## 500 SACKS ROUND PEAS.

GET OUR PRICES. BOWVRING'S Retail Store.

First Newtoundland Shipment via the Panama Canal of
New Crop CALIIFORNIA FRUITS.

500 boxes 4 -Crown RAISINS, 50 's.
500 boxes Choice SEEDED RAISINS.
100 boxes Evaporated prunes.
100 boxes evaporated apricots.

Also, 1200 cases
UBBY'S CANNED FRUITS, comprising
PEACHES, PEARS,
APRICOTS, PLUMS and CHERRIES.

Lowest Prices based on above ALL WATER Freight Rate.

## HEARN \& COMPANY, 'Phone 12.


and

## IT IS NOT A BIT TOO SOON

## To have that Photograph made to send him at Christmas.

'Phone 768.
TEIE HOLLOWAY STUDIO, LTD.
Corner Bates' Bill and Henry Streel.



Meriverimismas ToaitMAIL
ORDER ORDERS
RECEIVE

## SHOP EARLY－－－Shop Now－－SHOP HERE－－For this is The Store of Xmas Cheer <br> With the Great Stocks assembled and the generous whole souled spirit of Christmas pervading every section of

the Store．The wonderful display of Christmas Goods and the excellent values everywhere the Royal becomes the CHRISTMAS GIFT Headquarters that offers both pleasure and profit to everyone．The List of Bargains offered here has been specially chosen for Christmas Shoppers．Every item priced according to our small profit plan．

## 



## SOME SPECIAL BARGAINS

 From the Men＇s Depariment．
## MENS

## Hockey boots LNED Kid gloves．



 men＇s shirts．





The Hardware Department Offers Many Money－Saving Items．












## Words of Wisdom．

Excellent Suggestionsfrom all Sections
Ladies＇gloves．



## LADIES＇

## KID GLOVES．





 TABLE LINEN．
 SHEETINGS．
 The bee oiner whene made for SEWING BOXES．


art calendars．
 DOOR MATS．


 OC
tray CLOTHS
Daftys English made OTray
Cloths，hemstithene and em

USHION COVERS．
LADIES＇HOSE．


xMAS CARDS． A big assortment of Xmas and
New Year Cards， 8,10 and 12
Cards to the box，with Envelops
 2.38 day SANTA CLAUS



12 doz，pairs of Ladies＇$F$ and Winter Hose，in Blies Fack
Worsted and Cashmere；all sizes 9C in asted and Cashmere，all sizizes． LADIES＇ HOCKEY BOOTS．

 TABLE COVERS 12 doz，only Tapestry Table

BUSINESS AS USUAL．


Slippers as Christmas Gilts．


Some Matchless Savings That You simply can＇t afford to miss． LADIES＇LADIES＇BLOUSES．

 CHILDREN＇S
PLUSH SETS．
14
Onily Children＇s
 LADIES＇NECKWEAR．D．\＆A．CORSETS．
 MUSLIN APRONS．BAND VELVETS



GROCERY BARGAINS． Cleaned Currants．special，per 11.
Seeded Raisins．Speeial，per Ib．
Kopd Seeded Raisins．Special，per ib，．．．．．．．
Kop＇s Assorted Wines．special，per bo
3 1b．tins Apricots．Special，per tin 3 le，tins Aprieots．Special，per tin. ．．
Best Taibe Raisins．
Special，per 1b．



CROCKERY BARGAINS．
Reg Glass Butter Dishes，Reg．400．each for ．．．．．．．．．．．．
Cut Glass Port and Shery Glasses．Reg．170 each； 3 for ．

Picture Books．

## The RovalStorestad

 You will serve your own interests best by do－ing your Xmas shopping at the ROYAL STORES as early as possible． ，




Garland's Xmas Cards
Has always and is still the best both in Quality and Design.

| The state of war makes our winters none the less severe. In making your old suit or overcoat do for the winter may be fals the warring elements by ordering one of our Heavywoight Overcoatings. Owing to general depression in at a considerably reduced figure. Also splendid variety uring cards, as we guarantee res results sles and self-meas- |
| :---: |

The Reliable Piano and Organ Store!
Remember a Musician to select the Instrument
$\frac{\text { for you. }}{\text { The National Anthems of the Allies, }}$
"TTS A LONG, LONG WAY TO TIPPERARY."
CHARLES HUTTON.

