

Our Great Annual Furniture Sale!



Starts To-Day
February 1st, 1913.

This will be an **ABSOLUTE CLEARANCE** of all Furniture brought over from the **Great Realization Sale**. As we must close out all possible this month, we are cutting deep into profits. It will certainly pay those intending to purchase this Spring to buy now and let us store for them. **Free of Charge** until required. Come early and get your choice.

We list a few of the many lines offered

200 White Enamelled Beds, with Brass Rods and Nobs; all sizes. From \$3.95 up.

300 Health Mattresses going at 25 to 50 per cent. reduction at stock. Must be reduced at once.

Springs in various sizes from \$2.00 up.

Our Combination Beds, Springs & Mattress, from \$7.50 up, are great sellers, being wonderful value.

Bureaus in Surface Oak, from \$9.00 up. Stands to match, \$4.00.

Bureaus in Mahogany finish, from \$12.50 up.

Quartermen Sawed Oak Dressers and Stands, from \$30.00 up, worth \$40.00 or more.

Sideboards in Surface Oak finish, heavy Plate Glass, \$25.00. Value now \$19.50.

Large Massive Sideboard, with shaped mammoth British Bevel Mirror, worth \$30.00. Now \$22.50.

Extra large Sideboard, mirror 30 x 40; looks elegant and worth \$50.00. Now \$40.00.

Dining Room Tables, \$12.00. Regular massive Ash Table, new 5 leg construction, for only \$9.50.

\$15.00 value Golden Oak Extension Table; new design. Only \$11.50.

Solid Oak Tables, extends 8 feet; a beauty. Worth \$35.00. Now offered at \$25.00 to clear.

5 piece Parlour Suites, in fancy Velour; exceptional values, \$35.00 per suite.

Same as above, but in fine French Silk, \$39.50; worth \$45.00.

Lozenges in Velour, from \$10.00 up.

Lozenges in Leather, from \$12.00 up.

Couches, from \$5.50 up. Also Music Cabinets, Washing Machines, Sewing Machines, Pictures in great variety.

Tea Sets, from \$2.50 up.

Toilet Sets, from \$2.00 up.

Dinner Sets, from \$3.50 up.

Sets of Jugs, 55c. set up.

Table Covers, Curtains, Blankets, Quilts and the many other things so necessary for the home, all reduced during this Great Sale.

C. L. MARCH, COMPANY, LIMITED,
CORNER SPRINGDALE AND WATER STREET



Our stock is a revelation to every one who looks through it. Every line for every room in the house is displayed in magnificent assortment. Good, well made, artistic Furniture to suit every taste.

U. S. PICTURE & PORTRAIT Co.
Complete House Furnishers.

Exceptional Value!

- | | |
|---|---|
| Ladies' White Wool Gloves25c. | Men's Plain & Ribbed Wool Sox, 25c. |
| Knitted Mufflers20c. | Gent's String Ties15 & 20c. |
| Wool Rinking Caps45c. | Pound Tweed, light weight, long lengths75c. |
| Plain & Fancy Back Combs20c. | Ladies' Lace Collars10c. |
| Rolled Back Side Combs20c. | Embroidery Turn-over Collars, 10c. |
| Meshed Doilies15c. | Ladies' Leather Belts25c. |
| Bargain Lines of Embroideries. | |
| Women's Worsted Hose25c. | |

A. & S. RODGER.

Advertise in "Evening Telegram."

Chronicle Co's. APOLOGY

To F. P. U. Trading Co.

Yesterday the Evening Herald published the appended apology to the Fishermen's Union Trading Co. It will be noted that the publication of the libel took place in the absence of the editor, Hon. P. T. McGrath. The apology sets forth that the defendant Co. has not now and never had any justification for an attack upon the method of business or financial standing of the F. P. U. Trading Company.

SUPREME COURT.

Between The Fishermen's Union Trading Company Limited, Plaintiff, and The Chronicle Publishing Company Limited, Defendant.

AN APOLOGY.

In the Evening Chronicle of the 13th day of September last past and during the absence from the Colony of its editor, Mr. McGrath, there appeared the following from an outport correspondent:

"NOTES FROM FOGO"

"The Cookerites have suffered a 'rude shock' since it was learned that some of those who put their 'money in the Union Trading Company' could not get it back and 'said stock would not command 'fifty per cent of its original value 'when placed in the market. We 'rather pity those who have invested their hard earnings in such 'a wild cat scheme.'"

On the 14th day of September last the Fishermen's Union Trading Company Limited commenced an action for libel against the Chronicle Publishing Company Limited in respect of the above publication, the plaintiff alleging that the words complained of were false and malicious and that it has suffered damage therefrom in its credit and reputation and in its trade and business.

