TWELVE PAGES TO-DAY
THE "PEOPLE'S PAPER" IS A LIVE DAILY IN A BUSY CENTRE-STUDY ITS NEWSY ADVERTISING. TWELVE PAGES TO-DAY $==$ THE EVENING TELEGRAM.

VOLUME XXXVII. PRICE ONE CENT. ST. JOHN'S, NEWFOUNDLAND, THURSDAY, DECEMBER 9, 1915.

Auction Sales :
On account of whom it may concer
AUCTION.
On Saturday, the 1ith ins On Saturday, the 11 $\begin{aligned} & \text { at } 1 \text { octechs } \\ & \text { at the premise of }\end{aligned}$ Messrs. Campbell \& McKa
90 barrels of plate beef.

| YOU ARE SURE OF Cabot's Shingle Stains. They have been thestandard for more than specified by nine-tenths of them from experience. and beautiful, and guaranpreserves the wood, and other cheapener. Why exStains when you are sure of used on your house, you are Another large supply re-ceived per Stephano. For W. \& G. RENDELL, Agents for Nifd. |  |
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## Do It Now!

Laundry
mhen next you reguire any
done
EXPERT workers. EXPERT MORKEKS.
LATEST MACEERY.
PROMPT SERIICE.
Globe Steam Laundry Co., Limited.

| Phone |
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| marys. |


MX55AT1M
Elation anco
TALCUN
POWDER






The key to a fisherman's
wealth is a first-class Fish
Hool Wealth is a first-class Fish
Hook and every fisherman
should see that each package
 ed "O. MLSTAD \& SON.
KEY BRAND." They are

the \begin{tabular}{l}

| the best Tinned Hook made. |
| :--- |
| and the cheabesty |
| norts.ood, | <br>

\hline FOR SALE!
\end{tabular}

FOR SALE!

DIPHTHERIA!





 The Standard MIg, Co., Ud, SI. John's Fancy Dress Mask Ball, Rossley's West End Theatre, Manday, Dec. 27hh, Commencing 9 p.m Ladies 50 c ., Gentlemen 60 c e., Doubles 100

## Talking Machines!

"THEY LAUGH AND SING,
THEY LAUGA AND SING."


Clearance Sale. All reduced. Get one for
he Festive Season.
CHESLEY WOODS, 82 DUCKWORTH STREET.

Furness Line Sailings !
$\frac{(2)}{}$

上゙= = wis
Furness Wilhy \& Co., Ltd., Water St.

## Have You Tried

"Blossom" Tea?

> If not, will you ask your Grocer for some? You will be charmed with its delightful flavor. If you are already using "BLOSSOM", will you please tell your friends how good it is? British Grown and Packed. 1 pound tins. 5 pound tins. 10 pound tins.



## Eigland in egypt Wanted!

John Bull on the
Banks of the Nile!
Mestustate
Lecture

Girls for Seving Room,

|  | hlustrated |  |
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|  |  | The |
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J.J.ST. JOHN.

the evening telegram, st. John's, newfoundland, december 9, 1915-2


## COMPANY.

We have an individual Photograph of each man in " $G^{9}$ Company--the last Company that left here. Your order will have our best attention. THE HOLLOWAY STUDIO, LIMITED, Corner Bates' Hill and Henry Street, St. John's. Phone 768

## War Nevrs.

Messages Received Previous to 9 A.M.

## 






## 

## remarkable

 CASE Of Mrs. HAM egetable Compound
Saved Her Life and Sanity.






| Suit Ca | SPECIALS FOR ONE WEEK <br> The VERY LOW PRICES we have made on these items will mean the SAVING of many Dollars to those who purchase. |  |  |
| :---: | :---: | :---: | :---: |
|  |  |  |  |
| Lunch Boxes $\qquad$ | Lace Curtain Ends | Eider Down | Ladies' JobFleece Lined Vests $\begin{array}{rll}100 \text { dozen. } & \text { Regular 40c. Now } \\ 20 \text { dozen. } & \text { Regular } 50 \text { c. Now }\end{array}$ dozen. Regular 50c ozen. Regular 60 a $\qquad$ |
| Am. White Quilts $\qquad$ | Cordur | elvets. | Am. White Sheets <br>  |
| London Smoke $\qquad$ | Men's Wool Uudderwear | Ladies' Musin Collars | Ladies' Hdkfs 6 in each box. Nice for Xmas p 50 c . to $\$ 1.60$ per box. |

## ROOM PAPERS!

st Opened, a BIG JOB in Wall Papers, selling at 7c,
$10 \mathrm{c}, 12 \mathrm{c}, 15 \mathrm{c}$ and 20 c per peice.

