## TEN PAGES TO-DA TEAHER Forecass.

THE EVENING TELEGRAM.
FOR LA
$\stackrel{\text { Rer }}{\substack{\text { R22. } \\ \text { tma }}}$



Even the connoisseur will
make a miss occasionally. But
never a man with TBE " WELINGTON" PIPE. $\frac{\text { Patriotic Association }}{\text { Pat }}$ 50c. of the Women of Newloundland !

## J. C. Baird,

## J. J.ST. JORN

GROCERIES
cheaper than ever.
Everybody ys dong it at
1800 libe. Best Iceng Sugar,
50 8c. Ibses. Seeded Raisins,





100 brls. Lo out Cabbage.
Very choics.
N.B. Bring along your
Coupons on and and atter Mon-
day, 27 th inst.
J.I.ST.JOHN,

Prize Giving and Cantata.



The Standard Mifg. Co., Ltd.



North Sydney

Coal.


-


M. CONNOLLY, Globe Steam Laundry

Co, Limited.
Per SS. "Stephano,"

| York | Arove Hilin Bull |
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| As Butter | cisio |
| MES STOTT | J. McN |

Do It Now!

Waterord Bride enaai



Piek YOUR Book
FROY THIS LISF.



ARE YOU A MAN


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Garrett Byrne,


Nat Bmon and fate this R. H. TRAPNELL,



## Our BIG Drive

Our Prices Talk for Themselves.





SWEATER COATS---Good Quality---Cheap.


 Women's Llack Fingering Hose at GLoves at bargans prices. Women's Black Fingering Hose at Fie. .i. .i. .17c. 23c. and 25c. pair

COTTON BLANKET BARGAINS.
 Lot or Large white Cotton Blankets. Special value at
We have also a few Wadded Quilts at Bargain Prices.

## A Few More Bargains for the Men.



Rubber Footwear for Everybody.

## Newest Style Felt Hats,

.
Lots of other bargains in seasonable goods

## BLAIR'S

## Great Clearance Sale.

 Kivere0020 Large Labrador Cure Codfish

Large Shore Codfish,
Lowest Prices.
A. H. MURRAY, "


At the Prices of Underwear

## Has Been Very Successful


 MOTHERHOODWords of Encouragement to

War Nows
Messages Received
Previous to 9 A.

offichis



## A CERTAIN-TEED ROOF <br> OOD ROOF because it is guarented watertight

CERTAIN-TEED ROOFINGS are made by the largest Roofing Mills in
due to volume of business.

GEO. M. BARR, Agent.

## EveningTelegram

 1st Nfld.
REGI MEN Casualty List.


## MINMLIANO AMMIAl Gash salp!

## A Large Quantity of Specially Useful Goods

 AT OUR CENTRAL DRY GOODS STORE,consisting of DRESS REMNANTS, MUSLINS, Room Papors, SCRIMS



| Art Cotton Bargains In dainty patterns and colorings, soft, heavy fabric, sateen finish. <br> 13 cts Per Yard. ery suitable for dain ushions, draperies |
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| TOWEL | PERCALE <br> Bargain | WALL PAPER Bargain |
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| Caremains |  | We have jisat reaered a ship |
|  | cele | ath are ofoprity |
|  |  | 8 cis. to for iem |
|  |  | These goods are worth from 30c., and are all perfect goods. |

## $$
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$$

INDIVIDUAL TOWEL BARGAIN-Specially woven fab-
ric for this use; also suitable for Cup Towels. 4 Towels

INFANTS STOCKING BARGAINS-Full length wool
stocking, fit infants 1 to 2 years, in White, Black, Red, CHILDS WOOL LEGGINGS and Bootakin bargains

- In Reds, Navy, White, Fawns; the wool could not be

$$
\begin{aligned}
& \text { BLAY CALICO BARGAINS-Fine soft pure } 29 \text { inch } 15 \text {. } 20 \text { alico } \\
& \text { for }
\end{aligned}
$$