With the defence which was filed a sum of money was paid into Court by the defendant in respect of the statement that "some of those who put their money in the Union Trading Company could not get it back" but with respect to the remainder of the words the defence was offered that they were true in substance and in fact and thereupon the defendant gave particulars of the facts upon which it depended to justify its assertion that this portion of the words was true.

As a result of the close enquiry which became necessary in an endeavor to clearly state and accurately define the facts upon which it relied to substantiate its defence the defendant has become convinced that the words published in the Chronicle were wholly unjustifiable and the defendant has therefore proposed and the plaintiff has agreed that the proceedings shall be terminated upon conditions that the defendant shall acknowledge that it never had a good reason for the publication of the defamatory words, shall express its regret for using same and unreservedly apologise therefor, shall cause this apology to be published in the editorial columns of the Evening Herald newspaper into which the Evening Chronicle has since been merged and shall pay the costs incurred by the plaintiff.

In pursuance of this agreement the defendant Company hereby apologises for the language complained of by the plaintiff and expresses its regret that it should have reflected in any manner or degree upon the conduct of the business of the Union Trading Company or upon the value of its stock or upon the bona fide character of the undertaking. It furthermore declares that it did not have and has not now any justification for an attack upon the method of business or financial standing of the plaintiff Company.

St. John's, the 29th day of January, A.D. 1913.

The publisher of the best Farmer's paper in the Maritime Provinces in writing to us states:

"I would say that I do not know of a medicine that has stood the test of time like MINARD'S LINIMENT. It has been an unfailing remedy in our household ever since I can remember, and has outlived dozens of would-be competitors and imitators."

Announcing an Engagement.

Valentine's Day is an ideal time to announce an engagement. Cut from white or red cards two hearts of the same size, decorate them in any appropriate way or simply print on them the names of the bride and groom to be. This may be done in red ink if the cards are white, or in gold. Tie the cards together with red ribbons or gold cord. Put in a suitable envelope and mail to your friends.—Woman's World for February.

Used by the Champions of the World—

"Art Ross" HOCKEY STICKS

Practice, 80 cts. Art Ross, 95 cts. Goal, \$1.60 & \$1.90.

Ice Picks.
Slides.

Pucks.

Sleigh Bells.

Skates.

Shovels.
Snow Shoes.

Ayre & Sons
LIMITED

Hardware Department.

SMASHING

All Former Records.

We are smashing all previous records. Never before have such crowds attended our Sale. Never before have they been given such rich rewards for coming, and it's no wonder—just think of it—a big price-smashing, value-giving, profit sacrificing sale of goods you need and must buy, anyway, and prices that mean a lot of money saved to you right when you need the goods most. This is the

Greatest Opportunity for BIG MONEY
SAVING on Regular Goods Ever Presented
in this Community.

LADIES' FLETTE UNDER-CLOTHING.

Regular Prices 35, 55, 90c., \$1.30
Sale Prices 27, 44, 72c., \$1.04

LADIES' FLEECE LINED UNDERWEAR.

Regular Prices . . . 30, 45, 55c.
Sale Prices . . . 23, 39, 49c.

LADIES' WOOLLEN UNDERWEAR.

Regular Prices . . . 70, 75, 80c.
Sale Prices . . . 63c, 68, 72c.

MEN'S FLEECE LINED UNDERWEAR.

at 40c. garment.

MEN'S STANFIELD'S UNDERWEAR, 93c., \$1.00, \$1.20.

BOYS' FLEECE LINED UNDERWEAR, 27c. garment; all sizes.

MISSSES' FLEECE LINED UNDERWEAR,

to fit girls 10 to 14.

Regular 28c. Sale25c.

DON'T HESITATE—ACT NOW.

We can quote prices on only a few items here.

FURS

in Grebe, Seal Squirrel, Martin.

75, 90, \$1.20, 2.00, 4.50, 6.00

50, 75, 80, 1.30, 3.00, 4.50

LADIES' BLACK CLOTH COATS.

Reg. Prices—\$4.00 \$6.00 \$8.00

Sale Prices—\$3.00 \$4.50 \$6.00

FLANNELETTES.

Reg. Prices—10, 15, 20, 25c.

Sale Prices—8, 12, 16, 20c.

DRESS GOODS.

Reg. Prices—35, 55, 70, 90c.

Sale Prices—27, 44, 56, 72c.

Nothing is Reserved.

Positively Every Article Reduced.

People from far and near have crowded our store since opening day. The chances to save are exceptional. It pays to come miles to this Adjustment Sale.

Half Price Goods.

FELT & VELVET HATS. CREAM BEAR BONNETS. MOTOR CAPS.

CHILD'S FUR SETS in Cream, Poodle and Grebe.

This is not merely a Sale of White Goods as advertised by other stores. We give you White Goods, Blk. Goods and all the shades between at Sale Prices.

Alex. Scott,

The Store That Saves You Money.

JOB PRINTING Executed.