

## NOTHING FINER

For breakfast than a few slices of our delicious  
**Berkshire Brand of Boneless Breakfast Bacon.**  
 Served with toast and a good cup of coffee there is nothing more appetizing and tempting to the lagging appetite.  
 Berkshire Brand of Boneless Breakfast Bacon is sold by all first-class grocers.  
**F. McNAMARA, QUEEN STREET.**

**STOCK-TAKING  
 MUSIC SALE,  
 JANUARY MONTH,  
 20 PER CENT. DISCOUNT  
 ON ALL FOLIOS AND  
 SHEET MUSIC.  
 No Appropriation. No Booking.**  
**Chesley Woods.**

## WOOL BLANKETS!

Be sure to get a pair of our Wool Blankets, as they are extra good value. Prices \$1.80, \$1.90, \$2.20, \$2.60, \$3.00 up to \$10.00 a pair.  
 We give special attention to Mail Orders.  
**WM. FREW, Water St., Nearly Opp. Court House.**

## "Swift" Hockey Boot.



Be among the leaders at the Rink or Lake by wearing "Swift" Hockey Boots; no slipping at the heels; no pinched toes or instep; guaranteed perfect fit. The most suitable Christmas gift for the Boy.  
**BOYS' price from \$2.50**  
**MEN'S price from \$2.60**

**PARKER & MONROE.**  
 The Shoe Men.

## HOCKEY STICKS,

**ALL THE LEADING MAKES.**  
 Rex, Micmac, Special, Empire, Imperial  
 Champion, Red, etc., 15c. to 80c. each;  
 Hockey Pucks, 15c. to 40c. each.  
**MARTIN HARDWARE COMPANY.**

**RHEUMATISM Not Too Late. RHEUMATISM**

**DON'T WORRY** any more about RHEUMATISM, but try a bottle of  
**Sloan's Liniment,**  
 And watch what will happen by following directions. Orders flowing in every hour from North, South, East and West for the wonderful cure (Sloan's Liniment)  
 Price: 25 cents bottle.

**J. J. ST. JOHN, Sole Agent, St. John's, East.**  
 Advertise in the TELEGRAM

## REID NEWFOUNDLAND COMPANY.

### S.S. "GLENCOE"

Will leave Placentia on FRIDAY, Jan. 13th, after arrival of Train leaving St. John's at 8.45 a.m. for the following ports —  
 Burin, Rencontre alternate,  
 St. Lawrence, Reuben's Harbor,  
 Fortune, Ramea,  
 Grand Bank, Burgeo,  
 Belleoram, Grand Bruit, alternate,  
 St. Jacques, LaPoile,  
 Harbor Breton, Dublin's Cove,  
 Hermitage, Rose Blanche,  
 Pushthrough, Balena, Port aux Basques.

Freight Received Daily for above Ports of call.

## Reid Newfoundland Company

## Amatite Roofing!

The New Roofing THAT WILL NEVER need Painting.  
 AMATITE costs no more than Roofing that needs continual coating.  
 AMATITE gives 100 per cent. more value than any of the so-called "Rubber" or "Gum" Roofs.  
 If you want the best value in Roofing ask your Merchant for AMATITE and take no other.  
 Send to us for Samples and Literature.

**COLIN CAMPBELL, Wholesale Agent.**

## Apples & Eggs.

250 barrels No. 1 Winter Apples, Baldwin, Spy, etc.  
 100 barrels Winter Apples—Cheaper Grade.  
 50 cases Fresh P. E. I. Eggs.  
 Good Sound Stock. Prices right.

**EDWIN MURRAY.**

## BOVRIL Popular Bookstore



**T. J. EDENS,**  
 Sole Agent for Nfld.

## TUESDAY Bargain Day

## LARACY'S

**White Wincey,**  
 For Ladies' and Children's Underwear  
 25c. quality, 10 pds. on Tuesday.

**London Smoke,**  
 Regular 12c., for 9c. a yard on Tuesday.

**Strong Cups & Saucers,**  
 34 etc. a Cup and Saucer on Tuesday.

**Tea Plates,**  
 3 etc. DINNER PLATES, 5 etc. each on Tuesday.

Everything in Every Department  
 REDUCED on Tuesday, at

**LARACY'S**  
 25 & 34 Water Street,  
 opposite Post Office.

## Popular Bookstore

For Account Books And Office Requisites.  
 We carry the largest and most varied stock of Account Books in the City, and any ruling not in stock we can supply to order.  
**Ledgers, Journals, Day Books and Cash Books,** from 100 to 1000 pages, in quarts, Foolscap, Demy and medium sizes. Various Prices.  
**SHANNON, DOVE, FALCON.**  
 Broadway and Apron Files, Counter Books from 10cts. Ledgers, Journals, Day Books, and Cash Books, canvas covers, from 30cts.  
 Letter Books from 60cts. Bills receivable & payable 40cts. Receipt Books 7cts. up. All the popular and reliable grades of Lead Pencils. Easterbrook's, Gillett's, Hewitt's and other favourite Pens. We have them for every hand. Lett's and Collins's pocket and office Diaries. Everhard Faber's world renowned Rubber Bands.

