

White Marcella Quilts

White Pillow Cases.

White H. G. Quilts.

White Circular Pillow Cotton.

White Twill Sheeting.

White Towellings.

ALL AT OLD PRICES.

MARSHALL'S Annual WHITE GOODS SALE.

Exceptional Values for your money is what you get here now. The vast stock of White Goods will enable you to select the very goods you need and want most, and for every dollar you spend you'll get a great deal more value than you ordinarily get.

White Lawns, White Embroideries, White Laces, White Lace Curtains, White Toilet Covers.

Marshall Bros

WHITE FLANNELS.

White FLANNELETTES

White Table Damask.

White Table Napkins.

White Damask Table Cloths.

ALL AT OLD PRICES.

ADVICE.

By RUTH CAMERON.



RUTH CAMERON

I want to tilt at an accepted belief to-day, that it is not wrong to give advice carelessly because people almost never take the advice they ask for.

Many Times I Was Bolstered Up By Good Advice.

As I look back I can see many a place where what people thought I ought to do upheld me. To take a humble instance. Once upon a time when I was a newspaper reporter I lost my position just two or three weeks before Christmas.

Ayrshire Bacon and Scotch Beef Ham at ELLIS'.

Goods To Hand To-Day:

- 65 kegs Heavy Green Grapes. 75 cases Sunkist Oranges. 25 cases Fresh Eggs. 50 bags Small Beans. 50 bags Rangoon Beans. 50 bags Green Peas. 350 boxes Dried Fruit—Apricots, Prunes, Peaches, Pears.

Soper & Moore, Importers & Jobbers.

Volunteers Shooting Competition

L. Corp. Gladney Wins With Good Score.

Table with columns: Name, Rapid, Total. Lists names like L. Corp. Gladney, Pte. L. Hillier, Pte. L. Pflugim, etc.

Patriotic Opera.



In aid of the W. P. A. Funds and under the patronage of His Grace the Archbishop, the pupils of the Mercy Convent will reproduce "The Hours" at the Archbishop's Library, also the operetta "Cinderella in Flowerland" will again be presented to-night.

Minard's Liniment Co., Limited. Gentlemen.—Theodore Dorais, a customer of mine, was completely cured of rheumatism after five years suffering, by the judicious use of MINARD'S LINIMENT.

A. OOTE, Merchant. St. Isidore, Que., 12 May, '98.

Marine Insurance Company's ANNUAL MEETING.

Appended is the annual report of the Nfld. Marine Insurance Co., Ltd., presented by its Secretary, Mr. W. A. Munn, at the annual meeting yesterday afternoon. Election of officers resulted thus:

President—Hon. R. K. Bishop. Vice-Pres. Hon. A. F. Goodridge. Board of Directors—Hon. M. G. Winter, C. P. Ayre, John S. Munn, J. Browning, A. H. Murray and W. A. Munn, Secretary.

SIXTH ANNUAL REPORT OF THE DIRECTORS OF THE NEWFOUNDLAND MARINE INSURANCE COMPANY, LTD.

Your Directors have pleasure in meeting you to-day in the sixth annual meeting of the Company. This Company since the small beginnings of six years ago has shown steady advancement and the conservative policy pursued by your Directors has, while affording a large measure of convenient protection to the Trade, produced very satisfactory returns upon the capital invested. The business has increased year by year, and for 1916 our Premium Income amounted to \$82,000.00. The retention of this amount in the Trade of this country, instead of sending it out to Britain or other countries, would of itself justify the existence of this Company. Our income of the past year has been derived largely from War Risk Insurance and this, we are glad to say, has proved to be a very profitable business. The risks taken have been confined to the same limits as we accept for Marine Insurance. Upon your acceptance of the proposal, your Directors intend to pay from the profits of the past year a cash dividend on the subscribed capital, and a stock bonus addition of ten per cent. We have at present a cash balance of \$28,000 and \$62,400 invested in good profit paying securities, the earnings upon such investments for the past year being \$2,118.00. Our only loss paid under our policies of War Risk Insurance was upon cargo by S. S. "Stephano" upon which we lost \$7,200. Within the past few days we have heard of our second loss, but we have provided for that claim in our statement now before you. Your Directors bespeak for their successors your continued interest and support, and express the hope that you may find your next annual statement equally satisfactory, as the one placed in your hands to-day.

