

DRAWING YOUR ATTENTION TO OUR

JANUARY CLEARANCE SALES

And there never was a more Successful Sale.

Successful because it offers genuine bargains in fresh wanted merchandise at less than its real value. Our customers realize the importance of this Sale, and they have not been slow to take advantage of it.

Sweeping Price-cut all over the store.

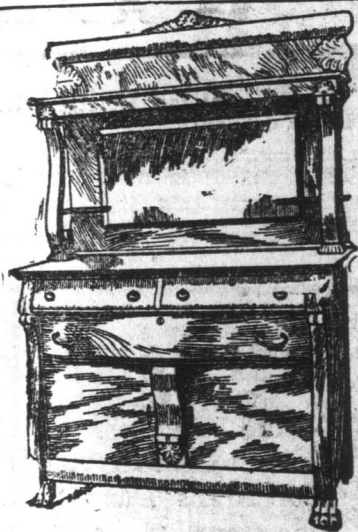
We haven't adopted half-way measures either. Prices have been deeply cut so as to quickly reduce our winter stocks to a minimum. You cannot appreciate all that this sale means until you attend it. Come to-day.



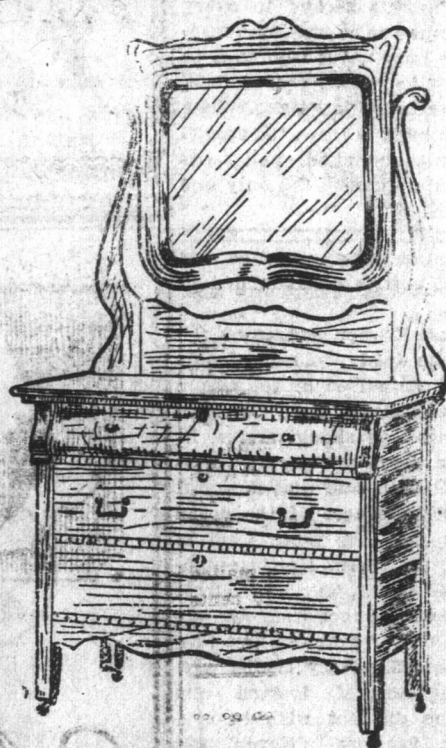
We have Just Received a Shipment of New FURNITURE.

Some very suitable for Xmas Presents, all moderately priced.

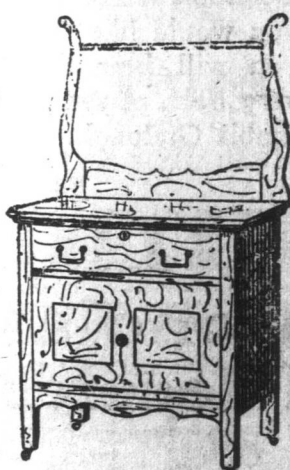
THE C. L. MARCH CO., LTD., Cor. Water & Springdale Sts.



Sideboards & Buffets, from - - \$39.50 to \$52.50



Bureaus, From - - \$29.50 to \$39.50



Washstands, From - - \$6.50 to \$11.00



Special Line of Good Mattresses, From - - \$18.00 to \$20.00

The C. L. MARCH CO., Ltd., Cor Springdale and Water Streets.

The Evangelists.

(I. C. M.)

With two days' services to report, and with not more than a column of space at our disposal, it is somewhat of a problem what to say, or what not to say. However, we must only do our best, by putting much in little.

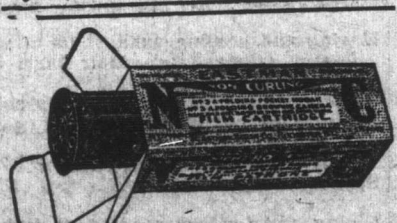
The Sunday afternoon service for young people, was truly a splendid one, and it was attended by nearly two thousand persons, all ranging in age from fifteen to twenty-five. The order and attention all through the service was remarkable, and continued so until its close. The story of the Saviour beginning his ministry at Nazareth was read from St. Luke's Gospel, and the lessons drawn from it were all in keeping with early life, and its beginnings. No phase of public speaking requires more discretion, nor needs greater discernment than that of addressing young people; and not many possess the talent to do so. But Mrs. Demarest is equally at home with an audience of juveniles as with more mature people, and so on Sunday she made the best of her opportunity and imparted a message, of which every one present is the benefactor.

