

"Telephone" is the word.

The people of the Maritime Provinces use about 30,000 telephones at present. To be on a par with the United States they should use 72,000. Of this increase 10,000 will be used by the 40,000 farmers of Nova Scotia. With farmers it has hitherto been a luxury. Hereafter it will become more and more of a necessity. Every farmer who aspires to be a business man will have a phone. He has to keep in touch with the markets, with the people about him, and with the occurrences of everyday life. Every subscriber added to a system increases its importance to other subscribers.

It is needless to add that the larger the number of patrons the greater the revenue and the consequent profits. As the Maritime Telegraph and Telephone Co. controls all the telephone companies of Nova Scotia worth while, one can thus see what splendid prospects the Company has in this respect and also understand the excellent position of the preferred stock as an investment.

The par value of these shares is \$10, and we are offering 3 block in lots to suit purchasers. Price upon application.

F. B. McCURDY & CO.,
Members Montreal Stock Exchange.
C. A. C. BRUCE, Mgr., St. John's.

A Canada Life Actual Result!

NET CASH RETURN MORE THAN TWICE THE COST.
W. J. Robertson, Welland, 12th June, 1913.
Agent CANADA LIFE ASSURANCE CO.,
Port Hope, Ontario.

Dear Sir—
When acknowledging receipt of the Company's cheque for my matured Endowment Policy No. 24937, I desire to avail myself of the opportunity to express my satisfaction with the outcome of my investment.

The policy was payable to me at age 60, with ten premiums of \$48.00 each. The return under it is as follows:

Sum assured	\$1,000.00
Dividends added	446.94
Total amount payable	\$1,446.94
Deduct total premiums paid	480.00
	\$ 966.94

That I should have insurance protection free for all these years and now have over twice the amount of my premiums returned to me in cash is a most satisfactory outcome and I heartily congratulate you on it.

Yours very truly,
GEO. ROSS.
A CANADA LIFE POLICY PAYS.
G. A. C. BRUCE, Manager, St. John's.

THE BIG Furniture Store.

A variety of modern Furnishings to reduce the work in the home.

OPENING.

Brass Bedsteads, Easy Chairs, White Bersteads, Morris Chairs, Bureaus, Wash Stands, Chairs, Rockers, Tables, Sideboards, Buffets, Music Cabinets, Desks, Centre Tables, Jardiniere's, Parlor Cabinets, Rattan and Wicker Chairs, in endless variety. Moderate prices prevail at this store.

CALLAHAN, GLASS & Co., Duckworth & Gower Streets

There is still
COLD WEATHER
Enough ahead to enable
you to give
NEW-KNIT
Unshrinkable
UNDERWEAR
A TRIAL.
"GO TO IT"
The Nfld. Knitting Mills, Ltd.,
Alexander Street.
Jan 19, 14

Apples, Grapes, Lemons.
We offer
100 brls. WINTER APPLES—Wagner, Baldwin, etc.
50 kegs CHOICE GRAPES.
10 cases CHOICE LEMONS.
10 brls. FANCY CRANBERRIES.
30 cases VALENCIA ORANGES.
20 cases JAFFA ORANGES.
Apples and Grapes are very scarce.
Jan. 26th, 1914. **EDWIN MURRAY.**
Telegram Ads. Bring Results

BOWRING BROTHERS, Ltd., Grocery!

MARMALADE.
Hartley's in 1 lb. and 2 lb. pots
Robertson's G. Shread.
Heinz Grape Fruit.
Ginger Marmalade.
Tangerine Marmalade.

Hartley's Jams.
Apple Jelly.
Red and Black Currant Jelly.
Calve's Foot Jelly (bills.)
Guava Jelly.
Custard Powder.
Potato Flour.
Lemon Curd.
Peanut Butter.
Apple Butter.
Lyle's Golden Syrup.
Maple Syrup.
White Clover Honey.
Leaf Gelatine.
Knox's Gelatine.
Pres'd China Ginger.

MOIR'S CAKES, 35c.
Sultana, Citron, Plain.

Mannu Diabetic Biscuits.
Shredded Wheat Biscuits.
Jacobs' Cream Crackers, pkts.
Jacobs' Butter Puffs, pkts.
Highland Shortbread, 1 lb. tins.
Reading Shortbread, 1 lb. tins.

To arrive by Stephano:
Cal. Pears, Ripe Bananas.
Grape Fruit, Taple Apples.
Lemons, Grapes, Celery.
Flor. Oranges, Cal. Oranges.

Cranberries, Oysters.
A full assortment of
Ganong's, Moir's & Neilson's
CHOCOLATES,
in 2, 1 and 1/2 lb. fancy boxes
and on retail.

Bowring Brothers, Ltd.

Phone 332. Phone 332.

50 PER CENT. SAVED ON YOUR TAILOR'S BILLS.

The success of Ungar's Dry Cleansing Process is such that any man can reasonably expect to save 50 per cent. on his tailor's bill by allowing us to smarten up his clothes, which, altho not worn out, have become too soiled to be used.

The people of St. John's who have tried our processes of cleaning and dyeing have been more than delighted with the results. In two weeks' time your garments are returned in perfect condition, having every appearance of new.

Enquire of our local agents, Messrs. Nicholls, Lukpen & Chafe, Ltd., for full particulars.

UNGAR'S LAUNDRY & DYE WORKS, Halifax.

feb9,31.eod

Korff's Cocoa

Acknowledged by Expert Cocoa Testers all over the United Kingdom as an easy first. Have you yet tried a tin? If not take a good advice and do so.

ALL GROCERS ARE HANDLING IT.

