

Annual End of Season's Clearance Sale.

All our stock of Muslin Blouses, Costumes, Tweed Coats, Fur Coats, Children's Coats, Child's Serge Dresses, Ladies' Crepe de Chine and Silk Dresses, Untrimmed, Ready-to-Wear & Millinery Hats, MUST BE CLEARED. We are therefore selling the above regardless of cost.

LADIES' BLOUSES.	
Regular 80c.	Sale Price 60c.
Regular \$1.20.	Sale Price 90c.
Regular \$1.80.	Sale Price \$1.35
Regular \$3.30.	Sale Price \$2.47

CHILD'S SERGE DRESSES.	
Regular \$2.70.	Sale Price \$2.16
Regular \$3.65.	Sale Price \$2.92
Regular \$5.80.	Sale Price \$4.64

LADIES' COSTUMES.	
Regular \$13.00.	Sale Price \$10.40
Regular \$18.70.	Sale Price \$14.96
Regular \$20.00.	Sale Price \$16.00
Regular \$49.00.	Sale Price \$39.20

CHILD'S COATS.	
Regular \$2.30.	Sale Price \$1.84
Regular \$5.60.	Sale Price \$4.48
Regular \$7.50.	Sale Price \$6.00
Regular \$9.95.	Sale Price \$7.96

LADIES' DRESSES.	
Regular \$8.20.	Sale Price \$6.56
Regular \$11.00.	Sale Price \$8.80
Regular \$21.00.	Sale Price \$16.80
Regular \$33.00.	Sale Price \$26.40

LADIES' FUR COATS.	
Regular \$46.00.	Sale Price \$35.00
Regular \$76.00.	Sale Price \$60.80
Regular \$82.00.	Sale Price \$65.60
Regular \$132.00.	Sale Price \$105.60

LADIES' COATS.	
Regular \$9.80.	Sale Price \$7.84
Regular \$19.50.	Sale Price \$15.60
Regular \$23.50.	Sale Price \$18.80
Regular \$52.00.	Sale Price \$41.60

LADIES' HATS.	
Regular \$1.00.	Sale Price 67c.
Regular \$2.20.	Sale Price \$1.47
Regular \$3.60.	Sale Price \$2.40
Regular \$9.50.	Sale Price \$6.33
Regular \$10.00.	Sale Price \$6.67

FOR FOURTEEN DAYS ONLY

BISHOP, SONS & COMPANY, LIMITED.

PHONE 484. MAIL ORDERS RECEIVE CAREFUL CONSIDERATION.

NEW FURNITURE.

We have just received another shipment of New Furniture,

Bought at Last Year's Prices, which we will offer at Old Prices to clear,

as prices will positively be much higher. Those intending to buy Furniture within the next three months, will do well to see same. It consists of:—

Sideboards, Extension Tables, Bureaus & Stands, Chairs, Rockers

in various sizes and prices. Also, a small shipment of

BEDS,

we offer with our Springs and Mattresses, at special prices.

The C. L. MARCH CO., Ltd.,

Corner Water and Springdale Streets, St. John's.

W. P. A.

In Aid of the Sick and Wounded and of Our Soldiers and Sailors at the Front.

Subscriptions may be sent to Miss Armored Harris, President; Mrs. Emerson, Hon. Treasurer, or any of the following members of the Finance Committee: Mrs. John Ayre, Mrs. Garrett Byrne, Miss Browning, Mrs. T. J. Duley, Mrs. T. J. Edens, Miss Hayward, Mrs. Archibald Macpherson, Mrs. Herbert Rendell.

