

**MONEY TO LOAN**

For the BUILDING OF HOUSES, BUYING OF HOUSES, Mortgages: City Property Security.  
**FRED. J. ROIL & CO.,**  
Real Estate and Insurance Agents,  
Smallwood Bldg. Duckworth Street.

ASK YOUR GROCER FOR—  
**HOWARDS EDINBURGH BORAX SOAP**

Specially suited for Winter use, as it not only makes clothes white and soft, but protects the hands.  
Sold by Messrs. Ayre & Sons, Ltd., Bowring Bros., Ltd., Royal Stores, Ltd., James Baird, Ltd., J. D. Ryan, C. F. Bennett & Co., T. & M. Winter, J. J. Mulcahy, East End Broadway Store, W. J. Murphy, T. Walsh, W. E. Brophy, Steer Bros, &c.  
Also well known in the principal Outports.  
Jan 2, 17

JUST ARRIVED.  
A Shipment of  
**Fish Hooks**

14, 15 and 16 Bultow.  
Small, Medium, and Large Quarter, Kirby and Round.  
Extra Large Hake and Jigger; 5 & 6 Square Bultow.  
SELLING AT LOWEST PRICES.  
**Bowring Brothers, Ltd.,**  
HARDWARE DEPARTMENT.  
Feb 8, 17

**Reid-Newfoundland Co., Limited**

**To all Concerned.**

This Company will endeavor as far as possible to forward all freight via North Sydney and Port aux Basques, but reserves the right, whenever circumstances in the opinion of the Company require it, to forward freight, originally billed via North Sydney and Port aux Basques, and designated steamers—  
Via Halifax, or  
Via Louisburg, collecting extra charges over connecting lines, between North Sydney and Louisburg and also the right to forward same by any steamer owned or chartered by the Company from North Sydney or Louisburg or Halifax, direct to St. John's, Newfoundland ports other than Port aux Basques.  
SHIPPER OR CONSIGNEE, WHEN EFFECTING MARINE INSURANCE, SHOULD BEAR THIS IN MIND AND HAVE THEIR POLICIES CORRECT ACCORDINGLY.

**Reid-Newfoundland Co., Limited**

**INCREASED PROTECTION**

FACT is an important one to bear in mind when considering Casualty Insurance.  
The Death Benefit Amount is increased TEN PER CENT each year up to 50 per cent., so that a Policy issued to you NOW for \$5000 would pay \$7500 if claim were made in 1927, or would pay \$7500 in 1926 if the first full year's premium were paid in advance.  
It might be worth your while to learn all about this policy.  
**UNION CASUALTY CO.**  
PHONE 1154. CITY CHAMBERS. BOX 263.

**LABRADOR TROUT**

FOR SALE BY  
**C. F. BENNETT & CO.,**  
Now offering at the low price of  
\$4.00 per Barrel of 200 lbs. Net.  
Jan 10, 13, 17

**BON MARCHE BARGAINS.**

We have marked down our entire stock to clear, so as to make room for our Spring Goods to arrive shortly.  
Embroidery . . . . . 3c. up  
Turkish Towels . . . . . 25c. ea.  
London Smoke . . . . . 25c. yd.  
Flannellette . . . . . 19c. yd.  
Men's Shirts . . . . . \$1.35 ea.  
E. L. Underwear . . . . . 57c. pair.  
Wool Serge . . . . . 95c. yd.  
Ladies' Wool Hose . . . . . 45c. up  
Children's Hose . . . . . 16c. up  
Ladies' Underwear . . . . . 35c. up  
Ladies' Underwear . . . . . 85c. up  
Cotton Blankets . . . . . \$2.75 pr.  
Men's Wool Sox . . . . . 60c. pr.

**BON MARCHE,**

288 WATER STREET. SEE OUR WINDOWS.  
Jan 20, 17

**POTATOES, PARSNIPS, OATS.**

ON THE SPOT—  
P. E. I. POTATOES.  
P. E. I. PARSNIPS.  
WHITE OATS.  
MIXED OATS.  
LOWEST PRICES TO THE TRADE.

