

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 Chene and Silk Dresses, Untrimmed, Ready-to-Wear & Millinery Hats, MUST BE CLEARED. We are therefore selling the above regardless of cost.

LADIES' BLOUSES.		LADIES' COSTUMES.		LADIES' DRESSES.		LADIES' COATS.	
Regular 80c.	Sale Price 60c.	Regular \$13.00.	Sale Price \$10.40.	Regular \$8.20.	Sale Price \$6.56.	Regular \$9.80.	Sale Price \$7.84.
Regular \$1.20.	Sale Price 90c.	Regular \$18.70.	Sale Price \$14.96.	Regular \$11.00.	Sale Price \$8.80.	Regular \$19.50.	Sale Price \$15.60.
Regular \$1.80.	Sale Price \$1.35.	Regular \$29.00.	Sale Price \$21.60.	Regular \$21.00.	Sale Price \$16.80.	Regular \$23.50.	Sale Price \$18.80.
Regular \$3.30.	Sale Price \$2.47.	Regular \$49.00.	Sale Price \$39.20.	Regular \$33.00.	Sale Price \$26.40.	Regular \$52.00.	Sale Price \$41.60.
CHILD'S SERGE DRESSES.		CHILD'S COATS.		LADIES' FUR COATS.		LADIES' HATS.	
Regular \$2.70.	Sale Price \$2.16.	Regular \$2.30.	Sale Price \$1.84.	Regular \$46.00.	Sale Price \$35.00.	Regular \$1.00.	Sale Price 67c.
Regular \$3.65.	Sale Price \$2.92.	Regular \$5.60.	Sale Price \$4.48.	Regular \$76.00.	Sale Price \$60.80.	Regular \$2.20.	Sale Price \$1.47.
Regular \$5.80.	Sale Price \$4.64.	Regular \$7.50.	Sale Price \$6.00.	Regular \$82.00.	Sale Price \$65.60.	Regular \$3.60.	Sale Price \$2.40.
		Regular \$9.95.	Sale Price \$7.96.	Regular \$132.00.	Sale Price \$105.60.	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.

OUR January 2nd Week



There season LOW now a We Show

HOOK ON S... ers fit w... clasp, an... Sky and... pair. Monday

CORSET WAISTS—For children, these come in strong white flannelette, bound throughout and reinforced with tapes around the body, buttons attached for suspender fastening; sizes to fit children from 6 to 10 years. Reg. 80c. Fri., Sat. and Monday **24c**

NIGHT GOWNS—Just an armful of these in soft White Stockingette, trimmed with good Torchan lace, with collar, long sleeves; these are marked at the old price; full sizes. Regular \$3.00. Clearing Fri., Sat. and Monday **\$2.69**

DRESSING GOWNS—These offer exceptional value, full weight, nice art patterns in mixed shades, very warm, rolled collar, circle neck, sizes to fit girls from 6 to 14 years; their Regular price was \$1.50. Fri., Sat. and Monday **\$1.29**

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 **37c**

CORDED SILKS—We have a very selection of these in all the fancy rich colour blends, 13 for fancy work and millinery, Friday, Saturday and Monday

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. Crowley	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	250 00
C. F. Bennett & Co.	100 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 McParlane	5 00
Reimbursement of money for wool and material to outposts	331 82
Mrs. H. F. Cowan	10 00

Contributed by English Epworth 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

Milady's Boudoir.

KEEPING THE FINGERS BEAUTIFUL.

A great many women cut the nails away in at the corners and run them 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 spreads 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.

After the bath in the oil wrap the finger tips in muslin, first smearing the nails about with vasoline. There is more nourishment for the cuticle and the nails in vasoline than there is in cold cream. The use of oil is especially good in winter and also has a tendency to strengthen your nails and keep them from breaking.

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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.

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When you want Steaks, Chops, Cutlets and Collops, try ELLIS'.

SUCCESSFUL OPERATION—Sergeant Joe McKinley who underwent a serious operation at the General Hospital is now considerably improved.

Only One "BROMO QUININE." To get the genuine, call for full name LAXATIVE BROMO QUININE. Look for signature of E. W. GROVE. Cures a Cold in One Day. 30c.

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"Jean Campbell."

Sixty thousand dollars was the price paid for the new trawler Jean Campbell which is coming to Halifax from Shelburne to load flour for St. John's, Nfld. Hon. G. A. Cox, from whose yard at Shelburne the vessel was recently launched, sold her to Campbell and McKay, of St. John's. She is 230 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 Florizel a couple of weeks ago, bringing with him a crew, is in command of the Jean Campbell.—Halifax Mail, Jan. 24.

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Men's Wear Underpriced

MEN'S TWEED PANTS.—Stout Tweed Pants, for the working man, 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 \$1.00

MEN'S HEAVY OVERCOATS.—A heavy Overcoat for the travelling man, a country man, for the man who is continually out of doors; assorted Gray, Brown, in extra heavy English 7/8 bolted seams, belted back, storm and a neat cut; these are very lined with a special warm-keeping material. Could you fancy a more comfortable coat for a Newfoundland? Reg. \$18.50. Friday, Saturday and Monday **\$11.00**

TWEED CAPS.—Warmly-lined, extra heavy caps for winter wear, velvet shape, mostly dark greys, with wool ear protection snugly folded. Reg. \$1.50. Friday, Saturday and Monday **90c**

HIGH-GRADE FLEECE-LINED WEAR.—A special lot that we long before the big advance in price; this is extra heavy, though second, 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. Fri., Sat. and Monday

DODD'S KIDNEY PILLS

FOR ALL KIDNEY DISEASES
 BRONCHITIS, ASTHMA, DIABETES, BACKACHE

23 THE PROPHET

T. J. EDENS.

Prince Albert Tobacco

In Tins.
 24 gross just in.

200 lbs.
Beechnut Bacon.

20 boxes
Purity Butter.
 2 lb. Prints.

50 boxes PRUNES, 60c ea.
 50 boxes APRICOTS, 5c. each.

200 MOIR'S CAKES.
 8 cs. MOIR'S CHOCOLATE
 —1/2 lb., 1 lb. and 5 lb. tins.

SARDINES in Oil, 1/4 tins.
 SARDINES in Mustard, 1/4 tins.
 YELLOW CORN MEAL, 1 lb. bags.

T. J. EDNES.

Duckworth Street and Military Road.

McCORMICK'S—English and French Dubois Biscuits.
 McCORMICK'S—Cream Sodas in Diamond Pails.
 100 pairs FRESH RABBITS.
 FRESH EGGS.
 FINNAN HADDIS.
 KIPPERED HERRING.
 SELECTED SALT HERRING.

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 cushion with printed and tinted designs for embroidery, 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 **35 cts.**