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That's the starting point of your real skating pleasure. Swing out with broad, confident strokes, cut your corners with ease and speed—off down the straightway—your partner keeps pace with perfect rhythm and you feel the breeze in your face—your blood runs freely—you feel it is good to be alive—you skim over the ice—your "STARR" Skates don't dig—don't stick—they seem like wings.

REGAL FEATHERWEIGHT.
The fastest Skate in the world, also one of the lightest. Especially designed for short turns and quick stops. Gracefulness and speed combined. A wonderful Skate for Hockey or Rink use. Sold by us for \$4.00 pair.

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AYRE & SONS, Ltd., - - Hardware Dept.

What Lovely Laces and Embroideries!

A familiar and oft-repeated saying that Time has proved to be true again and again; all who have taken advantage of the occasions we have offered will acknowledge. In our display this week we are attempting to outdo all past records, and as we are not quoting prices in this notice, we say to you one and all—
Come and See for Yourself.

A. & S. RODGER.

Bargain Counters!

- Stock-taking over, we are placing on above Counters all broken lines, odds and ends and a special lot of BARGAINS purchased specially for this Sale. 25 cts. will buy many articles hitherto sold up to \$1.00. We are very emphatic regarding the rare economizing opportunities in this our Great 25 ct. Sale. \$1.00 will do the work of \$2.00. Let nothing keep you away and prevent you from sharing in this great outpouring of 25 ct. BARGAINS.
- We list a few of the many Bargains offered.
- | | |
|---|---|
| Dress Goods, per yard 25c. | Ladies' Scarfs, each 25c. |
| Towelling, 3 yards 25c. | Ladies' Camisoles 25c. |
| Lawn, 3 yards 25c. | Ladies' & Children's Hose 25c. |
| Curtainette, 3 yards 25c. | 2 pairs Misses Gloves 25c. |
| Embroidery, 3 yards 25c. | Ladies' Aprons 25c. |
| Cushion Tops 25c. | Ladies' Suspenders 25c. |
| Table Napkins 25c. | Ladies' Purses 25c. |
| Sideboard Cloths 25c. | Ladies' Collars 25c. |
| Tray Cloths 25c. | Ladies' Leather Belts 25c. |
| Pillow Slips 25c. | Ladies' Veiling 25c. |
| Gent's Ties 25c. | Ladies' Side Combs 25c. |
| Men's Gloves 25c. | Children's Wool Hoods 25c. |
| Boys' Top Shirts 25c. | Children's Knickers 25c. |
| Men's Suspenders 25c. | Children's Pinfore 25c. |
| Men's & Boys' Caps 25c. | And a Big Assortment of Ladies' Blouses from 50c. each up |
| Men's Half Hose 25c. | Also Matinee Waists, Half Price. |
| Boys' Braces 25c. | A few Silk Blouses, slightly soiled, Half Price |
| A Big Job Lot of Embroideries from 5c. per yard up. | Ladies' White Skirts 50c. each up |
| Many other things too numerous to mention. | Ladies' Colored Skirts from 98c. ea. up |
| | Ladies' Knickers. Reg. \$1.20. Now. 60c. |
| | Ladies' Coats from \$3.50 up (Worth from \$5.50 up.) |

The C. L. MARCH Co., Ltd.,
Cor. WATER & SPRINGDALE STREETS.

Election and Installation of Officers

Of S. U. F. Lodge, No. 2, Waterlon.

The annual meeting of the S. U. F. was held in their Hall on the night of January 5th. Meeting opened in due form, after which the accounts were read which showed the Lodge to be in a very flourishing condition, both numerically and financially and can also report progress.

The Lodge during the past year has experienced very heavy expense, but despite this enormous expense, they have one of the finest halls of its kind in the Colony and well worthy of its name, and great credit is due them in erecting such a magnificent building; also, much credit is due the architect P. M. Augustus Kelland who so beautifully planned and finished the building in such an elaborate style. The building is an excellent one and the members of the Lodge wishes to express through the columns of your esteemed paper their very high appreciation to P. M. Kelland in his splendid work. The election of this new building weakened the funds of the Lodge considerably, but the members are liberally subscribing a small sum toward the funds in addition to their yearly fee, to defray the building expenses, and before many months have elapsed the funds will be as strong if not stronger than before.