J. J. ST. JOHN,

DUCKWORTH STREET & LeMARCHANT ROAD.

We give another chance the present year, 1914, to all Cash Customers of Groceries a Discount of Ten per cent. redeemable in very choice Silverware. This is your way to do it:

1st.—Make all your purchases of Groceries at our stores if possible.
2nd.—See you get your Coupons.
3rd.—When you get them take care of them, and hand them into us when you wish, say half yearly or yearly, and get your choice in Silverware, &c., to the amount of your Coupons.

All goods sold at rock bottom prices and a saving to you of 10c. on the dollar.

N. B.—By buying 10c. worth you get 1c. Coupon. By buying \$1.00 worth you get 10c. Coupon, and so on.

J. J. ST. JOHN,

Agent for Sloan's Liniment, the wonderful cure for Rheumatism, 25c. bottle.

Crushed CORN!

Landing To-Day:

200 Sax
CRUSHED CORN.

'Phone 264.

GEO. NEAL.



SCIENTIFIC DENTISTRY!

We have all the latest appliances for doing the best Dental work, and experts in all our offices to do it. At St. John's:—

DR. J. W. SILLIKER, Specialist for extracting teeth and on crown and bridge work.

DR. M. S. POWER, Specialist at gold inlays, gold fillings.

ALBERT PACK, Mechanical Assistant.
MISS H. SIMMS, Lady Attendant.

Maritime Dental Parlors,
176 Water Street, 176.
Examination Free.
feb2,3m.eod

Every BAD Citizen

NEEDS THIS BOOK.

Every good citizen will find in it the answer to the question that is now agitating the minds of those who are not satisfied with the city as it is. The book is

GOOD CITIZENSHIP.

It contains twenty-three essays by well-known authors on Social, Personal and Economic Problems and Obligations. Edited by Rev. J. E. Hand with a preface by Rev. Charles Gore, M.A., D.D. Among the subjects treated are: The Municipality, Capital, Labor, Housing of the Poor, Old Age Pensions, Factories, Criminals, Women's Work in Councils, etc., etc. The price is 75c. per copy, and we are now taking orders for delivery in about 35 days. There won't be enough copies to supply all who will want them as the edition has been almost exhausted, but if you order now you have a chance of getting your copy.

Dicks & Co., Ltd.

"Tezor Cocktails."

We will be glad to have our City and Outport friends call and sample a

TEZOR COCKTAIL

so that we may prove that nothing but the purest and best enters in the composition.

J. C. BAIRD,

WATER STREET.

Arrived To-Day ex Train,

Turkeys, Chicken,
Butter—all fresh.

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EUROPEAN AGENCY.

WHOLESALE buying agencies undertaken for all British and Continental goods, including

Books and Stationery,
Boots, Shoes and Leather,
Chemicals and Druggists' Sundries
China, Earthenware and Glassware
Cycles, Motor Cars and Accessories,
Drapery, Millinery and Piece Goods
Fancy Goods and Furnishery
Hardware, Machinery and metals,
Jewellery, Plate and Watches,
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Provisions and Groceries, etc., etc.

Commission 2 1/2 p.c. to 5 p.c.
Trade Discounts allowed.
Special Quotations on Demand.
Sample Cases from \$50 upwards.
Consignments of Produce Sold on Account.

WILLIAM WILSON & SONS

(Established 1814.)
25, Abchurch Lane, London, E.C.
Cable Address: "Annualre, London."

ROYAL'S LINIMENT CURES GAB-GIT IN COWS.



"Don't turn away" until we have told you about the wonderful values that can be had here in Pound Goods. Yard prices cut in half.

POUND LAWNS, nice fine goods, clean and fresh, in lengths from 1 yard to 4 yards.

PRETTY PRINT COTTONS, suitable for overalls and children's dresses; long lengths.

VELVETS and SATEENS, Black and Coloured; better quality than usually offered.

EXTRA FINE AMERICAN SHIRTINGS, CALICOES, FLANNELS, ETTES, REGATTAS, TOWELS, etc.

But best of all is our special line of **POUND SERGES,** worth \$3.00 to \$4.00 a yard. Splendid for boys' wear. Prices less than half its real value.

Robert Templeton

GEO. T. HUDSON

Especially invites all the ladies of St. John's to visit his store during this month, as he now has on sale large lots of

JOB LACES and INSERTIONS, from 2c. yard up.

EMBROIDERIES and INSERTIONS, from 3c. yard up.

PERCALES and LAWNS at lowest prices, suitable for ladies and children's wear.

COLOURED WOOLS, Reg. 8c. slip. Now 5c. slip.

LADIES and CHILDREN'S JOB BOOTS.

It will also pay you to visit the stores on purpose to see the 5c., 10c. and 20c. Bargain Counters, which are now filled to overflowing with an endless variety of new goods.

G. T. Hudson, 367 & 148 Duckworth St.



Orders for Ford Cars left at Parsons' Portrait Studio will be forwarded to me while visiting the Factory and Shows, and will have the same attention as if delivered to me personally.

GEO. G. R. PARSONS.

feb5,2m,th,s,m



Armada Tea

Is ordered from Ceylon only twice a year, when the quality is at its best.

In 1-lb. Tins.

From ALL Grocers.



MUSIC GIVEN AWAY.

30, 40 and 50 cent Music selling for 2, 5 and 10 cents.

Purchasers of 50 cents' worth will be given free "THE NEWFOUNDLAND FOLIO," containing "Newfoundland," "The Dear Old Southside Hills," "The Banks of Newfoundland" and 50 Old Favorites.

HUTTON'S Music Store

Advertise in the TELEGRAM