

Fresh Poultry, Fresh Fruit, New Vegetables.

Ellis & Co., Ltd.,

203 Water Street.

Fresh New York Turkeys.
Fresh New York Chicken.
Fresh N. Y. Corned Beef.

**Fresh Smoked Haddies,
Smoked Fillets,
Kipperd Herring.**

Brussels Sprouts
New Cucumbers
New Cabbage
Parsnips, Carrots
California Celery
New Beetroot
Fresh Tomatoes.

Fresh Blue Point Oysters.

California Oranges
New Tangerines
Purple Grapes
Green Grapes.
Grape Fruit
Dessert Apples
Messina Lemons
Ripe Bananas
Bartlett Pears.

Our Christmas Stock of
HUYLER'S
Celebrated Chocolates
and Bon Bons
Just arrived
in 1/2 lb., 1 lb., 2 lb. and 3 lb. Boxes.

Special Announcement
TO
Automobile Owners.

The Dunlop Anti-Skid Traction Tread Tire will be available in St. John's for season of 1913. This Tire with its guaranteed mileage and moderate cost will appeal to you.



See it in our window.
Traction Tread has a "little brother" for Motor Cycles.
FRED. V. CHESMAN, Agent.

Landing This Day,

15th October.

Choice Cargo Screened

**NORTH
SYDNEY
COAL.**

A good time to lay in your Winter's Coal.

Morey's Coal is Good Coal.

M. MOREY & CO.

You will Preserve Your

Collars & Shirts

And save your money
when you deal with

The Country Laundry.

We have the best method and latest machinery to do all classes of laundry work.

No Washboards are Used.

P. O. Box No. 2. Phone No. 730
Oct 5, 1912.

EVERY OFFICE MAN

Should enquire about my handy, labor saving, filing devices, at the earliest opportunity. Details gladly supplied. An absolutely new line.

P. J. JOHNSON

Captain Fitzpatrick's Suggestion.

Editor Evening Telegram.

Dear Sir,—I am surprised that such little notice has been paid by the Press to the letter of Capt. Fitzpatrick, which appeared in the Daily News, of Friday's issue, and in which he as a man of wide experience, tells us, that all could do a great deal to lessen the loss of lives which yearly occur in the neighborhood of St. John's, if an automatic gas-light whistling buoy were placed to the N.W. of Cape St. Mary's Cays.

Capt. Fitzpatrick goes as far as to say, that had such an aid to navigation been in place his belief is that the s.s. Morin and her crew would be safe and sound to-day. He also says: "Many times the necessity of an automatic gas-light whistling buoy to the N.W. of Cape St. Mary's Cays has been explained, but all to no use." Is not this a terrible charge? Here we are living in a country where every possible safeguard should be availed of to protect the sailor, and yet we chronicle wreck after wreck, turn up our eyes in horror and yet do nothing to remove the dangers of this treacherous coast.

In another part of his letter, Capt. Fitzpatrick says: "From Cape English to the eastern head of St. John's is 11 miles and a regular graveyard. There 37 or more ships ran ashore since 1882. Two years ago the Canadian Government placed a fog alarm on Cape Freels two miles east of the eastern part of this ship graveyard. Had the authorities made enquiries of Capt. Delaney, Capt. Drake or myself, I am sure that either, or all of us would advise this fog alarm in or about the centre of the said graveyard which advice if acted upon would have saved the Florence with her twenty-two men and other ships lately wrecked in the same locality."

Now, Mr. Editor, why such a letter as this has not aroused greater interest in this city passes my comprehension, for the danger is there to-day as great as ever, awaiting to destroy the next ship that comes along in a fog and send her crew to instant death. What is the use of prying about the hardships of the mariner, publishing lists of steamers lost there, and writing articles about it in foreign papers and yet doing nothing to prevent such disasters? After a wreck has occurred, we hear of marine enquiries being held which every one knows to be nothing but the usual red tape, for surely we have had sufficient wrecks in this locality to know the cause. And bear in mind, that these enquiries have cost thousands of dollars which if spent in a whistling buoy would, as Capt. Fitzpatrick says, have saved the lives of many a seaman who to-day lies in a watery grave.

Do we realize our duty in this matter, or do those in authority feel any qualms of conscience when they learn of another ship foundering and sending her unfortunate crew into eternity? Capt. Fitzpatrick has done his duty like a man, he has pointed out a remedy and being a seaman of vast experience on our coast who will doubt its practicability? And now let us ask the question, what are those who are responsible, going to do about it?

Yours sincerely,
ROBERT J. POWER.
St. John's, Jan. 5, '13.

MAKE YOURSELF A PRESENT of a twelve months' contract to our Cleaning and Pressing system, and thus be assured of being well dressed for 1913. Garments called for and delivered every week or fortnight. Phone 574 and ask for particulars. **SPURRELL BROS.**, 365 Water Street, next door to Parker & Monroe. Phone 574.—Jan 3, 13.