Try the Ottawa File, similar to the Shannon, only 50cts. Any size Book, any ruling, any binding, we can supply to order.  
**NO SLOP JOBS,** all work guaranteed **FIRST CLASS.**

## DICKS & CO.

Bookbinders & Stationers  
 Per S.S. "Florizel."

**JAMES STOTT.**

## JOB PRINTING

ANYONE, anywhere can start a mail order business at home. No canvassing. Be your own boss. Send for free booklet. Tells how Heacock, 1612 Lockport, N.Y. dec16,11

20th September, 1910.

Now Landing, a Choice Cargo

## N'th Sydney Coal.

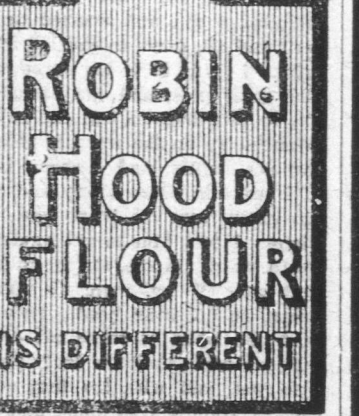
You will find as others have found it that MOREY'S Coal is good Coal.  
 Ask those who burn it.

**M. MOREY & CO.**



If You Can Afford to use the BEST buy Robin Hood Flour

"The Flour that is different."  
 If you do you will find that the cost of ROBIN HOOD is smallest after all.  
 The bigger loaf is one difference.  
 Easier assimilations of the bread is another difference.  
 This sweeter flavor is a third difference.  
 There are other points of difference. Any one of them worth the extra cost.  
 THE Saskatchewan Flour Mills Co., Ltd.  
 Moose Jaw - Sask.



## CUT FLOWERS!

**CHRYSANTHEMUMS**  
 In great variety. Also,  
**CARNATIONS** and  
 Paper White?  
**NARCISSUS.**  
**J. McNEIL,**  
 Telephone 197 Rawlins' Cross nov8,11

## POULTRY

Small quantity of  
**GEESE and CHICKEN**  
 remaining of our New Years stock; kept in cold storage.  
**PHENIX STORES.**  
**A. H. Martin, Agt.**  
 Cavendish Square.

**ANYONE, anywhere**  
 can start a mail order business at home. No canvassing. Be your own boss. Send for free booklet. Tells how Heacock, 1612 Lockport, N.Y. dec16,11

## At The Big Furniture Store.

**WE LEAD!**  
 Selling the best Furniture in Newfoundland, maintaining at all times the most efficient store service, and giving values that you find it impossible to obtain elsewhere, are features that have helped us to leadership in the Furniture business.

**BUY YOUR FURNITURE HERE AND BE SATISFIED.**  
**CALLAHAN, GLASS & CO'Y,**  
 jan6,11,eod DUCKWORTH STREET.

**REAL CALABASH PIPES, from 80 to 4.50 each.**

**Real Meerschaum in Cases, from \$5.75 to 6.25 each.**  
**Briar Pipes in Cases, from \$1.25 to 5.75 each.**  
**Smoker's Companions, \$3.75 to 11.00 each.**  
**Briar Pipes, 15c. to \$1.60 each.**  
**Best Rubber and Fancy Cloth Covered Tobacco Pouches, from 40c. to \$1.25 each.**  
 All first quality goods and exceptional value.

**MARTIN HARDWARE COMPANY.**

## NO THOUGHT READER

Can foretell the day or the hour when your property may burn. Most people are aware of this and make provision for the disaster by insurance. Why are you not so insured? I offer the lowest rates and strongest offices. The promptness and liberality of my settlements are well known.

**PERCIE JOHNSON, Insurance Agt.**  
 Office: corner Duckworth and Prescott Streets.

## COLUMBIA

**BLUE LABEL DOUBLE-DISC RECORDS,**  
 By the Archibald Brothers Quartette, 10 inch,  
**75 cents.**

- No. A903 { JUANITA (Norton),  
 The Two Roses.
- A914 { I Need Thee Every Hour,  
 I Love To Tell The Story.
- A916 { The Soldier's Farewell,  
 The Hunter's Farewell.

It will take you less than one hearing to discover that the above are the finest Quartette Records ever issued.

