

A. & S. RODGER.

Genuine Value in
BACK COMBS & SIDE COMBS
20c., 25c.

**DAINTY TENERIFFE
DOILIES** 15c.

Fine assortment
NECK CORD, 6c. a Neck.
Choice effects in
LADIES' COLLARS,
15, 18, 20c.

A Natty Line of
RINKING CAPS,
Cream, Saxe, Navy, etc.
45c.

Dainty Designs in
**VAL. LACE AND EMBROID-
ERIES.**

Perfection in
LADIES' WHITE GLOVES,
Wool and Cashmere,
20c., 25c. pair.

Warmth and Comfort in our
**LADIES' WORSTED & CASH-
MERE HOSE, 25c. up.**

A Great Snap in
MEN'S WORSTED SOX,
25c. pair.

A Real Turn in
LADIES' WHITE H. S. HDKFS.
5c. each.

A most Tempting Display of
PLACQUES,
10, 15, 20 and 25c. each.
BLOUSE FLEETE.
Charming value at 20c. yard.

A. & S. RODGER.**Mending the
Family Purse**

FOR NINETEEN-THIRTEEN.

It is an old story of the Doctor who fell asleep in his easy chair with his empty purse in his hand. It was the day after Christmas and as the old Doctor fingered the opening in the empty purse he murmured in his sleep:

"It's a bad wound, a very bad wound, it will take at least thirteen stitches."

"Now there is a way of mending the family purse for 1913, so that we may not only keep more in it, but may at the same time take more out of it for our own comfort and luxury. And if we can do this everybody, including the merchants, will be glad."

The way for us to accomplish this result is very simple. Briefly it consists in our doing exactly what the merchants and the manufacturer do. It consists in anticipating our needs.

For example all over the city to-day there are big White Sales in progress. There are big Dry Goods Sales and Furniture Sales. In fact there are sales of every kind of merchandise not in season at this time.

The reason for this is that months ago every manufacturer anticipated his dull season. He therefore arranged with his retailers to order a certain amount of his merchandise at a reduced cost, in order that he might make up this merchandise during his dull season and so keep his factory in full swing.

The merchant agreed to accept this merchandise, provided it was delivered during his dull season, because in this way he could offer exceptional bargains to the Public and thus keep his store in full swing.

Now it remains for you to anticipate your wants just as the manufacturer and the merchant have done, and thus keep your household in full swing.

If you see from the advertising in this paper to-day that you can buy shoes, or clothes or furniture or pianos, at a reduced price, now, the thing of course to do is to buy them now.

Most people live as if to-day were going to be their last day on earth, and a great part of the misery of the world to-day is due to this. Hand to Mouth existence.

There is nothing being offered in these sales now that will not soon be in demand again. And there is hardly anything being offered upon which money cannot be saved.

If you will read this advertising to-day with a view to anticipating your future wants, you will find that your family purse will be a happier, healthier, fatter purse throughout the year.

**Masonic
Installation.**

Quite a number of the members of the members of the Masonic Fraternity left here this morning by train for Harbour Grace and Carbonear to install Masters of Lodges at these places. To-night Bro. W. J. Jones will be installed at Harbour Grace, and to-morrow night Bro. J. Duff at Carbonear. After each ceremony a banquet will be held. The brethren from the city will return by Saturday's train.

**That Fruit
Display.**

Editor Evening Telegram.
Dear Sir.—In your recent notice of the exhibition of beautiful fruit now on view in the Royal Stores window, a slight error has been made in the statement that I imported this consignment. There has been such a widespread discussion as the outcome of this display that I would be glad if you would correct this statement, as I had nothing whatever to do with this consignment.

The apples were sent by Mr. W. J. Brandt, who is Exhibition Commissioner for the Province of British Columbia, in order that Newfoundlanders might realize some of the many occupations that their fellow-countrymen adopt on the other side of this Continent. There are a great many Newfoundlanders in the beautiful district of Kilmory in the Okanagan Valley; one of the loveliest fruit districts in B.C., where this fruit was grown.

These apples are the property of the Exhibition Commissioners as are also the samples of preserved fruits. I am glad to say that the Commissioners have given me permission to send the bottled fruits over as a gift to our Museum and Mr. Howley has very kindly promised to make a place for them there.

This display has been on view at all the principal Exhibitions held last year; they were part of the Show at Toronto, visited by our Cadets last September.

I think it was through the kindly offices of our friend Mr. James Mellis, that this fruit was sent to St. John's. Yours very truly,
Yours very truly,
Jan. 14th, '13.

COAL CARGO.—The S. S. Beatrice arrived yesterday from Sydney. The passage was stormy and occupied three days. She brought a cargo of coal to Harvey & Co.

Minard's Liniment Cures Colds, Etc.

China
and
Glass.
Cutlery.
Brushware
Bedsteads
and
Bedding,
etc.



Everything
for the
Home

Enamel
and
Tinware.
Silverware
Coal Boxes
Bedroom
and
Sittingroom
Suites,
etc.

Prices, considering quality, can be relied upon as saving.

Ayre & Sons
LIMITED
Hardware Dept.

CALL
and
INSPECT.

DAINTY**BLOUSE****EMBROIDERY**

That sold originally for 40c, 50c. and 60c. per yard

YOUR CHOICE TO-DAY

for

**25 CENTS
PER YARD.**

Among this lot are Dainty all over Embroideries and Beautiful Panel Effects.

