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 Rrate Coltsment
 REMEMBER OUR Nos. 482 and 786.

## QUEEN,


 selting losses.
Office: 167 Water Street.',
Adrain Blag. P. P. Box 782

GEO. H. HALLEY THERS sow
pBuskr.
 VOLUME XXXIX. Auction Sales:


AUCTION.




LUMBER AUCTION! auction on tuisday,
 T. B. CLIFT, Comeereill Chameres, wates street lut




| J. J. St. JOFiN. | Melton Mowbray, Pork Pies and |  |
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| Before Flour goes higher put in your slock. 1500 barrels on hand and t arrive, of best brands. | English Crampts every Saturday. W. H. JESSOP, | Start the Year Right by Using <br> Home Made Goods. |

The Standard Mig. Co., Ltd.


Ask for 'Skipper' Kerosene Oil
Best for Lamps and lighting purposes.
In stock and to arrive, large stocks at lowest prices. Also in
stock. GASOLINE and LUBRICATING OILS.
Franklin's Agenceies, Limited. 06000000000000000000000000

## THE HEELSt


${ }^{\frac{1}{6}}$


## 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 0nly
these up-to-the-minute, seasonable werables at such unheard of values. Gigantic preparations going on for our

Ladies ${ }^{3}$ Hats! Reg. \$2.20. Sale Price $\$ 1.47$ Ladies' Dresses! \begin{tabular}{l|l|l|}
Reg. $\$ 2.80$. Sale Price $\$ 1.87$ \& Reg. 12.00. Sale Price $\$ 9.60$ <br>
\hline

 Reg. \$3.50. Sale Price $\$ 2.33$ 

\hline Reg. $\$ 8.40$. Sale Price $\$ 5.60$ \& Reg. <br>
Reg. 10.50. Sale Price $\$ 7.00$ \& Reg. 26.00 . Sale Price $\$ 20.80$
\end{tabular}

Tweed Coats! Tweed

Regular $\$ 10.30$. $|$| Sale Price $\$ 8.24$ |
| :---: |
| Regular $\$ 14.00$. |
| Sale Price $\$ 11.20$ |
| Regular $\$ 17.00$. |
| Sale Price $\$ 13.60$ |
| Regular $\begin{array}{c}\$ 25.00 . \\ \text { Sale Price } \$ 20.00\end{array}$ |
| $\begin{array}{c}\$ 37.50 . \\ \text { Sale Price } \$ 30.00\end{array}$ | Fur Coats! Costumes!

\author{
Children's Hats! Children's Dresses !

} | Reg. $\$ 1.00$. Sale Price 67c. | Reg. $\$ 2.70$. Sale Price $\$ 2.16$ |
| :--- | :--- | :--- |
| Reg. $\$ 1.50$. Sale Price $\$ 1.00$ |  | Reg. $\$ 2.00$. Sale Price $\$ 1.34$ Reg. $\$ 2.70$. Sale Price $\$ 1.80$, Reg. $\$ 7.70$. Sale Price $\$ 5.13$

Annual White Sale BSMOP,SONS\&BM,LT1.
Annual White Sale BSMOP,SONS\&BM,LT1.

Regular $\$ 46.00$

Sale Price $\$ 34.50$ I | Sale Price $\$ 34.50$ | Reg. 32.00 . Sale Price $\$ 25.6$ |
| :--- | :--- | :--- | \$53.00. 515 Only Ten left. Fur Sets \& Collars! Fur Lined Coats!




Hitt and Runn-Evidently This Chicesc Was Maic Long Beforc Washingtoa Crossed the Delaware!
AT HIT

the evening telegram，or．Johns，newfoundland，January 19，1917－4

| RELIABLE BRITISH REMEDIES George Knowling． |  | TO－DAY＇S |  |  |  |
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## The Great Buying Event of the Year.

 THIS SALE HAS SET THE TOVVN ASTIR.| Sheeting Remnants. | [I] ${ }^{\text {F ever there was } a \text { atime when money was spent judiciously, now and here is }}$ younty |
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| Sale Paice per yard 340. | avings they are. |




SPECIAL BARGAINS

JOB QUILTS. Prices range
from $\$ 1.18$ to \$2.10.