## Tharshall Bros

 \%

## FANCY WOOL VESTS

For Men!
The famous "JAEGER" Brand, never so popular as now 34 to 48 . Sold only at
Smyth's, 286 Water St
'TIS HIGH TIME

## 'STANFIELD'S' UNDERWEAR



TO-DAY'S
Messages.
11.15 A.M.
2.00 P.M.






Here and There.

## NOTICE!



The Latest Word in
New Novels

## 



| THE MiD. WEEK PROGRAMVE AT The Nickel | , |
| :---: | :---: |
|  |  |
|  | "The Human Octopus." |
|  |  |

The Evening Telegram is read by over 40.000 People daily

Holidays are Kodak Days

## ${ }^{\text {rut K ODAK }}$

on your CHRISTMAS list. Price, $\$ 7.00$ and Upwards, at TOOTON'S, the KODAK STORE,
Cameras and Photo Supplies,
320 Water Street Representative of THE EASTMAN KODAK CO., Rochester, N.Y.


> Specially Authorized Production, Depicting
> Casino Theatre.
> Lord Kitchener, F.M. "THE FIRST NEWFOUNDLAND REGIMENT,"

| We have been work ments of Xmas Goods, See our display right no ing Xmas Week. | save yourself en | orry and annoyance |
| :---: | :---: | :---: |
|  | MANICURE SET 40 . to $\$ 2.40$. |  |
|  | BRUSH, COMBAND MRRRO SETS,S1.60. SEIVer plateBlackon back for iny siliter plats. |  |
|  |  | $\begin{gathered} \text { HYGIENIC } \\ \text { SLEEPING SU } \end{gathered}$ |
|  | $\begin{aligned} & \text { LEATHER } \\ & \text { OLLAR POUCHES, } \\ & \$ 1.60 . \end{aligned}$ | BOYS' SNOW SUITS,$\$ 2.4$.Sweater Coat.Capp; anpants \& shades. |
|  | WORK BASKETS, |  |
|  | $\frac{\text { DOLLS }}{\text { COLLAPSIBLE PRAMS, }}$ | Impossible to mention here; must be seen to be appreciated. |
|  |  |  |
|  |  |  |
| PERFUMED BEADS, only 45 and 60 ceach. |  |  |

## BISHOP SONS \& C0.,Ltd.



Brick and Cement! Hard Brick, Solt Brick, Fire Brick. Cement, in brls. and sacks. H. J. Stabb\& Co.

## TEXACO OIL

itself, whilst Texaco packages TEXACO OIL
bright right down to the last drop. No dearer than other kinds.


## NEW GOODS.

G. KNOWLING'S DRY GOODS DEPT. \& SHOWR0OMS

We have just received a large assortment of the
BLACK SILK VELVETS, CORD VELVETS, COLOURED SILK VELVETS,
MIRROR VELVETS,
MILLINERY PLUSH, BLK.,

## Ladies’ JACKETS,

In FUR, FUR-LINED, CLOTH, PLUSH.
We are also showing a number of fabrics for Winter Jackets, Costumes, etc.,
SERGES, RAINCLOTHS, COATINGS, NAP CLOTHS, ASTRAKHANS, CARACULS, BEAVERS.
GEO. KNOWLING.


Preparedness
The Vital Factor

## onem in win

## Grape-Nuts

"There's a Reason"

Crepe Paper Table Napkins

## Remankadhe VALUES Si XMAS GOODS

## Offered for Friday and Saturday

## Values That Make Early Christmas Shopping worth while.

High Grade Rugs and Mats


DOOR MATS.
 TAPESTRY HEATH RUGS.



