

THE JOY OF A RECORD
That is Virtually
Noiseless.

To-night put on your Phonograph any of the Records you enjoy most. Does the surface noise intrude and prevent you from completely enjoying the music? To-morrow come in to see us and let us play for you a few of the new

Columbia
NEW PROCESS
RECORDS

Instantly you will notice that the disconcerting surface noises which have always annoyed you are absent. COLUMBIA NEW PROCESS RECORDS will make your Phonograph what it should be, a musical instrument of the highest, purest type.

U. S. Picture & Portrait Co.
GRAFANOLA DEPARTMENT.



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.

The American Tailor
300 Water St. W. P. SHORTALL, St. John's.
Jan 15, tu, th, s.

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 3, tf

BON MARCHE SPECIALS

We have some splendid lines to offer, many of which we cannot repeat owing to advance in prices. These are only a few of our Specials:

- | | |
|-----------------------------------|------------------------------------|
| 36" Flannellette . . . 25c. yd. | Ladies' Wool Hose . . . 45c. pr. |
| London Smoke . . . 23c. yd. | Children's Hose . . . 16c. pr. |
| 36" Shirting . . . 27c. yd. | Ladies' Wool Pants, 88c. pair. |
| White Flannellette . . . 19c. yd. | Fleece Lined Pants, 85c. pair. |
| English Wool Blankets . . . | Ladies' Pull Overs, \$1.15 ea. |
| Cotton Blankets . . . \$10.50 pr. | Embroideries . . . 3c. yd. |
| Men's Overcoats . . . \$2.75 pr. | Children's F. Lined . . . 35c. up. |
| All Wool Serge . . . 95c. yd. | Ladies' Gloves . . . 19c. pr. |
| Men's Wool Sox . . . 60c. pr. | Blay Towels . . . 25c. ea. |
| Blay Calico . . . 20c. yd. | Children's Hats . . . 3c. ea. |
| | Sideboard Covers . . . 45c. ea. |

BON MARCHE,

268 WATER STREET. SEE OUR WINDOWS.
Jan 20, tf

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

Templeton's

**NEW SHIPMENT
PICKLED MEATS.**

- SPECIAL PLATE BEEF.**
BEEF CUTTINGS.
SPERRY'S SMALL JOWLS.
LIGHT HAM BUTT PORK.
FAT BACK PORK.
N. Y. BONELESS BEEF.

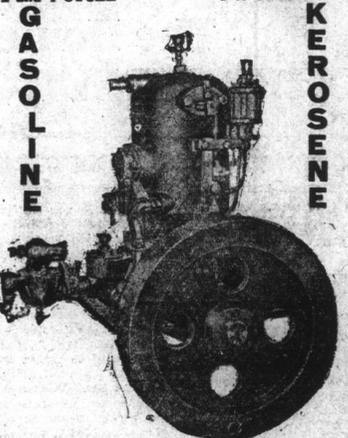
George Neal
Limited

The Proof Positive

Out of the law courts comes proof of the wisdom of Insurance Protection. In the long experience of an eminent Canadian Judge, handling estates in the court, the insurance policy is the only asset that does not shrink. Other property of all descriptions may do so; but where an insurance policy was left behind it had never within his knowledge paid less than full value. Our "Eclipse" Complete-Protection policy is the best form in which you can protect yourself while alive, and your dependents in case of your accidental death. Let us send you full details including extremely-low rates. When writing state your age and ordinary duties daily performed.

UNION CASUALTY CO.
PHONE 1154. CITY CHAMBERS. BOX 263.

POWER! POWER!
Acadia Marine Engines,
2 and 4 CYCLE 3 to 80 H.P.



Will all persons who wish to have their Acadia Engines repaired for next Spring kindly forward same to us at an early date. Satisfaction guaranteed.

**FOR POWER, SIMPLICITY, and DURABILITY
BUY AN ACADIA.**

Large quantities spare parts in stock at all times.
ACADIA GAS ENGINES, Ltd.,
nov 21, 6m, eod ST. JOHN'S, N.F.L.D.



**Trying on
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.
Corner Water & Prescott Streets.
eod, tf

Wallace Silverware.

Is your Table Silver as good to-day as when you bought it?

Have you noticed that at the parts most exposed to wear, the plate has become worn?

Do you think this condition of your Silver is in keeping with your idea of a well appointed table?

Then why not, when you decide on replacing your old ware, give place to it with the "Wallace" Brand, the Silver that refuses to wear and is guaranteed without time limit.

Start with the Tea Spoons and gradually complete your Set with the one pattern—there are several for you to choose from and the price is very moderate.

Tea Spoons cost \$8.00 for a Dozen.

T. J. DULEY & CO., Ltd.

The Reliable Jewellers & Opticians.



**Winter
TONIC**

When you feel draggy, listless, lazy, not really sick, but far from well, what you need is a new supply of rich red blood.

Winter listlessness is only an effort of nature to adjust the body to the changed condition of the temperature and season.

