

JANUARY OFFERINGS

of Wanted WHITE GOODS

at Sharply Cut Prices.

PLAIN WHITE LAWNES.
WHITE CHECK LAWNES.

A special purchase now offered at a big discount under present regular prices.

A Wonderful Chance to Save on EMBROIDERIES.

All widths and splendid variety of patterns. This Department has always been noted for its genuine values. Our present display will prove no exception.

A Lot of WHITE TURKISH TOWELS.

Specially priced for quick clearance.

A JOB LOT OF WHITE NAINSOOKS,

in 10 yard lengths, 13c. yard.
Regular 16c.

The importance of these really remarkable price reductions is best learned by a personal inspection of the goods. Every item listed in this advertisement, and many more, will be offered at such attractive prices that the shrewd shopper will recognize that now is the time to buy.

Intending Purchasers

Will do well to avail of the present offerings, all foreign advices point to higher prices.

Marshall Bros


Where your Dollars go Farthest.

Canada

Canada Life more business in the previous year, and the chief item was the great...

The Canada Life was the greatest...

The Surplus of The Cash Dividend 1915 were over...



LONDON

LONDON, January 29, 1916.

POSTCARDS FROM THE TRINITY...

Christmas cards posted from trenches reached Great Britain...

The London Rifle Brigade card was an excellent drawing of a soldier in the trenches...

BISHOP OF SALISBURY...

The Bishop of Salisbury has given an exceptional opportunity of association with the new armies...

Living well, the young man had no opportunities for living...

The military authorities have a great deal to say on this subject...

On Salisbury Plain, better than in places less remote from temptations...

The world has never seen a clearer living and better-mannered soldier than ours. I know one of our military districts here pretty intimately...

Living eighteen miles from a doctor store Mr. Carr found it necessary to keep in the house some treatment to regulate the action of liver, kidneys and bowels.

To the habit of keeping these important organs active by the use of Dr. Chase's Kidney-Liver Pills, which he attributes the good health of his large family.

Here, surely, is evidence of the value of these pills as a family medicine to protect the members of the family who use it from the common ailments so many of which arise from congestion of the bowels and urinary condition of the liver and kidneys.

Dr. James Carr, Maynooth, Ontario writes: "About 10 years ago I received an envelope containing two boxes of Dr. Chase's Kidney-Liver Pills. On doctoring at the time with two doctors, and as they did me no good, I used the Pills, and by the time

Those Big Little Things.

By RUTH CAMERON.



A neighbour of mine gave a little party on a evening. The next morning I happened to be in her home. The telephone bell rang. She answered it. "Did you really? I'm so glad. It's so hard to tell whether people really have a good time or not. Not really? Why she's the hardest person in the world to please. I was afraid she'd think the table decorations were overdone. You'd like the recipe for that salad? Of course I'd love to give it to you. Yes, I am rather tired, but I don't care now I know it really was a success."

Her Day-After Gloom Was Gone.

My little neighbour came away from the telephone glowing. Her eyes shone. The rather dispirited, was all the trouble worth it. I after-all expression, so common to the day after, had gone from her face. "Wasn't that just sweet of Mabel?" she cried. "She called me up to tell me what a success my party was. That's just like her. She always remembers little things like that."

"Little things like that,"—yes, I suppose they are little, but as I heard the glad note in my neighbor's voice and saw the shine in her eyes, I thought to myself, "How big thoughtfulness and the choice of the right moment can make a little thing!"

"There are some people who are always doing these little things."

They Remember To Ask About The Invalid.

If such a one comes to see you and some member of your family is ill, she is sure to call up the next day to

Inquire and to be glad with you if he is better or sympathize and cheer you up if he is not. It's only a little thing, of course, but it makes you seem so much less alone, it gives you that warm sense that someone cares.

Again, I have some friends who always remember when they meet me to ask for those members of the family whom they have previously met, and I know others who never think of this gracious act.

With some people this thoughtfulness seems to be instinctive, with others it has to be acquired with effort, but the effort has manifold rewards. One is the satisfaction of giving pleasure to others; another is the consciousness that one has attained that degree of breeding; and another is the knowledge that perhaps in the next generation this thoughtfulness will be instinctive instead of acquired.

Select Medicine Carefully.

Purgatives are dangerous. They grip, cause burning pains and make the constipated condition worse. Physicians say the most ideal laxative is Dr. Hamilton's Pills of Mandrake and Butternut; they are exceedingly mild, composed only of health-giving vegetable extracts. Dr. Hamilton's Pills restore activity to the bowels, strengthen the stomach, and purify the blood. For constipation, sick headache, biliousness and disordered digestion no medicine on earth makes such remarkable cures as Dr. Hamilton's Pills. Try a 25c. box yourself.

NOTE OF THANKS.—I wish to thank the kind friend that sent me a ton of coal, Thursday, 21st inst. It was badly wanted. I was very cold. Oh! Charity, sweet charity, when we least expect it. MRS. THOMAS CULLEN, 23 Henry Street.—adv.11

APPLES!

In stock for immediate delivery 280 barrels choice N. S. APPLES, including

Wagners, Baldwins, Starks, Manns, Kings.

Soper & Moore

New German Battleplanes

TRAVEL 180 MILES AN HOUR.

Some weeks ago The Post correspondent at the front with the sixth battery, in a message home told of new German aeroplanes of surprising speed which of late had been appearing over the lines. The new German monoplane were of the Fokker type and capable of a speed, estimated at 180 miles an hour. It is quite possible several of these machines participated in the air raids on London and the east coast of England Sunday morning.

The French authorities believe that the latest type of Fokker machine, which is a monoplane, is fitted with a 200-horse power water-cooled Mercedes engine. The machine is probably more powerful even than the latest French Nieuport or Morane. Its immense engine power gives it extraordinary speed and climbing capacity. The Germans well know the importance of this engine superiority. Witness the constant references in their communications from headquarters since December 16. These communications unlike the wirelets, rarely lie. They record the destruction in air fights of thirteen British and two French machines as against two Fokker's brought down by the French.