WHTE MERCERISED LAWN-Remnants bargain, beaur.
tifully fine soft fabric. Now .........8c. yard
INFANS' FEEDER BARGAISS-Large Fine Grade,
White Marcella Feeder. Worth 25 and 30 c. Now 10c. INFANTS' FEEDER BARGAINS-Large Fine Grade
White Marcella Feeder. Worth 25 and 30 c. Now 10 c:
D'OYLEY bARGAINS-Splendid value White D'oyleys. Doyley BARGAINS-Splendi
Worth 20 to 25 cts. Now . TABLE CENTRE AND TRAY CLOTH BARGAINS-Fine
strong lace edged articles. Worth from 30 cts to 50 strong lace edged articles. Worth from 30 cts to 50
cts. Now ................. 15 cts and 20 cts.

## $\underbrace{}_{\substack{\text { Contral } \\ \text { Stores }}}$ Geo. Knowling

 Fads and

Fashions.

RE,
bers, SCRIMS,
Curtain
Scrim
emnants.

8 cts

## Sergene

Remnants

$18 \mathrm{cs} \& 20 \mathrm{cs}$.
Buy now and make a
smant god warn
Spring suit.
on washind Marcella
on 1.20 op to 52.88 each.
L PAPER argain

##  <br> s. to 20 cts

Per Piece.
are eortrom from
al perfect goods





Store
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## 20th ANNUAL FEBRUARY SAIE ROYAL STORES

| PRICES LOWER THAN EVER BEFORE |  <br>  |
| :---: | :---: |

An Event of the Greatest Importance to the Shopping Public.

## A Special

## CLEARNICE

 Sale of Ladies' Dresses.Carpets, Rugs, \&c., Numerous Savings.
 HEARTH RUGS. In all the popular weaves, in-
chund
Tapestrys, Axminsters, velvet pile, BLACK WOOL RUGS
 FLOOR CANVAS.


buy thes. continue these special lines. There are about 200 Dresses in the lot and almost as many different styles.

|  | \$4.00 |
| :---: | :---: |
|  | \$4.61 |
|  | \$4.80 |
|  | \$5.38 |
|  | \$5.41 |
|  | \$5.80 |
|  | \$5.80 |
|  | \$6.20 |
|  | \$7.20 |
|  | \$7.80 |
|  | \$8.40 |
|  | \$9.60 |
|  | $\$ 10.80$ |
|  | \$11.60 |
|  | \$16.00 | wOOL GLOVES

 wool gauntlets.
 LNED Kid gloves


Dressing Gowns \& Jackets


$\qquad$


|  |  |
| :---: | :---: |
|  | \$4.00 |
|  | \$6.00 |
| Storly Brown and Bue Dress. Reg. | \$6.60 |
| CHILDREN'S DRESSES. |  |
| 1 only Brown-93.00. Sale Price | \$2.40 |
| 1 only Tan -\$3.50. Sale Price | 0 |
| 1 only Brown- $\$ 3.75$. Sale Price | \$3,00 |
| 1 only Navy - 83.90 . Sale Price | 83, 12 |
| 1 only Navy - \$4.30. Sale Price | *3.4 |
| 1 only Green -s.4.85. Sale Price | ${ }^{83} 89$ |
| 11 only Brown - \$5.00. Sale Price 1 only Nayy - S5.55. Sale Price | \$4.00 |

CHILDREN'S
AMERICAN DRESSES.
MISSES' DRESSES
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ach. sale Price

## Special Sale of Enamelware




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Carpet Squares

Men's Job Shirts 52.00 values for 1.38

|  |
| :---: |
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## $\$ 1.38$.

## MEN'S PYJAMAS


 white SOFT COLLARS.

 Bools and Shoes

Colored Table Covers




February
Sale of Furniture


## TheRoyal Stores Lix.



JANUARY OFFERINGS of Wanted WHITEGOODS 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 such attractive prices that the shrewd shopper will recognize that now is the time to buy.

Intending Purchasers

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Will do well to avail of the present offerings, all foreign advices point to higher prices.

Where your Dollars go Farthesi

## Marshall Bros



Where your Dollars go Farthest.