BRICK TASTELESS

helps the system and aids nature. It is a safe medicine that makes good blood, sound digestion and builds up the system.

BRICKS TASTELESS can be purchased at almost any general store where medicines are sold, or at STAFFORD'S.

Price \$1.20 per Bottle.

If your appetite is poor try a Bottle and note difference within a week.



**Face Powders
Face Creams
Rouge**

JUST RECEIVED, per S.S. Rosalind, a large assortment of FACE POWDERS (flesh and white). Prices: 10, 20, 25, 35, 40c. per box.

FACE CREAMS 25, 28, 30c. per crock.
ROUGE (medium and dark) 20c. per package.

STAFFORD'S

Duckworth Street and Theatre Hill

WHAT FORTY-NINE DOLLARS WILL DO.

\$49 Come into one of our stores and select your Suiting from a splendid line of English Worsted, and we will make up a first class Suit for you—best trimming and cut to any style you desire.

Did you say that was a bargain? No, certainly you didn't, when money is so tight. But, listen! We are coming to the bargain point now—with that Suit we are going to give you an

EXTRA PAIR OF TROUSERS—FREE!

In other words you will have a Suit of Clothes with two pairs of trousers of same material for the price of one suit. This offer is for a limited time, and the price, while low, never touch the point where the quality of our work ceases.

SPURRELL THE TAILOR

AND MEN'S OUTFITTER
365 WATER ST. 210 DUCKWORTH ST.
and GRAND FALLS.
feb 8, m, th, s, tf

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.

SHIPPERS OR CONSIGNEES, WHEN EFFECTING MARINE INSURANCE, SHOULD BEAR THEM IN MIND AND HAVE THEIR POLICIES COVERED ACCORDINGLY.

Reid- Newfoundland Co., Limited

Furness Line Sailing

From	St. John's	Halifax	Boston	Boston	Halifax	St. John's	St. John's
Liverpool	Halifax	Boston	Halifax	St. John's	Halifax	St. John's	St. John's
SACHEM							
DIORY	Feb. 2nd				Feb. 16th		
Feb. 3rd		Feb. 12th	Feb. 16th	Feb. 20th	Feb. 24th		

These steamers are excellently fitted for Cabin Passengers. Passengers for Liverpool must be in possession of Passports. Through rates quoted on cargo from all United States and Canada Ports.

For rates of freight, passage and other particulars, apply to

Furness Withy & Co., Limited
WATER STREET EAST.

Pig Jowls!

To-day ex. S.S. Rosalind, a Small
Shipment of

**Strictly Fancy
Light Jowls**

with Tongue. These Jowls are specially prepared and packed in Toronto—average 3 1/2 to 4 lbs. each and are guaranteed positively the finest quality procurable.

F. McNamara,

'Phone: 393 Queen Street

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Magazine**

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Charles Hutton,

Sole Supplier famous Pictorial Patterns.

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

TWELVE PAGES
WEATHER FORECAST
TORONTO, Nov.—Free
fair and cold to-
morrow.
ROPER & THOMPSON—
1912.
VOLUME XLV.
TELEGRAPH OR
WRITE
Auction Sale
POPULAR
DOWDEN
AND
EDWARDS
AUCTIONEER
AUCTION
At 11 a.m.
Tuesday, February
AT THE EMPIRE
A large quantity of Fur
nishing of: 2 over-
sires, 1 china cabinet, 3
German piano, 1 roller
case parlor suite, 1 wic
dies' easy chair, 4
sires, 1 bed lounge, 1
bed, 3 sideboards, 2 cen
table, 1 dog's sled
sires, 1 hall table, 1 se
table, 2 mirrors, 1 bure
table, 1 carpet, 3 kit
chen chairs, 1 hall stan
dards, 1 gramophone
library, pictures, 1 gent
sires, 1 small man; etc.
TUESDAY AT 11
NOTE—Piano and Roll
to be sold at 12.30.
Dowden & Ed
AUCTION SA
AT THE EAST END
ROOMS.
sriage Harness, 1
plete, 2 expresses al
books; also furnit
line of clothing, 2
sires, etc.; also 4500 be
red Herring.
RALPH MER
NOTICE
Holders of Debent
der the following A
ested to present sa
nance Department
ilding, not later th
rch, 1923, when a
e amount together
ed Interest will b
ment of same:—
46 Vic., Cap. 7
49 Vic., Cap. 15
51 Vic., Cap. 5
56 Vic., Cap. 1
(Rebuild
56 Vic., Cap. 4
59 Vic., Cap. 13
59 Vic., Cap. 23
(Carbonar Ro
61 Vic., Cap. 10
61.2.3 Vic., Cap.
NOTE:— These
ll cease to carry In
t March, 1923.
H. J. BROWN
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John's Newfound
February 1st, 1923
Newfoundlan
Pack
Salm
in stock and r
delivery
Just rece
50 bag
Potato
each 150
Soper &
Phone 480-902
HARD'S JINIME
GRIP AND