One of the British correspondents at army headquarters in a despatch reports that the greatest feat of its kind on record is to be credited to one of the best known British aviators, who in the course of a single fight shot down two Fokker's and chased an Albatross and forced it to descend.

"How great the feat was," he telegraphs "can be understood only by those who know the power of the Fokker. It is thought to be capable of 180 miles an hour and is equipped with a device whereby it is enabled to shoot directly in front, a great advantage in air fighting. The machine is also in some degree protected. "Scarcely any Taubes are now used. The new birds of prey were first seen

Salves Can't Cure Eczema.


In regard to skin diseases, medical authorities are now agreed on this: Don't imprison the disease germs in your skin by the use of greasy salves, and thus encourage them to multiply. A true cure of all eczematous diseases can be brought about only by using the healing agent in the form of a liquid.

WASH THE GERMS OUT.

The D. D. D. Prescription is a new skin discovery which is becoming famous throughout Newfoundland and Canada. It is a simple wash, compounded as a scientific antiseptic remedy for Eczema, Bad Leg, Ulcers, Sores, Pimples and all skin eruptions. This wash penetrates to the disease germs and destroys them, then soothes and heals the skin as nothing else has ever done.

Don't delay—this wash will cure. Get a bottle of D. D. D. Prescription to-day. Sood! everywhere.

WAR STORIES.



I'm tired of the stories of battle, that word painters send from the front, of peasants who perish like cattle, performing the part of a stunt; I'm tired of the gun and the armor, of all things that slaughter and slay; so tell me a story of a man who shucks eighty bushels a day. In lists of the butchered, diurnal, there's nothing I see that enchants; I'm tired of the major and colonel, with blood on their bibs and their pants; I'm tired of the spy and the spoiler, of dead ones that litter the sword; O, tell me a tale of the toiler, who's whacking up wood by the cord. I'm tired of the boys in the trenches, with shoes full of water and loam; far better the plumbers, whose wrenches are fixing the pipes in my home. I've read of the movements of legions, I've read of advance and retreat, of ashes and ruin in regions, where once grew the corn and the wheat; and now I am weary of reading these stories of carnage and gore, of myriads wounded and bleeding, of hosts who will wake never more; so tell me a tale of the granger who carries his mules in the morn, who digs up the eggs from the manger, and shucks eighty bushels of corn.

Everyday Etiquette.

Is it proper for a lady to stand when being presented to a gentleman and should she extend her hand in greeting?" queried Mabel.

"She need not rise unless the gentleman is a good deal older than she is and she extends her hand first, unless it is a young man, when she merely bows," said her aunt.

MINARD'S LINIMENT CURES DIPH- THERIA.

LIGHT, HEAT, COMFORT!

The proprietor of one of the best known multiple shopping systems is credited with saying, "Give me any old shop, in any old street, and I'll guarantee to make it in twelve months the most widely known and best frequented shop in the district." He was asked to explain. Holding up three fingers he said, "I believe in the trinity of LIGHT, WARMTH, COMFORT. I should dazzle the moths until the candle drew them, I should bring them into a warm, comfortable shop, filled with a soft, pleasing radiance, and the rest is—well, mere child's play."

Mixed metaphors, perhaps, but expressive. Now we can more than imagine the kind of shop this well-known individual would open, for we pass it in almost every town—always a landmark to the street. No one fails to notice it. There is an indefinable air of welcome and invitation as one stands for a moment on the pathway and lets one's gaze travel inside it. The subdued, restful lighting effect that so charms because of its very unobtrusiveness, the absence of dark corners, the intangible feeling that if one would step inside one would be sure of experiencing a delicious sense of warmth and comfort and cheerfulness—all these are part of its appeal. Truly a shop with an individuality.

We cordially invite all progressive business men to visit our showroom and see our latest Lighting and Heating Appliances, by the adoption of which the ideal outline in the above extract from a London paper may be easily secured. Our new RADIO X Lamp and GASTHEAM Radiators fill all light and heat requirements.

ST. JOHN'S GAS LIGHT COMPANY.

dec.11

Modern Office Equipment.

Once the New Year opens up business comes on with a rush and is greatly facilitated by having everything in the office perfectly appointed and easily get-at-able, while the personal comfort of prospective clients frequently goes a long way towards a successful business deal.

We can show you anything you need, from a handsome massive Oak Desk to a Waste-paper Basket, Revolving Chairs, Solid Oak and Leather Chairs, Stenographers' Tables, Cabinets, Book Stands, Hat Stands, Rugs and Linoleums of the most up-to-date design are always in stock, as we make a specialty of Complete Office Equipment.

We are prepared to take any orders, large or small, for complete office furnishing, either singly or en suite, and guarantee perfect satisfaction. Estimates given.

U. S. Picture and Portrait Co.

February is Marmalade Month!

Don't Let Putting Down the Marmalade Now.

A RECIPE FOR ORANGE MARMALADE.

Here is a recipe that has been tested with success. It makes a delicious marmalade if instructions are carefully carried out:

4 Bitter Oranges;
7 Sweet Oranges;
Slice and let stand in four quarts of cold water for 36 hours. After boiling for two hours add 9 pounds of granulated sugar, and juice of four lemons; boil 2 hours. If when cutting the oranges the seeds are saved, steep in warm water and the liquid added to the mixture when boiling the second time, the flavor is improved and the marmalade jellies better. When cold in jars, put thick layer of paraffin on top of marmalade.

Finest Valen. Oranges, 20c. doz.
Fancy Florida Oranges, 40c. doz.
California Lemons.
Finest Granulated Sugar.


New arrivals to-day:
FRESH HALIBUT.
FRESH MACKEREL.
FINNAN HADDIE.
FRESH COD TONGUES.
NEW DATES—Bulk.
NEW DATES in Pkgs.
FRESH EGGS.
FRESH RABBITS.

Ex Train:
1000 sacks P. E. I.
HEAVY BLACK OATS.
2 brls. Sinclair's
FIDELITY HAMS.

C. P. EAGAN,

DUCKWORTH STREET & QUEEN'S ROAD.

TIRED NERVES



Headaches, sleeplessness and tired, drowsy feelings soon disappear when you restore to the exhausted nerves by using Dr. Chase's Nerve Food.

