

# SAMPLE VESTS,

\$3.00 each.

SEE WINDOW

AT



286 Water Street.



## Armada Tea

Is ordered from Ceylon only twice a year, when the quality is at its best.

In 1-lb. Tins.

From ALL Grocers.



## TO FORD OWNERS

and prospective owners, what a full line of parts right here in the city means to you—prompt service and every satisfaction. It is useless to ignore the fact that you do not require parts. It is all the same if the car costs eight hundred or eight thousand the parts must be renewed sooner or later. The piece of machinery has not been made yet that won't wear. Unfortunately

we are such a great distance from the factory and to get parts it takes considerable time, not to mention them having quite a rest at St. John, N.B. for a month or so; and then when you do get them at last, nine times out of ten they are not as ordered. Personally I have known cars to be tied up all the summer from the above cause.

I have a full line of parts always in stock and invite inspection. In fact I carry the only complete line of parts and accessories in the city. I shall be leaving for the "Ford" Factory about the fourth of February and any orders placed before I leave will be attended to personally.

**GEO. G. R. PARSONS,**

Telephone 109.

KING'S ROAD.

## J. J. ST. JOHN.

- CATTLE FEED, \$1.40 sack.
- MOLASCUIT, GLUTEN MEAL.
- BRAN MEAL, HOMINY FEED.
- BRAN and OATS.
- GOOD QUALITY SPARE RIBS, 7c. lb.
- FISH SOUNDS and TONGUES.
- FRESH RABBITS.
- KIPPERED HERRING.
- BONELESS CODFISH.

**J. J. ST. JOHN.**

advertise in The Telegram.

## Photographs and Selfishness.

By RUTH CAMERON.



One of my neighbors lost her husband just before Christmas. A few of us who had known her very well, and who realized how great her bereavement was, decided that Christmas would be very gloomy for her this year and promised ourselves we would break away from our own family circle long enough during the day to visit her. He and she were literally all the world to each other, for they had no children and their few relatives are widely scattered.

I found her almost happy. "What do you think?" she said, her pleasure flushing her face. "I learned just yesterday that just before he died John had had his pictures taken, to surprise me on Christmas. You know how averse he has always been to going to a photographer. He hadn't had a picture taken for years before. "I used to try to coax him to go, but he never would. After he died I felt so badly about it. Of course, I could never forget him or how he looked, but a picture would have been so tangible." And yesterday the proofs came. They are splendid. It seems almost like a Christmas present from him." And she showed me the proofs.

*Ruth Cameron*

## Fashions and Fads.

Advance models from Paris show that the three-piece suit will still hold its place in fashion.

The young girl does not generally wear separate furs except possibly a white fur or ermine tie.

Hats have high standing trimmings and equally fashionable are the hats almost flat in effect.

The very slender woman can look very chic in a three-tiered skirt with a large butterfly bow at the back.

Many of the smart new waists and costumes have the Japanese collar, which stands up and away from the neck.

The early spring will bring forth sailor hats of white, black, blue or green corded silk, trimmed with white moire ribbon. The most attractive dancing shoe of the moment is made of peau de suede, with a high red or blue heel and immense paste buckles.

Very smart hats are trimmed with a crown of little tips placed at the edge of the hat or at the back in a retreating movement.

Garters or shoes with cloth uppers are worn with street costumes. White, tan, gray and black are the popular colors for garters.

Many most smart and striking costumes emphasize the waist line or hips by encircling them with a contrasting form of decoration.

One of the latest velvet toques has a brim fitting close to the crown which runs into a peak of considerable height. There is no trimming.

Among the novelties are blouses of chiffon embroidered with colored silks the material or embroidery repeating the color of the costume.

In neckwear there is a tendency to substitute organdie, sheer linen, batiste or other plain wash fabric for the laces, tulle and embroideries.

The latest stockings for afternoon wear are made of extremely fine silk and inset with medallions of black

lace, embroidered in silks and small beads.

