a cargo of 3,900 tons, made up mainly of copper, machinery, cotton and general exports valued at approximately \$1,000,000.

A GENERAL INQUIRY.

WASHINGTON, Jan. 16.
Spreading the dragnet over the financial district of New York, the House Rules Committee to-day extended the peace note leak investigation to a general inquiry into the stock market.

PRUSSIAN DIET OPENED.

LONDON, Jan. 16.
Telegraphing from Amsterdam, Reuter's correspondent says the Prussian diet opened at Berlin to-day with a speech by the President of the Chamber, who expressed the hope that the new year would bring peace.

He described the peace conditions of the Entente as outlined in a recent note to President Wilson as exorbitant and couched in impertinent language, and declared that Germany's only possible answer was by force of arms.

GENERAL FALKENHAYN.

MILAN, Italy, Jan. 16.
General Von Falkenhayn is reported now to be at Larissa, according to the Secolas Salonika correspondent. He is supposed to have arrived there by way of Athens.

ANOTHER CALL TO THE COLORS.

LONDON, Jan. 16.
Important measures for augmenting the British military strength are announced. Half the men under the age of 26 who are now employed at agricultural work are to join the colors, and the number of men under thirty years of age who are engaged at shoemaking also have been summoned. The official announcement for the call of men promises the farmers that arrangements will be made as quickly as possible to supply them with several thousand men from the exempt military class to replace their farm hands and appeals to them in the national interest to carry on their work meanwhile as best they can.

THE SWANKY SOLDIER AT ROSSLEY'S.

The biggest hit in a long time is what patrons are saying about the clever sketch at Rossley's British Theatre. The Swanky Soldier had the house in roars again last night. It is one solid laugh and Jack and Marie Rossley certainly had the large audience with them all the while. The opening is rather novel, a lot of young fellows come out on strike through a suspected German spy working on the same boat. They leave in a body and the officer's wife persuades them to join the army which they do. Jack Rossley also joins and then the fun begins. The pictures are also very good. Everyone says it is the best show ever seen at Rossley's. Coming Mr. Edmund Fox and Miss Caroline Carr. Don't miss seeing the Swanky Soldier.

THE FIRST PAIR.

Don't make any mistake this year. Let your first pair of rubber shoes be Bear Brand. Times are too hard for anyone to take chances of being out of work for two or three weeks with a cold which could have been avoided by getting satisfactory rubber shoes. The good old BEAR BRAND shoes, which are becoming more widely known every day, are being sold in St. John's by: John Anderson, W. R. Goble, Nicholls, Inkpen & Chafe, Ltd., Royal Stores, Ltd., F. Smallwood, Steer Bros., Jesse Whiteaway. Wholesale by CLEVELAND RUBBER CO., New Martin Bldg. nov11.w.s.1f

Stock-Taking Sale

Stock-taking over, we find owing to late arrival of some goods far too much on hand, so we have decided to have a Clean-up Sale and give our Customers and the Public the benefit of same. Considering that it is the goods for everyday use, we predict a ready response as prices will be reduced in some cases to half and everything reduced some. We list a few of the many bargains offered:

LADIES' & GENTLEMEN'S MACKINTOSHES.

from \$5.50 to \$10.00. Now offered at \$4.95 each.

MEN'S OVERCOATS.

\$6.50, 11.95, 14.95. Now \$5.95, \$9.95, \$12.95.

MEN'S SUITS.

\$6.95, \$8.50, \$9.50, \$12.50. Now \$5.95, \$7.50, \$8.50, \$10.95.

MEN'S NEGLIGEE SHIRTS.

with cuffs attached, 1.55. Now \$1.10.

MEN'S NEGLIGEE SHIRTS.

75 and 85c. Now 68c.

MEN'S HALF HOSE.

now 10c.

MEN'S TIES.

asstd. Your choice 10c. ea.

MEN'S CAPS.

from 25c. each up.

MEN'S UNDERWEAR.

at Special Prices.

SPECIAL.—3 only one-piece Dresses.

suitable for parties. Reg. \$8.50. Now \$6.50.

Just a few one-piece Dresses.

Fancy Muslin, \$2.95. Now offered \$1.75.

LISSES' BLACK SKIRTS.

\$1.00 value. Now 50c.

A lot LADIES' SKIRTS.

including Black and Navy Poplins, Serge, Cashmere and both latest American styles; limited

number. Values from \$5.50 to \$10.00.

Now offered at \$4.95.

3 only LADIES' CARACUL COATS.

Values \$9.00. Now offered \$6.95. Special prices on other Coats.

LADIES' WHITE SILK BLOUSES

up to \$3.00. Now \$1.75.

LADIES' WHITE LAWN BLOUSES.

trimmed with insertion and embroidery, \$2.50 value. Now \$1.50.

Lot of Assorted BLOUSES.

Values up to \$3.00. Your choice for \$1.00.

LADIES' KID BUTTONED BOOTS.

\$3.50 value. Now \$2.95.

Lot of BOYS' FLANNELETTE SHIRTS.

45c. Now 25c.

BOYS' SUITS.

\$4.50, \$3.85, \$5.00, \$5.75. Now \$3.95, \$3.25, \$4.25, \$5.25.

SPECIAL TO THE CHILDREN.

We will sell balance of our Toys, &c., at cost and under.

SPECIAL BOOKS

as the Queen Mary Gift Book, Painting and Drawing Books, Picture Books, &c.

THE FAIR. The C. I. March Co., Ltd. Cor. Water & Springdale Sts.**Hitt and Runn—When It Comes to Nerve Bull Isn't In It With This Fellow!**

BY HITT

