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## Blair's NEW SALE SYSTEM "OIFFERENT SELLING"

means bargain prices for you.
Owing to changing and present conditions of business, we are con-
sidering this year running our merchandising and selling differently. Part of this change will be the e eleaning up of goods of which we have
overstock, or goods the season of which is passing, st prices which will
 tomers will however note that all s.euh prices can hardily be expected to
be held indefnitely and they will do well to seek advantage of same early. In our "Different Selling" Campaign we also aim to achieve "other
We open our "Different Selling" Campaign with the following Reductions and Bargains:

CORTICELLL WOOL in balls. Regylar 25c.,







 womens black and navy serge skirts Our price was 99.50 each eas they were bought when Serges were These are Wool Serge makes and this ridiculosly low price is under We are also ohoping the prices of all other Costume Sklirts to reduce WoMENS ANR CHILDREN'S WINTER COATS,
If you are interested in these, we are offerin

Boys' Winter Overcoats
Never Ayain Will You Get Such an Offer.
OOYS' LONG WINER OVERCOATS-All with good Italian linings; ages


## Men's Winter Overcoats

One Coat was priced last season at $\$ 22.00$. We are clearing it up now
 F YOU NEED AN OVEDCOAT THIS IS YOUR OPDRTUNITY
Ladies' Fur Sets, Collars \& Muffs at HALF PRICE.
Owing to so many Fur Collars being worn on coats and so mann Wool
Scarves being used now, Fur Sales have been off the past two seasons. We are clearing up, our stock of Furs at absolutely HALF PRIIE only,
as our highest price. Never again will you have Fur Values like these
ofered youn It hurts us, really, to have to make some of these prices, but we are
out to give you values that you will always remeember. DONT WAIT: BUY EARLY: AND AVOID DISAPPOINTMENT.

## HENRYBLAIR

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|  |  | KARL S. TRAPNEL, ${ }^{\text {am }}$ |
|  |  | er Street (upstairs, nes <br> Kodak Store).-Jan16,tf |
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## EVENING DRESS MATERIALS

## Of a Delicate Beauty that is Most Alluring, yet Prices are Vory Modest

| nevvatare dress net, <br> 42 inches wide, $\$ 2.35$ yard. <br> Coloŕs of Flesh, Maize, Brown, Navy and Black <br> fairytex dress net, <br> 72 inches wide, $\$ 3.70$ and $\$ 4.00$ yard. <br> Colors White, Flesh, Grey, Henna, Maize, Rose Nile, Royal, Mauve and Gold. | FANCY BLACK DRESS NET, <br> 42 inches wide, $\$ 5.50$ yard. GEORGETTE CREPE, $\$ 2.60$ to $\$ 4.80$. White, Turquoise, Nave, Porcelain, Bisque, Grey, Taupe, Cream, Rose, Brown, Coral, Mustard, Black and Fancy Printed patterns. | NiNON, 83.55 yard. <br> White, Flesh, Rose, Cherry, Saxe, Bisque, Navy Purple and Black. <br> TRICOLETTE, $\$ 8.70$ for $\$ 6.75$ yard. Colors Flesh, Sand, Rose, Pekin and Taupe. | See Window for some of our FRENCH BLOUSES and NEW YORK BLOUSES <br> that are now selling for Half Price. Now $\$ 3.25$ to $\$ 12.50$. |
| :---: | :---: | :---: | :---: |
|  |  |  | CHD, ST. JOHN'S. |



## SHIP OWNERS!

AT A" GIVE AWAY" PRICE 2 120-H.P. SCANDIA OIL ENGINES

These Engines are new, and can be used for single or twin screw installation on foreign zoing vessels. We would be glad to furnish specifications, prices, etc. to interested parties.
JOB'SSTORES, tud.


| Store Open Every Night. | The Store that Gives Big Values | "The Store of Greater Service." |
| :---: | :---: | :---: |


| MENS |
| :---: |
| OVERALL PANTS. <br> Made of a strong dur able Blue Denim. They ar specially made hardest wear. <br> $\$ 1.40$ pair. |
| SMART <br> DRESS PLAID. <br> For Misses' school wea and Children's Bresses, thi material. 60 c. yard. |
| POUND KHAKI, 70 c . pound. |




Outport Orders Receive Prompt Attention
M. J. SUMMERS, 330 Water Street
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# ROWNLIFE <br> ESTABLISHED 1900 

ALL RECORDS BROKEN Year of OutstandIng Success

ew Policies ISsued One of the few Companies to increase is is lsuses: Surplus $\underset{A}{\text { Earned }} \ldots$ Insurance in Fore

A Striking

Expansion of in Insurances. $\mathbf{\$ 2 9 , 8 0 6 , 1 7 4}$ Assels | $\$ 3,389,960.94$ |
| :--- |
| $\$ 4,145,729.58$ |

Marrels of the
Public Record Office.