Many and varied are the ornaments for the head; they are even attaching streamers of tulle to ornamental hair bands.



Open Every Night.

STAFFORD'S DRUG STORE (Theatre Hill) will be open every night until 9.30.

3 SPECIALTIES:

Stafford's Liniment for Rheumatism, Lumbago, Neuralgia and all Aches and Pains. Over 30,000 bottles sold last year. Stafford's Prescription "A" for Indigestion, Dyspepsia, Catarrh of the Stomach, Dyspepsia and Nervous Dyspepsia. Price (small size), 25c.; postage, 5c. extra. Large size, 50c.; postage, 10c. extra. Stafford's Phoratoric Cough and Cold Cure for all kinds of Coughs, Colds, Bronchitis, Asthma and various Lung Troubles. Price 25c.; postage, 5c. extra.

The above 3 Specialties are manufactured only by DR. F. STAFFORD & SON, St. John's, Nfld.

The Weather.

Hockeyists and skaters generally are very much disgruntled over the present spurt of summer-like weather. It looks now as if the hockey season will not open before February month. It is a coincidence that about this time last year we had a week of frosty and the most severe weather in the history of the country. Beginning on a Saturday night and continuing until Friday of the following week, the thermometer dropped to 22 below zero during that period and never went above 10 below. That week will go down in local annals and our oldest inhabitant cannot remember a harder spurt.

AN ILL WIND.

To pay the grocer for his butter I had to soak my tyre; my warlike breast was all a-flutter with forty kinds of ire. I quoted passages from Dante, in my profound despair, and said I'd wreck the grocer's shanty, and pull the grocer's hair. And then I heard that merchant mutter, "Cool down, cool down, my son! I wish that I could sell you butter at fifty cents the ton. For I am tired of hearing kickers whine about around and swear; I'm weary of the man who hickers and howls and paws the air. The grocer's friend, is in no danger of salting wealth away; it is the horridly-hatted granger who's getting rich to-day." Then I cast down my martial armor, my shotgun and my sword, and said, "If this thing helps the farmer, I'm sorry that I roared. When I was young and full of yearning for manhood to begin, I used to do the weekly churning, and bring the henfruit in. And so I'll make no further splutter, no more I'll rant around; for I'm aware that country butter is worth two bones a pound."

Aged Man Suicides.

Deputy Minister of Justice Hutchings received messages last night from Dr. R. J. Freebairn, Magistrate at Cape Breole, and Constable Whelan, informing him that Pierce Carew, aged 65 years, belonging to that place, had taken his own life by shooting himself at 11 P.M. yesterday. No further particulars were given and a Magisterial enquiry is being held to find out the cause of the suicide.

L.C.A.S. MEETING POSTPONED.—The meeting of the Ladies' College Aid Society, which was to take place yesterday afternoon, was postponed.

Musical Evenings

Are no longer beyond the reach of the music-lover. The evolution of the Grafonola with its marvellous sound-production has brought good music within everyone's reach, and has moreover carried perfect re-productions of the finest vocalists' masterpieces to every corner of the world.

In our Graphophone Department we have a wide range of fine Grafonolas at an equally wide range of prices, and a vast selection of Records comprising Grand Opera, Oratorio, Ballads, Gleees and Quartettes, Dance Music and Band Selections—all by the world's finest musicians and vocalists.

Catalog of Records and price lists on application.

U. S. Picture and Portrait Co.

NEW Convertible Collar OVERCOATS.

We are meeting with great success with our new style two collar effect Overcoats.

