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REGIMENT Casualty list.

## OVALTINE!

OVALTINE is a concentratet extraction from Malt, Milk, Eggs and Cocoa in soluble granules. This preparation is super nourishment, thus a source of strength and energy for soldiers, convalescence, weak digestion and growing children, and all outdoor workers.

OVALTINE is sold in three sizes: $1 / 4 \mathrm{~s}$ s, $1 / 2$ and 1 lb . tins.
SOLD ONLY BY
M
Mail Orders
Receive

GROCERY DEPT.

## Ideal Value in FURS.

This week we make an extra special and most seasonable offer of Black Fur Collarettes, at $\$ 3.00, \$ 3.80, \$ 4.50$ each. MUFFS, $\$ 3.80, \$ 4.00, \$ 4.20$. Brown Fur Collarettes, $\$ 4.50$ ea. MUFFS, $\$ 2.80$ \$3.20.

Black Fur Sets, at $\mathbf{\$ 7 . 0 0}$ and $\mathbf{\$ 8 . 0 0}$ set. sEE them and delay not your buying.
A. \& S. RODGER.



## ATTRACTIVE

yet INEXPENSIVE.

## LADIES'

## Imitation Fur Sets

in
Black, Beaver, Mole, Etc. Prices:
$\$ 2.50,3.20,3.60,3.80,4.40$ per set.
S. MILLEY.


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Telegram
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1.00 P.M. the imperial peacemaker.

TO-DAY'S LATEST
2.30 P.M.


## The Royal Stores, Lto.

Remind Shoppers
That but Four Shopping Days remain in which to take advantage of
Their Greatest January

## WHITE SALE

During these last days of the Great Sale exceptional opportunities will be afforded purchasers to realize great savings. Nearly every re quirementin White Goods can be obtained at re markainly REDUCED prices and many will. no doubt, plan their purchases with a view to future needs.
Early purchasers obtain the advantages of the more complete assortments.

Man Killed by Runaway Horse



| Pigeon Holes for People. | In Stock! |  | ners | THE BEST INSURANGE |
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| O. P.EACAN, |  |  |  | The "Evening Telerram" ${ }^{\text {is }}$ Tead by |
|  |  |  | $\underline{2}=$ | over 40,000 People daily. |

## All Must Go Regardless of Cost-GENUINE SAVINGS on Newest Goods!

 Fastion Cantres, all leftovers must be eleared out at the end of each and every season.

For Ten Days 0nly these up-to-the-minute, seasonable wearables at such unheard of values. Gigantic preparations going on for our

| Ladies' Hats! | Ladies' Dresses! | Tweed Coats! |  |
| :---: | :---: | :---: | :---: |
| eg. $\$ 2.20$. | Sale Price $\$ 1.47$ | Reg. 10.30. Sale Price $\$ 8.24$ | Regular $\$ 10.30$. | Reg. $\$ 2.80$. Sale Price $\$ 1.87$ Reg. 12.00. Sale Price $\$ 9.60$ | Reg. $\$ 3.50$. Sale Price $\$ 2.33$ | Reg. 21.00 . Sale Price $\$ 16.75$ |  |
| :--- | :--- | :--- |
| Reg. $\$ 8.40$. Sale Price $\$ 5.60$ |  |  |
| Reg. | St.50 | Sale Price $\$ 7.00$ |



Sale

$\$ 14.00$. | Sale | $\begin{array}{r}\text { Regular } \$ 46.00 \\ \text { Sale }\end{array}$ |
| :---: | ---: | Regular $\$ 17.00$. Sale Price $\$ 13.60$

Children's Hats! Children's Dresses ! \begin{tabular}{ll|l}
Reg. $\$ 1.00$. Sale Price 67c. \& Reg. $\$ 2.70$. Sale Price $\$ 2.16$ <br>
\hline Reg $\$ 1.50$. Sale Price $\$ 1.00$ \&

 

Reg. $\$ 1.50$. Sale Price $\$ 1.00$ <br>
Reg. $\$ 2.00$. Sale Price $\$ 1.34$ \& Reg. $\$ 3.80$. Sale Price $\$ 3.04$ <br>
\hline
\end{tabular} Reg. $\$ 2.00$.

Reg. $\$ 2.70$. Sale Price $\$ 1.80$ Reg. $\$ 7.70$. Sale Price $\$ 5.13$ s.0.

Anual White Sale BISHOP, SONS \& CO.LTD.

Hitt and Runn-Have You Heard of the Very Latest Thing-a Silk Hat Incubator?




