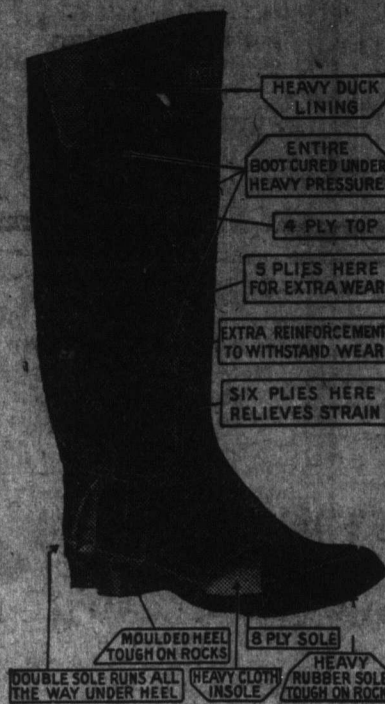


Excel Long Rubbers



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.

Parker & Monroe, Ltd.
SHOE STORES.

Jan 24, 1914, tu

SHIRT BARGAINS

Think of all the shirt goodness you've ever known—all the comfort and wear you've ever longed for—all the variations in quality and design you could wish for—you will find at our Stores.

Our Shirts are priced specially low for the Holiday Season—we want a big Shirt Sale.

SPURRELL The Tailor

210 Duckworth St. and at 365 Water St. Grand Falls.

dec 20, 13, s, m, t, f

FOR THE 14th VALENTINES

We have just a few of our large stock left for you to select from

Prices from 1 to 40c. each

We can also supply to the trade comic Valentines AT LOWEST PRICES

S. E. GARLAND

Leading Bookseller & Stationer, 177-9 Water Street, m.w.t.f

Bowring Brothers, Limited, FIRE INSURANCE DEPT.

Start the New Year right by giving us a share of your fire insurance. Our Policies represent Gold Bonds in event of Loss. Are you SAFELY insured? If not, insure with one of the best Insurance Companies in the World.

Jan 11, 14, m, o, d

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.

Jan 13, 1914, t, f

9 Accidents Since Monday.

This paper recorded nine injuries received this week—all obviously unexpected and most of them occasioning weeks of disability.

Are YOU prepared

for an injury that may possibly tie you up for months or years? How do you know that the same ill luck may not be yours? We have paid 25 claims to people who never expected to be claimants, and no one knows just who will be next.

OUR ASSETS ARE \$7,000,000.

U.S. FIDELITY & GUARANTY CO'Y.
J. J. LACEY, Nfld. GENERAL AGENT.

Just Arrived Another Cargo of WELSH ANTHRACITE COAL All Sizes.

A. H. MURRAY & CO., Limited,
Coal Office Phone 1867. Beck's Cove.

BLACK AND GALV. PIPE!

Get Our Prices Before Placing Your Order.

Scottish Tube Co., Ltd., Glasgow.

WM. HEAP & Co., Ltd.
AGENTS.



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 445. Phone 477. 300 Water St., St. John's, Nfld.

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-Royce Stores, Ltd., W. J. Clouston, Ltd., G. Knowling, Ltd., Ayre & Sons, Ltd., Bowring Bros., Ltd.

BON MARCHE Bargains!

- | | | | | | | | | | | | | | | |
|---|---|---|------------------------------|----------------------------------|--|--|---|----------------------------------|---|---------------------------------------|--------------------------------------|--|------------------------------------|-----------------------------------|
| 95% Crisoline 25c. yd. | Flannel 1.25 yd. | Curtain Net 25c. yd. | Scrim 15c. yd. | Leather Mitts 50c. pr. | Men's Sweater Coats \$1.49 ea. | Boys' Sweater Coats 85c. ea. | Blgy Towels 35c. ea. | White Towels 15c. ea. | Men's Woolen Sox 27c. pr. | Men's Braces 40c. pr. | Men's Work Shirts 55c. ea. | Heavy White Flannel 57c. yd. | Gingham 19c. yd. | English Tweeds 76c. yd. |
| Ladies' F.L. Underwear— 80c. gar. | Ladies' F.L. Underwear— \$1.05 gar. | Ladies' All Wool Scarfs— \$1.35 ea. | Dust Caps 10c. ea. | Toilet Soap 5c. lab. | Child's F.L. Underwear— from 35c. gar. | White Undershirts 55c. ea. | White Nightdresses \$1.10 ea. | Coloured Laces 3c. yd. | Ladies' Hosiery, all colors— 25c. pr. | Child's Hose, from 10c. pr. | Gauntlet Gloves 35c. pr. | Kid Gloves \$1.45 pr. | Boys' Wool Hose 45c. pr. | Hbs 10c. ea. |

