

Works Marvels.



Gossages' **Magical Soap.**

HARD WEARING.

Made by a Firm of World-wide Reputation  
for Excellence & Uniformity of Quality.

WILLIAM GOSSAGE &amp; SONS LTD. WIDNES

**JOB'S STORES, Ltd.**  
Agents.

**Bon Marche White Sale!**

EMBROIDERY . . . 3c. yd. up. Child's F. L. UNDERWEAR—  
SHIRTING . . . 29c. yd. up. Ladies' F. L. UNDERWEAR—  
FLANNELETTE . . . 19c. yd. up. Boys' F. L. UNDERWEAR—  
80" SHEETING . . . 65c. yd. up. Men's F. L. UNDERWEAR—  
PIQUE . . . 35c. yd. up. WHITE QUILTS . . . \$2.50 ea.  
TOWELING . . . 16c. yd. up. TOWEL LACE . . . 7c. yd.  
CURTAIN NET . . . 35c. yd. TOWELS . . . 29c. up.  
COTTON BLANKETS . . . \$2.75, \$3.35, \$3.95  
Stock is fast disappearing, so get your share while it lasts.

**BON MARCHE.****JUST LANDED**

2600 Tons  
**BURNSIDE  
SCOTCH  
LUMP COAL**

The Best Coal

**\$13.50**

**A.H. MURRAY & CO., Ltd.,**  
Beck's Cove.

**FIRE INSURANCE!**

**QUEEN INSURANCE CO. of America**  
—AND—  
**THE GREAT AMERICAN INS. CO.**  
OF NEW YORK.

Capital practically unlimited. The largest number of Policy  
holders in Newfoundland.

Absolutely no trouble when a loss occurs.

PHONE 655. P. O. BOX 752.

GEO. H. HALLEY, Agent,  
ADRAIN BUILDING, 165 WATER STREET.**JUST RECEIVED!**

a shipment of

SUPERIOR QUALITY

**SOLE LEATHER**

Trimmed and Untrimmed.

Selling at Lowest Prices.

**BOWRING BROS., Limited**

Hardware Department

Jan 16, 11

**How does Your  
Office Look?**Just a little "off color" after the wear-  
and-tear of a strenuous business year?That won't do! Your Office Must  
look spick and span and—prosperous.Efficiency in business demands per-  
fect equipment, we supply it.For large or small offices we carry  
Desks, Phone Tables and Chairs, Type-  
writer Desks and Chairs, everything  
necessary to make business run along  
on well-oiled wheels.Let us give you an estimate for your  
office equipment. Our stock is one of  
the finest in the city.

**U. S. Picture & Portrait Co.**  
St. John's.

**Fiction at Its Best!**

Nobody's Man, by E. Philip Oppenheim . . . \$2.00  
The Shadow of the East, by E. M. Hull . . . \$1.50  
Simon Called Peter, by Robert Keable . . . \$1.75  
The Mayoroff Murder, by J. S. Fletcher . . . \$1.50  
Babbitt, by J. Sinclair Lewis . . . \$2.25  
The Poisoned Paradise, by R. W. Service . . . \$1.50  
Where the Sun Swings North, by Barrett Willoughby . . . \$2.50  
A Man in the Twilight, by R. Cullum . . . \$2.25  
Rim of the World, by B. M. Power . . . \$1.50  
Olivis in India, by O. Douglas . . . \$1.25  
Sex and Seller, by Charlotte Mansfield . . . \$1.25  
Jack and Jill in Lotus Land, by the author of The Lady of  
the Decoration . . . \$1.50  
Overshadowed, by C. Wickliffe Fuler . . . \$2.00  
Carnage, by Gilbert Parker . . . \$1.50  
The King Valley, by John Fitzgerald . . . \$1.50

**S. E. GARLAND,**

Leading Bookseller &amp; Stationer, 177-9 Water Street.

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**

**Union Fire & Casualty Company**(Just a little better than the policy you thought was  
best.)If DISABLED by reason of Sickness or Accident,  
our ECLIPSE Policy pays you Monthly Income for  
Life, if necessary.If you are fortunate enough to escape disease or  
injury, it returns part of your premiums.

BIG CASH BENEFITS AT LOW COST.

(Choice territory still open for live-wire agents.)

**J. J. LACEY & COMPANY, LIMITED,**

CITY CHAMBERS.

ead, 11

**HAM BUTT PORK**

IS CHEAPER.

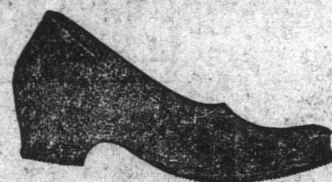
Arrived per S.S. Digby,

**100 Barrels H. B. PORK,**

Nice and Red.

**George Neal**

Limited

**Ladies Tan Rubbers**Low, Medium and High Heels, Best  
Quality . . . \$1.70 pairChild's White RUBBERS  
Best Quality . . . \$1.20 pair**F. Smallwood,**

The Home of Good Shoes, Water Street.