**George Neal Limited**

**THE PARENTS DUTY!**

In the important matter of YOUR CHILDREN'S EYESIGHT are you giving them a square deal? They may be working under a great handicap which **Properly Fitted Glasses** can correct. It will cost you nothing to know the facts about your child's eyes.  
IF IN DOUBT, CONSULT US.

**R. H. TRAPNELL, Ltd.**  
Jewellers & Opticians, 197 Water Street.

**Morey's Coal is Good Coal!**  
In Stock, Best Grades of North Sydney Screened, Scotch Household and Anthracite **COAL.**

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When you are "waiting around again" or at functions where full dress is usually worn, don't you feel out of place with a jacket on? Now is the time to leave your order for Full Dress or Tuxedo. Our prices for these Suits are remarkably reasonable. For special parades, or social calls, we can give you something within your means in a Prince Albert, or Morning Coat. We specialize in these garments.

**JOHN MAUNDER,**  
TAILOR & CLOTHIER,  
281-283 Duckworth Street.



**HARD WELSH ANTHRACITE**

Makes every room warm as toast, without undue waste of coal.

Ours is Selected Coal, makes no clinker and everything burns.

Also, BURNSIDE LUMP COAL  
And BEST SCREENED NORTH SYDNEY,  
CADIZ SALT—always afloat, ex Briton.

**A. H. MURRAY, & CO., Limited,**  
BECK'S COVE.

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The largest number of Magazines of one issue ever printed by any weekly or monthly publisher.  
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Sole Supplier famous Pictorial Patterns.



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**His New Suit**

at STRANG'S tailor-shop, the young man finds it very becoming and fitting. A New Year Suit, with all the new style ideas at a moderate price. Why not take the hint and order your New Year Suit here now? Fit, style, cloth, tailoring, wear and price will appeal to you.

**J. J. STRANG,**  
LADIES' & GENTS' TAILOR,  
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"Becomes a Habit"

Did you ever notice how a **New Tie adds to a man's appearance?**  
Maybe you need a new Suit but cannot afford it now. But one thing is certain, you cannot afford to miss the opportunity offered in our **GENUINE FANCY SILK TIES**  
Worth \$1.20  
Now 87 cents each  
to pull trade to



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

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NEW YORK HALIFAX ST. JOHN'S  
PROBABLE SAILINGS FOR FEBRUARY, 1917  
From St. John's, Nfld. From New York  
S.S. ROSALIND . . . . . February 10th . . . . . S.S. SILVIA  
S.S. SILVIA . . . . . February 17th . . . . . S.S. ROSALIND  
S.S. ROSALIND . . . . . February 24th . . . . . S.S. SILVIA  
S.S. SILVIA . . . . . March 3rd . . . . . S.S. ROSALIND  
Through rates quoted to all ports.  
Winter passenger rates now effective.  
Special rates quoted on return tickets with six month stop-over privileges.  
For further information re passage fares or freight rates, etc., apply to

**HARVEY & CO., LTD.,** St. John's, Nfld., Agents.  
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G. S. CAMPBELL & CO., Agents, Halifax, N.S.

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PASSENGER AND FREIGHT SERVICE  
ST. JOHN'S TO HALIFAX.  
STEEL STEAMSHIP "SABLE I."  
Sailing every nine days.  
Freight accepted and rates quoted to all ports.  
For sailing dates and other information, apply  
**HARVEY & CO., LTD.,** St. John's, Nfld.  
FARQUHAR STEAMSHIP COMPANIES, Halifax, N.S.

**Canadian National Railway**

Canadian Textile Products Exhibition, Montreal  
February 19th to 23rd, 1923.  
Parties interested in this Exhibition can get further information by applying

**J. W. N. Johnstone,**  
GENERAL AGENT,  
Board of Trade Building



**For Two Weeks Only**  
we will give on our present prices a **DISCOUNT OF 10 P. C.**  
on all our Suitings and Coatings made to measure.

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300 Water St. W. P. SHORTALL, St. John's  
Jan 16, 1917