


The Best Housekeepers want the<br>Uery Best Flour, that's why we make KING GEORGE. \(\begin{aligned} \& You din make whiter bread<br>\& nicer read, betere bread with\end{aligned}\) King george flour.<br>Canadian Cereal \& MIg. Co., Limited.

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Christmas Shopping!
HAS ITS PLEASURES,
Also, Its Worries and Perplexities.




The Rigu Rind a Tos in Mg Callum.

| Clockwork Boats from 25 c . Steamboats, from 90 c . to $\$ 6$. |  |
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| Comer | Nalking chimanan |
| Stearim ant Hot Air Engines, from 90e. | Climbing Monkeys-ver |
| Electric ceiegraphic Ouftrs with | Tin Trains, Autos, Enghtes, |
| tery, complete with full instruc | Carts, etc., from 5 c . |
| Tors Sewing Ma | Satram fres, |
| Dolls, undresed from $2 c$ Dolls dressed, from $15 c$ | $\xrightarrow{\text { Ynass crad }}$ NTasts |
| Raiber Fingures and Dolis | Pen, and Pencini boxes, 5, 7, 11 |
| Rubber Souls-Gray and Colorel. from | arde |
|  | Soze |
| Bears -blick -from 25 |  |

GARLAND'S BOOKSTORE, 177 and 353
JoHN T. KELLY. Marble Works. hiadstones.

MONUMENTS, TOMBS, FONTS, etc. Orders Executed Promptly.
 JOHN T. KELY, 324 Water St.,


## - MAGIC BAKING POWDER

## Does not contain Alum

YOU cannot bake pure food with an alum baking powder. Alum is a dangerous acid that cause disorders of the heart: and wrecks the nervoive system
 wrecks the nervous system Food scientists everywhere wholesome chemical, unfit for use in any focd preparation. use in any focd preparation
MAGIC makes pure, de licious, light bread, biscuits and pastry, insuring healthful home baked hood.
MAGIC BAKING POWDIR CONTAINS NO ALUM

Made in Canada
E. W. Gillett Co. Ltd. Toronto, Ont.

MAGIC is
a medium
priced baking ALUM priced baking the only well-knjwn one made in Canada that does NOT contain alum.

## The Evening Chit-Chat <br> by ruth cameron





## Christmas Makes Me Think.



## OuIXnas Poultry

HAS ARRIVED, viz
TURKEYS, CHICKEN,
DUCKS, GEESE,


Farrows Garden Green Peas in Boiling Bags.

| Plasmon Custard, |  | ${ }^{\text {Broan Press. }}$ |
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Mas-De-La-Ville Non-Alcholic French Wines,

> trown, not mannatactured, have them on your 40. and 5 tec.

Grand Cremant (Champagne).........75c. quart.
 Valienein oranges
Golfen Buset Appes.

10 ib. Beets ...

OVSTERS-\$1.00 qt., 50c. pt.
C.P. EAGAN,

WE'RE EASY!
 Do You Want One?
H. W. de FOREST TEA cơy.
 DON'T WORR
RHEUMATISM,
Sloan's Liniment,

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| J, J, ST, JOHN, Sole Agent, St. John's, East. |  |
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## We are Ready For The Last Great Rush.

 Who Will Be Forgoten?IOT the little toddlers; not they! After many anxious weeks, excitement, and every parcel looked mysterious, they will go to
sleep Christmas Eve knowing full well that to-morrow Santa will have paid his visit-(what do you suppose they had the chimney selection of their gitts.
But What Ibout The Women


FOR MOTHER

FOR WIFE



## OTHER USEFUL SUGGESTIONS

Ladies' Novelty Handkerchiefs.
Net and Lace Neckwear.
Ladies' Evening Gloves.
Ladies' and Gent's Umbrellas. Ladies' Belts, Blouse Pins Side \& Back Combs, Manicure and Toilet Sets. Hand and Shopping Purses.

\&

You Had Better Make a List That No One May Be Missed


THE EASIEST WAY TO FIND THE RIGHT PRESENT FOR A MAN
IS to cone to our Gent's Furnishing Store and
look around you. There is no mistaking the look argund you. There is no mistaking the
face that the thousands of givable things here have fact that the thousands of givable things here have a
special zior of distinction of tuncommonness that is.


