# EIGHT PAGES TO-DAY. THE "PEOPLE'S PAPER" IS A LIVE DAIIY IN A BUSY CENTRE-STUDY ITS NEWSY ADVERTISING. WEATHER FORECAST. THE EVENING TELEGRAM. $=$ 

## VOLUME XXXVII. : PRICE ONE CENT. ST. JOHNS, NEWFOUNDLAND, FRIDAY, JANUARY 22, 1915. $\$ 3.00$ PER YEAR.

## REID-NEWFOUNDLAND C‥

## South Coast Service:

S.S. "GLENCOE" will sail from Placentia on Saturday, January 23 r d, atter arrival of 8.45 am . Train from St. John's, for the usual ports of call between Placentia and Port an Basque.

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Underwear

## n Your Heart to

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## Ribs,

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Suit or Overcoat
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##  <br> \section*{PUBLC, AUCTION. To-Morrow, Saturday, at 11 am.

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## Just In!






and


Evening Telegram War Pictures
at the Nickel.


A FIRE POLICY in the Hartord Fire Insurance Co. Is as good as gold in your pocket. The Hartford is famed for over a
hundred years for its liberality in settling claims.
GEO. M. BARR, Agent


Winter SPORTS!

## 以上 cu

We all know the pleasant hours that can be spent in winter, Skating, much time as you can in the open.

HEADQUARTERS FOR ALL SPORTING GOODS.


SKATES-All the best makes in all sizes. Acme Skates from 50 c. to $\$ 1.50$. SNOW SHOES-Best quality, Ladies' and Gent's. Also a special Lumber men's pattern Shoes, at a low price; also Moccasins, genuin
Chamois; all sizes. SLIDES-A large size Champion Coaster, to hold 3 or 4 people; strong HOCKEY STICKS-All qualities, from . . . . . ..... . . . . 15 c . to 50 c .
Ayre \& Sons, Ltd., Hardware Dept.

## When you buy Bovril

 ou can be sure you are getting the product of a genuine all-Bitish and aluays British CompanyBOVRIL always has been BRTISH


## Insist on having Bovril BRITISH TO THE BACKBONE.

St. John's Meat Co., Water St. Last, 'Phone 800

|  | seling our meats without bone Juat reeived a large shimme |
| :---: | :---: |




 BỖOGNA, PORK, BEEF, OXFORD and CAMBRIDGE SAUSAGES. black and White puddings, potted head.

Branches: Water Street Enst, Water Street West, Militrary Road
'Phone 800a
'Phone 98

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## JANUARY OFFERINGS

## Of WANTED WHITE GOOOS at Sharply Cut Prices.

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 weh attractive prices that the shrewd shopper will realize that now is the time to buy and save money.
white flannelettes at special Cut Prices.

WHITE TABLE DAMASKS still offering at attractive prices.
A JOB LOT OF WंHITE EAWNS. Values up to 20c. We offer at an all round price WHITE TUCKED LAWN (Lace Insertion). Regular 27e.
WHITE TUCKED LAWN (Lace Insertion). Regular 30c.

WHITE TUCKED LAWN (Embroidery Insertion). Regular 30c. WHTE TUCKED LAWN (Embroidery Insertion). Regular 35c. WHITE TUCKED LAWN (Embroidery Insertion). Regular 40c NOW 22. || ONE PIECE VERY FINE TUCRED LAWN. Regular 60c.

## vow 2 2ce

NOW 27c NOW 30c. NOW 45c.

## White Laces and White Embroideries.

The Features We Notice


| CARP'S TIPPERARY BISCUITS! |  |
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## NAVAL RESERVIST GROUPS:

the group of those that left here on the "Niobe". the group of those that left here' on the "rranconia"

THE GROUP OF THOSE TAAT LEFT HERE ON THE "CARTHAGINIAN"
${ }^{3}$ Phone 768. the group of those that left here on the "Mongolian".
Each of these Groups is $8 \times 10$, and each man can be seen distinctly. Unmounted for 40 cents. Mounted for 75 cents.


