

More Milk Better Milk

That's the verdict of the milkmen who supply their cows with

"Diamond" Gluten Meal

You can buy it in Wholesale quantities from

GEO. NEAL

Limited.
Beck's Cove Phone 264 Water St. East Phone 17



"SPECIAL"

EX. S.S. SACHEM FROM LIVERPOOL—
A new and varied line of OVERCOATINGS of the choicest and most refined colours, which we are selling at a Special Discount for the winter months.

W. P. SHORTALL,
THE AMERICAN TAILOR,
800 Water Street Phone: 477. P.O.B. 445. ST. JOHN'S, Nfld.

SANITATION DEMANDS

"STANYL"

Germis lurk in cracks and crevices

"STANYL" Is Your Safeguard

Stocked by Messrs. Royal Stores, Ltd.,
Bowring Bros., Ltd., Walter Gosse
(Plymouth Road) and other dealers

WANTED TO BUY Newfoundland Government Bonds

All Issues.
Prices on Application.

BERNARD D. PARSONS,
INVESTMENT BROKER.
Phone 1731. 12 Muir Bldg.

Making Friends and Keeping Them.

There's little satisfaction in coaxing customers in one day with the bait of some "scheme" or deal, only to lose them to-morrow, when someone else does the same thing. That's not the kind of customers that make for permanent success of the grocer.

If we have Babbitt's Borax right one day and "almost as good" the next—sold it on a "drive" one day and at the "regular price" the next—there wouldn't be any "regular price"—or quality either.



J. J. Rossiter
Sole Distributor
for Newfoundland.
PHONES: 519-2019

DULEY'S

FOR GOOD PLAYING CARDS.

We have just received a new selection of our famous LINEN CARDS with gold edge. They are absolutely the best cards to be had, and furthermore they do not crack or soil easily. The backs are also of very attractive designs.

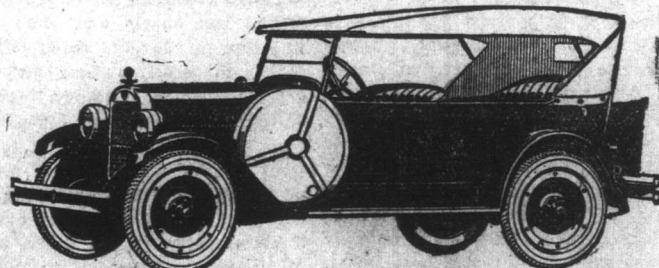
The Cards come in stiff boxes, and at \$1.25 they are exceptional value.

T. J. DULEY & CO., Ltd.

The Reliable Jewellers and Opticians.



25 MILES TO THE GALLON
58 MILES PER HOUR
5 TO 25 MILES IN 8 SECONDS



With one long sure stride the good Maxwell now makes the greatest four-cylinder advance that the industry has recorded in the past five years.

For Chrysler engineers achieve, in Maxwell, heights of speed, acceleration and gas mileage which place it as far ahead of present four development as Chrysler has gone among the sixes.

Balloon tires, natural wood wheels, stop-light, transmission lock, Duco finish standard on all Maxwell models. Shrouded visor, integral with roof, and heater standard on all closed models.

The Good
MAXWELL
MARSHALL'S GARAGE,
WATER STREET WEST.

TO LET

A Furnished and Heated Office,
with Safe and Typewriter. Also
Storage and Sample Rooms.

H. & M. BISHOP

Nitrate of Soda!

Rather early in the season to talk of this FERTILIZER, but as we have made arrangements for our usual Spring Importations we are anxious to let our customers know it—and as usual our prices will be as LOW as the LOW-EST on this commodity on arrival.

We are booking orders NOW to arrive with this guarantee.

N.B.—We have a limited quantity of Literature (Pamphlets) on the economical and intelligent use of "NITRATE" which may be had from us FREE on application.

F. McNamara

'Phone 393. Queen St.

TO YOUNG MEN!