SEE THEM, LADIES.**S. MILLEY.**

Our stock is a revelation to every one who looks through it. Every line for every room in the house is displayed in magnificent assortment. Good, well made, artistic Furniture to suit every taste.

U. S. PICTURE & PORTRAIT Co.

Complete House Furnishers.

JOB PRINTING Executed.**McMurdo's Store News.**

THURSDAY, Jan. 16, 1913.

Williams' Talcum, like Williams' Shaving Soaps, are easily among the first of their kind. The J. B. Williams Co. has a reputation for the purity and quality of their goods which is a valuable asset to their business, and though their brand of Talcum Powder is a comparatively new addition to their list it has caught right on, and has already many friends. Williams' Violet, and Williams' La Tosca Rose are the outstanding kinds in this line, and both are pronounced by good judges as being first class. Price 25c. a tin.

Wyeth's Sage and Sulphur Hair Restorer occupies an honourable place among hair preparations, and is much asked for. You can obtain it at all of our stores. Price 60c. a bottle.

Coal Too High.

It is now a certainty that the big steamship Borderer bound from Immington to New York which reported off Cape Race by wireless, has gone to some other port to have her bunkers filled, probably Louisburg or Sydney. It was talked of around town last evening that the reason the liner did not come here for coal was that the price was too high and it is generally known that coal can be purchased at either Sydney or Louisburg three dollars cheaper than in St. John's.

Personal.

Rev. Dr. Curtis left yesterday for Broad Cove, Bay de Verde, where he will assist in dedicating a new Methodist Church.

Mr. W. D. Reid, President of the Reid Nfld. Co. left here by the express last evening for Canada and the States and will proceed to England also. He will stay a few days at Leach's Brook looking after the repairs being effected there, and will then proceed on his journey.

No farmer says, "By heck." It is only actors who do that.

**St. Andrew's
Annual Meeting.**

The annual meeting of St. Andrew's Congregation was held on Tuesday night, J. C. Hepburn, Esq., presiding. There was a large attendance and much enthusiasm was manifested.

The reports submitted by the treasurer showed that the congregation was in a healthy condition financially. Reports received from other branches of the institution were read and adopted and all showed that excellent work had been accomplished during the past year.

Considerable adverse comment was expressed concerning the General Protestant Cemetery which was reported to be not in a creditable condition.

The election of officers for the ensuing year took place and resulted as follows:

J. A. Ledingham, Secretary; Board of Managers:—Hon. James Baird, John Syme, J. C. Hepburn, T. A. Macneil, T. McNeill, D. M. Baird, A. Mann, J. A. Ledingham and J. J. McKay.

Here and There.

LEFT FOR HERE.—The Earl of Devon left Greenspond yesterday under her own steam and conveyed by the D. P. Ingraham. She should arrive to-night.

C.C.C. MEETING.—The ladies committee of the C.C.C., met last evening in the O'Donnel Hall and made final arrangements for the annual "At Home" which takes place on Feb. 3rd, in the British Hall.

NFELL ON STREET.—Mr. A. Noonan, clerk, met with a painful accident yesterday afternoon. While walking down Prescott Street, he fell inflicting a deep cut in his head. The blood flowed profusely and Mr. Noonan was brought to the surgery of Dr. Anderson, who inserted three stitches in the cut.

Surprising as it may appear, the father of twins generally is proud of it.

One Good Resolution

One good resolution is to pay up your bills when they're due; to hand out the tin with a soul warming grin, and say something nice when you're through. This method's a method that

wins; it covers a legion of sins; the town will forgive many foibles that live in the man who pays up as he grins. I know I'm a weary old bore, with stories I tell o'er and o'er; yet all through the land I get the glad hand, in office, in parlor and store; for I pay up my bills with a smile, without exhibitions of bile; and you don't hear me say to collectors, "Go 'way! Your bills I'll pay after a while." Oh, it's true that the human gnat can't have a much better repulse than the same he will win when the bills are sent in, and he pulls a big roll from his boot. You may have a beautiful face, you may be a model of grace; but if you are slow paying up what you owe, you won't stack as high as an ace. You may be both gifted and wise, and genius may burn in your eyes; but if you don't pay in the old-fashioned way, the townsman will glitter you with sighs. So hand out the glittering swag from the depths of your long money bag; pay up with a smile, in a sportsmanlike style, and never stand chewing the rag.

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NEWCASTLE-ON-TYNE, Jan. 15.

Nine of the crew of the Russian barque Californian, were drowned to-day when the vessel was blown on the Northumberland coast and totally destroyed during a gale. Capt. Fekhom and seven men were saved. The Californian had just left the Tyne, with a full cargo. She was 2,600 tons register.

Mighty Good!**The New Breakfast**

Have you tried it?

**Post Tavern
Special**

A new hot porridge, made of Wheat, Corn and Rice, to be served with cream and sugar. Puts into everyone energy and vim for a crisp January morning.

A Hot Dish—easy to prepare—economical—and with a "different taste" that calls for more.

Sold by grocers everywhere in 10c and 15c packages.

Order today for

Tomorrow's Breakfast.

Made in Canada by Canadian Postum Cereal Co., Ltd., Windsor, Ontario.