## REID-NEWFOUNDLANDCO.

## Water Street Stores Department!

The well-known Headquarters for Motor Engines, Motor Boats, Motor Supplies, Gasolene and Motor Oils. Our Columbia Cells and Multiple Batteries give results unheard of before.

## REITD-NPWFOUINDI,ANTD OOMIPAINY.

## Heart to <br> e Offer. <br> and Knickers, now <br> and Knickers. <br> $\because . . .35$ c. garment ickers. $\ldots . .50$ c. garment 

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## NAVAL RESERVIST GROUPS!

TIE HOLLOWAY STHDIO, LTD., Corner Bates' Hill and Henry Street, St. John's, Newfoundland.

## Finmany's Food Supply

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A Few Lines


Fresh Turkeys,


G. Knowling

NEW GOODS!
Women's, Boys', Girls'
"Wolsey" Underwear.

LADIES WOLLEN GLoves, chldidens wool mitts. chlbicer corset bands, lad ousemads kitelers, new flankelettes, aprons. Men's and Bdys' Collars and Ties, Boys' Caps, Boys' School Bags, Men's Waterprools, Boys' Waterproots, Boys' Reefers and Overcoats.

## G. KNOWLING

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|  | CALENDAR.-We thank The Liver- pool and London and Globe Insurance <br> pool and London and Glo Co., Ltd., for a calendar. |  |
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Headquarters
for

This Date This Date



The Crescent Picture Palace "FORGETTING."




A FIRE POLICY in the Hartord Fire Insurance Co. Is as good as gold in your pocket. The Hartfordhis famed for over a hundred years for its liberality in settling claims

## GEO. M. BARR, Agent

Here and There.
 Parade Rink will
to-night.-jan20,11
Let Us Fill Your
order from
FRESH
SUPPLIES
ELLIS \& C0
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##  <br> Scotch Beef Ham,

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Telephone 482 \& 876
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Let Us Fill Yoin Order from FRESH SUPPLIES ELLIS \& C0, Limited,
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## Remember Our

 Telephone 482 \& 876UROPEAN
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## THE LION

 is recognized as the King of Beasts, Sunlight Soap is recognized as the rule of the Liot extends only over SUNLIGHT SOAPextends to wherever soap is necessary household linen and all fabrics even, of the finest texture. It is the best Soap that skill
and money can
produce. Give will be convinced

## Attempt to <br> Blow Up Palace.

German Airmen Fly Over Yarmouth and Cause


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The ROYAL STORES, Ltd., January

## WHITE SALE

The most remarkable price culting event of the Season. Now in Full Swing.

Our White Sales in the past have won fame and friends by reason of liberal underselling of sterling qualities; but, we can confidently say, that never were such values offered as are in this January White Sale.

The Importations are equal in variety, quantity, quality and style, to those of any previous year; while the prices are below the lowest we have ever quoted.
Come as early as you can. First choice is always best. We mention some of the lines involved in this Sale

| Es' underwear. | cambric | s. |
| :---: | :---: | :---: |
| LADIES' KNICKERS. | IoNs. | Fronting linens. |
| Ladies Chemises. | wn \& Cambric bea | Linen table cloths |
| LADIES' CORSET COVERS. |  | linen table napkins. |
| Ladies' nightdresses. | SIDEBOARD CLOTHS. | PILLOW SHAMS. |
| LADIES' CORSETS. | TABLE CENTRES. | BURĖAU CLOTH |
| ES' blouses. | Net laces. | Piavo cloths. |
| ADIES' COSTUMES | ENGLISH SHIRTINGS. | Sheetings. |
| Ladies' Aprons. |  | table linens. |
| coats. | COTTON \& WOOL BLANKETS | victoria lawns. |
| wn \& cam | pillow cases. | Lace curtan |
| embroideries. | bOLSTER Cases. | SH Towel |

## The ROYAL STORES, Ltt.



## JANUARY OFFERIING

## Winte

## 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 a such 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 WHITE LAWNS. Values up to 20c. We offer at an all round price
WHITE TUCKED LAYN (Lace Insertion). Regular 27 c
WHITE TUCKED LAWN (Lace Insertion). Regular 30c.

WHITE TUCKED LAWN (Embroidery Insertion). Regular 30c. WHITE TUCKED LAWN (Embroidery Insertion). Regular 35c. WHITE TUCKED LAWN (Embroidery Insertion). Regular 40c. ONE PIECE VERY FINE TUCKED LAWN. Regular 60c.

NOW 22 c.
NOW 27c. NOW 30c. NOW 45c.

## White Laces and White Embroideries.

The Bill That Waits


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W.P.A.


| FRESH TURKEYS Just Received |  |
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| Highest Quality |  |
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## Winter SPORTS!

## Dinct cra

We all know the plesant hours that can be spent in winter, Skating, Snow Shoeing, Sliding, etc. Make this winter a happy one by spending as
much time as you can in the open.

HEADQUARTERS FOR ALL SPO RTING GOODS.
N
SKATES-All the best makes in all sizes. Acme Skates from 50 c. to $\$ 1.50$.
Hockey Skates from 80 c. to $\$ 5.40$.
SNOW SHOES-Best quality, Ladies' and Gent's. Also a special Lumber-
men's pattern Shoes, at a low price; also Moccasins, genuine Chamois; all sizes,
SLIDES-A large size Champion Coaster, to hold 3 or 4 people; strong
and ligit. Better than a Bob Sled .. .. . . . . . . . . . . . $\$ 3.25$ HOCKEY STICKS-All qualities, from . . . . . . . . . . . . . . . 15c. to 50 c .
Ayre \& Sons, Ltd., Hardware Rept.