A "sameness" that is most enjoyable the daily, unvarying goodness of a cup of "SEAL BRAND" COFFEE. It never fails to greet you with that same exquisite fragrance, amber that win people with the first cup.
In $\%, 1$ and 2 pound tione. Whalo- -roond -polverived atho CHASE \& SANBORN, MONTREAL.
ing styles find room here. $\left.\right|_{\text {Reg. 21.00. Sale Price } 816.80}$

## DON'T WORRY."



BY HITT,

the evening telegram, st. Johi's, newfounblandi, januapy 26 , 1917-8


## (ATENTON 3 FINAL WNEEK Of OUP MEN'S GAUNTLET KID GLOVES for Stormy Days. "ODDS \& ENDS" SALE


WHICH CLOSES POSITIVELY WEDNESDAY, JAN. 31st.

| ARE YOU reaping sour share of the Speaial Values this satece feme? Prices in most cases lower than former sale prices, and shor: of all profit to make quick sales and effective clearances before the first shipments of Spring Goods reach our Warerooms. <br> Everything Reduced, Oddments \& Remnants Especially get their final markings now. Take advantage of THIS THE FINAL WEEK. A veritable harrest and outpouring of home and personal needs at SHAT- TERED PRICES. |
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$\underset{\substack{\text { Kimono } \\ \text { Cloths }}}{58 \mathrm{C} .}$


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blouse winceys


CREAM
SCOTCH WINCEY.


## STRONG VALUES in HOME NEEDS!

Na, WHTE SHEETS
Hon
table napkins.

${ }^{\text {A CloLSTing Line of }}$ UNDERWEAR for Boys $\$ 2.50$ garments for



AR.
MEN'S \& BOYS'



Men's Overcoats


Marked Now Even Lower Than Former Sale Prices.

|  |  |  |  |
| :---: | :---: | :---: | :---: |
| lar 181200 | \$10.95 | $\xrightarrow{\text { Regular sinoo }}$ | \$15.80 |
|  | \$13.95 |  | \$18.00 |

NECKWEAR SPECIAL. MENS MUFFLERS.


handsome pillow shams.
 TAble cloths.
 Spectal saie Prite.


bordered curtain muslin.
PLEASANT and
PROFITABLE
SHOPPING
about the

SHOW ROOM CHILDRENS
WOOL SCARVES WOOL SCARVES.


$\qquad$
INFANTS'
WOOL JACKETS.
 CORSET COVERS.


Quilts!
25 only WHITE QUILTS.
JOB LINE, each 8138 JOB LNE, each $\$ 1.38$.
Particularris soo

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## BIG SAVINGS on FOOTWEAR!

"KHILDREN'S
For outcor wear, a lons heary
Crimson Wool Hose
For outdoor wear, a long heary
Crimson Wool Hose wrth rubevs
attached; nice tor snowy weatiber or
and

CHILDREN'S \& MISSES' BUTTONED BOOTS.

LADIES GAUNTET GLoves


A SWEEPING SALE OF LADIES' BOOTS.

Marked Down from \$1.39 to \$2.60.
 All sizes, from $\$ 1.39$ to $\$ 2.60$. 2 Clearing Lines of Dancing Shoes.

 | LADIES' SUEDE | FINGERLESS MITTS. |
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15c.

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| CHINTZ. |

 COTTON BATTING.

white glass towels.

14 C
14c. sott frish and hempurtered endss a a superior
el in every way. specill Sale Price, ench $\qquad$


BIG JOB LINE
Coloured HAT WINGS and MOUNTS.
High grave goods, showing values to 755. special
FINE KID

## (1)

Charge of Tommies Ends Peace Meeting

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${ }^{\text {tie }}$ pboples paper- THE EVENING TELEGRAM, JAN. 26, 1917-10-read by evekyone

W. \& R. ENGIISH,

 222 Water St. ORGANS 222 Water St. recommended by all the leading CHARLES HUTTON,


## Hockey

 Skates!Mic Mac,
Ladies'
Regal, Glacier,

## Velox,

 Beaver, Rex. chebacto Velox, Prince, Scotia, Duchess,Skeleton and Acme Skafes. Hockey Sticks. Children's Sleighs etc., etc.

BOWRING BROTAERS, Limited, Hardware Department.


## Telegram Ads. Pay



PARKER \& MONROE, Ltd., sole agents.

## Sugar! Sugar!

We are booking orders for
Granulated Sugar
due to arrive by first steamer, on or about 24th January.

GEO. NEAL


ROBERT TEMPLETONS.