Temp'ing Smallware Values for Christmas









This is the Ohrisimas Store of Onalily.--and Low Prices


Seasonable footwear Real Good Values






OLOTH SPATS

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FRIDAY and SATURDAY Household Specials


 MANTLE DRAPERY.
 CUSHION FORMS.
HKCE FABUE GENTRES 68 C
 TRAY CLOTHS.


Gloves as Christmas Gifls


Great Sale of Kitchen Supplies Xmas Furnishingsfor Men \& Boys

Splendid Values in XMAS GROCERIES






DRIVING MITTS


## GENTS Pyjamas.

 GENTS Shirts.
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 GENTS GARTERS.



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## The weather.

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## Everyday Etiquette.

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## THE MULTITIUDE

## of perple who look at our windows daily and make their selections, de-

monstrate the fact that the window way is the winning way
We are unloading large quantities of useful Christmas Goods and we would urge our patrons to make their purchases as early as possible to
save being hampered by the crush of trade near Christmas week.

| REFILLS for SPIRIT LAMPS just received. | COLUMBIA BATTERIES by last s.s. Stephano | Marked Down Sale of STERLING SILVER GOODS now on. |
| :---: | :---: | :---: |

## Ayre \& Sons, Ltd.

THE TIME is This Week! THE SCENE is a Display of Ladies' Feather Hat Mounts and Felt Hats.

THE PLACE to see this is at
A. \&S. Rolger's


## THE BIC FURNITURE STORE.

## BIGGER and BETTER BARGAINS in BEDSTEADS.

Must be Cleared Out Before the End of the Year. Now is your Chance. A REMARKABLE CUT IN PRICES.

| See our $\$ 10.00$ BEDSTEAD, now selling for | \$6.00 |
| :---: | :---: |
| See our $\$ 12.00$ BEDSTEAD, now selling for | \$7.50 ${ }^{-}$ |
| See our $\$ 15.00$ BEDSTEAD, now selling for | \$8.50 |
| See our $\$ 20.00$ BEDSTEAD, now selling for | $\$ 13.00$ |
| WASHSTANDS at TOILET TABLES WINDOW POLES AND FITTINGS, comple DROP-LEAF TABLES at . $\$ 2.25, \$ 2$ | 1.25 to clear <br> 1.25 to clear <br> or . . . . 29e. <br> $\$ 3.25$ each |
| 100 yards only BLIND LACE, 30c. yard, now BLIND INSERTION at BLIND INSERTION at | 15c. yard <br> 6c. yard <br> 7c. yard |

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Place
Ximas.
for
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CHAIRS for Xmas Gift
STAIR CARPET, 70c. yard. Now . .
STAIR CARPET, 90 . yard. Now STAIR CARPET, $\$ 1.10$ yard. Now
STAIR OARPET, $\$ 1.35$ yard. Now HEAVY BRASS STAIR RODS. $\$ 3.20$ doz., now selling at $\$ 1.80$ dóz., now selliag at $\$ 1.20$ doz., now selling at
> tapestry table covers. S1.40 each, now si.80 each, now ${ }_{8}^{82.35}$ each, now S4.50 each, now
ble Clotis4 few Ends of STAIR OLL CLOTH atWHITE LACE CURTAINS.

$$
\begin{aligned}
& \$ 2.40 \mathrm{doz} \\
& \$ 1.90 \mathrm{doz}
\end{aligned}
$$

