

Works Marvels.

Gossages' **Magical Soap.**

HARD WEARING.

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

WILLIAM GOSSAGES & SONS LTD. WIDNES.

JOB'S STORES, Ltd.

Agents.

Jan 9, 1923

Bon Marche White Sale!

- EMBROIDERY . . . 3c. yd. up.
 - SHIRTING . . . 29c. yd. up.
 - FLANNELETTE . . . 19c. yd. up.
 - 80" SHEETING . . . 65c. yd. up.
 - PIQUE . . . 35c. yd. up.
 - TOWELING . . . 16c. yd. up.
 - CERTAIN NET . . . 35c. yd. up.
 - COTTON BLANKETS . . . \$2.75, \$3.35, \$3.95
- Child's F. L. UNDERWEAR—35c. up.
Ladies' F. L. UNDERWEAR—65c. up.
Boys' F. L. UNDERWEAR—65c. up.
Men's F. L. UNDERWEAR—87c. up.
WHITE QUILTS . . . \$2.50 ea.
TORCHON LACE . . . 7c. yd.
TOWELS . . . 29c. up.

BON MARCHE.

Jan 20, 1923

JUST LANDED

2600 Tons
BURNSIDE SCOTCH LUMP COAL
The Best Coal
\$13.50

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

Jan 15, 1923

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.
Jan 21, 1923

JUST RECEIVED!

a shipment of
SUPERIOR QUALITY
SOLE LEATHER

Trimmed and Untrimmed. Selling at Lowest Prices.

BOWRING BROS., Limited
Hardware Department

Jan 16, 1923

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 perfect 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 Puler . . . \$2.00
- Carnae, by Gilbert Parker . . . \$1.50
- The King Valley, by John Fitzgerald . . . \$1.50

S. E. GARLAND,

Leading Bookseller & 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 full 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, 19

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 pair

Child's White RUBBERS Best Quality \$1.20 pair

F. Smallwood,

The Home of Good Shoes, Water Street

Jan 19, 1923

Pictorial Review Patterns

20c. to 35c. each—None Higher.

For the past ten years the people in Newfoundland 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, 1923

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's town Junction only.

Reid-Newfoundland Co., Limited

Furness Line Sailing

From	St. John's	Halifax	Boston	Halifax	St. John's
Liverpool	Halifax	Boston	Halifax	St. John's	Liverpool
SACHEM	Jan. 19th	Jan. 23rd	Jan. 27th	Feb. 1st	Jan. 18th
DIGBY	Jan. 10th	Jan. 14th	Jan. 18th	Jan. 22nd	Jan. 26th

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.

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

Jan 15, 1923

FAIRBANKS-MORSE Stationary & Marine Engines

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

A.H. Murray & Co., Ltd.

St. John's

Jan 15, 1923

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 shortest notice, doing away with the old-time waiting 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.

Jan 15, 1923

WEATHER FORECAST
TORONTO (Noon)—3
W. wind, local snow
fall, and colder to
day.
ROPER & THOMPSON
Jan. 25.

VOLUME XLV.
Reso
Buy before n
Auction S
POPUL
DOWDEN
AND
EDWARDS
AUCTIONE
AUCTION
Tuesday, Jan.
at 11 a.m.
Fire Hall, corner King
Gower Street
Curl piano, 6 dining
ers chair, 1 folding
er table, 1 chest draw
2 rockers, 1 work
case, 1 oak chest,
r. 1 single W.E. bed
2 large W.E. bedst
ow sashes, 2 oil hea
sideboard, 1 centre
cker, 1 cabinet gram
records, 1 ladies' dres
ed frame, 1 organ, 1 s
C. Settee, 1 refrig
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TUESDAY AT 11
Dowden & Ed
11
THE PEOP
AUCTION
AUCTION
OUR NEW AUCTION
Star Hall, Henry S
o-Morrow Tu
30th Inst., at 10.30
quantity of house
and effects consisti
English oak dining
turned legs, can be
24 people, 1 walnut
ou
2 handsome oak
bered plate mirror,
1 superior Angelus,
1 solid rosewood me
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ecratic silk (a beaut
cooking stove, 1
cot) with silk can
as, 1 large British
walnut frame, Sim
g machines, lot of
and other mattress
2 large vacuum
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brass and China
wool hearth rug
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quantity of ch
C. O'Driscoll Lt
AUCTION SA
Freehold Property
are instructed to se
e Auction on the pr
Monday the 5th Ins
at 12 o'clock, 1923,
constructed and
id out 2 Store, Two
e No. 8 Cooks St.
all modern equipm
urther particulars app
P. HALLEY, St. Cito
Renouf Bldg. Dock
or
FRED J. ROIL & CO.,
Real Estate Auction
9, 20, Feb. 1, 2, 3
FOR SALE
umber and light ju
ed board, dressed
hard and spruce
of framing, to
JAMES HALLEY,
111's C
FOR SALE
the unexpired leasehold
in that shop and rem
4 New Gower Street,
pied by The People's S
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use in rear
Particulars apply to
WOOD, PERSON
WINT
111's C