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Begin the days work by giving each person at the table a slice of bread made from
Flour.

## GE SCHOOL

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W. WALLACE JUDN, RA. Headinaten
ten liges to-day
 40,000 PEOPLE EVERY DAY.
VOLUME XXXVII.
PRICE ONE CENT. ST. JOHN'S, NEWFOUNDLAND, THURSDAY, JANUARY 7, 1915.
$\$ 3.00$ PER YEAR.
 Use BUFFALO FLOUR.
Sold at BOWVRING'S Retail Store.





Read the ollowing sworn otatement tor the pasa tweve monisas
nformation for Our Advertising Patrons. Daily Record of Sales of the Evening Telegram for 1914, 110,733 OVER 1913.

| Date | Ján. | Feb. | Iar. | April | May | June | July | Aug. | Sept. | Oct. | Nov. | Dec. |
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| $3-$ | 5458 | 5956 | ${ }_{5}^{6145}$ | 7492 | 6385 | ${ }_{5862}$ |  |  |  |  | 6492 | 6200 |
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$$
\begin{aligned}
& \text { I, WILLIAM J. HERDER, of the City of St. John's, Newfoundland, Proprietor of The Evening Teleg } \\
& \text { Newspaper, eeing duly sworn do depose and say: }
\end{aligned}
$$

- That the average circulation per issue for the year ending December 31st, 1914 , was, 129 copies.

2. That this statement of circulation does not include any spoiled sheets, destroyed papers, returne
. 2.- That ters statement other culation don dos thay day in the ordinary
copies, or papers ond
vendors and subscribers, including "exchanges". 3.-That the above tabular statement is a correct report of the 304 issues of The Evening Telegran I have signed, WILLIAM J. HERDER.
the year ending December 31 st, 1914.

Quality and Quantity is what THE EVENING TELEGRAM offers its patrons. Quality and Quantity is what
Our Motto: "A passion for giving the advertiser the u tmost value for his dollar."

## Count the Returns,

NOT the Cost!


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CASH'S Tobacco Store, Water St
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War News. Messages Received Previons 109 A.M.

Neltains New Year Resolutions Note these FRIDAY \& SATURDAY Specials.


Here and There.

I. O. O. F.

white flannelettes at special Cut Prices.
WHITE TABLE DAMASKS still offering at attractive prices.
A JOB LOT OF WHITE LINEN. Vglues up to 20c. We offer at an all round price WHITE TUCKED LAWN (Lace Insertion). Regular 27c.
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 60e.

## White Laces and White Embroideries.

## Marshall Bros








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How One Man Won His $V$.






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## St. Andrew's Young Men's Guild.

## We are Selling Copies of the Christmas Tree Flashlight

Mounted for 75 cents.
'Phone 768.
THE HOLLOWAY STUDIO, LTD., Corner Bates' Hill
Ont
One Road to Contentment.

How One Man
Won His V. C. treat he tousgit he would give then Oi His V. C. "a lutite smesthing to go on with, and



















## STARR



BOWRING BROTHERS, Limited,
Hardware Department.


Serious Accident:| Headquariers

for Cake JoHV B. AYFE This Date in History.

## Account Books for 1915.

You can do better work with better materia.
necessary to make your business go with a swing And make your year a record one by placing your order with us for Office supplies, Ledgers and Journals, Day Books and Cash Books, SPECIALLY RULED BOOKS FOR SPECLAL USES. FULL LINE OF SUPERIOR STATIONERY

## Ayre \& Sons, Ltd., <br> (Book Department.)

## Harse BLalikets.

## HEAVY MAKE

For 45 cents each.
HEAVIER MAKE
For 20 cents each. HEAVIEST MAKE

From 90 cts. to $\$ 1.20$ each.
TRUCKMEN:
This week we offer you
Men's Wool Sweaters,
worth $\$ 2.50$ each, with High Rolled. Collars, fo
$\$ 2.00$ each.
SEE WINDUW.

## S. MILLEY.

## The Crescent Picture Palace

## "The Tale of a Lonely Coast."



"HISTORIC BREMEN"
IN THE YEAR 2014"-A joker comedy of what may take place.
J. ONELE FARREL, the popular. Baritone, singing new songs an
CLEAR OUT SALE!
Furs and Mantles,
WILLIAM FREW.

