

### WHAT'S IN A NAME

depends upon that with which the name has always been associated.

The name "BON MARCHE" everywhere has stood for dependable goods.

It is recognized by the public of Newfoundland as a guarantee that the goods will give full and satisfactory service.

**BOYS' HEAVY HOSE,**  
22c.  
Double heel and toe.

**STRIPED FLANNEL-  
ETTE,** 22c.  
28", heavy make.

**BLANKETS,**  
\$4.10 a pair.  
72" x 80", heavy.

**LACE CURTAINS,**  
\$1.45 a pair.  
2½ yards long.

**CURTAIN NET,**  
42c. yard.  
Nottingham.

**MEN'S WORK SHIRTS,**  
\$1.25.  
Extra strong.

## BON MARCHE,

Opposite Bowring Brothers.  
266 Water Street.

Jan 13, 1911

### 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.

### Important For Mothers!

A splendid selection of **CHILDREN'S BANDS, MISSES WAISTS, LADIES' CORSETS.**

Just been opened up by

## TEMPLETON'S



On the present reduced prices an extra discount of

### 10 per cent.

will be given on all orders for the next six weeks.

## The American Tailor

Phone 477. W. P. SHORTALL. P. O. B. 445.

### For Sale!

## ARMY and NAVY Building.

Suitable for Club Rooms or Hotel.

For particulars apply to  
**P. O. Box 1286.**

### CANADIAN NATIONAL RAILWAYS.

#### Travel via the National Way.

THE ONLY ALL CANADIAN ROUTE BETWEEN EASTERN AND WESTERN CANADA.

Train No. 6 leaving North Sydney at 7.10 a.m. connects at Truro with Maritime Express for Quebec and Montreal, making quickest and best connections at Quebec with Transcontinental train for Winnipeg, and Montreal with fast through G. T. R. night train for Toronto, and with "Continental Limited" for the West.

Train No. 8 leaving North Sydney at 9.07 p.m. daily, except Saturday, connects at Truro with Ocean Limited for Montreal, connecting with G. T. R. International Limited for Toronto and Chicago and with through trains from Toronto to the Pacific Coast. For further particulars apply to

### J. W. N. Johnstone,

General Agent, Board of Trade Building.

### NOTICE!

## Wm. J. Clouston, Ltd.

All persons with accounts outstanding in favour of Wm. J. Clouston will please settle as soon as possible.

Jan 21, 11

### Reid-Newfoundland Co., Limited

#### SOUTH COAST SERVICE.

S. S. SAGONA

Passengers leaving St. John's on Friday morning, January 27th, will connect with S. S. "Sagona" at Argentia for the usual ports of call between Argentia and Port aux Basques.

### Reid-Newfoundland Co., Limited

## Intercontinental Transports Limited

ST. JOHN, N.B., TO ST. JOHN'S, N.F.

S. S. MAPLEDAWN . . . . . Feb. 6th, 20th, Mar. 16th

#### LONDON SERVICE.

S. S. GREY COUNTY . . . . . Jan. 18th

S. S. LISGAR COUNTY . . . . . Jan. 18th

#### LONDON AND HAVRE.

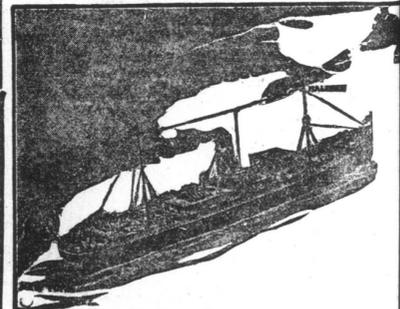
S. S. HASTINGS COUNTY . . . . . Jan. 18th

S. S. WISLEY . . . . . Feb. 6th

### HARVEY & CO., Limited

Agents Canada Steamship, Limited.

### RED CROSS LINE.



NEW YORK—HALIFAX—ST. JOHN'S.

The S. S. ROSALIND will probably sail on Saturday, January 28th, for Halifax and New York.

This steamer has excellent accommodation and carries First and Second Class Passengers.

All passengers embarking for New York must see the Doctor in ship's saloon one hour before sailing.

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, apply to

### HARVEY & COMPANY, LIMITED.

St. John's, Nfld. Agents.

### R. M. S. P.

From HALIFAX to the WEST INDIES.

S.S. Caraque . . . . . Feb. 3

S.S. Chandlere . . . . . Feb. 17

S.S. Chalere . . . . . Mar. 3

S. S. Chignecto . . . . . Mar. 17

From NEW YORK to HAMBURG.

Calling at Cherbourg Southampton.

S.S. Orbita . . . . . Feb. 17

S.S. Orphea . . . . . Feb. 17

S. S. Orduña . . . . . Mar. 3

Ships of the West India Service sailing from Halifax call at Bermuda, St. Kitts, Antigua, Montserrat, Dominica, St. Lucia, Barbados, St. Vincent, Grenada, Trinidad and Demerara, returning to St. John, N.B.

### The Royal Mail Steam Packet Co.

Halifax, N.S.

