

We Are Glad to Inform Our Many Patrons of Our New Shipment of

Men's and Women's SHOES.

- LADIES' 1 and 2-STRAP SHOES—Medium and low heels, from \$2.50 up
- LADIES' BLACK and BROWN PUMPS—Medium and spool heels, at \$3.50
- LADIES' BLACK and BROWN OXFORDS—Medium and spool heels, from \$3.50 up
- MEN'S and WOMEN'S ROMEO'S, JULIETS and SLIPPERS — Black and Brown Kid, from \$2.50 to \$2.95
- MISSIES' BOOTS—Box Calf, high laced, at \$2.98
- LADIES' RUBBERS from 75c. to \$1.00

We have also received a new shipment of **1922 MODELS**

- LADIES' BLACK KID 2-STRAP BUCKLE PUMPS.
- LADIES' BROWN 2-STRAP.
- LADIES' PATENT OXFORDS.
- LADIES' BROWN OXFORDS.
- LADIES' BLACK KID 1-STRAP SHOES.

These are selling at our usually low prices. Come where you will receive every attention and good value.

The Union Shoe Store
320 WATER STREET.

HEADQUARTERS

FOR
P. E. I. CHEESE,
P. E. I. BUTTER,
P. E. I. POTATOES,
P. E. I. WHITE OATS,
BRAN, CORN,
HOMINY FEED,
TIMOTHY HAY.

GEORGE NEAL, Ltd.
'Phone 264

Carco Brand Roofing Products!

Coal Tar, Roof Coatings, in all sized packages; one, two and three-ply Tarred Paper; Asphalt Roofings, plain and slate surfaced. Lowest prices, best quality. Write for our special guarantee of prices to purchasers for later shipments.

THE CARRITTE COMPANY,
P. O. Box 968. ST. JOHN, N.B.
Jan 7, 1918

Reid-Newfoundland Co., Limited

FREIGHT NOTICE!

The Company will endeavour as far as possible to forward all freight via North Sydney and Port aux Basques, but reserves the right, whenever circumstances in the opinion of the Company require it, to forward freight, originally billed via North Sydney and Port aux Basques, and designated steamers:—

Via Halifax, or Via Louisburg, collecting extra charges over connecting lines between North Sydney and Louisburg.

and also the right to forward same by any steamer owned or chartered by the Company from North Sydney or Louisburg, or Halifax, direct to St. John's or Newfoundland ports other than Port aux Basques.

Shippers or Consignees, when effecting Marine Insurance, should bear this in mind and have their policies cover accordingly.

Reid-Newfoundland Co., Limited

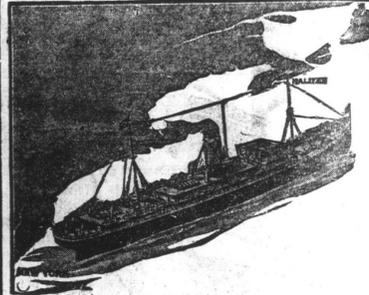
Furness Line Sailing

From	St. John's	Halifax	Boston	Halifax	St. John's
To	Halifax	St. John's	Boston	Halifax	St. John's
S. S. SACHEM—	Feb. 24th	Mar. 2nd	Mar. 7th	Mar. 14th	Mar. 21st
S. S. DIGBY—	Mar. 1st	Mar. 11th	Mar. 18th	Mar. 23rd	Mar. 30th

These steamers are excellently fitted for cabin passengers. Passengers for Liverpool must be in possession of Passports. For rates of freight, passage and other particulars apply to FURNESS WITBY & CO. LTD., Halifax, N.S. FURNESS, WITBY & CO. LTD., 10 State St., Boston, U.S.A.

Furness Withy & Co, Limited

RED CROSS LINE.



NEW YORK—HALIFAX—ST. JOHN'S.
The S. S. ROSALIND will probably sail from St. John's February 28th.
This steamer has excellent accommodation and carries the First and Second Class Passengers.
Through tickets issued to Boston via The Dominion Atlantic Railway at considerably reduced rates.
Through rates quoted to any port.
For further information re passage, fares, freight rates, etc. apply to

HARVEY & COMPANY, LIMITED.
St. John's, Nfld., Agents.