Before proceeding further I might say that the Lodge is progressing rapidly and despite the very poor voyage of past summer which is keenly felt by all the members are liberally giving toward their Lodge, which shows they have the interest of the Society at heart.

The accounts being read and passed, the election and installation of officers then took place. They are as follows:—

Bro. Bartholmew J. Parrott, W.M.; Bro. Alison Kelland, C. O.; Bro. Marcus Parrott, S. O.; Bro. Alfred Parrott, of Aaron, Q.M.; Bro. Daniel Hiscock, L. O.; Bro. Frank Pinhorn, Rec. Secretary; Bro. Gwynn Hiscock, Fin. Secretary; Bro. Frederick French, Treasurer; and Bro. James Pinhorn (Chief), Reginald Piercey, Arthur Samson, William Pinhorn, William Parrott, of John, and Edgar Kelland, Sick Committee.

We congratulate the newly elected officers for the ensuing year and trust they each realize the responsibility of the office to which they have been elected and hope they will each strive to perform their duties to the best of their ability.

On New Year's Day the Society paraded to Divine Service in the C. of S. Church; leaving their hall at 11.30 a.m., and where the Rev. Mr. Law delivered a very impressive and instructive address, quite pleasing to all present and to which they listened very attentively. In the evening the hall was quietly opened and refreshments served and a hot supper, and the greater portion of the proceeds donated toward the Patriotic Fund. The Society wishes to thank the ladies who so kindly and nobly helped in this and a hearty vote of thanks was given them for their untiring efforts in helping the Society out during the late hours of the night; also the brass band which is the property of the Lodge, was in attendance and very great credit is due them for the delightful music produced that night, under the direction of Mr. Alison Kelland, who for almost three years past occupied a position in Canada with the Marconi Wireless Telegraph Co. of Canada, Ltd., at the Trans-Atlantic Station, Louisburg, N.S., and who has been leader and conductor of a fine brass and reed band during his whole stay there. Mr. Kelland came down to visit his parents and relatives just before Christmas and his many friends as well as his relations felt very pleased to have him for a time with them again; but in short he will be returning to Canada to resume his duties of wireless telegraphing. The Society (of which he is a member), is greatly indebted to Mr. Kelland for his valuable services rendered as their band leader and instructor and great credit is due him for the manner in which he has conducted and taught the band since he came home; also to the bandmen the Lodge is grateful, who have such an interest in the work and for their untiring efforts to be present every practice night in order to make the band more efficient and realizing the necessity of a good brass band in the time of a parade.

We wish the officers and brethren of the Lodge every success for the ensuing year, yet every member of the Society throughout the Island who possesses any spirit of patriotism feels somewhat depressed, realizing the seriousness of the present European war which is now raging; and the prayers of the Society are that peace may soon be restored and that our Empire may be free from cruel and bitter war.

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WAR OR NO WAR.—Stafford's Phorotone Cough Cure is the only preparation to kill a Cough or Cold. Price 25 cents. Postage 5c. extra.—jan16,15

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Washes, brushes and scours it—
Grinds it **20 times**, so the granules are all alike—
Sifts it **10 times** through silk, so you get only utterly perfect flour—
Then bakes a batch from every lot before it leaves the mill—
He deserves Recognition.
It is fair to you and fair to him that you specify his flour.

That's why we tell you of Gold Medal Flour.
We do it to better your baking—to give you more for your money—and to win a bigger place.
And, because we have done it, more homes use Gold Medal than any other flour in existence.
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Mutton: Legs and Loins, 20c. lb.; Chops, 18c. and 20c. lb.; Boiling and Stewing Cuts, 14c. lb. up.

Pork: Finest P.E.I. Pigs. Also local Pork. Prices right.

Veal: Nice local farm-fed Veal, 16c. up.

Sausages: Beef, Pork, Oxford and Cambridge, 18, 20, 22, 25c.

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