This is specially addressed to the young men who are following the trend of style especially as regards trousers. If you want the bell bottom trousers, with or without cuff, here is the place to get them; we are making and have made recently some splendid examples of this style. This also applies to the straight hanging English trousers hanging free from the hips to the cuff; with plenty of room at knees and bottom.

John Maunday
TAILOR & CLOTHIER
ST. JOHN'S, N.F.

W. P. HARTLEY'S



ARE PURE, WHOLESOME, TRANSPARENT.
DELICIOUS FLAVOUR.
REASONABLE PRICE.
AN ORNAMENT TO THE TABLE.
RED SEAL ON THE LABEL.
ONCE USED ALWAYS USED.

W. P. Hartley
LIVERPOOL AND LONDON.

LEO. A. DUFFY—Nfld. Selling
Forty-Six Years in the Service of
the Public—The Evening Telegram. Don't Say Paper, Say the Evening Telegram.

Nfld. Government Railway.

SOUTH COAST AND FORTUNE BAY STEAMSHIP SERVICE.

Passengers leaving St. John's on 8.45 a.m. train to-morrow Wednesday, will connect with S.S. GLYCE, COE, at Argentia, for ports on South Coast and Fortune Bay route.

EXCURSION FARE ARRANGEMENTS—GENERAL HOLIDAY—WEDNESDAY, FEB. 18th.

Excursion return tickets will be sold between St. John's, Carbonear, Placentia and Heart's Content, inclusive, good going on February 17th and February 18th, and returning on Thursday, February 19th, (except Heart's Content Branch points, when tickets will be good going on February 16th, and returning on Thursday, February 19th).

One Way First Class Fare for the Round Trip.

Nfld. Government Railway.

The Ten Dollars you spend to-day for an Accident Policy, may be the best investment of your life.

During last week SIX claim checks were paid on ten dollar policies. They totalled \$382 or an average of \$63 for each \$10 premium. Stop and consider what a serious injury may mean to you! Don't look at the \$10 as an expense, but keep in mind the big PROTECTION it buys for you. The premium will look very small to you when your accident happens.

— Our 'Phone is 1154 —

U. S. FIDELITY & GUARANTY CO.
J. J. LACEY, Nfld. General Agent.

STEERS, LTD.

Grocery Dept.

NEW ARRIVALS:
50 Cases STAPLE STRONG'S PICKLES & CHOW, 10-4.
25 Cases STAPLE STRONG'S PICKLES & CHOW, 10-4.
30 Cases VALENCIA ONIONS.
7 Cases MOORE'S CHOCOLATES, 1/2's, 1's and Bars.
15 Cases TURBAN DATES.
10 Cases SHELLED WALNUTS.
5 Cases SHELLED ALMONDS.
15 Cases DESSICATED COCONUT.
2 Cases SALTED PEANUTS, 10-lb. Tins.
25 Cases KELLOGG'S CORN FLAKES.
20 Boxes CHOICEST CANADIAN BUTTER.
20 Cases LIBBY'S FANCY STRAWBERRIES.
20 Cases LIBBY'S FANCY RASPBERRIES.
150 Cases CALIFORNIA PRUNES, 25-lb. Tins.
PEACHES, PEARS, APRICOTS and PLUMS.
DUE BY SILVIA:
50 Boxes WINESAP APPLES.
At Lowest Price.

STEERS, LTD.

COAL!

NOW LANDING: 1000 TONS BEST QUALITY
WELSH ANTHRACITE—\$20.00
IN STORE:
NORTH SYDNEY SCREENED.
AMERICAN ANTHRACITE

A. H. Murray & Co., Ltd.
'Phone 1867 Beck's Cove

In Life or in Death

—a Crown Life Policy is a possession to be thankful for. If you outlive your dependents, its cash value is available at any time. If you die first, it provides for them. Enquire to-day.

CYRIL J. CAHILL
MANAGER FOR NEWFOUNDLAND.
Law Chambers, Duckworth St., St. John's
CROWN LIFE
INSURANCE COMPANY