

Excel Long Rubbers



The Fisherman's Friend

For Men & Boys are made on a particular shape of last, which gives the foot more room and prevents slipping at the heel and instep.

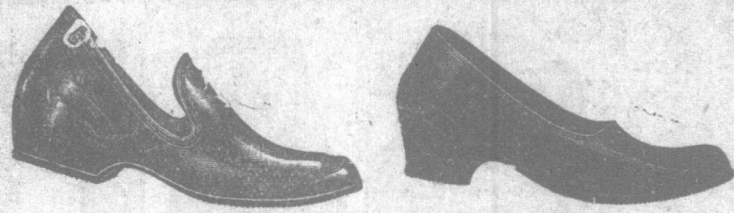
A heavy cloth insole made under a new process which absorbs all moisture, is nicely fitted in to add extra comfort for the wearer.

ASK YOUR DEALER FOR "EXCEL" BOOTS. Sold by all reliable dealers from coast to coast. — Distributed by —

Parker & Monroe, Ltd.
SHOE STORES.

Jan 24, th, s, tu

SALE Ladies' Low Cut Rubbers 10 per cent. off Regular Prices.



We are offering our entire stock of LADIES' LOW CUT RUBBERS at 10 p.c. off regular prices for cash.

Ladies, secure a pair of good, sound Rubbers, and be prepared for the sloppy weather.

F. SMALLWOOD
THE HOME OF GOOD SHOES
218 & 220 Water Street.

mar 4, tt

A Misunderstanding!

In order to correct a misunderstanding that appears to exist, we advise all concerned that it is NOT necessary to have hospital treatment in order to collect on our policies.

We pay for all diseases and all accidents, no matter whether treated at home or at hospital or elsewhere except that under our Pilot Double Policy we pay Double for hospital treatment.

Whether ill or injured a day—a week—a month, at home or elsewhere, our policies mean.

PROMPT AND GENEROUS SETTLEMENT.

U.S. FIDELITY & GUARANTY COY.
J. J. LACEY, Nfld. GENERAL AGENT.

We Still Lead the Way for Low Prices

The following have got to be cleaned out, to make room for New Goods:

FOR MEN:	FOR WOMEN:
Heavy Sweater Coats \$1.49 ea.	Ladies' Hose 25c. pr.
Cotton Tweed Pants \$1.95 pr.	Child's Hose 10c. pr.
Leather Mitts 40c. pr.	Wool Gloves 50c. pr.
Winter Caps 50c. ea.	Embroidery 9c. yd.
Flannel Shirts \$1.15 ea.	Fleece lined Pants 59c. pr.
Cotton Tweed Shirts \$1.35 ea.	Heavy F. L. Vests \$1.05 ea.
Blue Work Shirts 85c. ea.	Col'd. Lace 8c. yd.
Khaki Work Shirts 95c. ea.	Dust Caps 10c. ea.
Black Work Shirts \$1.55 ea.	Leather Hand Bags \$1.50 ea.
Necktie Shirts \$1.35 ea.	White Undershirts 85c. ea.
Cotton Sox 10c. pr.	Col'd. Undershirts \$1.35 ea.
Heavy Blue Serge Pants—	All Wool Scarfs \$1.25 ea.
from 25c. ea.	Child's Fleece lined Vests—
Heavy Tweed Pants \$3.15 pr.	from 25c. ea.
Heavy Overalls \$1.50 pr.	Toilet Soap 8c. cake
Brics 40c. pr.	Bibs 10c. ea.
Sock Suspenders 15c. pr.	Ladies' Leather Shoes—
	Size 4 95c. pr.

Mail Orders sent same day as received.

Bon Marché Cash Store

66 Water Street.

SUITINGS and OVERCOATS!

We have still a large selection of suitings and overcoatings for your inspection. Our style booklets for Spring and Summer 1924 to hand. Expert work on ladies' and gentlemen's breeches. They certainly look classy when made from our Bedford cord and corduroys. You need a pair for skiing and snow-shoeing.

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

Stop Coughing



Why suffer with that troublesome and annoying cough when you can get a bottle of medicine that will cure it?

People at this time of the year, no matter how particular or careful they may be will get Coughs and Colds. As soon as you notice the least sign of a cold it is proper to attend to it. Never neglect a cough or you may find it very hard to cure later on.

Stafford's Phoratone Cough Cure
will cure almost any ordinary Cough or Cold, and best results will be obtained by taking as early as possible.

This PHORATONE COUGH CURE is prepared by us from a good reliable prescription that has had 20 years' trial and has produced wonderful results. We recommend it and guarantee it.

