



YOUR SUIT AND OVERCOAT

to hold its shape and keep its style through hard and steady wear, has got to have shape and style hand-tailored into it stitch by stitch.

Experience and knowledge are evident factors in the production of our clothes.

FIT AND FINISH GUARANTEED.

W. P. SHORTALL,

THE AMERICAN TAILOR

P.O. Box 444. Phone 477. 300 Water St., St. John's, Nfld.

Our Welsh Anthracite Coal!

Is the Best Hard Coal mined anywhere in the world. Contains less than half the ashes of other kinds and will not clinker. Burns freely with poor draft and gives more heat. We can deliver from stock and have another cargo, all sizes due shortly.

NORTH SYDNEY SCREENED COAL

In Store and now discharging ex. S.S. "Watuka."

\$13.50.

SCOTCH LUMP COAL—No Slack

\$12.50.

A. H. MURRAY & CO., Limited,

Coal Office Phone 1867. Beck's Cove.

New Brunswick DANCE RECORDS All 75c.

No-No-Nora. That Old Gang of Mine.
Cut Yourself a Piece of Cake.

Down by the River.

When Will the Sun Shine for Me.

That Red Head Gal. Midnight Rose.

When June Comes Along With a Song.

Wolverine Blues. Havana (Tango).

Etc., Etc.

CHAS. HUTTON

THE HOME OF MUSIC.

NEW ARRIVALS OF

Fall and Winter Suits and Overcoatings

You will find these Goods a specially well selected assortment. If your order has not been placed, see ours before buying.

GET ONE OF MAUNDER'S OVERCOATS and keep up the standard of good tailored clothes. Write for samples and style booklets, with measuring instructions.

John Maunday
TAILOR & CLOTHIER
St. John's, N.F.

FOR XMAS TRADE!

400 Bbls. GOOD NOVA SCOTIA APPLES.
Brands: WAGNER, BALDWIN and STARKS.
100 Cases CALIFORNIA ORANGES.
Counts 150, 216, 225.
40 Cases PORTO RICO—216 Count.
50 Boxes CHOICE TABLE APPLES.

BURT & LAWNECE

14 NEW GOWER STREET.

Slippery Streets

MAY MEAN SEVERE INJURIES.

Who knows what may result from a sudden fall? Broken or sprained ankles, legs or arms are a common occurrence, and that means from one to four weeks' disability. Our \$15.00 Accident Contract pays you \$25.00 every week as long as your disability lasts even if for a lifetime.

Please Note: No Insurance Company in Newfoundland gives more Prompt Settlement than ours.

U.S. FIDELITY & GUARANTY COY.

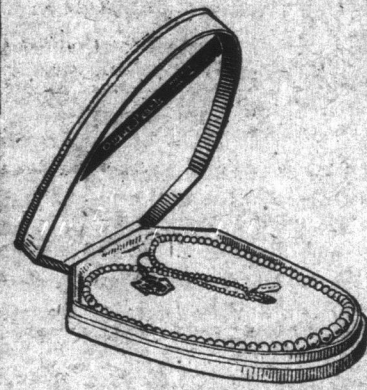
J. J. LACEY, Nfld. GENERAL AGENT.

Omar Pearls

THEY are made in iridescent and beautiful high lustre satin finish. They are replicas of the priceless gems which are so rare.

They are indestructible.

They are beautifully cased in settings that are worthy of the pearls.



They are sold exclusively by

T. J. Duley & Co. Ltd.

The Reliable
Jewellers & Opticians.

They are priced from \$7.00 to \$25.00 a Necklace. They are guaranteed.

Crown's Nautical Almanac, 1924

Harbour and Dock Guide
and Daily Tide Tables.

PRICE - - - \$1.00

By Mail \$1.08.

S. E. GARLAND

Leading Bookseller & Stationer, 177-9 Water Street.

12,000 SIDES AMERICAN SOLE LEATHER.
1,200 FEET BLACK UPPER LEATHER.
Large Quantity of CHAINS & ANCHORS.
NEW IRON & LUBRICATING OIL, at Rock Bottom Prices.
Also, AMERICAN PLYMOUTH STEAM TARED MANILLA ROPE—all sizes.
And all kinds of Ships' Supplies.

North Am. Fur, Hide and Metal Co'y.,

Water Street West (Next Door Reid Electric Store.)

1717.12

Aylward's

We have now in stock a nice assortment of
ENGLISH SUITINGS & OVERCOATINGS

which we will make to your measure for the low price of

\$35.00 to \$40.00.

We'll also make up Suit or Overcoat from your own material.

Also a few neat

PANTS LENGTHS

to suit any coat or vest.

with best trimmings and workmanship, at lowest prices.