MENS SLK HANOKRCH1
MENV SLITEN SHIRTS





dit mens bacaces.

- 4 MENS PTJAMAS

KGM MENS NIGHT SHIRTS.

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SOME GOOD SUGGESTIONS.

## ADIES' BELTS......... <br> Ladies' fancy ties. <br> LADIES' SILKK JABOTS <br> PERFCMES, IMMENSE SELECTION <br> LADIES' BLOUSES. <br> CHILDREN' SILK DEESSE CHLDREN'S LAWN DRESSES <br> CHILDREN'S LAWN DRESSES LADIES' UMBRELLAS ... <br> LADIES SLIPPERS .... <br> CHESTRU TABLE COVERS CHENLLE TABLE COVERS VEVET PILE TABLE COVERS <br> VELVET PILE TABLE COVERS TAPESTRY CURTAINS .... <br> LADESESR' KID GLOVES <br> LADIES' LINED KID GLOVES LADIES' WOOL GLOVES <br> hearth rugs ... <br> DUUR MATS <br> LADIES' SPATS. WOLEN BLANKETS. LINEN TABLE CLOTHS <br> INEN TABLE NAPKIN <br> TRAY CLOTHS PLLOW CASES <br> BUREAU SCARFS TABLE CENTRE TME <br> Embroidered qui <br> PILLLOW SHAM PANO SCAFEES SHK <br> COTTON BLANKET PEARL NECKLETS <br> PEARL NECKLETS SUIT CASES, GLADSTONE BAGS, ETC. Eto.

## CLOSING TIME

## RROYAL STORESE

The Evening Telegram, St. John's, Newfoundland, December 24, 1910-6

| Help You With <br> OUR <br> HANDKERCHIEF <br> SALE IS <br> STILL ON. <br> Here are a few Special Xmas offerings which may contain some helpful hints, but this partial list is merely suggestive of the beautiful and useful gitt things that are found here. |  |  |  |  |
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Prepare Your Boy for the Skating Season Geo. A. Slater's Mule Bide Hockey Bools.

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## MARSHALL Bros.

| City Council Meeting. | Here and Ther |
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| about it. Secure his approval | first, then go ahe |



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 HIS MAJESTY KING GEORGE $V$

## CARR'S BISCUITS!




The Evening Telegram, St. John's, Newfoundland, December 24, 1910...7


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Christmas Greeting!

MAY these bring to you an overflowing measure of real joy and happiness that shall make this Christmastide rich in all that life holds dear. THE buying public have shown their confidence in this Great Store and its merchandising methods in no uncertain way. We have not only done the greatest Holiday Trade, but the greatest years business in the history of this house. During the year about to begin, it will be our endeavor to more fully deserve your confidence, and to increase our usefulness to this community.

## A Uery Merry Christmas.

## gidu 1501015 20

4 4 4 4 4 4 4 4 4
 WE WISH YOU ALL


 Wise Minolved-A Answers Wise Men and Simple Men.

 And found, thoush late, the
In which their Saviour lay.

LaidUp With Lame Back











##  <br>  <br> BI@ $\mathbb{P R I C E}$ CUTTINGON WOOL BLANTRETS $\mathbb{F}(\mathbb{R} \mathbb{X} \mathbb{M} A S$ WERER! <br> \$1.80 BLANKETS <br> \$2.20 BLANKETS \$2.50 BLANKETS \$2.70 BLANKETS $\$ 3.20$ BLANKETS $\$ 3.60$ BLANKETS \$4.00 BLANKETS \$4.50 BLANKETS <br> Now 4.50 <br> S MILIEY, Water St 