50 cents a box, all druggists or Edmondson, Toronto.

Dr. Chase's Nerve Food

Pictorial Review Patterns

FOR FEBRUARY NOW ON SALE—500 IN STOCK—NO DELAY.

Outfits, 17 cents in cash or in one or two cent postage stamps must accompany order. If pattern is only 10 cents, difference will be refunded.

CHARLES HUTTON, Sole Agent.

The New REO The Fifth

"The Incomparable Four"

WE REO FOLK VERILY BELIEVE that Reo the Fifth is, today, the greatest automobile in the world.

CONSIDERED FROM EVERY STANDPOINT—first cost, cost of upkeep, long life—passenger miles per dollar—where can you find value equal to this?

CONSIDER FOR A MOMENT. Here is an automobile the chassis of which has been standard in practically its present form for now six seasons. That alone is a record. Of only one other car in the world, so far as we can learn, can it be said.

NOR IS IT BECAUSE the Reo Company is unprogressive that this chassis has remained practically the same for so many seasons! Reo is known and recognized as one of the most progressive of all the really sound American concerns. (Note the distinction and the classification!)

THE GREAT REO FACTORIES are called the "Model Automobile Plants." Engineers and production experts from everywhere come to Lansing to study the wonderfully efficient Reo methods. Metallurgists come here to study the heat-treatment of steels and other processes by which we put Reo quality into the product.

NO, THAT ISN'T THE REASON Reo the Fifth has endured, has held its superiority for so long. Reason is the fact that when Reo the Fifth was designed it was ten years, at least, ahead of its time.

REO THE FIFTH WAS THE RESULT of the longest and the product of the ripest experience of which the automobile industry could boast. So it was but natural that it should be, from the very first, a wonderful car.

THEN THE REO POLICY of improving, refining, perfecting that which we have, instead of trying always to develop something radically, sensationally new, has resulted in this latest model Reo the Fifth "the simplest car in the world to drive" and the "cheapest car in the world to maintain."

WE CALL THAT PROGRESSIVENESS in the highest degree. We Reo Folk may be a little old fashioned. Those who travel a more rapid—but, to our mind, less certain—gait, say we are. But we cannot see that making a new model every six months is really progressive. Nor the winning of new customers every year—instead of keeping the old ones satisfied.

FROM THE VERY FIRST WE REO FOLK CONTENTED that ultimate leadership would redound to that concern which made, not the most novel, but the most serviceable automobile. And that enduring success would be the reward not of making the highest or the lowest priced car—but the car of greatest dependability and lowest maintenance cost.

Canadian buyers now receive their Reos direct from the big parent factory at Lansing, Michigan.

We have tried both ways, and we find that we can give our Canadian customers better workmanship, better finish and altogether better value and better service from the main factory than we could from a Canadian branch plant.

The Reo factory at St. Catharines, Ont., will hereafter continue as a service plant. In addition we have established a service station at Winnipeg—1218-20 King Street—where a complete stock of replacement parts for every Reo model from the first to the latest, are carried, and where Reo buyers in the Western provinces are assured prompt and courteous attention.

With the best class of distributors handling Reo motor cars in Canada, and each carrying in stock such parts as may be needed for replacements, we feel we can now give the very best service possible to our Canadian friends.

Prices quoted are in all cases, net, duty paid, f. o. b. factory at Lansing, Michigan. New catalogue just out—send for one.

AN INVESTIGATION MADE LAST YEAR proved this remarkable fact: that the cost of repairs and replacements on thousands of cars of this model had been less than six dollars per car per year!

AND HUNDREDS OF OWNERS have written us that they have yet to pay the first dollar for a repair on a Reo—and some of them have owned and driven their cars constantly from one to three years.

NOW PLEASE DO NOT GET THE IDEA that Reo the Fifth is not up to the minute mechanically and in outward appearance just because it has been standard for so long. On the contrary, it is the leader—always has been. Never has it been dethroned by any rival—and no other car has withstood so many or such severe onslaughts from would-be competitors.

IT HAS OUTLIVED THEM ALL. Where now are those that tried to supplant Reo the Fifth in popular favor? Not one left—not one! Reo the Fifth still reigns—will, so long as buyers demand value and efficiency and economy of operation.

THIS LATEST MODEL has many refinements and improvements over its immediate predecessor. The world moves and Reo moves with it—always in the van.

BODY HAS BEEN REDESIGNED to conform to the latest ideas and to enhance its already graceful appearance. Same width and leg room—several inches wider and longer than most so-called "5-passenger" cars.

ANOTHER GREAT IMPROVEMENT is the location of electric lighting and starting switches on steering post in reach of the driver. Spark and throttle control levers are now on top of steering wheel.

THERE ARE MANY improvements and refinements that the practiced eye will notice and the experienced motorist enthusiastically approve. Each small in itself but all contributing to the excellence of the whole.

REO THE FIFTH IS, in a word, a finished product—the logical result of many years of refining and improving on the same original design.

THE BRIEF SPECIFICATIONS we are able to print herewith give you an inkling. Your Reo dealer will be pleased to send you a catalog describing the various features more fully.

ASK HIM TO EXPLAIN to you the various structural features of Reo—tell you the reasons. He will gladly do so, and then you'll see wherein lies Reo durability.

HE'LL SHOW YOU WHY REO cars are the most accessible automobiles in the world. He'll show you how easily you can get at any part—how quickly and therefore how cheaply any adjustment or replacement or repair can be made.

THAT'S THE SECRET of Reo low maintenance cost—that and the quality of workmanship and materials that go into a car in the first place.

BUT YOU MUST SEE—must ride in and finally drive Reo the Fifth yourself to fully appreciate its many points of excellence.

WE REO FOLK RECOGNIZE there are other makers equipped to give their customers service equal to ours after the car is delivered.

BUT THAT ISN'T WHAT YOU WANT—anyone making an automobile will promise that much. You want a motor car with the service built into it at the factory.

RIGHT THERE IS THE SECRET OF REO SUCCESS—every Reo must be right before it receives the final stamp of approval.