Already acknowledged	\$14,138.39
Mrs. R. Ryall	3 00
Mrs. H. D. Reid	100 00
Mrs. McNeil, Grove Hill	25 00
Miss Margaret McNeil	15 00
Donation from St. Mary's Church, Southside, for Red Cross Work, per W. Pike, Esq., Church Warden	33 81
Mrs. W. E. Wood	20 00
Mrs. Crowdy	10 00
Mrs. Gillard	100 00
From W.P.A., Grand Bank, Red Cross Work	20 60
From W.P.A., Robinson's, Red Cross Work	7 80
Anonymous, per His Excellency the Governor	250 00
Dr. N. S. Fraser	25 00
Anonymous, per Miss Armored Harris	100 00
C. F. Bennett & Co.	25 00
Mrs. George Shea	25 00
Mrs. J. C. Marshall	100 00
Mrs. John Ezekiel, Hr. Main	1 00
Mrs. Weathers	10 00
Mrs. W. N. Gray	5 00
Miss Florence Morry	2 00
Staff of Hospital for the Insane, for Red Cross Work	20 00
In Memory of Private Stanley Cornick	50 00
Mr. John McFarlane	5 00
Reimbursement of money for wool and material to outposts	331 82
Mrs. H. E. Cowan	10 00
Contributed by English B. worth League, per Rev. L. Dawe, Methodist Minister	20 00
Mrs. C. Duder	20 00
Mrs. W. F. Broad, Campelo, Mass., per Mrs. J. M. Butler, Topsail	50 00
	\$15,703.042

Balance on hand \$4,000.00

KATHERINE EMERSON, Hon. Treasurer.

You Get Better Cough Syrup by Making it at Home

What's more, you are about 25% better. You'll never really know what a fine cough syrup can make until you prepare this famous home-made remedy. You not only save \$2 as compared with the ready-made kind, but you will also have a more effective and dependable remedy in every way. It overcomes the usual coughs, throat and chest colds in 24 hours—relieves even whooping cough quickly.

One 3/4 ounces of Pinex (50 cents) put into a 16-oz. bottle and fill the bottle with plain granulated sugar syrup. Here you have 16 ounces—a family supply—of the most effective cough syrup that money can buy—at a cost of only 55 cents or less. It never spoils.

The prompt and positive results given by this pleasant, lasting, cough syrup have caused it to be used in more homes than any other remedy. It quickly loosens a dry, hoarse or tight cough, soothes the inflamed membranes that line the throat and bronchial tubes, and relief comes almost immediately. Splendid for throat tickle, hoarseness, bronchitis, croup and bronchial asthma.

Pinex is a highly concentrated compound of genuine Norway pine extract and has been used for generations for all ailments of the chest and throat. Avoid disappointment by asking your druggist for Pinex. A guarantee of absolute satisfaction or money promptly refunded goes with this preparation. The Pinex Co., Toronto, Ont.

MINARD'S LINIMENT CURES COLD, GET IN COYS.

Milady's Boudoir.

KEEPING THE FINGERS BEAUTIFUL.



A great many women cut the nails away in at the corners and run them out to a point, believing that it assists greatly to give a tapering effect to the fingers, but they are sadly mistaken. It takes away the support from the flesh and its spread out wider and wider the more one trims the nails in this way. Let the sides of the nails alone. Shape only the tops. Keep them well polished and cut the cuticle back from the half moon and your fingers will look natural and attractive. One of the best polishes is composed of one half ounce of oxide of tin, one grain of powdered carmine and one grain of powdered orris root. Sift through a muslin cloth several times using a clean piece each time. This will give you a quick and lasting polish with just a natural shade of pink. Never use scissors if you can help it. If you do be sure and give the nails a final finish with a file. Always remember that grease not only keeps the nails from becoming brittle, but also improves the texture and makes them shapely. It frequently happens that ridges appear on the nails, which make them look coarse. Soak the fingers every night in sweet almond oil that is heated quite warm but not hot. This may be used over and over.

Your Boys and Girls.

Don't let your children get into the habit of slovenly speech. Take pains to encourage them to say just what they really mean in the most expressive words that can be found. When they tell you what they have seen and done during the day, praise the one who tells his little tale the most simply and clearly, with all the facts in the proper order.