This Coat

In single or double-breasted is made long with belt at back, and can be worn with lapels turned back or buttoned up to the chin with motor collar. Made in a great variety of prices and goods.

Ask Your Dealer for Our Coats.

Nfld. Clothing Company, Ltd.

Fall and Winter Suitings and Overcoatings made in the MAUNDER Style.

If you can't find what you want come here. Our Serges are guaranteed dyes, and very reasonable in price.

Samples, style sheets and measuring forms sent to any address.



John Maunder TAILOR AND CLOTHIER St. John's, N.F. TAILOR and CLOTHIER, 281 and 783 Duckworth Street, St. John's, Nfld.

The "Evening Telegram" is read by over 40,000 People daily.

Doctor Tells How To Strengthen Eyesight 50 per cent In One Week's Time In Many Instances

Free Prescription You Can Have Filled and Use at Home. Philadelphia, Pa. Do you wear glasses? Are you a victim of eye strain or other eye weakness? If so, you will be glad to know that according to Dr. Lewis there is real hope for you.

To strengthen their eyes so as to be spared the trouble and expense of wearing glasses, eye troubles of many descriptions may be wonderfully benefited by following the simple rules. Here is the prescription: Go to any active drug store and get a bottle of Bon-Opto tablets.

Seventeen Newfoundlanders

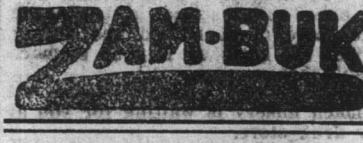
ON H. M. S. CORNWALLIS—PROBABLY ALL SAFE.

The news of the sinking of the British Admiralty ship Cornwallis was received in the city yesterday and was a source of great anxiety to the relatives of a number of our brave sailors serving on that ship.

A CANADIAN SOLDIER SAYS

"Tell my friends, if they want to help me, to send some Zam-Buk. The boys here say it is very good, and it is much in demand."

There is certainly nothing so good as Zam-Buk for the accident and ailments incidental to a soldier's life. It is splendid for all kinds of sores, blisters, burns and cuts, and is equally good for frost bites, chilblains, cold cracks and chapped hands.



Here and There. Turkeys, Ducks, Geese and Chicken at ELLIS'.

RUN OVER

This Stock List:

- 58 cases KITCHENER CHOW. 44 cases HOOTON'S COCOA. 25 cases WONDERFUL SOAP. 80 cases SEEDED RAISINS. 54 cases PRUNES and APRICOTS. 47 cases KNIFE BRICK. 35 cases T. D. PIPES. 7 cases BUTTER, 30 lbs. ea., at 20c. per lb. 23 boxes CIGARS, 50's, at \$2.25 per box.



To Arrive: 1500 sack CATTLE FEED. 2500 barrels FLOUR. 500 barrels SUGAR. 400 cases PICKLES & CHOW. 50 cases CATSUP.

NEW ARRIVALS OF ABOVE GOODS WILL BE HIGHER IN PRICE.

COLIN CAMPBELL, Phone 434.

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.

- 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. 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.

THE FAIR. The C. L. March Co., Ltd. Cor. Water & Springdale Sts.

Dedication of Organ.

RENE STREET METHODIST CENTENNIAL CHURCH. On the third anniversary of the opening of the church and organ by the congregation of Cochrane St. Methodist Church will have the pleasure of again holding service after the manner.

What a Gas Range Means for You, Mrs. Housekeeper.

The gas range is a muscle saver and a step saver. Think of the many tons of coal you used in that coal range, and how you have had to handle it all twice: first, carrying it up out of the cellar; then, from the kitchen to the ash barrel.

Street Car Service Increases Its Revenue.

The gross earnings of the Street Car Service for 1916 amounted to \$42,091.91, showing an increase of \$500 over the previous year.

City Council Meeting.

The regular weekly session of the Municipal Council Board was held last night, the full Board attending.