WE WANT YOU TO CONFIRM our statements, and there's no better way than to obtain the opinion of those who have had experience.

ASK YOUR FRIENDS who own Reo cars, and after you have summed up their reports you will not wonder at the enviable reputation Reo enjoys. This honor has not been conferred on us by chance, but is due to the consistent performance of Reo motor cars in the hands of nearly 100,000 users.

WHAT REO THE FIFTH HAS DONE for others, it will do for you.

Specifications The New REO the Fifth

Wheel Base—115 inches.

Springs—Front—Semi-elliptic—38" x 2" with 7 leaves. Rear—three-quarter elliptic. Lower section—44" x 2" with 7 leaves. Upper section 22 1/2" x 2" with 7 leaves.

Front Axle—I-beam, drop forged, with Ten roller bearing spindles.

Rear Axle—Tubular—semi-floating. Ten roller bearings at differential—Hyatt roller bearings at wheels, piston universal with stub shaft—two universal joints in propeller shaft—torque taken by rate torque arms—gear ratio 4 to 1.

Tires—34" x 4" front and rear. Non-skid on rear.

Motor—Vertical, four-cylinder, cast in modified L type with integral head, inlet valve in head. Valves mechanically operated and protected. Exhaust valve seated directly in the cylinder. Bell type crank case with three crank shafts. Helical timing gears running in oil.

Cylinder Dimensions—4 1/4" x 4 1/2".

Horsepower—35.

Lubrication—Automatic force feed by gear pump with return system.

Carburetor—Automatic, heated by hot air and hot water.

Ignition—Combined generator and magnet driven through timing gears; 100 to 1000 hour storage battery.

Starter—Electric, (Remy) separate unit, volt, connected to transmission.

Transmission—Selective swinging type, single rod, center control.

Clutch—Multiple dry disc, faced with asbestos, with positive and instant release.

Brakes—Two on each rear wheel, one internal, one external, 14" diameter drum service brake interconnected with hand pedal.

Steering—Gear and sector with 18" steering wheel.

Control—Left-hand drive, center control, spark and throttle on steering wheel foot accelerator.

Fenders—Drawn sheet steel of latest type—shield between running boards—close fitting, quick detachable aluminum bound, linoleum covered running boards.

Gasoline Capacity—16 gallons. Air pressure pumps on instrument board for all engines.

Body—Five-passenger—streamline touring car type with extra wide full "U" door front and rear. Genuine leather upholstery. Deep cushions and backs.

Finish—Body, Golden Olive, running boards, equipment nickel trimmed.

Black—equipment nickel trimmed.

Theft-Proof—Locking device. A feature that is made possible by the unique design and which we think others will find difficult to copy. This enables the driver to lock simultaneously the starting device, the transmission and the floor lock. Starting device is made inoperative at the same time that the transmission gear is locked in neutral position. And to assure trouble free, floor boards are locked down so it is impossible to get at the gear.

It would take a volume to describe in detail you will see and appreciate it at a glance.

Equipment—Fully electric lighted throughout, improved 5-bow, one-man motor with full side curtains, mohair slip cover, clear-vision, rain-vision, ventilating windshield; speedometer, electric horn; rim with improved tire brackets; pump; jack; complete tool and tire outfit.

Price—\$1225, net, duty paid, f. o. b. factory at Lansing, Michigan.

Specifications The New REO

Wheel Base—126 inches.

Springs—Front—Semi-elliptic—44" x 2" with 8 leaves. Rear—Castellated—44" x 2 1/2" with 8 leaves.

Front Axle—I-beam, drop forged, with Ten roller bearing spindles.

Rear Axle—Full floating, Timken roller bearings at differential and at wheels. Universal joints in propeller shaft taken by separate torque arms—4 to 1.

Tires—34" x 4 1/2" front and rear, non-skid on rear. Demountable rims, 14" x 4 1/2".

Motor—Vertical, six-cylinder, cast in modified L type with integral head, inlet valve in head. Valves mechanically operated and protected.

Cylinder Dimensions—3 1/4" x 5 1/2".

Horsepower—45.

Lubrication—Automatic force feed by gear pump with return system.

Carburetor—Automatic, heated by hot air and hot water.

Ignition—Combined generator and magnet driven through timing gears; 1000 to 10000 hour storage battery.

Starter—Electric (Remy), separate unit, volt, connected to transmission.

Transmission—Selective swinging type, single rod, center control.

Clutch—Multiple dry disc, faced with asbestos, with positive and instant release.

Brakes—Two on each rear wheel, one external, 14" diameter drum service brake interconnected with hand pedal.

Steering—Gear and sector with 18" steering wheel.

Control—Left-hand drive, center control, spark and throttle on steering wheel foot accelerator.

Fenders—Drawn sheet steel of latest type—shield between running boards—close fitting, quick detachable aluminum bound, linoleum covered running boards.

Gasoline Capacity—18 gallons. Air pressure pumps on instrument board for all engines.

Body—Seven-passenger "Sheer-line" car type with extra wide full "U" door front and rear. Genuine hand-butted enamel finish, leather upholstery, cushions and backs. Divided front and rear seats.

Finish—Body, Golden Olive, running boards, equipment nickel trimmed.

Black—equipment nickel trimmed.