Of course it was a golden opportunity, not only for the gentle Evangelist, but for any one engaged in similar work. There were the hundreds of young lives, all beating with hope, and all full of trust and confidence. These dear young people were from the homes of our city, and upon them had been bestowed the love of parents and the care of guardians; and their welfare and future are of more value than all the wealth of all the banks of all the cities. No amount of money could purchase one of these lives, and those who love them know their real worth—for every one of them is dear to some heart, and they are all dear to the community. How important then it is that their religious and moral training be helped, and how nice to know that the service which Mrs. Demarest rendered them was of such a high character, and was so well prepared by her, and so judiciously conducted in every degree. We thank the good Evangelist for her help in this particular phase of our juvenile life.

The night service was like that of the afternoon in attendance; only it was over-attended. The ushers indeed had a difficult task. We committed the indiscretion of violating their instructions; but they were on the alert, and quickly made us toe the line. As announced, the subject of the discourse was "The new version of the Prodigal Son." The story itself is full of meaning, and has long been a favorite theme with Evangelists; but when a new version of it was announced there seemed an added interest. As every reader knows, the fifteenth of Luke is the Scripture which contains the record of this parable; and so it was read by way of lesson. Then followed the preacher's new version of it—with every eye centred, and dead stillness reigning supreme. It was indeed a sight; every seat occupied, and some three hundred people standing. Who would not be at their best? Who would not rise to the occasion? Whoever might not, Mrs. Demarest did. In the form of a Bible reading she took up the thread of her appeal and pressed home the lessons of the parable in her own convincing style. The departure of the younger boy into the far country and his fall and degradation, and then his awakening of conscience, and his resolution to return home, and his arrival, and his father's reception and kiss of forgiveness were all arrayed in dramatic order; and it was easy for everyone to see what a great lesson the parable contained—a lesson for modern city life, as well as for individual and personal character; for we sometimes seem to forget that there are modern prodigals as well as ancient. We read the parable and leave it there in the Bible; but forget to see its sequel in the twentieth century.

It was, perhaps, in the person of the elder brother that the new version of the parable was given. We have heard a lot of speculation about the elder brother, and who and what he represented. His place has not so often been defined as has that of the prodigal brother; he has had to take a back seat with a good many preachers—or we had better say, no seat at all. But last night he got admittance into the discourse, and he was shown to occupy the place of the man who serves God for what he can get out of it. He was a service of self. It mattered not about others so far as he was concerned. No matter who went astray, or who wandered, or who resolved to reform. He was all right. He was safe at home. The more someone else wandered the more would he have for himself. His religion was self! self! self!!! and his cry was me!! me!!! At this point the Evangelist was at her best, and her comparison of the spirit of the penitent younger brother, and the selfish elder brother, and the attitude of the Redeemer when He said, "Our Father, who art in Heaven, halloved be THY Name, THY Kingdom Come, THY Will be Done," was the climax of her discourse. Yesterday's Thanksgiving Service. The united service held at Gower Street Church yesterday morning, was largely attended, and was well worthy Thanksgiving Day. The city ministers were present and all took part. As was becoming, the leadership was in charge of the President of the Conference, Rev. Dr. Curtis, and he also delivered the address; taking as his text that great Old Testament Hebrew word, Hallelujah, which means Praise ye the Lord. In earnest words, and with true Christian patriotism, the rev. Doctor gave his message, and reviewed the four years of warfare, and showed how, here in Newfoundland, we had been blessed. True, we had paid the price in a measure; but we had much to call forth thankfulness, and not only was this the case in a local sense; it was more so in a national, and in an international sense. The turn which the war had taken and the events which finally led up to victory, were more than common—they were more than happenings; for all had a Divine significance, and revealed the purpose of God in the war. The Doctor made a deep impression as he spoke. It could not otherwise be. What he said was worthy of being heard throughout the whole of Newfoundland; and wider still, it was worthy the audience of the empire. It was a great pronouncement, and could only come from a man of profound thought and mighty soul. We thank the rev. Doctor for his words, and as President of the Methodist Conference of Newfoundland, we congratulate him.