When a glaringly unsuitable word is used, take the opportunity to speak about it at once and suggest a better one. There will be no need to nag at the children on such points as these, as they will be only too glad to learn if given the chance.

It is by no means uncommon to hear a child singing to himself over his play, or also wailing as he runs about the yard, and to discover that his songs or shouts consist of nothing but some uncomprehended words which he has picked up for the mere joy of hearing the rolling syllables.

"Jean Campbell."

Sixty thousand dollars was the price paid for the new liner schooner Jean Campbell which is coming to Halifax from Shelbourne to load flour for St. John's, Nfld. Hon. G. A. Cox, from whose yard at Shelbourne the vessel was recently launched, sold her to Campbell and McKay, of St. John's. She is 320 tons net and will be a valuable addition to Newfoundland's already large fleet of Nova Scotia seaworthy vessels. Captain L. Blandford, who came to Halifax by the Floriole a couple of weeks ago, bringing with him a crew, is in command of the Jean Campbell. Halifax Mail, Jan. 24.

McMurdo's Store News.

THURSDAY, Jan. 31, '18. Septon Hair Tonic is the latest preparation of this kind to come on the market, and it brings with it a good reputation from its birthplace, New York, being one of the products of the Riker Laboratories in that city, and as such distributed by some of the largest drug stores in New York and other large American cities. We commend it as worthy of a trial to those whose hair is falling. Price \$1.50 a bottle.

Does your child refuse to take ordinary Castor Oil? Then get a bottle of our Sweetened Castor Oil which will enable you to give the little one this excellent medicine when necessary without any "kick." Price 30c. a bottle.

Here and There.

PERSONAL—Magistrate J. Benning of Lawn, is now visiting the city.

READY FOR SEA.—There are a number of vessels in port ready to leave for market as soon as weather conditions will permit.

When you want Roast Beef, Roast Veal, Roast Mutton, Roast Pork, try ELLIS'.

LIBEL CASE.—The preliminary hearing of the Coaker-Reid libel action was again adjourned yesterday until to-morrow afternoon at 3 o'clock.

NEW SILKS AND VELVETS.—Just arrived a new shipment of Silks and Velvets. G. KNOWLING, Ltd.—Jan 22, 41, eod

CARD TOURNAMENT.—More than 100 players took part in the A. C. Club's card tournament last night. The prize winners were J. Martin, E. Skelington, T. Notfall and P. Kelly.

GOSARD BRASSIERES.—Just received a new shipment of Gosard Brassieres. G. KNOWLING, Ltd.—Jan 22, 71, eod

CURLING.—The second game of the Curling fixtures will be played to-morrow night at the Curling Rink when the Blues will compete with the Whites for the Bonavista Trophy.

GOSARD CORSETS.—Just received a shipment of Gosard Corsets, price \$2.75 to \$5.50. G. KNOWLING, Ltd.—Jan 22, 41, eod

THIRTY CENTS PER GALLON.—Messages which reached the city yesterday from Burgeo state that cod liver is now fetching 30 cents per gallon owing to the great demand and competition among buyers.

WOLSEY UNDERWEAR.—Just arrived a shipment of Women's Wolsey Combinations. G. KNOWLING, Ltd.—Jan 22, 41, eod

WILL COMMAND PROSPERO.—Capt. Joe Kean and officers of the Fortia have been transferred to the Prospero which goes on the West Coast route. The stewards and cooks are remaining on the ship.

LECTURES TO LLEWELLYN CLUB.—Rev. D. B. Hemmion will lecture to-night to the members of the Llewellyn Club and will take as his subject: "The Almighty Dollar." This lecture will no doubt be a very interesting one and a large attendance is expected.

VOLUNTEERS MAKING EXCELLENT PROGRESS.—Yesterday the volunteers were engaged at the usual indoor exercises and are making good progress. They are also doing mighty well at shooting, practice being carried on steadily at the miniature rifle range.