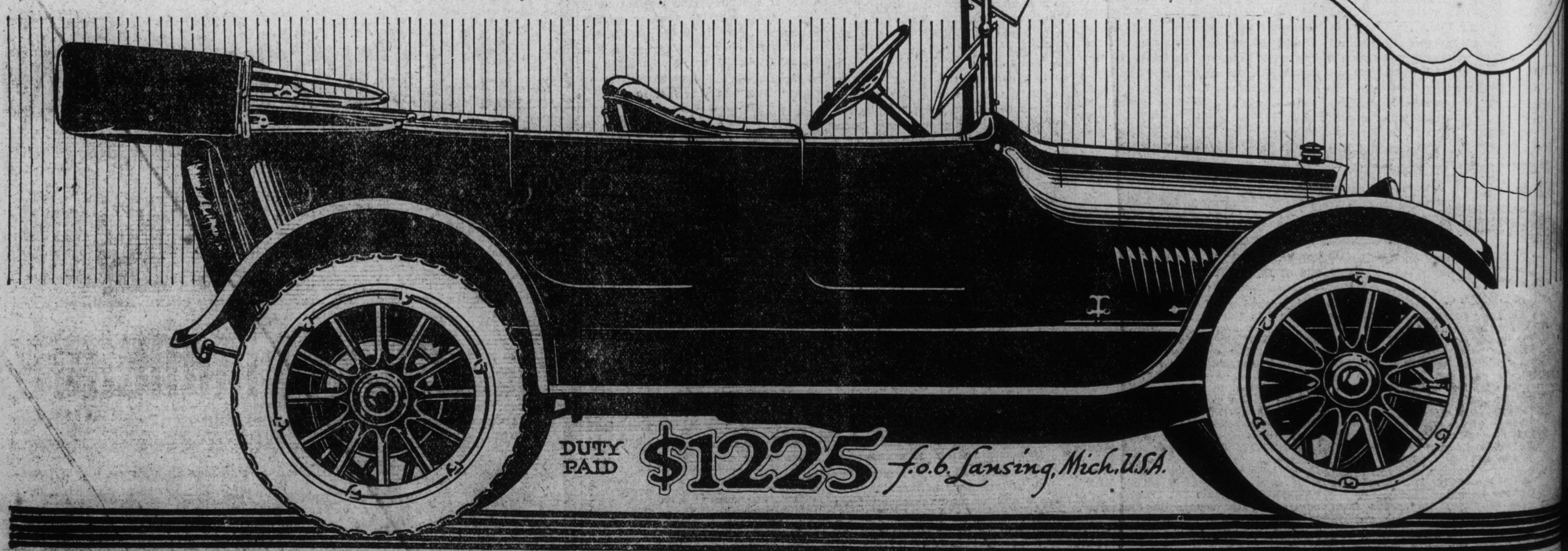
Theft-Proof—Locking device. A feature that is made possible by the unique design and which we think others will find difficult to copy. This enables the driver to lock simultaneously the starting device, the transmission and the floor lock. Starting device is made inoperative at the same time that the transmission gear is locked in neutral position. And to assure trouble free, floor boards are locked down so it is impossible to get at the gear.

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Price—\$1700, net, duty paid, f. o. b. factory at Lansing, Michigan.

REO MOTOR CAR COMPANY
Lansing, Michigan, U.S.A.



DUTY PAID \$1225 f.o.b. Lansing, Mich., U.S.A.

REO "Six"

"The Fashion Plate of '16"

YOU NEED GO NO FURTHER—you need pay no more—to obtain all the mechanical excellence, all the beauty, style, finish and luxurious riding qualities in a seven-passenger touring car, that your heart can desire.

FOR WE MAINTAIN that, though you search the world over, you will find no car at any price, that is the superior of this new Reo Six in these essentials.

MECHANICALLY IT HAS NO SUPERIOR—it is not possible to put better materials in a chassis, simply because the science of metallurgy knows no better. Reo uses and always has used the best. The fame of Reo rests on that.

IT IS NOT POSSIBLE to machine parts more accurately—for the Reo factories are admittedly the "Models" among automobile factories and Reo standards are admittedly of the highest.

AND IT ISN'T POSSIBLE to obtain an automobile, in the designing and fabrication of which, more experience has been applied—for the Reo organization is the oldest in the Automobile industry. And never since the first Reo was made has there been a single change in the executive organization of Reo.

ALL WE'VE LEARNED, WE'VE KEPT right here in the Reo factories—and this latest product of Reo brains and experience and facilities is the net result.

AS TO BEAUTY OF EXTERIOR we need only remind you that when this new Reo Six was announced and its graceful lines shown in the engravings it was instantly hailed by everyone in the trade—rival and friend alike—as the "Fashion Plate" for the coming year.

AND IF YOU HAVE WATCHED closely the various new bodies that have since come out—some of them only too palpably redesigned to emulate the lines of this Reo Six—you have observed that it has set the style for the season.

BUT REO BEAUTY ISN'T on the outside alone—it's in the unseen places as well. In fact none so thoroughly appreciates Reo engineering as he who has studied it most intimately.

THIS SIX IS A GREAT BIG BEAUTIFUL CAR—ample width and leg-room for all seven passengers so that each rides luxuriously. At the end of a long day's tour there's no feeling of stiffness or of fatigue.

OF COURSE THE LONG CANTILEVER SPRINGS have much to do with that. They have proven ideal for a car of this passenger capacity and wheelbase.

AND THE MOTOR HAS POWER for any emergency. That is a prime factor—always has been a Reo quality. Why it is a fundamental so thoroughly accepted we seldom think to mention that a Reo has ample power. Of course—being a Reo!

AND THE SAME STURDINESS—the same wonderful reliability, dependability and economy of upkeep—that have made the four-cylinder Reo world famous, are in this Reo Six.

"50 PER CENT OVER-SIZE in all vital parts," that Reo factor of safety is the reason at the same time for Reo dependability and low maintenance cost.

EVERY PART THAT IS SUBJECTED—or may ever be subjected—to excessive strains are made fifty per cent heavier—or of better material and therefore fifty per cent stronger—than other makers consider necessary. Motor parts—as crank-shafts, connecting rods, bearings. Transmission gears, driving shafts, axles, differentials—all vital parts are made to the Reo standard "fifty per cent oversize."

DOUBTLESS YOU KNOW—and if you don't we want to bring it to your attention—that we Reo Folk have been a conspicuous exception among American automobile manufacturers in that we have never made a fetch of lightness.

REO CARS ARE LIGHT—But not light to the point of flimsiness. They weigh a little more. But the sturdiness of Reos as compared with others is out of all proportion to the difference in weight. We make them just as light as we can make them and make them good. But we will not sacrifice durability for a brief spectacular performance.

WHEN WE SEE LIGHTER CARS that will live—that have lived—as long as Reos; that have performed as consistently on all kinds of roads; that have cost as little to operate and to maintain year in and year out under all kinds of use, misuse and shocks—we will feel we ought to change.