DON'T TAKE THAT TRIP— not before you have seen us. We will take \$5,000 Insurance on your life for one month for less than a \$5 bill. THE TERRA NOVA COMPANY, Gear Building. Geo. P. Barnes, Mgr. Jan 7, 19



Eastman Film
The only film fit for a Kodak is **EASTMAN FILM.** Dependable—Uniform—Fast. Our supply in all sizes is complete. Get your film for the winter holidays at **TOOTON'S,** THE KODAK STORE, 320 WATER ST.

RAINBOW FLOUR

Worth Anybody's Money.



Sold in Barrels and Fourteen Pound Sacks.

Buy Rainbow Flour.



IS IT NOT SAD

To think that of the hundred thousand blind people in the United States, the greater part of them might have had their sight to-day had their eyes been properly attended to in time. You people whose eyes bother you, don't make the grave mistake of putting the inevitable off until too late. Your eyes are the most valuable asset you have; take care of them. See

R. H. Trapnell, Ltd., Eyesight Specialists and Opticians.

Fishermen, Buy Your Engine Now.

Lathrop Marine Engines for immediate delivery.

Prices will be higher in the spring. We have a full line of

STATIONARY ENGINES. SAW MILL MACHINERY. COOPERAGE MACHINERY. HEAD ROUNDERS, ETC., ETC.

A. H. MURRAY & CO., Limited.

The First Principle of Modern Business is SERVICE.

That is where we shine.

Good Goods well made, moderately priced, and honest effort made to deliver on time. Expert accounting and satisfactory settlements of all claims.

The biggest clothing manufacturing organization in Newfoundland backs up its claim for Superior Service.

WHOLESALE ONLY.

Newfoundland Clothing Co., Ltd.

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WM. WHITE, Manager.

PROFESSIONAL CARD.

WALTER F. GEAR, D.D.S., Dentist,

will commence practice on Thursday, January 23rd.

Office Hours: Morning—9.30 a.m. to 12.30 p.m. Evening—2.15 p.m. to 6 p.m.

Nos. 3 & 5 Gear Building, Water St.

Jan 22, 19

Play Postponed.

The play, "A Tangled Skein" was timed for last night was postponed on account of three persons being ill. It will be staged next week. The play is good and well patronized, but it is unable to attend next Monday and wish to give up their

tickets they may go to Gray and Goodland's and have the money refunded.

Our three Specials: Stafford's Phorotone, Pres. A. and Liniments also Ginger Wine, are sold at Robert Parsons', 7 Hayward Ave. Jan 11, 19

A sports frock of rose silk Jersey has a long over-funic embroidered all over in rose boss.

Almost every model wrap or gown from Paris is astonishingly close around the knees.

A bell-shaped hat of mauve silk has no adornment save a knot of ribbon at the right side.

Yesterday's Thanksgiving Service. The united service held at Gower

RUBBERS

White Rock Rubbers heavy soles and finish. White Rock ordinary rubbers \$1.45 to \$1.80 \$1.06 to \$1.40

E, Limited.

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THEM— EP THEM CLEAN an's hurt RUST-PROOF SETS.

very Quality that they are light, durable.

That a woman's set is shape, but the comfortable rely upon through a roof. And the fact impervious to moisture not to overlook.

pair up.

Bros Newfoundland.

Dance

A pair of "FITTING" shoes in your shoes to keep from becoming crescent-shaped. Do this and will not only prolong their beauty, but make them comfortable the next time you wear them, and save your

ALL Shoe Trees are so cleverly devised as to fit any high or low, and are invaluable. They are invaluable "breaking in" new shoes, preventing chafing, blisters, the feet, as well as corns, etc.

A marked difference overnight. stores.

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Public Telegram