The Influence of Money!

When money is scarce interest rates rise and investors loan their funds on mortgages and bonds for the high return, but when money is plentiful interest rates naturally decline and surplus funds are put into good stocks causing them to advance in price.

The latter condition exists in America. That country has accumulated the lion's share of the world's gold, and this surplus money is seeking higher earning power than bond interest offers. We suggest buying good stocks now for advancing prices.

J. J. LACEY & COMPANY, LIMITED,
STOCKS & BONDS. TELEPHONE 1164.



A good appearance is an unerring passport to an audience. We make clothes that fit and please the eye as well.

The American Tailor

W. P. SHORTALL, 300 Water Street.
Phone 477. P. O. Box 445.

MOREY'S COAL IS GOOD COAL!

IN STOCK:
Best Screened North Sydney
and
American Anthracite all sizes
COAL.
M. Morey & Co., Ltd.
apr 21, eod,tf

Why So Many Wear Glasses.

The very general use of Eyeglasses nowadays does not mean that the vision of people is poorer than in former times, but that to-day they are having eye defects corrected that were formerly ignored.

Allow us to examine your eyes and determine their requirements.

R. H. TRAPNELL, Ltd.
Jewellers & Opticians, 197 Water Street.

What is Your Verdict!

Is it not safe to assume that the Ford Motor Company of Canada, Limited, who manufacture in their own huge perfectly equipped plant practically every part of the Ford car, are the people best qualified to make replacement parts at the lowest price compatible with the high quality which must be maintained?

Manufacturers of spurious parts, operating as they do on a small scale with limited capital and inadequate equipment, cannot possibly make parts of the same quality or accuracy at anywhere near the low price you have to pay for Genuine Ford Parts. Yet you are asked to believe that these spurious parts not only equal Genuine Ford Parts in quality but can be produced for less!

We rest our case here. The verdict we leave to you.

DODD'S GARAGE, LTD.
Catherine Street, St. John's, Newfoundland.
Authorized Ford Agents for Newfoundland.
feb 4, s, w, tf

COAL!

North Sydney Best Screened in store and afloat
BEST ANTHRACITE,
(Lehigh Valley)
Also **BIRCH JUNKS.**

Nfld. Coal & Trading Company, Ltd.
At the premises lately occupied by Alan Goodridge & Sons.
s, to, th, tf

NOTICE!

Effective January 15th, there will be certain changes of schedule in train services on the Canadian National Railways.

For further information apply to
J. W. N. Johnstone,
General Agent, Board of Trade Bldg.
eod,tf

Bring Us Your Upholstering NOW!

Don't wait until Spring opens, because then you may have to wait for some considerable time before we can fill your order. Now—in the dull season we can give special and prompt attention to your needs, whether for some comfortable "tub" chairs, a really delightful Chesterfield, or some old favorites you would like renovated.

We have beautiful Upholstering fabrics that will charm you, we have workmen who are cunning masters of their craft, and we guarantee you promptness, efficiency and reasonable prices.

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

TEMPLETON'S Men's Caps

STYLE—PATTERN—QUALITY—PRICE—LINING—FIT.
Nothing omitted to make our stock attractive to a man who appreciates VALUE.

TEMPLETONS

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

When you want to make a Gift of **REALLY GOOD Silver Plated Flatware** you naturally select **WALLACE.**

Why not use it as well in your own home?

T. J. DULEY & Co., Ltd.,
The Reliable Jewellers and Opticians.

FALSE ECONOMY.

It is often remarked by customers, "I must try and make my old clothes do for the winter." Perhaps the winter may mean very much longer. To protect your body against our cold winds you want warm woollens. An investment in a good Suit or Overcoat may save you months of illness. Durable material, cut and moulded to your figure by expert workmanship in the garment at MAUNDER'S. Samples and self-measuring cards sent to your address.



John Maunder
Tailor and Clothier, 281-283 Duckworth