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Remarkable UNDERWEAR Values.

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MEN'S JOB SHIRTS
 Sale Price 75c.

[^0]White Marcella Quilts White Pillow Cases. White H. C. 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 WhiteGoods 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 Fmbroideries, White Laces, White Lace Curtains, White Toilet Covers.
Mharshall Bros

WHITE FLARNELS
White flannelittes
White Table Damast.
White Table Napkins:
White Damask Tabl Cloths.

ALL AT OLD PRICES.



|  |  |  |  | Ayre \& Sons, Ltd. <br> Hardware Department. |  |
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|  | BEET, 10 lose for 98 se CaRrots, $10 . \mathrm{lbs}$.for 2se. TURNPS,for 15 10. |  |  | 23 Cent Sal |  |
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|  |  |  | $5=$ | Useful household goods are being offered now at the above price, single and combined,articles which are needful and handy to make work light and pleasant. |  |
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|  |  |  |  | work light and pleasant HARDWARE CROCKERY \& |  |
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TO-DAY'S EVENT! Opening of our "ODDS and ENDS"

## and

 REMNANT SALE!Remnants, Remainders, Short Lots, SHORT PRICES! Bargains on Display Everywhere from all ovor the Store! Truly a Sale that will Attract the Multitudes.
A Little Money Goes a Long Way Here

## TOWELS

Marked Lower Than Former Sale Prices.

3 LEADERS! Better Values Than These You Have Never Seen.

 towels.

 kitchen towels.



| s.00 cot quilts for 29 |  | SCRIM banding. |
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INVEST YOUR SAVINGS IN REMMNANTS!
 Dress Goods, Blouse Goods, Linings, Sheetings,' Shirtings, Calicoes, Flannels, Flannelettes, Serges, Tweeds, Ginghams, Wash Muslins, Prints and a variety of other wanted materials, odd lengths, cut to the very lowes prices

| CLEARING LINES--.Underpriced. |  |
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So that all departments may
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work in perfect unison, we will Reduce all our


20 per cent.

 Reg. $\$ 9.00$ for $\$ 5.00$.

Eiblowes Doings niwe Showroom


TLLE TAFETA RIBBONS.
SATIN UNDERSKIR
HALF PRICE. All the leading stadese ot the Regular $\$ 1.70$ for 85 c.


 combinations. nightgowns.



Values above the ordinary in CHILDREN'S DRESSES.


Another Line of Children's Dresses
Values to \$2.20 for \$1.29.

Big Values Offering in
AMERICAN BLOUSES: $\mathbf{3 9 C .}$




ONE OF THE BIG FEATURES OF THIS SALE
will be some surprising values in Ladies' and Gent's UNDERWEAR.


MEN'S SINGLETS---Sample Line. $\$ 2.00$ Value for 79c.

## 

Men's Heavy Socks.

the peoples paper-- THE EVENING TELEGRA


## Musical Evenings

Are no longer beyond the reach of
the music-lover. The evolution of the the music-- wier. its marvellous soundGrafonolion has brought good music
prothin everyones
whach within everyones' reach, and has
moreover carried perfect re-producmoreover carried perfect re-produc-
tions 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 ranse of prices, and a vast selection or Ora-
cords comprising Grand Opera, Ora
torio, Ballads, Glees and Ouartettes torio, Ballads, Glees and Quartettes Dance Music and band selections-
all by the world's finest musicians
and vocalists. Catalog of Records and price lists
on application.
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##  JOHNSON'S CAKES and PASTRIES <br> Retail Store: J. F. Calver's, Duckworth St. Telephone No. 739. <br> Service Prompt and Efficient. OUR MOTTO: ONLY GOOD GOODS. -0000020000000000000000000 <br> Your Busines's <br> Success in 1917 <br>  <br> Mowfoundland Clothing $\mathrm{Co}_{\mathrm{o}}$, Ltd. <br> The "Evening Telegram" is read by over 40.000 People daily.





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