T. J. AYLWARD

CUSTOM TAILOR, 292 WATER STREET.

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

CRANBERRIES

Finest Quality

**Cape Cod
CRANBERRIES**

Barrels and Boxes

PHONE 264.

GEORGE NEAL,
Limited.

Tempting and Persuading Values

IN ARTICLES SUITABLE FOR

Christmas Gifts — AT — BLAIR'S

LADIES' ARTIFICIAL SILK HOSE.

The best value in town, in Black, White, Fawn, Brown, Nigger, Navy, Mole, Silver, Mouse, Grey and the newest fashionable shades, Nude and Onion, the rage at present in London and Paris. All sizes 8½, 9, 9½ inch foot. Good value for \$5.00.

Our Price Only \$1.75 per Pair

HANDKERCHIEFS! HANDKERCHIEFS!

A great variety of Ladies' Handkerchiefs in White Irish Lawn, Hemstitched, Embroidered Corners, Lace Edged and Printed Borders; also White Silk and White Silk Crepe, Lace Borders.

Gents' Handkerchiefs, in White Hemstitched and Printed Borders, in great variety and prices.

Gents' Famed Etonia Handkerchiefs, all Hemstitched and Printed Borders.

Gents' White Japanese Hemstitched Silk Handkerchiefs, from 95c. up.

Henry Blair

EXTRA SPECIAL

— IN —

INFANTS' FOOTWEAR

— AT —

SMALLWOOD'S



Beautiful little Shoes for Infants, made on true "Nature-shape Lasts." Carefully finished throughout, and shown in a variety of attractive combination of Black and White, Tan and White and very pretty shades of Blue, Pink and Tan Kid.

85c. 95c. \$1.10 and \$1.40.

Our Baby Shoe Display is a show that mothers always take pleasure in seeing.

F. Smallwood

LADIES' DEPARTMENT.

dec15.12

Nfld. Government Railway.

S.S. ARGYLE.

PLACENTIA BAY STEAMSHIP SERVICE.

Passengers leaving St. John's on 8.45 a.m. train, Saturday, January 5th, will connect with S.S. ARGYLE at Argentia for usual ports in Placentia Bay on Merasheen route.

NOTICE!

Weather conditions permitting, the following parts of the Railway, namely:—

BONAVISTA BRANCH

BAY DE VERDE BRANCH

TREPASSEY BRANCH

will be operated up to January 15th, 1924, and on and after that date said Branch Lines will be closed to traffic. Due notification of re-opening will be given.

Nfld. Government Railway.

RED CROSS LINE!

NEW YORK. HALIFAX. ST. JOHN'S.

From New York. From St. John's.

December 19th ROSALIND December 28th

December 29th SILVIA January 5th

January 5th ROSALIND January 12th

THROUGH RATES QUOTED TO ALL PORTS.

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

WINTER PASSENGER RATES NOW EFFECTIVE.

BOWRING & COMPANY, 17 Battery Place, New York,
General Agents.

G. S. CAMPBELL & CO.,

Agents,

HALIFAX, N.S.

HARVEY & CO., LTD.,

Agents,

ST. JOHN'S, Nfld.

Jan. 5, 1924

Canadian National Railways

TRAVEL ACROSS CANADA "NATIONAL WAY."

"THE CONTINENTAL LIMITED"
Leaves Montreal 10.00 p.m. daily for Winnipeg, Edmonton, Vancouver.

Superior all-steel equipment, consisting of Coaches, Standard and Tourist Sleeping Cars, Dining Cars and Drawing-Room Compartment-Observation Cars.

FROM ALL MARITIME PROVINCE POINTS the best connections are via

"OCEAN LIMITED" "MARITIME EXPRESS."

For further information, Fares, Reservations, etc.

Apply to

R. H. WEBSTER, Acting General Agent.

Farquhar Steamship Company

S.S. SABLE ISLAND will sail from Halifax December 27th, and from St. John's December 31st, for Halifax, direct.

Passage fares—first class only—\$20.00.

For information re freight or passage, apply to

FARQUHAR STEAMSHIP COMPANY, LTD.

Halifax, N.S.

HARVEY & COMPANY, LTD., St. John's, N.F.

aug. 6 mos. w.f.m.

BON MARCHE CASH STORE

SMASH UP.

We will continue to sell goods at remarkable Smashing Prices, and we ask you to come inside and look around.

Our broken window cannot be replaced until the Digby arrives from England.

See our other window for SPECIAL PRICES.

BON MARCHE CASH STORE

dec27.12

NOTICE.

Will all parties who wish to have their ENGINES REPAIRED, kindly forward them to us as soon as possible.

ACADIA GAS ENGINES, LTD.

nov13.12.12