**A PIANO RECORD, by Murillo, 10 inch Double Disc, 75c.**  
 A902 { LEONOR—Polka de Salon (Murillo).  
 HIGH LIFE—Two Step (Murillo).

**U. S. PICTURE & PORTRAIT COMPANY,**  
 GRAPHOPHONE DEPARTMENT.

## Every Business Man, Bookkeeper and Accountant

Understands the misery of writing for a whole year on an Account Book that has poor quality paper, the difference in price between good and bad is fully made up by the ease and comfort in writing.  
**Demy Ledgers, from 200 to 500 pages.** Books of 100 Cash Receipt Forms, from 15c. up.  
**Demy Journals, from 200 to 300 pages.** Writing Pads, in all sizes, from 5c. to 50c. each.  
**F. cap Long and F. cap Broad Ledgers, Journals and Day Books, from 100 to 900 pages.** Scribbling Pads, in all sizes, from 2c. to 10c.  
**Cash Books, from 100 to 500 pages.** Manifold Letter and Order Books, from 15c. up.  
**Private Ledgers, with and without lock and key.** Copying Letter Books, 250 to 1,000 pages.  
**Quarto and Octave Acc. Books, 100 to 400 pages.** Time Books for 1, 2 and 4 weeks, from 10c. up.  
**And for small shopkeepers F. cap Long and F. cap Broad Acc. Books, from 20c. up.** "Where Is It" and Price Books, from 15c. to 90c.  
**F. cap. and Half, 6 x 13 Acc. Books, from 25c. up.** Envelopes, in all sizes, from the very cheapest to the very best. Special prices for large lots.  
**F. cap. and Third, 5 x 13, Acc. Books, from 12c. up.** Letter and Bill Heads and all other forms specially ruled and printed to order.  
**Memo. Books, in all sizes, from 2c. up to 75c.** Job Line of Memos from 8c. to 40c. per doz.  
**Type Writer Papers, Carbons and Ribbons.** Letts and Collins Office and Pocket Diaries, 1911.  
**Shannon, Box, Apron and Wire Spike Files.** Standard (American) Pocket Diaries, 1911.  
**Books of 100 Acc. and Memo Forms, from 15c. up.** Bill Holders, Letter Cligs, Paper Fasteners, etc.

**GARLAND'S BOOKSTORES, 177-9 & 353**  
 jan7 Water Street.

WEATHER FORECAST  
 TORONTO, Noon —  
 strong W to S. winds, and  
 and mild to-day. Thursday  
 scattered showers of sleet  
 VOLUME XX

## SOMETHING GOOD

This Week's Buying  
**ELLIS & CO., Ltd.**  
 203 Water Street.

- New York Fresh Chickens
- Irish Ham and Bacon
- Ayrshire Totted Bacon
- Scotch Beef Ham.
- Loch Fyne Smoked Bloat
- Choice Stilton Cheese
- Triple Gorgonzola Cheese
- Scotch Dunlop Cheese
- English Cheddar Cheese
- Gaucha Cheese.
- Fresh Smoked Kippers
- California Navel Oranges
- Florida Oranges
- Valencia Oranges
- Tangerines
- Rosset Apples.
- Fresh Finnan Haddies.
- New Process Graham Flour
- Toasted Corn Flakes
- Egg-O-Soo
- Heart of Wheat
- Balsamic Health Food.
- FRESH EGGS.

**CHOCOLATES**  
**BON BONS.**  
 Remember Our Telephone  
 No. 482.

## CUT FLOWERS

**CHRYSANTEMUMS**  
 In great variety. Also,  
**CARNATIONS** and  
 Paper White  
**NARCISSUS.**  
**J. McNEIL,**  
 Telephone 197 Rawlins' Cross

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Small quantity of  
**GEESE and CHICKEN**  
 remaining of our New Years stock; kept in cold storage.  
**PHENIX STORES.**  
**A. H. Martin, Agt.**  
 Cavendish Square.

## THE LONDON DIRECTORY

(Published Annually)  
**E. NABLES** traders throughout the World to communicate direct in English  
**MANUFACTURERS & DEALERS** in each class of goods. Besides the complete commercial guide to London and its suburbs, the Directory contains a list of  
**EXPORT MERCHANTS** with the goods they ship, and the Colonies and Foreign Markets they supply.  
**STEAMSHIP LINES** arranged under the Ports to which sail, and indicating the approximate sailing dates.  
**PROVINCIAL TRADE NOTICES** of leading Manufacturers, Merchants, etc., in the principal provincial and industrial centres of the Kingdom.  
 A copy of the current edition is forwarded, freight paid, on receipt of Postal Order for 20s.  
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