## A. (2 S. RODGER. Special Values <br> FOR THE CHRISTMAS SEASON.

Every department is overflowing with useful gitrs that cannot fail to please.
From Grandfather or Grandmother right down to the Baby we have something Spriad Pipies fir this Suaxul of itir Yara! IF YOU WANT A USEFUL ARTICLE CALL AND SEE US
Big Bargains in Dainty Tea Coseys-beauties-from 75 cents up to $\$ 4.50$ each.
Rare Lines of Open Work, Table Centres and Sideboard Cloths, Dainty Toilet Sets, Nightdress Bags. Pretty Boxes containing Ladies' Handkerchiefs \& Botlle of Perfume. Rare Values in Ladies' Furs, Muffs, Fancy Handkerchiefs, Belts, Motor Scarfs, Gloves, Lace Collars and Jabots, Hand Grips, Side and Back Combs, Blouses of every description. Blonse Materials, Remaining Ladies' Jackets at CLEARING PRICESS. Ciilldren's Dainty Dresses-in Lawa and Cashmere-CHEAP.
Bibs, Bootees, Leggings, Footwear, in great variety.
Special Values in Gents' Silk Mufflers, Silk Ties, Silk Handkerchiefs, Bracts, Gloves, Underwear.
See our Stock of Men's and Boys' Winter Caps - YOU WILL SAVB MONEY
THE VALUES WE OFFER WILL ASTONISI
YOU and DELIGHT THE RECEIVER.
Don't forget the Store that Saves Money for you
A. \& S. RODGER, WATER STREET.

## XMAS CIFTS. +3 上

SOME SUGGESTIONS:





## R. H. TRAPNELL, Jeweller \& Optician, Water Street.

## REID NEWFOUNOLAND CO'Y.

The REID NEWFOUNDLAND COMPANY'S Railway and Steamship System, being equipped with all Modern conveniences, affords its patrons

Expeditious Service at the LOWEST RATES.
CONSIGNEES.-Write your shippers to ship your Holiday Goods via the above route, thus ensuring Prompt and Safe Delivery.

## PASSENGERS

travelling by Reic Newfoundland Co's System enjoy all the comforts of home. $\mathbb{T}$ Our Steamers call at the small as well as the large Outports. IeAves placentia every thirsday for ports markedo and every honday for ports

 NOTRE DAME BAY-S.S.CLYDE leates lewisport every monday for ports markedo and every friday for ports

 BONAVISTA BAY-S.S. DUNDEE

BONAVISTA BAY-S.S. DUNDEE.
 TRINITY BAY-S.S. ETHIE. leaves clarenville every monpay ayp fridit. and carbonear, eyery tuesday and


PLACENTIA to PORT-AUX-BASQUES-S S. GLENCOE


BAY OF ISLANDS to BATTLE HARBOR-S.S. HOME.

THE S.S. BRUCE
RAILWAY SERVICE-Daily Trains to the following Points



## ,

SERVICE-D



## BIIG Bankrut SALE!

 BARGAINS in BOOTS.F. LIGHTER, - . . - 334 Water Street Men's Goodyear Welt, Hand Sewed Boots, cannot be
boughtiffor less
than
83.50
any where.
Our price

 Sargains in RUBBERS cannot be equalled in town. Men's Sandal Rubbers. 65c. per pair.
45c. per pair. Limited quantity, Other Goods Sold at remarkably Low Prices.
d20,22,24

## JUST ARRIVED.

 20 CÁSES CHOICE ORANGES. 20 KEGS GRAPES.CRATES OF CROCKERYWARE.
J. BULLEY AYRE'S, Waier St.

Xmas Presents at Templeton's.

## Don't Forget.

Now is the Time to Order Some

## OLD HOME TEA

Either for yourself or for a most acceptable gift. You thus ensure a Happy Xmas both for your friend and yourself.
40 cents and 60 cents. AT ALL GROCERS.

Don't Leave it Too Late BARGAINS : White Napkins.................... 7c. each Towelling Remnants ...............7c. per yard $\ldots . . .15 \mathrm{c}$. to 70 c . each
Bargains
Bargains $\qquad$
loor Canvas, 2 yards wide .......47c. per yard Children's White Lawn Pinafores..... Reduced White Lawn Hems'ed Hankerchiefs. . 3 \& 4c, ea Ladies' Am. White Blouses. .40 c. to $\$ 1.50$ each
P. F. COIINS, Themen

340, 342, 344 Water Street.

## R. TEMPLETON, 333 Water St.

Advertise in the TEIECR AM


An Intelligent person ANYONE, anywhere
Advertise in the TELEGRAM