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Caught In Storm


# REID-NEWFOUNDLANDC․ 

 THE ELECTRIC THAWER.Quickest, Cleanest \& Cheapest way of Thawing Frozen Pipes. " Your pipes are frozen ring 240.
Reid-Newfoundland Company.

The Nickel Big Holiday Bill.
Who Killed Georgelambert?
THRILING-SENSATIONAL-GRIPPING
MUELAL WEELLY-Interesting news items,



## Hockey Boots !



MEN'S, BOYS' \& YOUTHS' HOCKEY BOOTS. We attact skates to Boots FREE when Boots
re purchased from us. The Buster Brown Blue Ribbon Shoe makes
ideal Skating Boot for Ladies, Misses and Children.
Remember, Skates Attached FREE.
F. SMALLWOOD,

THE HOME OF GOOD SHOES.

## LANDING,

Ex schr. "Robert J. Dale" from Sydney 350 TONS PRIME SCREENED COAL, $\$ 2.40$ per Ton Whilst Landing.
Colin Campbell

## CRANBERRIES, Etc.

To-Day. ex "Stephano."
Cape Cod Cranberries, New American Cabbage, brls.
50 brls. Sélected Small Höcks
P. NelNAMARA, Queen Street.

| FOR THE NEW YEAR TRADE |  |
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| HARVEY \& Co. |  |
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## OFFICE EQUIPMENT

## NEW YEAR :

Good externals count considerably with the business man, and a man's standing is often
judged by his surroundings, so be wise and start the New Year right by making your business apartment
comfort.
I. Our recent arrival of Office Furniture is on lars. We can show you everything needed for a first-class office, Roll Top Desks, Flat Top Deskk,
Office Chairs, Swivel Chairs, Office Tables, TypeOfree Chairs, swivel Chairs, Office Tables, Type-
writer Tables, Telephone Stands, Office Stools,
Rugs, Carpets and Linoleums: In short, we can show, you everything you can possibly, need for
the equipment of a handsome modern office.

Prices right. Business as usual.
U. S. Picture \& Portrail Co.


The Maritime Dental Parlors THE HOME OF GOOD
DENTISTRY.
Here you can obtain expert
work in all branches.
Our new Anaesthetic Our new Anaesthetic, used
exclusively by us, makes our
method of EXTRACTION method of EXTRACTION abso-
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Filling at prices within the reach
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176 Water Street
(Opp. M. Chaplin's)
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FOR SALE. Fresh Drawn Fresh Drawn
TURKEYS, GESE,
DUCKS, CHICKEN BEEF, EGGS,
GANADA BUTTER Advertise in THE EVENWG TELEGRAM JAS. R. KNIGHT

## BAIT

Or rather the want of it, is one of the principal draw.
backs to the fisheries of Newfoundland, and as it is tolerably certain that we shall have good markets and high prices in 1915, now is the time to prepare to cap-
ture BAIT fishes. As a means to this end we are making CHEAP
LIGHT CAPLIN SEINES, that will be easily handled and as one good haul will pay for the oufit, every We are making SQuID
e are making SQUID TRAPS, which will be
most effective.
We are making SMELT NETS, in all sizes
We are making GILL NETS, various sizes.
We are making COD TRAPS and COD SEINES,
We are making COD
Hemp and Cotton.
We make SUPERIOR HERRING NETS, Standard
and Crescent brands.
We make Hemp and Cotton LINES and TWINES
We make CORDAGE and CABLES of all sizes. In fact we make everything required for the fishereries, and we ask all our people to support HOME INDUS-
TRIES by using everything that is home made where
ever possible, and so keep the money in circulation in
Newfendland ever possible, a
Newfoundland.
Golonial Gordage Co., Ltd.
Office Requisites! WE CARRT A CoMPLETE LINE OF OFFICE SLPPLIES,


 Garland's Bookstore

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| to be correctly clad <br> gives you a feeling of being on good term world and his wife. <br> Our patrons know that clothes of our tailori have character and distinction in cut, sty, Come in and let us take your measur overcoat. |  |
| J.J. Strang, <br> Ladies' and Gents' Talloring: <br> 153 Water Street, •- St. John's. <br> jan6,eod,tf |  |