##  <br> Tohn Mhruundes memment

Christian Bros.' Collection.

 Mrs,
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Patriotic Fund.



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## Have You an Itchy Spot?



 of the trouble will almost certainly
bring a cure, and in any event will
greatily ameliorate the trouble. Ask your druggist about it. Price 50 c
box. Zylex Soap, 25c. a cake.

ZXLEX, London.


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## Notice!

We have made special arrangements with our Whosal touses in England whereby be delivered free of duty by calling at our store, Water Street, and selecting those presents from our descriptive special catalogues and leaving
with us the address of the person to whom the articles are to be delivered.
People having relatives and friends in the 1st find this arrangement convenient and satisfactory, as we guarantee prompt delivery of goods free of duty and charges. All engraving on articles free.
We are now booking orders for the next out-
going English boat. going English boat

## Joseph Roper.

## and now 'tis egas   <br> EDWIN MCRRAY's Wholesale Store. <br> (2) DECEMBER <br> Once December is here the days slip away in confusion, especially about Christmas time. Wise buyers look ahead. We just want to say to the house- wife that yesterday we opened some new window mawife that yesterday we opened some new window mal terials-something different than before to the public in general. We have purchased a large lot of Sample Toys, the newest and cheapest in the market.

## Pears' Xmas Annual, 15c. each.

COME AND EXAMINE OUR GOODS.
Robert Templeton.

##  Wholesale Dry Goods,

## TO THE CITI AND OUTPGRT TRND:

 Wo ourts in stook for Spring trade an attrectivo atook ofCHEAPEST IN THE CITY.


## SLATTERY BUILDING

Drownorth and Georgeis Streett, Sh Jowrem
Advertise in the TELECRAM

## Big Sale of FLOOR Goods! <br> 

Note the Reduction in Prices
CARPET SQUARES-TAPESTRY
Size $3 \times 21 / 2-$ Regular Price, $\$ 7.00$.
Selling now for $\$ 6.00$
Size $3 \times 31 / 2-$ Regular $\begin{gathered}\text { Price, } \$ 9.00 \text {. } \\ \text { Selling }\end{gathered} \$ 6.00$ Size $3 \times 4$-Regular $\begin{gathered}\text { Price, } \$ 11.00 \text {. } \\ \text { Selling now for } \\ \$ 9.50\end{gathered}$ Size $31 / 2 \times 4$-Regular Price, $\$ 13.00$ for $\$ 9.50$ TAPESTRY HEARTH RUGS


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LATEST
10.30 A.M.


### 12.30 P.M.

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 $=2=5$13 Sealing Commission.


| Chpistmas |
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Naten
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Cape Report,

## Red Cross Line.




 Connectlons at Mailtax for Boston: (1) Plant Line Saturdays a

 HARVEY \& CONPANY, LTD. Job Printing Executed,


Stockings like these Santa Claus will be filing soon.
25 c Liae of 25 c.
 attie special
A LITTLE SPECIAL
IN CHILDREN'S NEEDS, 24 .

| Infantees, Bootakins, |
| :--- |
| Bootees \& Sleeping S So |

 Suter afy and Monda
CHILDREN'S
CHILDREN'S


CHILDREN'S LEGGINGS, 33C.

A GIFT SURE TO PLEASE.
Men's Boxed 1-2 Hose shot silk finish.
 GLOVES
From me "Glove House" ADIES' GLoves.


 gents gloves
 CHILDRENS \& MISSES WOOL GLOVES.
 30. Frida, Saturday \& Monday
GENTS HORSE HIDE. GLOVES.
 Saturdy and Monamy
MEN'S TAN MITTS.


 DENNISON'S CHRISTMAS NOVELTIES
'Tis little items like these that enhance and gi
the Christmas tone to your Gifts

Suggestions for "What to Give.