The dominant features of the newest lingerie are the long, graceful line, from shoulder to sandal and caught up here and there, or slashed at the sides or front.

The latest millinery is developed of tulle, the material being shirred or fitted smoothly over the foundations and the trimming is of tulle, ribbon bows, flowers, velvet or plunage fantasies.

The petticoat is being replaced by a half petticoat or demi-drop skirt attached to the waist band with the outer skirt. Soft crepe de china, surah, messaline and china silk are used for these.

The materials chosen for bodice garments are crepe de chine, crepe moutons, chiffons, mousselines, brocades and broche crepes, tulle, satins, tulle, allover laces, French chalis, albatross and nun's veiling.

## The Greatest Invention Of The Age

NOW IN USE BY LEADING MERCHANTS IN ST. JOHN'S.

By the use of this latest invention you can have, in one second, speech with any or all of your staff, located anywhere on your premises, without leaving your desk, without wasting the time your employees uses in going from their station to the private office, without any bell to ring or other attachment to handle. You may

give callers attention without admitting them to your room and all the time your hands are disengaged and you may speak from three to ten feet from your instruments and be perfectly heard at the other end of the line. If you are interested in this service Mr. Percie Johnson will furnish detailed information on request. This service has been tested by six months perfect working in St. John's

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## ON SPOT.

POTATOES.

500 Bbls. Hand Picked P.E.I. Potatoes, best quality, price advancing.

ORANGES.

15 Cases Large Valencia Oranges.

HAY.

322 Bbls. Prime Hay, small bbls.

PARSNIPS.

40 bags large P. E. Island Parsnips, now at lowest price.

## SOPER & MOORE

Elizabeth, N. J.

By GEORGE FITCH.

Author of "At Good Old Swash."

Every proper American city, large or small, has some feature about which it can be haughty and superior; even in the presence of Chicago and New York. Take Elizabeth, N. J., for instance. Elizabeth has only 80,000 people and its main street looks as if its fire department was entirely too good for the best interests of the town. Yet, if Elizabeth were to be

consumed to-morrow, the supply of sewing machines would be cut down about 50 per cent, and all over the world women would pray for the town's recovery as they ran seams by hand in the good old way.

Elizabeth is situated in the congested part of New Jersey, around two corners and over four bridges from New York. By standing tip toe on a tall place, an Elizabeth citizen can see the Singer Building in New York, built by money made in Elizabeth. The Khl von Kull, which is a river and not a species of firearm, lies in front of Elizabeth, and when the government has finished digging in it, ocean steamships will be able to steam right up to the town and awaken its great white way at 10 p.m. by looting for a draw bridge.

Elizabeth makes about everything from adding machines to ships. It has 100 passenger trains a day and many men who have made their money in New York are building young palaces in Elizabeth, thus evening up for that Singer Building affair. The city has one dwelling house 248 years old and nine depots, most of them a little younger. It has also many new public buildings approaching in beauty its colonial relics. It has a Board of Trade which sets up nights laying plans to move the east side of New York over to Elizabeth, to extend the Atlantic ocean to the town and to put the Pennsylvania railroad on stilts.

Elizabeth is 250 years old and was first named Elizabethtown. It figured

so extensively in history, however,

that to save composition and wear and tear on historians, the name was amputated at the last Joint Pinegrove

University was organized in Elizabeth and for many years citizens pointed with pride to the homes of a signer of the Declaration of Independence and the president of the Continental Congress. Elizabeth men liked the British single handed in 1786, and George Washington took the ferry there on his way to be inaugurated.

Elizabeth also furnished General Scott who came in handy the last time Mexico got unreasonable. And when General LaFayette visited America, Elizabeth was too important to be overlooked.

Elizabeth has fought everything from Indians to the Pennsylvania railroad, and two centuries ago the Presbyterians and Episcopalians of Elizabeth started a civil war of their own. Peace now reigns supreme, however, and the only signs of war are those made by New York automobile owners who try to go through town without slowing down.

