

Headquarters

"Diamond"

DIAMOND

Gluten Meal The Great Milk Producer.

George Neal

Limited.

'Phone 264

Beck's Cove and Water Street

BLACK DAZZLE THE COON WONDER WORKER BLACK DAZZLE

Ask all about him at the following Hardware Stores, East to West:
Job's Stores, Ltd., Martin-Royal Stores, Ltd., W. J. Clouston, Ltd., G. Knowling, Ltd., Ayre & Sons, Ltd., Bowring Bros., Ltd.

Just Arrived Another Cargo of WELSH ANTHRACITE COAL

All Sizes.

A. H. MURRAY & CO., Limited,
Coal Office 'Phone 1867. Beck's Cove.

Insure with the Good, Old, Reliable "QUEEN"

Which has stood "the test" for the last 80 years, particularly in the Big Fires of 1846 and 1892.

Losses settled promptly and without the least hitch. Largest number of policy holders in Newfoundland.

GEO. H. HALLEY, LIMITED, Agents.
P.O. Box 782 'Phone 658.
ADRAIN BUILDING, 145 WATER STREET.

NOW IN STOCK:

- 250 Bbls. CHOICE NOVA SCOTIA BALDWIN'S No. 1's and 2's APPLES.
- 50 Cases CALIFORNIA good sized stock.
- 25 Cases VALENCIA ONIONS—5's.
- 25 Cases GREEN GRAPES.
- 25 Cases CALIFORNIA ORANGES.
- 25 Cases WINNSAP APPLES—about 12's.

BURT & LAWRENCE
14 NEW GOWER STREET.

Income Insurance

We protect you against loss of time and income through illness or injury, no matter whether it be for a week, a year or a lifetime. Trifling incidents frequently cause serious disability and it's our business to guarantee you full protection against loss thereby.

OUR \$5,000 ACCIDENT POLICY PAYS \$25.00 WEEKLY AND COSTS ONLY \$16.00 A YEAR.

U.S. FIDELITY & GUARANTY COY.
J. J. LACEY, Nfld. GENERAL AGENT.

Fruit, Vegetables, Eggs.

Due Monday forenoon ex
S.S. "Silvia" and selling at

Lowest Prices:
Winesap Apples, boxes.
California Sunkist Oranges,
assorted counts.
P.E.I. Potatoes, 90-lb. sacks.
P.E.I. Parsnips, 100-lb. sacks.
P.E.I. Carrots, 100-lb. barrels.

And Fifty Cases

FANCY EGGS, 30 dozen each.

F. McNamara

PHONE 393 QUEEN STREET

Stop Coughing



Why suffer with that troublesome and annoying cough when you can get a bottle of medicine that will cure it?

People at this time of the year, no matter how particular or careful they may be will get Coughs and Colds. As soon as you notice the least sign of a cold it is proper to attend to it. Never neglect a cough or you may find it very hard to cure later on.

Stafford's Phoratone Cough Cure

will cure almost any ordinary Cough or Cold, and best results will be obtained by taking as early as possible.

This PHORATONE COUGH CURE is prepared by us from a good reliable prescription that has had 20 years' trial and has produced wonderful results. We recommend it and guarantee it.

Price: 35c. per bottle

PHORATONE can be purchased at either of the following Stores:

- Knowling's—East, West and Central; Wiseman & Hawkins—Plymouth Road; J. Wiseman—Carter's Hill; W. Halfyard & F. Lukins—Hayward Avenue; J. Brown—Cross Roads—or,

DR. STAFFORD & SON,
Duckworth Street and Theatre Hill.

Forty-Five Years in the Service of
the Public—The Evening Telegram.

BUY HERE and SAVE MONEY

You have never been offered values of this kind before at such low prices. Our advertisement is small, but our values are Big, and our prices next to nothing for this Sale.