ROADS ALMOST IMPASSABLE.—As a result of the very heavy drifts from the last snowfall several of the roads on the higher levels are now in an almost impassable condition. Deliveries of coal, groceries, etc., are held up and as a consequence the residents of these localities are put to a great inconvenience. There are drifts on Pennywell Road as high as six feet, and no effort has been made to get it cleared. It is hoped the authorities will give their prompt attention to this matter.

MINARD'S LINIMENT CURES COLDS, ETC.

Home News

From Abroad. We take the following from Halifax Chronicle of date Jan. 31, 1918.

DEFICIT MADE UP BY NEWFOUNDLAND.

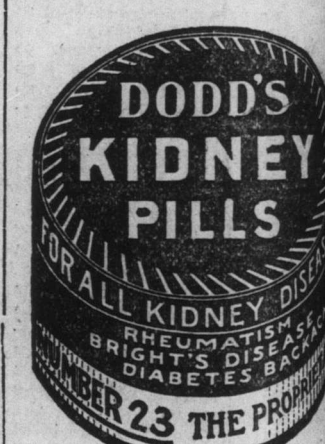
Handicap Imposed by Prohibition. St. John's, Nfld. Jan. 23.—The handicap imposed upon the customs revenue of Newfoundland by the passage of the Act which made illegal the importation, manufacture and sale of intoxicating liquors after December 31, 1916, has been entirely overcome. The revenue for the calendar year is amounting to \$4,442,476, was over by \$25,876 than that for 1916, and liquor were still being imported.

Customs officials had estimated several years would elapse before revenues would be restored to their former figures. That the deficit was made up in a single year is attributed to the increase of all manufactured articles imported, and to the fact that the abolition of the liquor traffic has diverted large sums to her business.

As fish and other exports are commanding high prices because of war conditions, with resultant prosperity in the island and demand for labor which cannot be met, officials believe that the revenue for the next year will show a still further increase.

WHITE WOOL BONNETS.—Cute little white wool bonnets for infants, also a few caps in white wool, all lined, ribbon strings; value here up to 60c. Friday, Saturday and Monday. \$1.29

CORDED SILKS.—We have a very select stock of corded silks for fancy work and millinery, Friday, Saturday and Monday.



Men's Wear Underprice

MEN'S TWEED PANTS.—Stout Tweed Pants, for the working apart from being heavy, they are warm, made in full sizes. Just what you expect to find in first class tailors. Give these a look over. Regular Friday, Saturday and Monday.

MEN'S HEAVY OVERCOATS.—A Overcoat for the travelling man, country man, for the man who is continually out of doors; assorted Gray, Brown, in extra heavy English 7 bolted seams, belted back, storm and a neat cuff; these are very lined with a special warm-keeping material. Could you fancy a more able coat for a Newfoundland? Reg. \$18.50. Friday, Saturday and Monday. \$11

TWEED CAPS.—Warmly-lined, extra Tweed Caps for winter wear, various shape, mostly dark greys, with a wool ear protection snugly folded. Reg. \$1.50. Friday, Saturday and Monday.

HIGH-GRADE FLEECE-LINED WEAR.—A special lot that we have long before the big advance in price; this is extra heavy, though needed, first class goods in every respect. A line we would like to you; all sizes in Shirts and Pants to-day for \$1.40 per garment. Friday, Saturday and Monday.

EMBROIDERY OUTFITS.—Here is some very interesting, pleasant and profitable pastime for the long winter evenings. Richardson's Embroidery Outfits consisting of very handsome Table Centres and Pillow cushions, with printed and tinted designs for embroidering, sufficient skeins of fine silk floss to finish each piece. These pieces are finished with fringed edge. Reg. 44c. per package; clearing Friday, Saturday and Monday for 35 cts.

Woolen Gloves.—Just received a shipment of Men's, Women's and Children's Woolen Gloves. G. KNOWLING, Ltd.—Jan 22, 51, eod

STAFFORD'S PHORATONE for all kinds of Coughs, Colds, Bronchitis, Asthma and various Lung Troubles.—Nov 26, tf

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