## JUST RECEIVED,

400 Rolls 1 Ply 600 Rolls 2 Ply H. Brand Roofing FELT, astr ountr:

HARVEY \& Co., Ltd.
 His Grace the
Archbishop's Addre
ro mis proprex privince ma
$\begin{gathered}\text { trese }\end{gathered}$


THFE ${ }^{66}$ BIG ${ }^{90}$ Furniture Store.

## New Goods Arriving Dally

Bamboo, Wicker and Rattan Goods.



CALLAHAN, GLASS \& Co., Limiled,




## See These!

LADIES' Fast Black FINE RIBBED Fleeced HOSE,

Only 35c. pair. These are very Special Value, The Right Weight, Colour, Price.
the evening Telegram, st. Johns, newfoundland, january 31, 1916-8

the evening telegram, st. John's, newfoundland, Jandary 31, 1916-9
 els, etc. pers, ovels, rs.
S., Ltd., Dept.
ds. Pay

\section*{NY. | SEL. |
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| Soc: Adalts. |
| Store. | <br> THE LION is recognized as the King of Beasts, Sunlight Soap is recognized as the King of Laundry Soaps. The rule of the Lion extends only over

the animal Qvorld; the rule of SUNLIGHT SOAP extends 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
it a trial and you
will be convinced
of its value. <br> }

| The Tabasco Brings Big Freight. |  |
| :---: | :---: |
| Furness |  |
|  | The Klark-Urban Company delight- d another large audience at the ed another large audience at the Casino Theatre Saturday night with |
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| of the voyage, She was badly iced up rival owing to the sprays forming into ice. The decks were well |  |
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| coaded making the docking of the shipindiffeult and tedious. The Tabsico brought 60 packages of mail matter and 600 tons of cargo. She sails again for Halifax to-night |  |
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| A GREAT BENE |  |
| - ACHING MUSCLES RHEUMATIC PAINS. A good Liniment is the thing, one that will get right at the ache and soothe the pain at once. |  |
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|  |  |
| Stalford's Liniment |  |
| will do it. It makes sore muscles limber up and promptly relieves Rheumatic Pains. Sold in over 500 stores. <br> DR. F. STAFFORD \& SON, |  |
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|  <br>  jan22,s,t |  |
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| Thanksgiving Service |  |
| at gower street cherch. The Hon. R. K. Bishop addressed |  |
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|  |  |
| the large congregation at Gower St. ple to help along the paying off of the debt on the church. Mr. Bishop hoped that when the twentieth anniversary |  |
|  |  |
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| fice came round-which will be nextOctober-the debt which is now only about $\$ 4,000$ wlil have been paid. |  |
|  |  |
| When the church was frrst opened in1886 somethinglikelig owel on it, all this has been paid orit exeept, 84,00. Miss Storey renderedand excelent anthem solo at the close of the service. anthem solo at the clos |  |
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| the day at Swedish and other indoor rill and were dismissed at 5 p.m.One squad had practice at the South Sne squad had ${ }^{\text {p }}$,Side Riffe range. | cake. zylex, London. eodit |
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|  |  |
| high in the |  |
| Baby Afflicted With Eczema <br> Dr. Chase's Ointment Cured |  |
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|  |  |
| The Family Doctor Tried in Vain to Heal the Sores-Another Tribute to This Great Healing Ointment. |  |
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Just Arrived ex Stephano

| Cal. Oranges. |  | Tomatoes. |
| :---: | :---: | :---: |
| Table Apples. Lemons. | N. Y. Turkeys. <br> N. Y. Chicken. | Celery. Cauliflower |
| Bananas. | N. Y. Beef. | Cucumber. |
| Pears. | N. Y. Sausages. | Carro |
| Grape Fruit. | Halifax Sausages. | Beet. |

Kippered Herring, Finnan Haddie, Fresh Codists, Fresh Halibut, Fresh Oysters. McViti \& Price's
BISCUITS. Heinz
specialtiés. AYRE \& SONS, Limited, GROCERY DEPARTMENT


## Facts of Interest!

To every man in need of GLOVES, TIES, HANDKERCHIEFS, SHRTS, COLLARS, WINTER CAPS, etc., we say, see our window this week.