- Large Cotton Blankets—\$2.45 pr.
- English Tweeds—75c. yd.
- English Dress Cloth 54"—\$1.10 yd.
- Glenghams—19c. yd.
- Fiannelettes—25c. yd.
- Scrims—15c. yd.
- 60" Sheeting—65c. yd.
- Fillow Cases—45c. ea.
- Nedicoe Shirts—\$1.15 ea.
- Work Shirts—85c. ea.
- Towels—25c. ea.
- Felt Hats—\$1.95 ea.
- Braces—40c. pr.
- 35" Cretonne—25c. yd.
- Large Wool Scarfs—\$1.25 ea.
- Gannet Gloves—95c. pr.
- Child's Hose from .16c. pr.
- Ladies' Fleece-lined Underwear—85c. pair.
- Ladies' Heavy Fleece-lined Flette Underwear \$1.05 ea.
- Child's Fleece-lined Underwear from .25c. pair.
- Ladies' Hose .25c. pr.
- Boys' Wool Hose .45c. pr.
- Coloured Lace .8c. yd.
- Tolled Soap .8c. lab.
- Dust Caps .10c. ea.
- Bibs .10c. ea.
- Child's Bloomers .60c. pr.
- Undershirts .55c. ea.
- All Rubbers Reduced.

54" HEAVY BLACK SERGE95c. yard.

Bon Marché Cash Store

206 Water Street. Mall Orders sent same day as received.
Jan 21, 1911



YOUR OPTICAL REQUIRE- MENTS

will receive our Prompt and Careful attention.

We will examine your eyes and give you properly fitted Glasses at shortest notice.

We will duplicate your broken lenses accurately.

We will repair your broken frames and make them good as new. We carry a large stock of Lenses and Optical material, and are now showing the latest Eye Glass Mounts on the market.

We will be pleased to attend to anything you may require in the Optical line.

R. H. TRAPNELL, Limited

Jewellers & Opticians, 197 Water Street.

BLACK AND GALV. PIPE!

Get Our Prices Before Placing
Your Order.

Scottish Tube Co., Ltd., Glasgow.

WM. HEAP & Co., Ltd.
AGENTS.

Bowring Brothers, Limited, FIRE INSURANCE DEPT.

Start the New Year right by giving us a share of your fire insurance. Our Policies represent Gold Bonds in event of Loss. Are you SAFELY insured? If not, insure with one of the best Insurance Companies in the World.

Nfld. Government Railway.

S.S. KYLE will leave Dry Dock Wharf, St. John's, 5.00 p.m. to-day, February 19th, for North Sydney, taking passengers.

Express train will leave St. John's Depot 1 p.m. Thursday, February 21st, taking passengers through to Port aux Basques, making connection with S.S. KYLE for Canadian and American points.

FREIGHT NOTICE—SOUTH COAST STEAMSHIP SERVICE.

Freight for above route, per S.S. GLENCOR will be accepted at the Freight Shed Thursday, February 21st, from 9 a.m. to 5 p.m.

Nfld. Government Railway.

INSURANCE SERVICE

For LIFE INSURANCE or FIRE INSURANCE Consult
CYRIL J. CAHILL
Office: LAW CHAMBERS, Duckworth St., representing
THE CROWN LIFE INSURANCE COMPANY
(Home Office: Toronto, Canada)
and
The Fidelity Underwriters Fire Insurance Co. (of New York. Total Assets: \$84,500,974.76).
N.B.—Inquiries solicited. Absolutely no obligation.



YOUR SUIT AND OVERCOAT

to hold its shape and keep its style through hard and steady wear, has got to have shape and style hand-tailored into it stitch by stitch.

Experience and knowledge are evident factors in the production of our clothes.

FIT AND FINISH GUARANTEED.
W. P. SHORTALL,
THE AMERICAN TAILOR
P.O. Box 445. 'Phone 477. 300 Water St., St. John's, Nfld.



Gossages Magical Soap

HARD WEARING
Made by a Firm of World-wide Reputation
for Excellence & Uniformity of Quality.

WILLIAM GOSSAGE & SONS LTD., WIDNES.

JOB'S STORES, Ltd Agents.