BUT SO LONG AS REOS PROVE so almost unbelievably cheap to maintain, so matchlessly efficient and so wonderfully durable—we will feel that the Reo standards are best. IT'S EASY TO OBTAIN what seems like motor efficiency—by lightening the load the motor must pull. But you are not looking for a car that will perform spectacularly for a few months—you want one that will live as long as a Reo.

SEE THIS NEW REO SIX. Ride in it. Drive it yourself—you can if you have ever driven any automobile. You will say you have never tasted the real joys of motoring before.

THEN EXAMINE CLOSELY the details of construction and finish. Note that the leather (in all Reos) is real leather. That the hair is real hair. That the tonneau-back is a one-piece steel stamping—the largest ever made, by the way. Note the quality of top materials—and the class of workmanship. The quality of glass in the "clear-vision, rain-vision" windshield—everywhere you'll see that the Reo standards of excellence have been maintained.

THEN CONSIDER THE VALUE represented in this big beautiful Six at its price. Can you equal it anywhere? And can you, at any price, obtain a Seven-passenger car that will conform so well to your ideas of what your automobile should be? JUST A WORD ABOUT DELIVERIES. Those who know are unanimous in stating that there will be a tremendous shortage of automobiles the next few months. Can't be otherwise. Shortage of all kinds of materials and of tools to manufacture them—demand greater than ever before.

DEMAND FOR REOS IS ALWAYS in excess of the possible supply. We are conservative in the matter of quantities—and Reo quality creates a big demand. Never since the first Reo went into the hands of its owner has it been possible to make enough cars to supply all who wanted Reos.

CERTAIN IT IS WE WILL NOT be able to supply all this year. So orders will be filled in exact rotation. Those who order early will get Reos—those who delay cannot hope to.

SO WE SUGGEST that you decide this matter at once and order your Reo immediately. Then you'll be one of "the lucky ones."

TODAY won't be a minute too soon.

Reo Motor Trucks

Most distributors of Reo Motor cars also handle Reo motor trucks—entirely separate corporation, but managed by the same "Reo Folk."

Space forbids a lengthy description or specifications of Reo trucks here. So we'll only say there are two chassis models. For heavy hauling the 2-Ton Reo, and for lighter, speedier delivery, the 1500-Pound (¾-Ton) Reo "Speed Wagon."

Both are famous for the same dependability and low up-keep that is an attribute of all Reos.

Prices: The 2-Ton Reo chassis, \$2150; the 1500-pound truck with standard express body, \$1500—both net, duty paid, f. o. b. factory, Lansing, Michigan.

Ask for a catalog—any Reo dealer will gladly send you a copy—or write the factory direct.

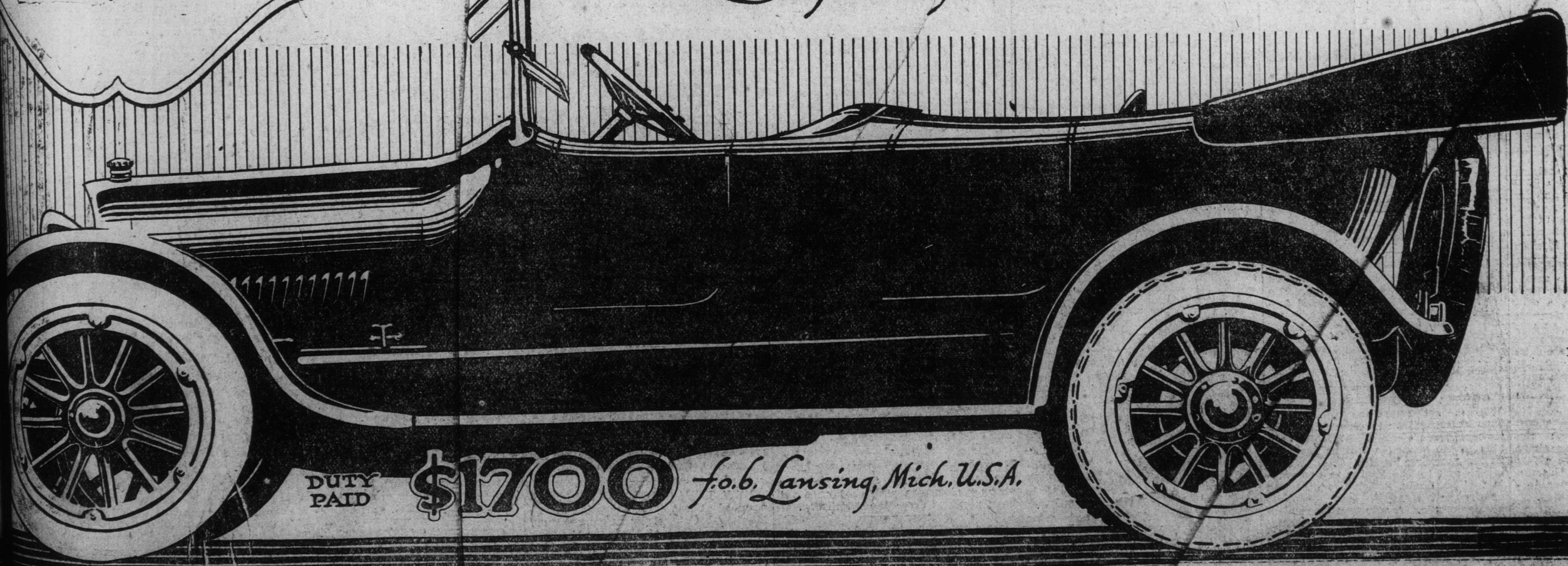
REO MOTOR TRUCK COMPANY, LANSING, MICHIGAN

The New

Specifications The New Reo "Six"