WHITE WOOL GLOVES TIES---Silk Poplin, 45c. ea. Handkerchiefs, Excelda, 25c

55 cts. per pair Collars, 15 c . and 20 c SHIRTS, 85 cts . and $\$ 1.20$

Rodger's.


## Have You Heard About This?

THAT WE ARE OFFERING GOOD HEAVY WEIGHT
UNDERWEAR For Ladies! CREAM ONLY, AT 30 CENTS per garment.

Low Priced but Good. S. MULLEY.

rae peoples paper-THE EVENING TELEGRAM JAN. 31 st, 1916.-10-read by everyone.

| BRITISH THEATRE! |
| :---: |
| 3 Reels.-." THE GRIND-- 3 Reels. <br> "At His Own Terms." <br> "The Romance of a Fat Girl," <br>  |
|  |  |
|  |  |
|  |  |



Trimmed
Leather.
Untrimmed
Leather.

## 1000 Sacks Mixed Oats, <br> 100 Sides Trimmed Leather, 100 Sides Untrimmed Leather. At Lowest Prices <br> F.McNAMARA,

 Queen Street.Gabbage, Apples, Oranges !


Soll


The Maritime Dental Parlors. thange íazurus pact



 M. S. POWER, D.D.S.,


Wood Now Cheaper Than Coal
 5 Car Loads Spruce \& Birch
 $\frac{\text { Terms: stretely cashl. }}{\text { M. A. DUFFY }}$ 28yett
Mix55A
Rem

 At all Dreageste, st Jowne xut.



Franklin's Agencies,
New Show Rooms, Commercial i hambers, Ground Flat.

 For 53 Years Our Reputation for Quality has
stood the test.
WE OFFER YOU-
Dearborn's Perfect Baking
Powder, also Cream of Tartar Compound. Jelly Powders and Flavouring
Extracts. Absolutely Pure Spices and
Fruit Syrups. Our reputation was founded
and is maintained on merit. We Solicit Your Business. DEARBORN \& CO., St. John, N.B. St. John's, N.F.
Look for our Name on the Label.


## Ready for Your

 Selectionare the most popular fabrics and smartest designs. Come in and see what attractive suits

## We are Tailoring

 for Menat this season. We know we could fit you cor rectly and satisfy you in every particular with our high-class work.
Let us take your measure this week.
J.J.Strang, Ladies' and Gents Tailoring, 153 Water Street, . St. John's.


## Robert Templeton,

 320300000000030000 Our Annual white Sale woNDERFUL BARGAINS -acmayWILLIAM FREW:

## NOTIEE to BUTCHERS!

Prime Fresh Beef!
150 Quarters
CHOICE P. E. I. FRESH BEEF
Just Received.
GEO. NEAL
Fresh Fruils Due Tö-Day!

 At EDWIN MURRAY'S.

REID-NEWFOUNDLAND COMPANY.

## COLUMBIA

 IGNITOR GELLS.We have just received a ship ment of the world-celebrated

## No. 6 Dry Cells.

Water St. Stores Dept.
 Larragans ! (this cut represents the "Snag" Rubber Boot, as
worn by the American fisherman. The finest Rubber
Boot on the market.
301 Pairs Men's 10 inch Larragans,
with leather soles, All orders receive prompt attention.
F. SMALLWOOD,
the howe of cood shoss. Averise in the "Telegram."
elght pages to-

 voLume xxxvi 2003000006


000000000 Auction Sale
Mnt forntey
Auctionary
aUction.
Thursday, 10th day of $F$
All that Desirable Freet




The key to a fisherma
wealth is a first-class $\mathbf{F}$
Hook. and every fisherm
should see that each packa
of Hooks he buys are ma
ed "O. MUSTAD \& S
KEYY BRAND" They
the best Tinned Hook m
and the cheapest.
have you noticed
Fine Art Advertising
Calendars,





| $\begin{array}{l}\text { PPone me, you'tl look at the } \\ \text { samples, anyway. }\end{array}$ |
| :--- |

P. E. OUTERBRIDGE

(Telephone 60.)

##  <br> m. connout