### Furness Line Sailing

From St. John's Halifax Boston Halifax to St. John's

S. S. SACHEM . . . . . Dec. 29th Jan. 2nd Jan. 8th Jan. 14th

S. S. DIGBY . . . . . Jan. 10th Jan. 18th Jan. 21st Jan. 27th Feb. 3rd

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 WITHY & CO., LTD.,  
Halifax, N.S.

FURNESS WITHY & CO., LTD.,  
10 State St., Boston, U.S.A.

### Furness Withy & Co, Limited

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.

### PENMAN'S

## Re-Built Piano Case Organs!



In beautiful walnut and mahogany cases, with top rail and mirror; all six octaves, four to six sets of reeds. Every instrument guaranteed.

### Musicians' Supply Co

(Royal Stores Furniture.)  
DUCKWORTH STREET.

Oct 29, 1910

### BARGAINS!

**MEN'S WOOL UNDERWEAR—Seconds.**  
Values for \$2.20 . . . . . Special \$1.35  
**BOYS' ALL WOOL NAVY JERSEYS.**  
Button shoulder; sizes 24, 26, 28. Extra value. \$1.73  
**MEN'S SWEATER COATS.**  
Military Collar, in Grey, Brown and Maroon shades.  
Value for \$6.00. Now \$4.68.  
**BOYS' BLACK WOOL HOSE.**  
English manufacture.  
Sizes 1, 2, 3. Special . . . . . 63c.  
Sizes 4, 5, 6. Special . . . . . 82c.  
**MEN'S HALF HOSE—To clear** . . . . . 36c.

## The Artcraft Clothiers,

276 Water Street. Opposite Bowring Bros.

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

## Bar Iron!

Immediate Forward Delivery.

**BEST MARKET PRICES.**

### WM. HEAP & CO., Ltd.

Wholesale to the Trade.

### Will You Cripple Your Ford

OR RENEW ITS LEASE OF LIFE!

When the Ford Car leaves the plant at Ford, Canada, it represents standardized production reduced to a science.

There is no lost motion anywhere in its construction, and each part is of the material and temper best calculated to fulfill the function it has to perform. The result is not only a car at a phenomenally low price, but a car so sound in all its component parts that it will serve you satisfactorily for many years.

Parts here and there will require to be replaced in time, and it rests with you at this stage whether you cripple your Ford or renew its lease of life.

The use of spurious parts will accomplish the former. Genuine Ford Parts will assure the latter.

Spurious parts allow a greater profit to the seller and will be palmed off on you whenever opportunity offers. Take no chances. Demand Genuine Ford Parts and extend the life and usefulness of your car.

### DODD'S GARAGE, LTD.

Catherine Street, St. John's.

Authorized Ford Agents for Newfoundland.

### REAL HAPPINESS!

Watch your son scale the ladder leading to success, rung by rung, until, thanks to your guiding hand, he eventually attains the height of his ambition.

Let us teach him the finest profession in the world.

**DAY, NIGHT AND HOME STUDY COURSES.**

**BRITISH RADIO INSTITUTE,**

C. L. B. ARMOURY. ST. JOHN'S.

### ORANGES, BOX APPLES, ONIONS.

To arrive ex Rosalind around seventeenth:

CALIFORNIA ORANGES—Counts 216, 176.

SACKS ONIONS—Silverpeel.

BOX APPLES—Counts 138 and 150.

Also in stock a few barrels of NOVA SCOTIA APPLES, now selling off cheap to clear.

### BURT and LAWRENCE.

Advertise in the "TELEGRAM."

TORONTO (Noon) fair and cool. Friday—fair and cool. Saturday—fair and cool. Sunday—fair and cool. ROYER & THOMAS, Toronto, Ont., Jan. 24.

Crack

Auction

THE PEOPLE'S AUCTION

POSTPONED

We are again postponing our Auction. All now take place on morning, 27th inst. P. C. O'Driscoll, Auctioneer.

PUBLIC

The Auction House, 55 Walgrave Street, St. John's, Nfld., is a place of business where you can send your goods to be sold and receive the best returns. You may send your goods, such as stoves, bedsteads, dishes, or a stock of goods, and you will receive ready cash. On the day you are a buyer, something at less than the place to find.

J. A. B.

The Star

Mr. Walter White, Commission Agent, Dear Sir,—In an enquiry re your would say that your recent fire in office, which was a top of the theatre for safe. The theatre, completely burned. Two days after the covered this safe. We there opened the contents, computers and coins, as them previous to ion. Yours truly, STAR, J. K. COLE, T. R. JACKSON.

DO YOU RECALL YOUR RECORDING? Have you ever had your fire insurance policy? The policy which says: "The produce for the books of accounts, and other vouchers, copies thereof, if lost." Could you produce proof of loss one day after the fire? You well remember the Star of the Sea, and the illustration shows how safe stood the test. Write us with your accessible and efficient.

WALTER E.

Agent, Catherine Street, St. John's, Nfld.

NOTICE

Next sailing from Halifax to St. John's, Nfld., by HARVEY & CO., Ltd., on Saturday, Jan. 28th, 1911.

COMMON

judgment, notwithstanding the 44 years' term. They show that the Evening Telegram has been in possession of the original copy of the deed up from the office of the Industrial Board, and that the deed is now in the possession of the Industrial Board.