Back From North

The s.s. Prospero, Capt. A. Kean, returned from Griquet and intervening northern ports at four o'clock this morning, bringing a full cargo and a few passengers.

PHONE THE GAS CO.

Half of the labor in the house is caused by dust from the coal range. Every time it smokes, no matter how good the draught may be, clouds of ashes rise and settle on the furniture.

EXPENDITURE 1917.

Labour \$1,014.88 Bills, 1917 166.38 Bills, 1916 178.15 \$1,359.41

The Quinine That Does Not Affect Head.

Because of its tonic and laxative effect, Laxative Bromo Quinine can be taken by anyone without causing nervousness or ringing in the head.

DIPTHERIA SPREADING.

A young woman residing at a house on Moore & Co's window. It will be drawn for next week.

QUICK AND EASY.

The Giant Junior Safety Razor, 225,000 sold to the soldiers on the Western front; 50c per dozen, or 3 for 10 cents.

MUSICAL COMEDY AT ROSSLAYS.

Last night the programme at Rossley's British Theatre was very much enjoyed by a large audience.

A GOOD WINTER HABIT

Many people dread winter because of the sudden climatic changes, bringing colds, grippe, rheumatism, tonsillitis or bronchitis.

In Milady's Boudoir.



THE BEAUTIFUL NECK.

Every time you give any attention to your face, remember that your neck needs the same care, and it can easily be given at the same time.

Recommendations

And Suggestions by Sanitary Supervisor. At last night's meeting of the City Council Sanitary Supervisor Dwyer submitted his annual report.

ROOFINGS!

All Kinds Carried in Stock. CERTAIN-TEED ROOFING Is Guaranteed 15 Years. Our Prices are the Lowest in the Country.

GEO. M. BARR.

NOTICE!

The sailing of S.S. Prospero for the usual Northern Ports has been postponed until Saturday, 13th inst, at 10 p.m.

BOWRING BROTHERS, Limited,
Coastal Mail Service.



ARE MORE BECOMING THAN FLAT LENSES.

The edges of Toric Lenses do not show as prominently as those of flat lenses. They fit in close to your eyes. You will find Torics much more becoming and useful. They give you a wider, clearer field vision. You should know about Toric Lenses. Let us explain them.

R. H. TRAPNELL,
Eyesight Specialist.
St. John's.

5c. **The Crescent Picture Palace.** 5c.
EVERY AFTERNOON, 2.15. EVERY NIGHT, 7.15.

PRESENTING
"Sally Castleton," Southerner.

A story of the Civil War, produced in 3 reels by the Edison Company.
"TWO SMITHS AND A HAFF"—A Lubin comedy-drama.
Burns and Stull as Pokes and Jabbs in **"FOR BETTER OR WORSE"**—A lively Vim comedy.

PROFESSOR McCARTHY playing the newest and best music—Drums and Effects.
SEND THE CHILDREN TO THE GREAT BIG SATURDAY MATINEE—EXTRA PICTURES.

Rossley's British Theatre!

Matinee Daily 3 p.m.—5 cents. Two Shows Nightly—10 and 20 cents—7.30 and 9.

COMPLETE CHANGE OF PROGRAMME TO-NIGHT.

HELLO, BETTY.

MUSICAL COMEDY REVUE—New Songs, Dances, Jokes, Costumes, Music, Electrical Effects—All New Pictures—All Star Cast.

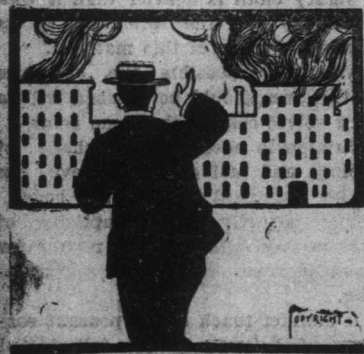
NOTE—On Monday, the Popular
Jack—ROSSLEYS—Marie
will appear in Original Sketch.

SLATTERY'S.

Always in stock a large assortment of
English and American Dry Goods
At Lowest Possible Prices.