## A. \& S. Rodger's

DİSPLAY THIS WEEK
Is well calculated to appeal to and highly interest all intending and expectant buyers of
COTTON LACES EVB'O INSERTIONS: : 12, 14 \& 16 cts. per yd. Cotton Washing Fabrics $\cdots 14,16,18,25 \& 30$ cts. per yard.

## FLANNELETTES,

Extremely suitable for morning Blouse or Wrappers, at
$15,16,18,20$ and 22 cents per $y d$.

## JUST ARRIVED

New Stock
Ladits' Black Enamel
$\mathbb{R} \mathbb{A} \mathbb{N}$
COATS,
Storm Collar and Strap Sleeves,
$\$ 5.50$
Get one before it is too late.
S. MILLEY.

## Wedding Bells.







$\left.\begin{aligned} & \text { Following the ceremony a reecpition } \\ & \text { wrat hela and a fer reeelving the con } \\ & \text { gratulations of their } \\ & \text { many } \\ & \text { friends }\end{aligned} \right\rvert\,$

 grews, en route to Bell Island, their
future home.
 Telegram extends heartiest congrati
lations and best wishes for a pleasa
voyage over the
taylor-dawe.

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 Thers, or Rushoon, parish of oder
The ceremony took of liaee in
Church of the Soared Heart of Jes
Bruley Thom, was bridesmaid, wrile Mr.
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Vaters will reside at Rushoon.

Hr. Cirace Notes.


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"Get Out and Geet Under." There it no doubt that "Wilheim" wil son Hive to get out and get under his machine, it he is not already there; and the
is also no

## Ladilis'FFelt HATS,

Reduced Prices
Redwasuma
50 c, , $60 \mathrm{c} ., 80 \mathrm{c}$. and 95c. each.
In every case price at first of season was from double to guad-
ruple the price now made.

Ladies \& Girls’ Fell Hals,

Quality COUNTS:


We have just opened a splendid assortment of WINTER SUITINGS and OVERCOATINGS, the quality and utility of which are second to none in the city. Let us make y
Overcoat and convine you that we are
THE STORE THAT PLEASES. CHAPLIN, The King of Tailors.

## Wonderful Bargains !

We are m special bargain ofering for this


WILLIAM FREW.




This Watch straps to the wrist for convenience, and to make it secure
against loss. It is neat, light in weight, and will keep accurate time
under all circumstances. It is fitted under all circumstances. It is fitted
with a special military dial with heavy a sumeerals and heavy hands. Made in So... Slver, very strong
and durable and is ivet the thing for Complete with "Wa:tham" muve-
$\$ 15.00$.
T. J. DULEY \& Co., The Reliable Jewellers.


## ABOUT LAMPS:

oil is necessary, also a Brilliant Light is highly desirable.
HE ALADDIN LAMP
burns half the oil of the ordinary lamp and gives SIX TIMES
the light. Think it ove
Aladdin Lamps in use. Something in this
CIESMEY WODDS,
140 W ATER STRRET

Advertise in The Evening Telegran

Rubber Sale!


We will have no Rubbers after
the next three wekes. Biz re-
duction in Rubber Footwear. the next three weeks
duction in Rubber Foo


MEN'S RUBBERS,
 85c.,
$\$ 1.20$, , $\$ 1.30, ~ \$ 1.35, ~ \$ 1.40, ~$
BOYS' STORM RUBBERS,

 CHILD'S STORM RUBBERS, 40c., 42c.. 44c.
All sizes and width
F. SMALLWOOD

Rossley's West End Theatre.

All New Pictures, Chan | Wanged Three T . |
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Matine Daily. 5 cts

Public Nolice!




Neutral Territory on extra European
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NOW IN STOCK
 so噱 BURT \& LAWRENCE, ${ }_{4} 4$ Nev Gever street

New French Unitorm!


 UNGAR'S LAUNDRY \& DYE WORKS, Haliiax.

(1)EWFOUNDLAND is the cheapest place to buy Flour today. Many people are buying a fev barrels now to protect themselves against further advances in price. Quality is always as great a consideration as price Low grades cost almost as much as high grades now. Th

## Windsor Patent,

Royal Household,
the best on earth, and obtain all round protection and value for your money
Sold Everywhere

CLEARING BALANCE OF
Ladies' Hats
At Half Price,
50 cents, 90 cents, $\$ 1.20$ and $\$ 2.00$. latest fall styles.
Liberal Reduction in Ladies' FURS.
Robert Templeton.
Spare Ribs, Apples, etc.

50 tierces $\begin{aligned} & \text { Ex DINCLAngo and Stephano: } \\ & \text { SINS }\end{aligned}$ 200 brls. No. 1 WAGNER APPLES. 50 brls. AMERICAN CABBAGE. 75 cases VALENCIA ORANGES.
50 cases SMALL ONIONS.
300 bags SMALL BEANS.
GEO. NEAL

## FOR SALE: <br> CARGO BEST SCREENED SYDNET COAL,

"IDA M. ZINCK," BAINE, JOHNSTON \& CO.'y,

Shoe Satisfaction!


A Well Dressed Foot.






Parker \& Monroe, Limiled. тй siof rix.

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CHEAPEST IN THE CITY.
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SLATTERY BUILDING

Ferro Engines for Kersesen.
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