

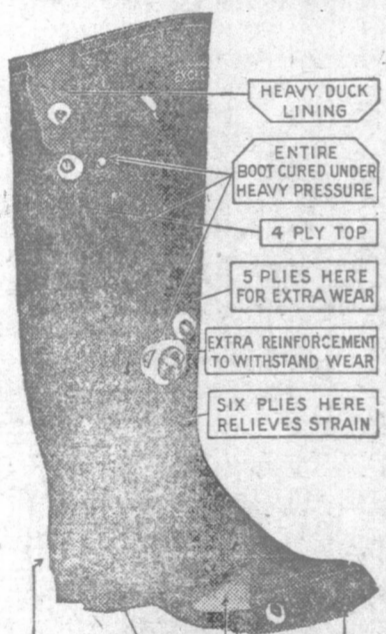
"Purity" Baking Powder!

New shipment of this Popular Baking Powder just in per "Silvia."

Don't worry as to why "Purity" Powder can be sold so cheap. Buy it and get full value for your money.

Wholesale only from
George Neal
Limited.

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.

Shellac! Shellac!

DON'T USE SUBSTITUTES.
Ask your dealer for
"MATCHLESS"
A PURE SHELLAC in ORANGE & WHITE.

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

Fresh Cereals:

- COOKED BRAN.
- COOKED & CRUMBLED BRAN.
- KELLOG'S CORN FLAKES.
- JERSEY CORN FLAKES.
- ROYAL SCARLET CORN FLAKES.
- SHREDDED WHOLE WHEAT.
- PUFFED WHEAT.
- PUFFED RICE.
- PILLSBURY'S HEALTH BRAN.
- ROMAN MEAL.
- ENTIRE WHEAT FLOUR.
- GRAPE NUTS.

ALL NEW STOCK.

W. J. MURPHY

RAWLINS' CROSS.

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.

HAM — and — EGGS

Have declined in price, and with the arrival of the "Rosalind" from New York, we are prepared to supply these popular Food Products at tempting prices for prompt delivery.

HAMS

average 12 to 14 lbs. each.

EGGS

Cases, 30 dozen each.

GET OUR QUOTATIONS.

F. McNamara

PHONE 397 QUEEN STREET

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

LISTEN!

We insure you against sickness and injury. This is a thoroughly-reliable, well-financed company; immense reserves; substantial surplus; splendid asset value; 27 years old. In that time, our total claims paid are—

\$97,497,688.65

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

The Sight of a Lifetime!

Our Buyer's entry into the British markets with a large cheque book, looking for only Job Lines from manufacturers that they wanted to clear, meant just the right goods for us.

We are busy opening up cases every day, and what a sight!

We only wish we had the opportunity to show everybody in Newfoundland these wonderful values.

General Dry Goods of every description are included in this

THE BIGGEST BARGAINS EVER OPENED.

Bon Marché Cash Store

266 WATER STREET.

NOW OFFERING!

A LIMITED QUANTITY OF
7 p.c. TAX EXEMPT AVALON TELEPHONE PREFERENCE SHARES
PAR VALUE—\$25.00 EACH.

Proceeds to be applied to purchase and installation of another additional switchboard section, more telephones, cables, etc.

In 1920 the Company gave service to 900 telephones—

AT PRESENT it serves

3600 telephones—

And links up over 50 towns and settlements on the Avalon Peninsula.

In 1920 earnings were \$ 36,000.00

" 1921 " " 49,000.00

" 1922 " " 74,000.00

" 1923 " " 100,800.00

" 1924 " " will exceed 120,000.00

Preference shareholders will participate in the surplus profits, eventually receiving a considerably larger dividend than 7 p.c.

AVALON PREFERENCE SHAREHOLDERS' DIVIDENDS ARE TAX EXEMPT!

For particulars, apply to the Company's Office,

TELEPHONE BUILDING, ST. JOHN'S.

BEST COAL

on the market, at

\$12.50 per Ton.

This Coal is uniform size, contains no slack and no rock. This is not just Scotch Coal. This is Genuine "BURNSIDE."

Also, North Sydney (Screened)

\$13.50 per Ton.

Anthracite Coal—all sizes.

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

Newfoundland Government Railway

Operating TRAIN SERVICE.
COASTAL STEAMERS.
EXPRESS SERVICE.
DOCK YARD.

Travel and Ship Your Freight via
Your Own Transportation System

USE THESE

HIGH GRADE
TOBACCOS

SAILOR'S PRIDE
PLUG SMOKING.

MOONSHINE
PLUG CHEWING.

U. S. MARINE
A NEW FLAKE CUT TOBACCO
For Pipe or Cigarette.

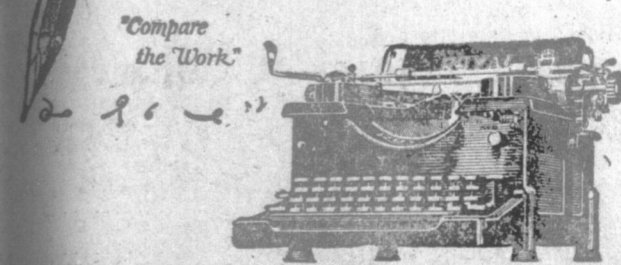
ASK FOR THEM.

John Rossiter,
DISTRIBUTOR.

ROYAL TYPEWRITERS

The light-running, quiet-running Royal Typewriter, by its smoothness & quietness of operation, assists the stenographer in the attainment of that flawless technique which means work accomplished with a minimum of effort.

DICKS & CO., LTD.
Agents.



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.