Jan 19, 11, 11

**Pictorial Review Patterns**

20c. to 35c. each—None Higher.

For the past ten years the people in Newfound-  
land have been making their own clothes from the  
Pictorial Review Patterns, and are loud in their praises  
of them. Ask anyone.The cutting guide which goes with each pattern  
shows how material is saved, and with its careful and  
easy directions, a child can make its own dress.You will find the Fashion Book for Spring more  
interesting and more alluring than the latest novel.Six hundred entrancing new styles to feast your  
eyes on. Everything charming, everything practical  
and economical. Price 25c.

MONTHLY SHEETS FREE.

**Charles Hutton, Sole Supplier.****Boston Woven Hose  
& Rubber Co.****Garden  
Hose**Made to  
"Stand the Wear"

YOU CAN'T GO WRONG IN BUYING  
**THE BOSTON WOVEN HOSE BRAND.**

MADE OF THE BEST POSSIBLE STOCK

and put on the market at

THE LOWEST POSSIBLE PRICE.

It "Saves YOU Money."

**WM. HEAP & CO. Ltd.,**

DISTRIBUTORS.

Jan 21, 11, 11

ADVERTISE IN THE EVENING TELEGRAM.

**Reid-Newfoundland Co., Limited****NOTICE!**

S.S. Kyle will sail from Dry Dock Wharf  
direct, at 3.00 p.m. Monday, January  
29th, taking passengers for Canadian and  
American points.

Express train with dining and sleeping  
car attached, will leave St. John's 1.00  
p.m. to-morrow, Sunday, going to Miller  
town Junction only.

**Reid-Newfoundland Co., Limited****Furness Line Sailing**

From	St. John's	Halifax	Boston	Halifax	St. John's
Liverpool	Jan. 10th	Jan. 19th	Jan. 23rd	Jan. 27th	Feb. 1st

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  
Ports.

**Furness Withy & Co., Limited**

WATER STREET EAST.

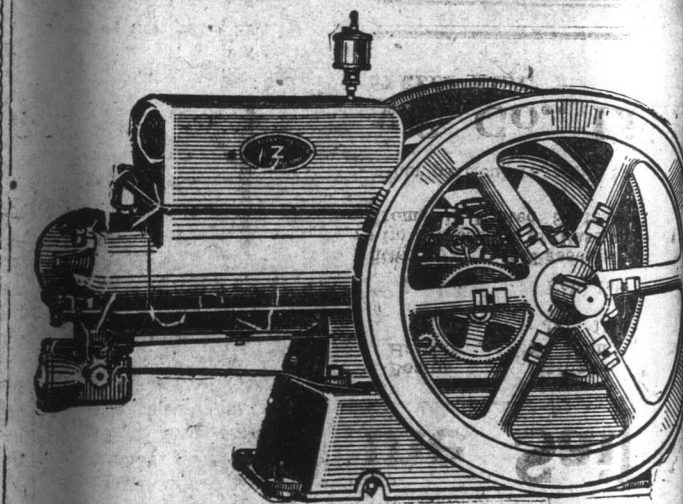
**Canadian National Railway**

Canadian Textile Products Exhibition, Montreal  
February 19th to 23rd, 1923.

Parties interested in this Exhibition can get  
further information by applying to**J. W. N. Johnstone,**

GENERAL AGENT,

Board of Trade Building.



**FAIRBANKS-MORSE**  
**Stationary & Marine**  
**Engines**

Motor Boat Fittings,  
Sawmill Machinery, etc., etc.

**A.H. Murray & Co., Ltd.**  
St. John's

Jan 15, 11, 11

**Some People Know It!  
EVERYBODY SHOULD**

That right here in St. John's we have one of the  
FINEST LENS GRINDING PLANTS in the world,  
where lenses of any description can be made at short-  
est notice; doing away with the old-time waiting for  
weeks for lenses to be ordered from Canada or the  
United States.

WE CAN GIVE YOU THE BEST OPTICAL SERVICE

IN NEWFOUNDLAND.

**R. H. TRAPNELL, Ltd.**

Jewellers and Opticians, 197 Water Street.

TORONTO (Noon)—S.  
W. wind, local snow  
fall and colder to-  
morrow.  
HOOPER & THOMPSON  
Jan. 25.

**Reso**

Buy before n

uction Sa

POPUL

DOWDEN

AND

EDWARDS

AUCTIONEER

AUCTION

Tuesday, Jan.

at 11 a.m.

Fire Hall, corner King

Gower Street.

Cori piano, 6 dining

chairs, 1 folding

table, 1 chest draw-

er, 2 rockers, 1 work

case, 1 oak chest,

1 single W.E. bed,

2 large W.E. bedst-

ow sashes, 2 oil heat-

ers, 1 cabinet gram-

ophone, 1 ladies' dress-

ing machine, 1 organ,

1 C. Settee, 1 refrig-

er, 1 sewing machine,

1 camera, 1 camera

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