Wheel Base—126 inches.
 Springs—Front—Semi-elliptic—38" x 2" with 8 leaves. Rear—Cantilever—50 1/2" x 2 1/2" with 8 leaves.
 Front Axle—I-beam, drop forged, with Timken roller bearing spindles.
 Rear Axle—Full floating, "Timken" roller bearings at differential and at wheels—two universal joints in propeller shaft—torque taken by separate torque arms—gear ratio 4 to 1.
 Three—34" x 4 1/2" front and rear. Non-skid on rear. Demountable rims.
 Motor—Vertical, six-cylinder, cast in pairs, modified L type with integral head, with inlet valve in head. Valves mechanically operated and protected. Exhaust valve directly in the cylinder. Bore 4 1/4" x 4" front and rear. Non-skid on rear.
 Cylinder Dimensions—3 1/2" x 5 1/4".
 Horsepower—45.
 Lubrication—Automatic feed by plunger pump with return system.
 Carburetor—Automatic, heated by hot air and hot water.
 Ignition—Combined generator and magnet driven through timing gears with 100 ampere-hour storage battery.
 Starter—Electric (Remy), separate unit, connected to transmission.
 Transmission—Selective swinging type with single rod, center control.
 Clutch—Multiple dry disc, faced with asbestos, with positive and instant release.
 Brakes—Two on each rear wheel, one internal, one external, 14" diameter drums—service brake interconnected with clutch pedal.
 Steering—Gear and sector with 18" steering wheel.
 Control—Left-hand drive, center control—gear and throttle on steering wheel with foot accelerator.
 Fenders—Drawn sheet steel of latest oval type—shield between running boards and body—close fitting, quick detachable underpan—aluminum bound, linoleum covered running boards.
 Gasoline Capacity—18 gallons. Tank in rear with Stewart Vacuum System supply. Genuine gauge beside filler.
 Body—Seven-passenger "Sheer-line" touring car type with extra wide full "U" doors front and rear. Genuine hand-buffed bright enamel finish leather upholstery. Deep cushions and backs. Divided front seats.
 Finish—Body, Golden Olive—running gear, Black—equipment nickel trimmed.
 Theft-Proof—Locking device. A feature that is made possible by the unique Reo design and which we think others will find it difficult to copy. This enables the driver to lock simultaneously the starting device, the transmission and the floor boards. Starting device is made inoperative, at the same time that the transmission gears are locked in neutral position. And to make assurance trebly sure, floor boards are locked down so it is impossible to get at the parts. It would take a volume to describe it—but you will see and appreciate it at a glance.
 Equipment—Fully electric lighted through-out improved 5-bow, one man, mohair top, with full side curtains, mohair slip cover, clear-vision, rain-vision, ventilating windshield; speedometer; electric horn; extra rim with improved tire brackets; power tire pump; jack; complete tool and tire outfit; foot rest.
 Price—\$1700; net, duty paid, f. o. b. factory Lansing, Michigan.

REO MOTOR CAR COMPANY Lansing, Michigan, U.S.A.



DUTY PAID \$1700 f.o.b. Lansing, Mich. U.S.A.

STEER BROS. Grocery Dept.

50 boxes SEA DOG MATCHES.
40 boxes HARTLEY'S JAMS.
20 boxes HARTLEY'S MARMALADE.
50 boxes 2s. SUGAR CORN.
50 boxes 2s. STRING BEANS.
50 boxes 2s. TOMATOES.
100 boxes 3s. TOMATOES.

440 cases Cal. Tind FRUITS,

Standard, Ex. Standard and Extra Grades.
PEACHES, PEARS, PLUMS and APRICOTS.
LOWEST PRICES.
VAN HOUTEN'S COCOA—all sizes.
50 cases PURITY MILK.
300 half chests CEYLON TEA.

STEER Brothers.

PHONE 647.

NOTICE to BUTCHERS!

Prime Fresh Beef!

150 Quarters
CHOICE P. E. I. FRESH BEEF
Just Received.

GEO. NEAL

Have You Seen Our

300 Candle Power
Kerosene and Gasolene
LAMPS & LANTERNS?

"BRIGHT AS DAY."
Burns more air than oil. Come and see them or
write for particulars.

Robert Templeton,

333 WATER STREET.

Creepers, Shovels, etc.

**Ice Creepers,
Snow Shovels,
Ice Cutters.**

BOWRING BROS., Ltd.,

Hardware Dept.

Mixed Oats!

Trimmed
Leather.
Untrimmed
Leather.



LANDED TO-DAY EX STEPHANO:
**1000 Sacks Mixed Oats,
100 Sides Trimmed Leather,
100 Sides Untrimmed Leather.**
At Lowest Prices.

**F. McNAMARA,
Queen Street.**

JUST RECEIVED,

BY "STEPHANO,"

400 Rolls 1 Ply
600 Rolls 2 Ply

**H. Brand
Roofing FELT,
BEST QUALITY.**

HARVEY & Co., Ltd.

Hon. R. A. Squires, K.C., LL.B. Mr. J. A. Winter.

SQUIRES & WINTER

Barristers, Solicitors and
Notaries.

New Bank of Nova Scotia Building.

Corner Beck's Cove and Water Street. dec31,1f

**Notice of
Removal and Partnership**

HON. R. A. SQUIRES, K.C., LL.B.,

Announces the removal of his LAW OFFICES to the New BANK OF NOVA SCOTIA Building at the corner of Beck's Cove and Water Street, and the formation of a PARTNERSHIP for general practice as Barristers, Solicitors and Notaries, with MR. J. A. WINTER, eldest son of the late Sir James S. Winter, K.C., under the firm name of SQUIRES & WINTER.

Address: Bank of Nova Scotia Building, St. John's.
January 3rd, 1916. dec31,1f

**Bargains for
Book Lovers.**

Morley's "Life of Gladstone" is said to be the best Biography in the English language. It was published in 1903 by MacMillan & Co. in 3 volumes at 42s. You can get it at a bargain here now, for we can give you the original edition in perfect condition at \$5.00 the set. We have two sets. We can give you Trevelyan's "Life and Letters of Lord Macaulay" in 2 volumes, published by Longmans, Green & Co. in 1877, at 36s. You get the set now for \$1.00. We can give you a beautiful 3 volume edition of "Old and New Edinburgh"—its history, its people and its places, illustrated by numerous engravings, at 27s. Our price \$3.00 for the 3 volumes. We can give you "The Life of Frederick Denison Maurice," edited by his son and published by MacMillan & Co., at 16s. Our price \$2.00. We have 400 other equally good bargains. Come in and see those you are interested in.

