

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.



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J. J. Rossiter
Sole Distributor
for Newfoundland.

PHONES: 549-2049

SANITATION DEMANDS

"STANYL"

Germ's 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.

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Ghost Stories and Uncanny Tales

Dracula, by Bram Stoker . . . 75c
Lair of the White Worm, by Bram Stoker . . . 75c
Jewel of the Seven Stars, by Bram Stoker . . . \$1.10
Priestess of Osis, by E. Schure . . . \$1.25
In Ghostly Company—A. Northcote . . . \$1.50
The Ghost Camp—R. Bolderwood . . . \$1.75
Rhyas and the Haunted—E. Schure . . . \$1.50
The Wolves of God—A. Blackwood . . . \$1.50
Haunted Houses of London—(More) . . . \$1.25
The Black Soul, by L. O'Flaherty . . . \$1.50
Children of the Dawn—M. Carbery . . . \$1.50
Short Stories from the Spanish . . . \$1.25
Books on Spiritualism, Psychology, Throscopy and many other live subjects . . . \$1.50

S. E. GARLAND

Leading Bookseller and Stationer

GET IT AT GEAR'S

NEVER-SLIP ICE-CREEPERS

and be prepared against nasty falls, and maybe a broken limb. We fasten them on for you. Remember, the slippery weather is yet to come.

GEAR & CO., Limited

Phone 404 : 340 Water Street

Don't Say Paper, Say the Evening Telegram.

Curled Hair

The only product that will insure enduring comfort and attractive appearance in Upholstered Furniture is sterilized curled hair.

Since the inception of our business, we have adhered to the principle of using nothing but this filler in our guaranteed Suites and Chesterfields.

A. M. Penman Co.
Pianos, Chesterfields, Organs.

Cudgel thy brains no more about it, but BUY, for popular opinion has long since decided in favour of the charming quality and superb finish of the famous

Skipper Brand Stainless Cutlery

Manufactured by

S. Hibbert & Son, Limited.

SHEFFIELD, ENGLAND,

and Sold by the leading Hardware Stores of St. John's, Newfoundland.

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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

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There is greater need than ever for
Increased Fire Insurance on Your Property even in St. John's,

where the most adequate fire appliances are ready at the instant call of the "Fire Alarm." Remember the recent disastrous fire.

MORAL:—INSURE WITH OUR TWO FIRST CLASS BRITISH FIRE OFFICES!

BOWRING BROTHERS LIMITED.
Agents for Newfoundland.

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Morey's Coal is Good Coal.

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Special Value Items!

LADIES' Ready-to-Wear WINTER HATS

Now less than Half
Price.

Only **1.50, 1.90 and
2.25** each.

MEN'S TWEED WINTER CAPS

Good Values at

**1.25, 1.45, 1.75 &
and 2.25** each.

Splendid selection of
Boys' Winter Caps
of all kinds.

LADIES' CORSETS

Good quality at Low-
est Prices.

Prices from
1.25 pair only.

BIG BARGAIN

in

WOOL SCARVES

for men and women.
Every colour neces-
sary represented here.

Full Size.

Price Only **98c.** each.

HENRY BLAIR.

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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.

USEFUL HOLIDAY PRESENTS IN

Gent's Furnishings

for your Father, Brother or some one else's
Brother, consisting of

Beautiful Shirts, Scarfs, Neckwear,
Bows, Suspenders, Arm Bands, etc.

In our Tailoring Department we are specializing on a beautiful line of OVERCOATINGS at reduced prices.

E. D. SPURRELL
365 Water Street
St. John's.

WM. SPURRELL
210 Duckworth St.
Branch: Grand Falls.

ASK YOUR GROCER FOR

"Queen Maud" or "Polar Crosspacked"
Norwegian Smoked Brisling Sardines
"THE BEST IN THE WORLD."

Manufactured by

UNITED SARDINE FACTORIES, NORWAY.

Norwegian Products Co.,

Distributors for Newfoundland.

jan14.w.a.1m

Nfld. Government Railway.

CROSS-COUNTRY PASSENGER TRAIN SERVICE.
Express train will leave Depot 1 p.m. Thursday, February 12th, connecting with S.S. KYLE at Port aux Basques.

FREIGHT NOTICE.

PLACENTIA BAY STEAMSHIP SERVICE.
Freight for Presque route (West Run), accepted at Freight Shed, to-day, Wednesday, from 9 a.m. to 1 p.m., and to-morrow, from 9 a.m. to 5 p.m.

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.

Red Cross Line

NEW YORK. HALIFAX. ST. JOHN'S.

SCHEDULE SAILINGS FOR FEBRUARY.

From New York: SILVIA February 11th
February 11th ROSALIND February 12th
February 18th SILVIA February 20th

THROUGH RATES QUOTED TO ALL PORTS.
WINTER PASSAGE NOW EFFECTIVE.

Round trip tickets issued at special rates with six months stop-over privileges.

BOWRING & COMPANY, 17 Battery Place, New York.

GENERAL AGENTS.

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

HARVEY & CO., LTD.,
ST. JOHN'S, Nfld.
Agents.



**TORONTO
TO—DETROIT
CHICAGO.**

TRAVEL BY NATIONAL LINES

"INTERNATIONAL LIMITED."

Leaves Bonaventure Station, Montreal, at 10.00 a.m. Daily
Direct connection from Halifax or North Sydney by
"OCEAN LIMITED."

For Fares, Reservations, etc., apply to

R. H. WEBSTER, General Agent.

Furness Line Sailing

Liverpool St. John's Boston Halifax to St. John's
to St. John's to Halifax Jan. 28th Feb. 6th Feb. 10th Feb. 14th

The S.S. "SAVANNAH" will leave Glasgow on or about February 10th and Liverpool February 10th for St. John's, Nfld.
These steamers are excellently fitted for Cabin passengers. Passengers for Liverpool must be in possession of Passports.
Through rates quoted on all cargo from U.S. and Canadian ports.
For freight rates or Passage and other particulars, apply to

Furness Withy & Co., Limited
WATER STREET EAST ST. JOHN'S, N.F.

R. M. S. P.

From HALIFAX to the
WEST INDIES.
S.S. Chignecto . . . Feb. 18
S.S. Teviot (freight only) . . . Feb. 27
S.S. Chandlere . . . Mar. 18

From New York
CHERBOURG, SHAMPOEN
and HAMBURG.
S.S. Orduna . . . Mar. 18

Ships of the West India Service from Halifax, call at Bermuda, St. Kitts, Antigua, Montserrat, Dominica, St. Lucia, Barbados, St. Vincent, Grenada, Trinidad and Demerara, returning to St. John, N.B.

The Royal Mail Steam Packet Co.
Halifax, N.S.

CALIFORNIA ORANGES—
216's and 252's.

VALENCIA ORANGES—

and
VALENCIA ONIONS.

BURT & LAWRENCE

14 NEW GOWER STREET.