Price: 35c. per bottle
PHORATONE can be purchased at either of the following Stores:

Knowing's—East, West and Central; Wiseman & Hawkins—Plymouth Road; J. Wiseman—Carter's Hill; W. Halfyard & F. Lukins—Hayward Avenue; J. Brown—Cross Roads—or,

DR. STAFFORD & SON,
Duckworth Street and Theatre Hill.

NOW IN STOCK:
Es. SILVIA:
100 Bbs. CHOICE NOVA SCOTIA BALDWIN'S, No. 1's and 2's APPLS.
50 Crates CABBAGE; good sound stock.
100 Cases VALENCIA ONIONS—5's.
20 Kegs GREEN GRAPES.
20 Cases CALIFORNIA ORANGES.
50 Boxes WINESAP APPLES—cont 12's.
BURT & LAWRENCE
14 NEW GOWER STREET.

Insure your Property with the great Fire Insurance Company of the world

The Liverpool and London and Globe.
By our claim adjustments we are favourably known.

Bowring Brothers, Ltd., Agents
Jan 11, 5m, eod

Fresh Fruits, etc.

- 10 Cases GRAPE FRUIT.
- 50 Boxes WINESAP APPLES.
- 30 Boxes CALIFORNIA ORANGES, 176's
- 5 Cases LEMONS.
- 20 Hampers FLORIDA CABBAGE.
- 5 Crates FRESH TOMATOES.
- 5 Bunches BANANAS.
- 10 Cases NEW LAID EGGS.

W. J. MURPHY
RAWLINS' CROSS.
Jan 21, 3mos, eod

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

YOUR OPTICAL REQUIREMENTS



will receive our Prompt and Careful attention.

We will examine your eyes and give you properly fitted Glasses at shortest notice.

We will duplicate your broken lenses accurately.

We will repair your broken frames and make them good as new. We carry a large stock of Lenses and Optical material, and are now showing the latest Eye Glass Mounts on the market.

We will be pleased to attend to anything you may require in the Optical line.

R. H. TRAPNELL, Limited
Jewellers & Opticians, 197 Water Street.
feb 7, eod

BLACK DAZZLE THE COON WONDER WORKER BLACK DAZZLE

Ask all about him at the following Hardware Stores, East to West:
Job's Stores, Ltd., Martin-Royal Stores, Ltd., W. J. Clouston, Ltd., G. Knowling, Ltd., Ayre & Sons, Ltd., Bowring Bros., Ltd. Jan 15, tt

Our Winter Stock!

7000 TONS Best Screened North Sydney Coal and 3000 TONS Best Welsh and American Anthracite Coal HAS ARRIVED
M. MOREY & CO., Ltd.
7y 15, eod, tt

Nfld. Government Railway.

CROSS-COUNTRY PASSENGER TRAIN SERVICE.

Express train will leave St. John's Depot 1 p.m. Saturday, March 8th, going through to Port aux Basques, making connection with S.S. KYLE for Canadian and American points.

PLACENTIA BAY STEAMSHIP SERVICE.

Passengers leaving St. John's on 8.45 a.m. train, Monday, March 10th, will connect with S.S. ARGYLE at Argentinia for usual ports of call, Argentinia to Lamaline (Western Run).

SOUTH COAST STEAMSHIP SERVICE.

Passengers leaving St. John's on 8.45 a.m. train, Tuesday, March 11th, will connect with S.S. GLENCOE at Argentinia, for usual ports of call, Argentinia to Port aux Basques.

Nfld. Government Railway.

RED CROSS LINE!

NEW YORK.	HALIFAX.	ST. JOHN'S.
PROBABLE SAILINGS FOR MARCH.		
From New York.		From St. John's.
March 10th ROSALIND		March 12th
March 12th SILVIA		March 16th
March 19th ROSALIND		March 20th
March 26th SILVIA		April 2nd

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

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

G. S. CAMPBELL & CO., HALIFAX, N.S. Agents.
HARVEY & CO., LTD., ST. JOHN'S, N.F.L.D. Agents.
Jan 5, m, w, tt

Farquhar Steamship Company

S.S. "SPES" leaves Boston March 8th, and Halifax March 11th, direct for St. John's. Leaves St. John's March 15th.

For freight space, etc., apply to

For information re freight or passage, apply to FARQUHAR STEAMSHIP COMPANY, LTD. Halifax, N.S.

HARVEY & COMPANY, LTD., St. John's, N.F. aug 3, smos, w, t, m

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.



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 its 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 445. Phone 477. 800 Water St., St. John's, N.F.

ADVERTISE IN THE EVENING TELEGRAM.