DICKS & Co., Limited,
Biggest, Brightest, Busiest and Best
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There's a lot of difference between Toric Lenses and Flat Lenses besides their slight extra cost. They give you extra vision and extra comfort. They are better-looking, too. Come and see us about Toric Lenses.

LENSES

R. H. TRAPNELL,
EYESIGHT SPECIALIST,
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RIGHT STORE
FOR
Account Books
AND
OFFICE REQUISITES.**

Ledgers, Foolscap & Demy, 100 to 1000 pages.
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Day Books, Foolscap and Long Folio, 100 to 1000 pages.
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Blank Foolscap Books, 100 to 600 pages.
Blank Demy Books, 100 to 600 pages.
Pocket Ledgers & Journals, 100 to 400 pages.
Pocket Cash and Day Books, 100 to 400 pages.
Indexed Price Books from 20c. up.
Invoice Books, 200 to 500 pages.
Counter Books and Diaries.
Books of Account and Invoice Forms.
Books of 100 Order and Memo Forms.
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Copying Letter Books from 250 to 1000 pages.
Memorandum Books from 2c. to 60c.
Manifold Order Books, all sizes.
Files, Clips, Binders, Inks, Pens, Holders, etc.

**GARLAND'S
BOOKSTORES,
177 & 353 Water Street.**

NOTICE!

The St. John's Gas Light Company is about to remove its Office from the Board of Trade Building to the Office recently occupied by P. N. R. Johnson, East, corner of Prescott and Duckworth Streets. The Showroom, Office and Basement at present occupied by the Company, in the Board of Trade Building, will be let immediately. For particulars apply to
W. H. RENNIE,
Board of Trade Building.

**REID-NEWFOUNDLAND
COMPANY.**

**COLUMBIA
IGNITOR CELLS.**

We have just received a shipment of the world-celebrated

No. 6 Dry Cells.

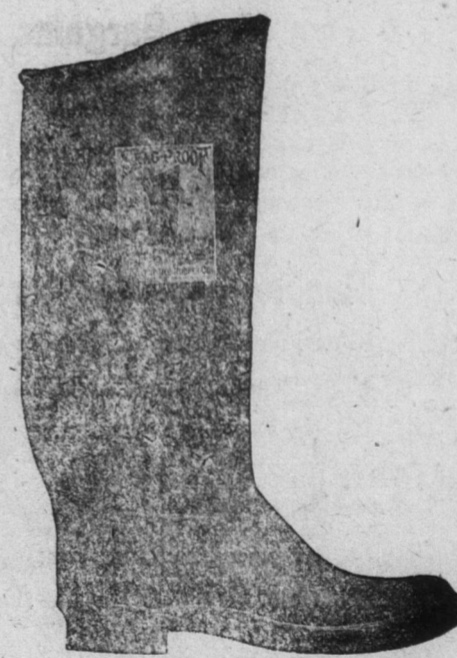
Water St. Stores Dept.

Furness Line Sailings!

From St. John's Halifax to St. John's
Liverpool to Halifax. St. John's to Liverpool.
S. S. DURANGO Jan. 13th Jan. 22nd Jan. 25th
S. S. TABASCO Jan. 13th Jan. 24th Jan. 31st Feb. 3rd
For freight and other particulars apply to

FURNESS WITBY & CO, LTD., Water St., East.
Jan. 20, 1916.

Larragans!



This cut represents the "Snag" Rubber Boot, as worn by the American fisherman. The finest Rubber Boot on the market.

300 Pairs Men's 10 inch Larragans,
with leather soles. All orders receive prompt attention.

**F. SMALLWOOD,
THE HOME OF GOOD SHOES.**

PALMER ENGINES!

**The Newest and most up-to-date
Motor Engine.**

Write for Catalogue and Price List. See our exhibit at our

**New Show Rooms, Ground Floor
Commercial Building.**

FRANKLIN'S AGENCIES, LTD.

**Over 40,000 People
Read The Telegram**

TEN PAGES TODAY

WEATHER FORECAST:
TORONTO, Noon.— Fresh
winds, milder. Tuesday—
S. W. gales with occasional
rain.
ROPER'S, Noon.—Bar. 29.4;
ther. 32.

VOLUME XXXVII.

Auction Sales



AUCTION NOTICE

All parties owing money to
designated for goods obtained at
Auction Sales will please make payment
before the 28th day of February
at which date all outstanding
amounts will be handed over to
the collector for collection.

P. C. O'DRISCOLL,
Jan. 31, 1916.

AUCTION.

To-Morrow, Tuesday, at
11 o'clock noon,
at the premises of

F. McNAMARA, Queen St.
42 brls Red Apples.

Sent on consignment will be
without reserve.

M. A. BASTON,
Jan. 31, 1916.

**RENTING
SERVICE!**

We have applications for
houses all over the city to rent
\$5.00 to \$30.00 per month. For
very small charge we will
relieve you of all trouble by
finding a suitable tenant, and
drawing up your leases, etc. List
your property with us to-day and
your choice of a tenant for
spring occupation.

Fred. J. Roil & Co.

REAL ESTATE,
Smallwood Building,
Duckworth Street.

4th November, 1915

Now landing a choice cargo of

**Screened
North Sydney
Coal.**

BEST QUALITY.

M. MOREY & Co.

OFFICE: QUEEN STREET.



OUR MEAT MARKET

is patronized by the best people,
and they all speak well of us.
We carry a variety of the
finest

MEATS AND POULTRY
and we understand cutting and
sanitary handling.
Try ordering of us for satis-
faction in Meats.

M. CONNOLLY.

Jan. 6, 1916.

Per S.S. "Stephan"

New York Chicken.
New York Corned Beef.
New York Sausages.
Bananas, Oranges.
Lemons, Pears.

Tomatoes, Celery, Beetroot,
Cauliflower, Parsnips,
Carrots.
Choice New York Butter,
Blue Point Oysters.

JAMES STOTT

MINARD'S LINDMETH RELIEF
NEURALGIA.