Estate W. A. SLATTERY.

Slattery's Bldg., Duckworth & George's Sts.
P. O. Box 236. Phone 522.



NO MATTER HOW THE FIRE IS CAUSED

if you're not insured, you're a loser. Take time to see about your policies. We give you the best companies and reasonable rates.

PERCIE JOHNSON,
Insurance Agent.

Shirts! SHIRTS!

Men's Negligee Shirts.

All sizes from 13-17, from 70 cents to \$1.50.
BUY NOW and SAVE MONEY.

William Frew.

Telegram Ads. Pay

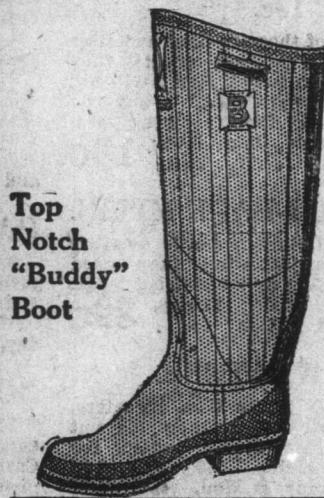
CORKWOOD

Now Landing, ex
Schoner Artisan,

**100 Bundles
Corkwood.**

Thick, Medium and
Thin.

H. J. Stabb & Co.



Top Notch "Buddy" Boot

The Wonderful "Boot With The Muscles"

Uncle Sam granted a patent on the legs of this famous boot. It is the lightest, strongest and best-looking short boot ever made. The "muscles" greatly strengthen the leg and at the same time keep the weight down. No other boot on the market has this "muscled" leg.

TOP NOTCH RUBBER FOOTWEAR

The wonderful boot shown above is only one member of the Top Notch family of rubber footwear that is just what its name implies—top notch in every way. Top Notch rubbers and arctic are the best-fitting, the best-looking and longest-lasting goods you can buy. We sell them.

Cleveland Rubber Co.

NOTICE!

NOTICE is hereby given to all creditors and other claimants on the estate of Michael Murphy, otherwise Michael Rafael, late of Trepassay, Shopkeeper, deceased, to send in particulars of their claims, duly attested, to the Registrar of the Supreme Court, administrator of the said estate, or to the undersigned Solicitor for the said administrator, not later than the 4th day of February next; after which date the administrator will distribute the assets of the estate among the parties entitled.

Dated St. John's, the 4th day of January, 1917.

F. J. SUMMERS,
Solicitor for the Adm.
Renouf Building, Jan 5, 17.

BLAIR'S

GREAT

CASH SALE!

**Buy Early and avoid
Disappointment**

for goods mentioned in this ad. cannot be repeated at present prices when once sold out. We can only give you these special prices because goods advertised were bought some time ago.

Wonderful Values in Underwear.

Men's Stanfield Wool Underwear, all sizes . \$1.29 gar.
Men's New Knit Wool Underwear, all sizes . \$1.10 gar.
Women's Heavy Cream Fleece Vests and Pants, 33c. garment.

Women's Heavy Grey Fleece Bloomers . 50c. garment
Children's Cream Fleece Vests and Pants from 15c. garment.

Ladies' and Boys' Stanfield Wool Underwear at Reduced Prices.

Ladies' and Children's Winter Coats.

ALL NEWEST STYLES AT SLAUGHTER PRICES.
Superior Quality Nap Coating, \$3.50 values at \$2.70 yd.
Great Reductions in Ladies' and Children's Felt Hats.
Ladies' Waterproof Hats. Reg. \$1.25. Now 80c. each
Ladies' and Misses' Newest American Fancy Wool Caps and Hoods. Reg. \$1.00 each. Now 50c. each
All our Stock of New Smart Millinery at Reduced Prices.

Big Money Saved on Purchases of Ladies' Wear.

This includes:

Ladies' Flannelette Underwear and Nightdresses.
Ladies' Costume Skirts of all kinds and Ladies' Blouses of all descriptions.