A Portrait!

A Portrait to be properly finished and give satisfaction demands the utmost skill of the photographer. Many photographers delight in exaggerating the image, which, when finished, is not a true portrait.

A Portrait must show the person as he or she truly is, without any artificial means of beauty, free from skin blemishes, with the exception of birth marks or scars.

We photograph the person truly and retouch in the most approved and up-to-date way. No order too small or too large for our every attention.

Call in and we will be only too glad to show you, everything—show you photos of people of whom you know.

We are specialists in child photography. Send the children along.

Photos from Stamps and Buttons up to 12 by 14 inches; all sizes, styles and finishes. Watch our show cases from time to time.

TOOTON STUDIOS,
310 Water St. Central.
406 Water St. West.
Houses of superior quality.

ANALYZE YOUR METHODS

If your advertising expenditure is not producing the right results don't condemn advertising. All arguments are against you. Monumental successes are right here in St. John's to contradict you.

Analyze your methods. Do you do your advertising in the way of an investment. If you have looked into the matter and given proper attention to returns you know that the very best publicity a business can have is that built by newspaper advertising.

Some business houses are still sending out the cheap dodger which, like a beggar, is most always stopped at the front door. The Evening Telegram is welcomed in every home. It gets into the best room in the house and is sought by every member of the family.

Mr. Business Man, newspaper advertising never fails. A single advertisement may not sell your entire stock, but every dollar you so invest will bring you ample returns.

You may have tried the rest, but you have not tried the best unless you are using

The Evening Telegram

Slocum Captain Granted Pardon.

Washington, Dec. 26.—President Taft has granted full pardon to Captain William H. Van Schaick, master of the excursion steamer General Slocum, which June 15, 1904, burned to the water's edge in East River, New York, resulting in the loss of more than one thousand lives. The pardon took effect Christmas Day.

Captain Van Schaick was sentenced to ten years' imprisonment in Sing Sing January 27, 1906, for criminal negligence in allowing his vessel to be overcrowded and not equipped with efficient fire fighting and life saving apparatus.

Mother And Son Burned To Death.

Quebec, Dec. 30.—Two lives were lost yesterday by a fire in a farm house at Charlesburg, about four miles from this city.

Mrs. Pierre Guilbault, aged 72 years, and her son B. Guilbault, aged 28 years, were sleeping in the house when the fire broke out at 4.30 a.m. The reflection attracted the attention of the neighbors who hurried to the scene but when they reached the house, which was of wood, it was completely enveloped in flames and nothing could be done. When the fire burned itself out search was made for the bodies of Mrs. Guilbault and her son, both were found late this afternoon burnt beyond recognition.

King Was Not Well.

And Was Unable to Attend Dinner With Queen Alexandra.

London, Dec. 26.—King George, who is staying at his country house at Sandringham, was unable on account of a chill to attend church on Christmas Day, and was also prevented from attending the Christmas dinner given by the Queen Mother Alexandra. It is officially stated to-day that His Majesty has quite recovered.

COASTAL BOATS OFF.—The S. S. Prospero and S. S. Fogota which were held up by the storm Saturday night, left for Northern ports yesterday morning. Both steamers, nautical men believe, had a hard time if they were not harboured out of last night's gale.

MINARD'S LINIMENT CURES DISTEMPERS.

Wants Another Trip of S.S. Home

Back to Evening Telegram.

POINT SAUNDERS, Jan. 3. Public extremely anxious over shortage supplies due to Home's failure to make schedule of trips. There is actual suffering now and there will be destitution later unless the Home makes another trip. There is nothing to prevent her. Weather is milder than for years despite false reports to the contrary. She made only one trip in December. Service merits severest censure. She is now delaying here unnecessarily en route to Bay of Islands in excellent weather. On last trip the mate refused to open hatches at Birch Cove and consequently important freight was left behind lack of which is causing distress of people. We expect authorities to demand another trip.

E. L. GOFF.

Storm Universal.

The storm which began here Saturday afternoon and continued with unabated fury until 6 a.m. to-day, prevailed all over the country and was felt in the Maritime Provinces. At Sydney the storm was the worst in years, and the Invermore which was to sail Saturday night, had to anchor in the stream and was delayed until the weather abated. Saturday night, yesterday and last night, a hurricane of wind blew from the westward and few people were abroad. Slates were ripped off the old fashioned roofs on Water Street West and strewn the sidewalks in several places. Countryward, trees and fences were blown down and on the higher levels houses, specially detached ones worked heavily in the blast and few who occupied them slept either Saturday night or last night. Shingles and felt were torn off many residences in the city, glass was blown in and owing to the storm the attendance at the churches was meagre yesterday. The City Fire Halls, large high wooden buildings that they are, rocked to their foundations and the men were on the alert for an alarm of fire, which, fortunately, however, did not occur. The telephone lines were interrupted and yesterday the different companies had repairers at work putting them in order. The Bay Boats in most instances, could not run, and vessels approaching this coast must have had a terrible time.