Manufacturers' Ends Serge—Half Price

Bon Marché Cash Store

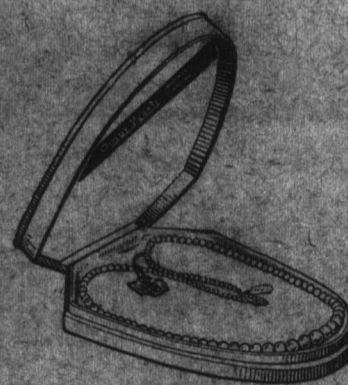
294 Water Street. Mail Orders sent same day as received. Jan 9, 14

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.

Whole Corn \$3.00

Cornmeal \$3.00

W. J. MURPHY

Rawlins' Cross

N. S. APPLES, Etc.

100 Bbls. GOOD NOVA SCOTIA APPLES. Brands: WAGNER, BALDWIN and STARKS 300 Cases CALIFORNIA ORANGES. Cases 1 1/2 doz. 25c. 40 Cases PORTA RICO "18" Oranges. 30 Cases CHOICE TABLE APPLES.

BURT & LAWRENCE
14 NEW GOWER STREET.

Nfld. Government Railway.

IMPORTANT NOTICE.

S.S. KYLE will leave Dry Dock Wharf, St. John's, at noon, Saturday, February 9th, going direct to North Sydney, taking passengers. Tickets sold and Baggage Checked through to Canadian and American Ports.

FREIGHT NOTICE.

PLACENTIA BAY STEAMSHIP SERVICE (WEST RUN)

Freight for the Presque Route (West Run) will be accepted at the Freight Shed Saturday, February 9th, instead of Thursday. (This arrangement is to apply to this week only).

Express train will leave St. John's Depot at 4.30 p.m. on Saturday, Feb. 9th, going to Millertown Junction only, taking passengers, express matter and mail. Sunday's express has been cancelled.

Nfld. Government Railway.

INSURANCE SERVICE

LIFE INSURANCE or FIRE INSURANCE

Consult

CYRIL J. CAGILL

Offices: LAW CHAMBERS, Duckworth St., representing

THE CROWN LIFE INSURANCE COMPANY (Home Office: Toronto, Canada) and

The Fidelity Underwriters Fire Insurance Co. (of New York. Total Assets: \$55,500,974.76). N.B.—Inquiries solicited. Absolutely no obligation. Oct 19, 13, t, f

RED CROSS LINE!

NEW YORK.	HALIFAX	ST. JOHN'S.
From New York.		From St. John's.
February 6th ROSALIND		February 12th
February 13th SILVIA		February 20th
February 20th ROSALIND		February 27th
February 27th SILVIA		March 6th

THROUGH RATES QUOTED TO ALL PORTS. Round-trip tickets issued at special rates with six months stop-over privileges.

WINTER PASSENGER RATES NOW EFFECTIVE.

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

G. S. CAMPBELL & CO., HARVEY & CO., LTD. HALIFAX, N.S. ST. JOHN'S, Nfld. Agents, Jan 5, m, w, t, f

Canadian National Railway

TRAVEL ACROSS CANADA "NATIONAL WAY."

"THE CONTINENTAL LIMITED" Leaves Montreal 10.00 A.M. daily for Winnipeg, Edmonton, Vancouver.

Superior all-steel equipment, consisting of Coaches, Standard and Tourist Sleeping Cars, Dining Cars and Drawing-Rooms. From ALL MARITIME PROVINCE PORTS 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

Sailings Steamer "Sable I."

Leaves Halifax about Jan. 26
Leaves North Sydney about Jan. 28
Leaves St. John's, Nfld., about Jan. 31

Passenger fare to Halifax, \$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.