## Jim Larkin Worsted

His Candidates Rejected by Dublin and Westford.

Dublin, Jan. 19. — The municipal elections here Saturday resulted in the overwhelming defeat of the candidates of Jim Larkin, the Labor agitator, who recently failed in his efforts to raise "the berry cross" in England. In Westford, which is a Larkin stronghold, his candidates were also defeated.

This is a death-blow to the strike here, which has been going on for months. Larkin after an all-night secret meeting with the leaders of the Transport Workers' Union, decided to advise the men to resume work.

## Does Your Office

require something new?

Would a fine Roll Top Desk fit that bare space before the window? If so, get one now and make your private room look up-to-date for the coming year's business. Good, quiet, dignified office furniture is a very valuable asset.

Our Showroom carries the finest stock of office requirements that can be found in the city, from a wastepaper basket upwards. Our prices for these goods during the month of January will be just a very little above cost, the reason being that we desire to have as little stock as possible on our lists after stock-taking. This is the business man's opportunity. We invite your inspection, and your inspection means a sale with a bargain.

**U. S. Picture & Portrait Co.**

## Every General Manager of a Canadian Bank

who has referred to the Maritime Provinces in his annual report, writes of the satisfactory condition of business in this part of Canada. And this when all other parts are experiencing a very considerable falling off in business and many signs of real money stringency. Linked up with the business and private life of Nova Scotia and Prince Edward Island is the Maritime Telegraph and Telephone Company. This Company's services are now nearly as necessary to the present day active-man or woman as are the mails, newspapers and utilities such as electric light, gas, water and sewerage.

For this reason we offer a block of Maritime Telegraph and Telephone Company preferred stock with the assurance of safety of principal, steadiness of income, and marketability in the event of investors wishing to realize. Price and full particulars will be given upon request.

**F. B. McCURDY & CO.,**

MEMBERS OF MONTREAL STOCK EXCHANGE  
Halifax, Ottawa, Montreal, St. John, Sherbrooke, Kingston, Sydney, Charlottetown, St. John's, Nfld., London, E.C.

## A Canada Life Actual Result!

NET CASH RETURN MORE THAN TWICE THE COST  
W. J. Robertson, Westland, 12th June, 1913.  
Agent CANADA LIFE ASSURANCE CO.,  
Port Hope, Ontario.

Dear Sir,—  
When acknowledging receipt of the Company's cheque for my matured Endowment Policy No. 24937, I desire to avail myself of the opportunity to express my satisfaction with the outcome of my investment.

The policy was payable to me at age 60, with ten premiums of \$48.00 each. The return under it is as follows:

Sum assured	\$1,000.00
Dividends added	446.94
Total amount payable	\$1,446.94
Deduct total premiums paid	480.00
	\$ 966.94

That I should have insurance protection free for all these years and now have over twice the amount of my premiums returned to me in cash is a most satisfactory outcome and I heartily congratulate you on it.

Yours very truly,  
GEO. ROSS.

A CANADA LIFE POLICY PAYS.  
**G. A. C. BRUCE, Manager, St. John's.**

## DINNA' FORGET

that fire protection is an absolute essential to your welfare and success. Losses multiply every year. Why not decide promptly to take a policy with one of my strong companies at a very low rate?

**PERCIE JOHNSON,**  
Insurance Agent!

Office: Corner Duckworth and Prescott Streets.

## SLATTERY'S WHOLESALE DRY GOODS.

TO THE CITY AND OUTPORT TRADE:

We carry in stock for fall trade an attractive stock of Regular Piece Goods and Found Remnants. Prices:

**Cheapest in the City.**

NOTE.—See our Special Brand of Cotton Tweed and Denim Overalls and Jackets. Give us a call.

**SLATTERY BUILDING,**  
Duckworth and George's Sts., St. John's.