Sailed in Storm.

Just when the storm which began Saturday afternoon was rising the S. S. Sagona left here for St. Pierre. She must have received a drubbing. She is a new and staunch ship and no doubt pulled through without mishap. Yesterday the wires were interrupted and no news could be had of the time she passed Cape Race.

Tritonia At Botwood.

The A. N. D. Co's. steamer Tritonia arrived at Botwood on Saturday from London with 1,800 tons of coal. She left the other side December 21st and must not have had ice conditions to contend with to reach her destination so quickly. After unloading her present cargo the steamer loads pulp and paper for London.

Bruces Pasengers.

The Bruce arrived at Port aux Basques at 8.25 a.m. Saturday bringing D. J. McAlpine, J. H. Ford, Miss M. Brace, H. J. Gleeson, W. H. Hirschfeld, J. Richards, Dr. F. W. Fisher, C. C. Miller, G. Wood, P. H. Teddett, J. F. Downey and wife, J. Morey and J. Power.

Obituary.

The death occurred on Saturday of a prominent resident of Barnes' Place in the person of Patrick O'Rourke. Deceased was 79 years of age, a native of Carbonear and for many years was closely identified with the fisheries of the Colony. He leaves to mourn a widow to whom much sympathy will be expressed.

Grouse in London.

Grouse are not allowed to be on sale in London before August 12th, the opening of the shooting season, yet on that very day, even before the birds can be shot on the wild moors, they are on sale. And when these birds are sold it is found that they are two years old. When the magic words "cold storage" are uttered the mystery is solved. They have been for many months hanging in long neat rows in cold storage awaiting the "new birth."

Enquiry Continued

The magisterial enquiry into the burning of the mail car, out on the line, was resumed Saturday afternoon. Engineer Cashman, who was in the car at the time and who was proceeding to Grand Falls to take charge of an engine, was examined.

Seasonable and Reasonable Goods.

Sleigh Bells.

Neck Straps,
70c, 75c, 80c. up.
Back Straps,
70c, 85c. up.
Chimes,
85c, \$1.00, \$3.40 up.

SKATES.

Hockey Club25c. pair
Star Hockey50c. pair
Crescent70c. pair
Rover90c. pair
Boy Hockey\$1.10 pair
Scotia\$2.15 pair
King Edward\$3.25 pair
Regal\$3.95 pair
Regal (Featherweight)\$4.95 pair
Velox\$5.25 pair

Hockey Pucks.

12c, 15c, 17c, 20c, 25c.

HOCKEY STICKS.

McC-Mac45c.
Empire45c.
Rex75c.
Art Ross Practice80c.
Art Ross95c.

LADIES' SKATES.

Acadia\$1.10
Gem\$1.80
Beaver, No. 25\$2.25
Beaver, No. 10\$3.50
Glacier\$2.65
Lex\$3.95

Ayre & Sons
LIMITED

Hardware Dept.

Ladies' and Gent's

SNOW SHOES and

MOCCASINS.

Snow Shovels20c.
Arctic Shovels40c.
Ice Picks27c, \$1.20

Our Special Sale

IS THE

KEY TO A BIG SAVING

And Opportunity is now knocking loudly at your door. Our Special Sale will bring to you the greatest

Flannelette Bargains

ever offered you.

Previous to our White Sale we always hold a Flannelette Sale, and we would advise our customers to come early, as the goods are marked at prices for a

Quick Clearance.

AMERICAN CREAM AND WHITE FLANNELETTE.

Free from dressing and pure goods.

Regular 10c. for7c.
Regular 15c. for10c.
Regular 20c. for15c.

AMERICAN STRIPED FLANNEL- ETTE.

Regular 10c. for8c.
Regular 15c. for11c.

ENGLISH CREAM AND WHITE FLANNELETTE.

Regular 12c. for9c.
Regular 16c. for13c.
Regular 20c. for16c.
Regular 24c. for20c.

ENGLISH STRIPED FLANNEL- ETTE.

Regular 12c. for9c.
Regular 16c. for13c.
Regular 20c. for16c.

Also Remnants of FLEECE CALICO and MOTTLED FLANNELS.

P. F. COLLINS.



Our stock is a revelation to every one who looks through it. Every line for every room in the house is displayed in magnificent assortment. Good, well made, artistic Furniture to suit every taste.

U. S. PICTURE & PORTRAIT Co.,

Complete House Furnishers.