 "Dennison's" Outfit
for Doll Making for Doll Making.
reterestins amusement

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| Jinted |
| poil | GIFT BOXES.

 Crinkled Tissue Paper.

For the Children

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FOR THE LITTLE ONES.



OUR FANCY LINEN DEPT. Has Quite a Lot of Atractions

 REAL IRISH LINEN TEA CLOTHS

 WHITE
QUILTS. SIDEBOAR
CLOTHS. QUILTS.
$\qquad$ CLOTHS
An assore
White linen
 comulun makes; sizeney- $2 \times$ and insertion finisis;
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ons

 To Grace the Festive Board. PURE WHTE

 CENTRES, 29C.
 HRACTICAL GIFTS.
TEA COSIES.




Opportunity To Drill.






## Our Showroom

Has a Christmas Look PRACTICAL GIFTS EVERYWHERE.


Ladie' Serge
DRESSES
Former price 86.00 for $\$ 4.28$




BLOUSE SILKS



FANCY BOWS.
In all the leading shades
and styles some simp
ed endis, others in tairiored


## LADIES

CORSET COVERS.

 APRONS.



DRUMS for the Boys 15c. or 2 for 25 c.


## 




## BAIT

Or rather the want of it, is one of the principal drawbacks to the fisheries of Newfoundland, and as it is
tolerably certain that we shall have 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 As a means to this end we are making CHEA
LIGTT CAPLIN SEINES, that will be easily handled and as one good haul will pay for the oufit, every chooner should have one.
We are making SQUID TRAPS, which will be
We are making SMELT NETS, in all sizes.
We are making GLLL NETS, various sizes
We are making COD TRAPS and COD SEINES, Hemp and Cotton.
We make SUPERIOR HERRING NETS, Standard and Crescent brands.
We make Hemp and Cotton LINES and TWINES of superior quality.

We make CORDAGE and CABLES of all sizes. In fact we make everything required for the fisheries, 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
Colonial Cordage Co., Ltd.


have you called
here recently to see our new line of fabrics and fash-
ionable designs in TALLORING FOR MEN? If not, we will be glad to have you come in and let
us take vour measure.for an attractive and becoming
suit that will prove satisfactory We are always glad to see you, whether you are
ready to give us an order or not. Call any time.
J.J.Strang, Ladies' and Gens's Ralioring, 153 Water Street, S. John's.


## Your New Fall hat <br> Lanterns! <br> A Kingsion Derby,

150 dozen
Climax
Lanterns,
$\$ 4.40$
The Direct Agencies Limilted wholsaile only.

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Scientific Dentistry! It is impossible to obtain bet
ter fitivis or moren naturar look
ng TEETH than con ber ing TEETH than can be ob
hhere.
Teeth extracted
pain to out or of Best Artificial Plates ..... $\$ 12.00$ Crown and Bridge Work and Filling at reasonable prices. Thetic is used solely and exclus-
ively at our offices in the U.C.A Canad Maritime Deital Patlors, Canala Bittrar "Champion" Pound Blocks. Tabs all sizes. JAS. R. KNIGE')

We have the right styles at the Right Prices.
J. M. ATKINSON, 312 WATER STRERT.

Furness Line Sailings!
 FUPTESS NIESS WHTHY di COo, LLCI.

## YOUR <br> Xmas CAKE

| Ground Cloves. <br> Ground Cinnamon. <br> Ground Mxd. Spice. <br> Ground Ginger. <br> Ground Nutmeg. <br> Ground Mace. <br> Citron Pel. <br> Orange Peel. <br> Lemon Peel. <br> 1 lb. pkgs. Mxd. Peel. <br> Angelica. <br> Desiccated Cocoanut. <br> Castor Sugar. <br> Hugon's "Atova Brand" Refined Beef Suet. | Shelled Almonds. <br> Shelled Walnuts. <br> Ground Sweet Almonds. <br> Almond Paste. <br> Glazed Cherries. <br> Crystalized Cherries. <br> Nonpariels. <br> Metz Fruits. <br> Mixed Carvie. <br> Ensert Novelties. <br> Fresh Dates. |
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| Bish Icing Stagar. |  |$|$