DISPLAY THIS WEEK
Is well calculated to appeal to and highly interest all intending and expectant buyers of
COTTON LACES:..........:: 5 and 10 ets. per yd. EMB'D INSERTIONS: 12, 14 \& 16 cts. per yd. Cotion Washing Fabrics $\cdots 14,16,18,25$ \& 30 cts. per yard.

## FLANNELETTES,

Extremely suitable fo: morning Blouse or Wrappers, at
$15,16,18,20$ and 22 cents per yd.

## WEHAVE JUST RECEIVED SOME

 STYLISH CREATIONS IN Trimmmings!
NEW FEATHER MOUNTS $\ln$ While, Tan Shades, Purple, NEW FEATHER BANDS Sax Blue, etc. NEW WINTER BERRIES \}Red.

Special Display in West Window.

| Selected Apples | 500 pairs <br> Fresh Rabbits. |
| :---: | :---: |
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| Wagers, | FINSALLOPS. |
| Sen Davis | bananas. |
| 20 bxs. VAL ORANGESS | grape fruts. |
|  | TANGERINS. |
| T. J. EDENS, Duckworth St. \& Military Road |  |
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WEDDING RINGS!
Certainly the Bride is worthy of nothing less than the Best. Then


Every Ring perfect in workmanship and de sign; 18k Rings from $\$ 6.00$ up. May we send you a Ring Size Card?

## 3 <br>    <br> Gohn Mlainder <br> 

EWFOUNDLAND is the cheapest place to WFOUNDLAND is the cheapest place to
buy Flour to-day. Many people are buying a few barrels now to protect them-
selves against further advances in price., Quality is always as great a consideration as price, now. Therefore buy

## Windsor Patent,

Royal Household,
the best on earth, and obtain all round protec tion and value for your money

## Sold Everywhere

## CIEARNG BAIANCR OF <br> Ladies' Hats

At Half Price,
50 cents, 90 cents, $\$ 1.20$ and $\$ 2.00$.
иитвst raul stitiss
Liberal Reduction in Ladies' FURS.
Robert Templetoi.

The Latest Boeks on the War.



## 

GARRETT BYRNE,


Lanterns!


## VEGETABLES!

At this season of the year fresh Vegetabes are
hard to procure. We cean hele you by substituting good tinned vegetables.


| 332 | Phone | 332 |
| :--- | :--- | :--- |


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## New French Uniform!




 UNGAR'S LAUNDRY \& DYE WORKS, Halliax. 4nenal

NOW IN STOCK

 BURT \& LAWRENCE

14 New Gower Street
Box 245.

## ABOUT LAMPS:

in oil is necessary, also a Brilliant Light is
THE ALADDIN LAMP
burns half the oil of the ordinary lamp and gives

$$
\begin{aligned}
& \text { the light. Think it over. } \\
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Aladdin Lamps in use. Something in this.
CHESLEY WOODS,
140 WATER STREET.

## Men's Saps.

## Some Good Values

Men's Newest Tweed Goli Caps,
Smartest Styles,
at 45 cts. and 65 cts.
Men's Tweed "Easteri" Caps,
with the Knitted Storm Band, Special Values,
at 60c. and zoc. each.
Men's Tweed "Eastern" Caps, with Knitted Storm Band, with Velvet and Satin Lining Price-\$1.20.
HENRY BLAR

fon PAGES TO-DAY. TEN PAGES TGBAK.
 voLUME XXXVII.


Valuable Prope ty for Sale !


 mooced a amongst
very fine timber.
Cor for articurs apply to
FEOREE A. HUTCHINGS
GERGE A. HUTCHINGS,


| W. Williams Huthings. |
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| St. John's, 16 January, |


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and
PERCE JOANSON,
Asett telobe Wermileke Co.
Let Us Fill Your
Order from
FRESH
SUPPLIES
ELLIS \& CO., Limited.,
203 Water St.

Scotch/Beef Ham,
Ayreshire Bacon
Sorsmoses.





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## Nos.


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Telephone 482 \& 876

