

STOP THE DECAY
in the
"MATCHLESS"
Way.
Do it whilst the Weather is fine.
The Standard Manufacturing
Company, Ltd.

Keep
Baby
Outdoors



There's nothing like plenty of outdoor air to keep Baby in glowing health. And there's nothing like his carriage to keep him healthy outdoors.

JUST RECEIVED another shipment of
BABY CARRIAGES
PULLMAN SLEEPERS
and **SULKIES**.

COME IN AND SEE THEM.

U.S. Picture & Portrait Co.
Complete House Furnishers.

WE LEAD IN BIG VALUES.

Jersey Bloomers, Pink and White 27c.	Maid's Caps 15c.
Embroid. Nightdresses . . 30c.	Children's White Embroid. Dresses 55c.
Children's Buster Brown Hose, highest grade, 55c. pr.	Children's Rompers . . . 55c.
Children's Hose from 16c. pr.	Children's Summer Vests 18c. up.
Ladies' Gingham Dresses . \$1.15	Infants' Wrappers . . . 22c.
Ladies' White Embroid. Underskirts 75c.	A new lot of Embroidery. All Wool Serge 95c. yd.

BON MARCHE SPECIALS
26 WATER STREET.
MAIL ORDERS SHIPPED SAME DAY AS RECEIVED.

New Color. New Charm



MAJIC SOAP DYES!

ONCE TRIED ALWAYS USED.

Washes and Dyes at the same time. Light and Dainty shades, particularly attractive.

RENEW YOUR BLOUSE FOR TEN CENTS.

It is remarkably cheap and well worth giving a trial. Only Ten Cents a Package. Cheapest on the market.

Special Prices to the Wholesale Trade.

SEE OUR WINDOW.

ROBERT TEMPLETON.

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

PROPERTY OWNERS!

Fred J. Roil & Co.

This Company acts either for Trustees, Executors or Owners, and will take entire management of property, attending to repairs, taxes, appraisals and insurance; the collection of rents and interest, making prompt returns either monthly or quarterly as desired. Acts as Brokers for the SALE or PURCHASE of Real Estate, also the placing or procuring of money on Mortgage of sums of \$100.00 and upwards. Absolutely free advice.

FRED J. ROIL & CO.

Auctioneers, Real Estate and Investment Brokers,
Smallwood Building, Duckworth Street.

A HANDSOME SERGE SUIT.

\$50 That's the price for a fine Custom-made, Indigo Blue, All Wool **\$50**

Serge, with best of trimming, good workmanship and a perfect fit.

Tweed Suits from \$40 to \$55.

Mail orders promptly attended to.

SPURRELL The Tailor

WATER ST. WEST. and at DUCKWORTH ST.
GRAND FALLS.

"Leads in every District"

VICTOR
FLOUR

Jan. 17, 1914

TOWER'S
START RIGHT
ON THIS SEASON'S FISHING
wear a
TOWER'S OILED SUIT
Roomy and comfortable; made strong at every point. Worn by fishermen everywhere.
A. J. TOWER CO.
BOSTON, MASS.
PETERS & SONS, ST. JOHN'S, Agents

The Globe Indemnity Co. of Canada

Whose Policies are Guaranteed
By the Well Known

Liverpool and London and Globe Insurance Company,

One of the Strongest Fire Companies in the World.
Underwrite all kinds of Insurance except Life.

BOWRING BROTHERS, Ltd.

AGENTS.

may 17, 1914, 6m

Sales Books!

For
Quick Delivery
of
all Styles
at
Lowest Prices
PHONE
FOUR SEVEN.

DICKS & CO., Ltd.

One Minute, Please!

For a \$5.00 bill, this Company issues a Travel-Accident Policy for \$5,000 to any person between 18 and 65 years. One of these policies should be owned by every street car user, passengers on trains and steamers, vacationists, tourists, delegates and every other person who needs to travel at any time.

Issued by us at a moment's notice.

LET THIS \$5,000,000 COMPANY PROTECT YOU!

U.S. FIDELITY & GUARANTY CO'Y.
J. J. LACEY, Nfld. GENERAL AGENT.

LABRADORITE

BRACELETS.
PENDANTS.
RINGS.
BROOCHES.

EAR RINGS.
MASONIC EMBLEMS.
CUFF LINKS.
CHARMS.

This beautiful Native Stone, famous for its different play of colours, is found on Newfoundland Labrador.

A VALUABLE SOUVENIR OF NEWFOUNDLAND.

R. H. TRAPNELL, Ltd.

Jewellers and Opticians, 197 Water Street.

Morey's Coal is Good Coal

In Stock, Best Grades of

North Sydney Screened, Scotch House-
hold and Anthracite

COAL.

M. MOREY & Co., Ltd.



When you are "waxing 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.

ADVERTISE IN THE EVENING TELEGRAM.

Reid-Newfoundland Co., Limited

S.S. GLENCOE.

SOUTH WEST COAST SERVICE.

Passengers leaving St. John's on 8.45 a.m. train, Wednesday, July 25th, will make connection with S.S. GLENCOE at Argentia for usual South West Coast ports.

S.S. HOME.

HUMBERMOUTH-BATTLE HR. SERVICE.

Passengers leaving St. John's on express train, 1 p.m. Tuesday, July 24th, will make connection with S.S. HOME at Humbermouth, for ports of call on Humbermouth-Battle Harbour route.

Reid-Newfoundland Co., Limited

RED CROSS LINE

NEW YORK HALIFAX ST. JOHN'S

Schedule of Sailings for July.

From New York at 11 a.m. From St. John's 12 Noon

July 21st SILVIA July 28th ROSALIND Aug. 4th

THROUGH RATES QUOTED TO ALL PORTS.

HARVEY & CO., LTD., St. John's, Nfld., Agents.

BOWRING & COMPANY, 17 Battery Place, New York, General Agents.

G. S. CAMPBELL & CO., Agents, Halifax, N.S.

Jan 5, 1914

FARQUHAR STEAMSHIP COMPANIES

PASSENGER AND FREIGHT SERVICE

NORTH SYDNEY TO ST. JOHN'S.

STEEL STEAMSHIP "SABLE I."

Leaves NORTH SYDNEY Every Saturday

ST. JOHN'S . . . Every Tuesday at 10 a.m.

HARVEY & CO., LTD., Agents St. John's, Nfld.

FARQUHAR TRADING CO., LTD., Agents, N. Sydney

FARQUHAR STEAMSHIP COMPANIES, Halifax, N.S.

FOR FORWARD DELIVERY

Bar Iron

Black and Galv. Sheet

Wrot Iron Pipe

Electrical Equipment

Mechanical Equipment

Contractor's Supplies

WM. HEAP & CO., Ltd.,

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the Public—The Evening Telegram.