Ladies' Imitation Fur Sets from \$1.50 set.
Ladies' Real Fur Sets at prices which no woman who is a judge of a bargain can afford to pass.

Wool Blankets at Bottom Prices.

Best Quality Wool Blankets. Sale Price . . . \$4.30 pair
Coloured Cotton Blankets only 70c. pair
Best Quality American Floor Coverings only . 98c. yd.
These are regular \$1.20 values, are two yards wide, and we show a large variety of patterns.

Splendid Values in Rubber Foot-wear.

Ladies' Superior Quality Canadian made Storm Rubbers from 55c. pair.

Men's Superior Quality Canadian made Storm Rubbers from 79c. pair.

Men's Eastern Winter Caps from 75c. each
Boys' Navy Sweaters from 79c. each

Henry Blair.

**Oranges, Apples
and Grapes**

Now in stock.

BURT & LAWRENCE.

REID-NEWFOUNDLAND COMPANY.

WATER STREET STORES DEPARTMENT.

The well-known headquarters for MOTOR ENGINES, MOTOR SUPPLIES, GASOLINE and MOTOR OILS.

Our COLUMBIA CELLS and MULTIPLE BATTERIES give results unheard of before.

Call or write for quotations.

Reid-Newfoundland Co.

Freight for New York!

S.S. "Pere Marquette" will probably sail for New York about January 17th, and is open for a limited quantity of Freight. Apply

A. H. MURRAY.

DRIED FRUITS

JUST ARRIVED PER
S.S. FLORIZEL,

1,200 Cases

RAISINS, cartons and loose.

PRUNES, assorted grades.

APRICOTS, " "

PEACHES, " "

WHOLESALE ONLY.

Harvey & Co., Ltd.

1917.

**Fresh Eggs,
Green Grapes.**

50 cases Fresh Eggs.

50 kegs Green Grapes.

GEO. NEAL

WEATHER FORECAST.
TORONTO, Noon.—Fresh winds, fair and cold today and Sunday.
Bar 29.85; ther. 36.

USE PURE GOLD PAPER

VOLUME XXXIX

Auction Sale

LUMBER AUCTION

AUCTION ON TUESDAY
January 23rd, at 12 o'clock,
AT THE OFFICES OF

T. B. CLIM
Commercial Chambers, Water Street

1,000,000 Feet of Lumber stored at Riverhead, St. John's
120,000 Feet on the premises of
Crosbie & Co., Water Street
57,000 Feet stored at Cape Breton
Salved ex "Matatua", surplus
ordered to be sold for the
whom it might concern.

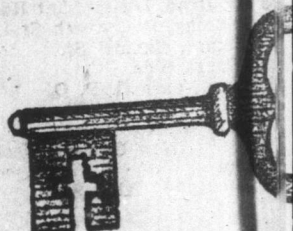
N. B.—Purchasers to pay
inspection charges and handling
expenses.

For further particulars apply
to
MESSRS. BOWRING BROTHERS
LTD., or

T. B. CLIM

Jan 12, 1917

O. Mustard



Brand

Hool

Is the best tinned food
and will not rust
men should see the
Brand is on each
they buy. dec 4, e

Three 75 Cent
Novels for
\$1.00

In response to our
advertisement in Tuesday
day's Telegram, headed
Stock-Taking Bargain
over one-third of the
we advertised at 40c; 1
If you want yours
would advise immediately
for this is a golden opportunity
to obtain a winter's
cheap. You can get
of about 220 of the best
bound, for 40c. each, for
\$1.00.

DICKS & CO.,
Biggest, Brightest, Best
Book, Stationery and
Store in Nfld.



JUST AS YOU WANT
it, we cut the choice
you. Come in and tell us
want and how you want
how satisfactory

OUR MEANS
our service and our prices
You will like sanitary
our market, our honest
dealing also.

M. CONNO

MINARD'S LINIMENT
EVERYWHERE