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\$ 1.90 \text { doz. }
$$

$$
\begin{aligned}
& \$ 1.40 \text { doz. } \\
& 90 \text { c. dzz. }
\end{aligned}
$$

$$
\$ 1.30 \text { a pair, now only }
$$

$$
\$ 2.00 \text { a pair, now only }
$$

80c. CRUMB TRAY and BRUSH for

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|  |  | Cimin iemerio | T. J. Edens |  |  |  |
|  |  |  |  |  | HAMMERS, CIRCULAR, PIT and CROSS CUT SAWS, HAND and RIP SAWS, WOOD and IRON PLANES,$\qquad$ |  |
|  |  |  | Green Bay H |  |  |  |  |
|  |  |  |  | Anniversaries of | OHLS, VARNISHES, BRUSHES, FELT, NAILS, GLASS, |  |
|  |  |  |  |  |  |  |
|  |  |  |  | Notable Events. DECEMBER 9TH. | POWDER, SHOT and GUN CAPS; SINGLE BARREL BRE LOUBLE BARREL BREECH-LOADING GUNS, $10 \&$ $\$ 15.00 \mathrm{up}$. |  |
|  |  |  |  |  | $\$ 15.00 \mathrm{up}$.BRASS and PAPER SHELLS, LOADED CARTRIDGES, WINCHESTER RIFLES and AMMUNITION. |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  | Martin Hardware Company, Limiled. WHOLES\&LE \& RETAIL. |  |
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|  |  |  |  |  | WHOLES\&LE \& RETAIL. |  |
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|  |  |  | - |  | IF DOESNT COST MUCH $\qquad$ <br> pure fruit jam much |  |
|  |  | aushold Notes. | Hemmat | and |  |  |  |
|  |  |  |  |  | ITER THAN MARGARINE. <br> You will find this pure preserve easy to mak (20 minutes in a saucepan), and it possesse two great advantages, viz: it is pure and not e |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  | CHEAPER THAN BUTTER. |  |
|  |  |  | T. J.EDENS, |  |  |  |  |
|  |  |  |  |  |  | Full directions on every tin. You can't m <br> goes fine with plain boiled rice, makes it " |
|  |  |  | $\begin{aligned} & \text { Duckworth St. and } \\ & \text { Millary Road. } \end{aligned}$ |  |  |  |
|  |  |  |  |  |  |  |



## ${ }^{3}$ Commencing Christmas Sales in Earnest!

## AS USUAL THE BIG STORE TAKES THE INITIATIVE.

Our Fame for Value-Giving About to Be
Multiplied--Practical Gift-Giving Multiplied--Practical Gift-Giving the Order of the Day.

## Opening of Toyland

Santa Claus Has taten fuit posession of our min foior and ionice your atation

whese Specias for FRIDAY, SAT. and MONDAY.

TOYS! TOYS!!

## Home Needs.

door mats.
 WINDOW BLINDS.
 wool blankets.

GIFIS FOR MIM
Gent's Gloves.

## Footwear.

these ladies' suppers are cozr.
 SLIPPER Soles.
 womens hose.


| Xmas Cards. <br> BEAUTIFUL ASSORTMENTS. <br>  |
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Where is the Housewife that would not beam with delight with a gift from this section.

## table cloths.





| Cased Pipes. $\qquad$ What a Fri., Sa Monday $\$ 3.30$ |  |  |  |
| :---: | :---: | :---: | :---: |


| TRAY Cloths. ${ }^{\circ} \mathrm{O}$ / Dennison's |  |
| :---: | :---: |
| ese make ideal gits for | FLOWER OUTFIT. |
| tor a good Tray cloth. White |  |
|  | Complete sets for making ${ }^{3}{ }^{\text {a }}$ |
|  |  |
|  | piece them together artistic boxese Friday |
|  | , |
|  | 62c. |

## Mostly Boys' Needs.

 BOYS' SWEATER COATS. LITTLE BOYS' KNITTED SUITS.

 BOYS' WOOL SUITS.
 OVERSTOC
RUBBERS.
 Heavy Crimson Overtocking


More Showroom Gifts

| Ladies, Bows. |  |  |
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## REID-NEWFOUNDLAND C…

## Christrinas and New Year Excursions.

Return Tickets will be issued between all Stations and Ports of Call at One way First Class Fare, good going Dec. 23rd to 25 th, and good returning up to Dec. 27 th, also good going Dec. 30th to January 1st, and good returning January 3rd.
One Way and One Third First Class Fare-Good going from Dec. 21st to Jan. 1st, and gocd returning to Jan. 4th.