Store News.
Wt are busy with car-
penters and painters and we are doing our best
have the brightest

a | cleanest storer in the the a cit |
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## Ladies'

Lightweight Vests.
Something the esame
the unt tou see her ond
they have e wing sieeve


Men's
Heavy Ribbed Wool Underwear.

 therefore we will not sel
the shirts undess youk tak
pair of drawers, but


## price

, nalm
Side Combs. Assorted dhapes.
Prices 15. to to 45 . pr.

HANDY ARTICLES
Kitchen and Family at Low Prices

## Toilet Paper.



## Electric Bulb Shades.

 Artistice in shape end Men's Work Shirts. Men's Pyjamas
 Heavy Grey Shirts.

Flannelette Nightgowns.
Ladies' 'Comfo Gownsin ret.
 $\frac{\text { yoke and long sleeves. } \text { Special } 51.39}{\text { Congoleum Mats. }}$ Makes anice door mat, $18 \times$
21; nice fancy paterns
only 55. each Union Suits.
 weave and fne rib. Buy your
summer supply now...only 45 C. Dust Pans. Maded from yood heavy iron, Thick Turkkish Towels.
 Tin Dish Pans.
 Enamel Wash Pans.
Made in White and White , tw
 Ladies



\section*{Egg Cups.} | Whitaps. Gold China Egg |
| :--- |
| Cups, direct from Japana 6 for 35 . |
| Cens | Men's

Cotton Handkerchiefs. $\frac{\text { Blue with white dot ot }}{\text { dot en }}$ Ameriean Fancy Stripe Flan-
nelette, plenty of of omp
only si.9. each President Suspenders.
 Children's Waists.

Congoleum Rugs.
$\qquad$
"Sagamore" Rugs.

$\underset{\text { Linen Finish Toweling. }}{\text { crash }}$
 Infant' Diapers. A firm close weave and very
absorbent bleached oure, white,
ane Enamelled Mixing Pans.


## Enamel Saucepans.


$\overline{\text { Aluminium Saucepans. }}$
 Boys' Wool Hose.


## KINDLY REMEMBER

W. R. GOOBIE is just opposite the Post Office.



| SCHOOLESHOES |  |  |
| :---: | :---: | :---: |
| $\qquad$ |  | $\qquad$ |
| Brown Calf, Bluche style; sizes 1 to 5 , $\$ 4.50$ to $\$ 5.50$ |  |  |
| $\begin{aligned} & 60 \text { pairs Vici Blucher } \\ & \text { sizes } 3 \text { and } 4 \text { only. Form } \end{aligned}$ $\begin{aligned} & \text { er price to } \$ 5.00 \text {. To clea } \\ & \text { at } \$ 3.50 \text {. } \end{aligned}$ |  | Box Calf buttoned, able; sizes 11 to 2 only $\$ 2.95$. |
| 10 pairs boys' G. M. Blucher. Regular pric $\$ 7.00$. Now $\$ 3.00$ | Vivic straight laced Same onl sis s2.90. box cale 83.00 | sizes 5 to $10, \$ 2.50$. Vici buttoned, sizes 5 <br> to $10, \$ 2.30$. Same prices in laced. |

## PARKER \& MONROE, Ltd.

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THE ANNUAL FEBRUARY SALES Only 4 More Days in Which to Take Advantage of These Great Money-Saving Events

Aultilude of unush the month the Rorgains. Neyal Stores have been daily crowded with keen and thrify shoppers, all eagerly sharing in the the prevailing low Sale Prices. The Sales terminate on Tuesday, the last of the month

## Black Sealettes

15

## Black Cashmere Hose

Women's Hose. Children's Hose.


## Economy Chances

for the Careful Housewife
$\qquad$ Finest Califoersian Coton, smooth soot finish, Pink and
Blue borderis


 Stair Oil Cloth

 Colored Table Cloths. Tea Cloths.




Natural Shantungs
 Reg; 82.20 yard for ...
Figured Voiles.



Dressmaking Helps







## AGreat Pile of Men's

Shirts
To Clear



Linoleums, Canvases and Carpet Squares A Truly Wonderful Stock


500 Yards White Lawn 25c yard

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 Blouse Flannelette

The Royal Stores, Ltd.

## Glove

## Bargains

for all the Family






## A Clearance of Coats \& Dresses

Alert at all times to take the fullest advantage of special values and conditions, many of our keen pat-


## FIRE!

Wednesday, our opening day, was an immediate success, and we now offer the following lines the next few days

SKIRTS Ladies' and Maids', slightly soiled, but good service60 cents

TWEEDS
A splendid line, suitable for children's, wear año
ladies' costumes or skirts,
40 cents a yard
$\qquad$
FLANNELEITES 5 yards for 40c Perfect goods, same quality
Pyjamas, striped and white

BEDSPREADS
About sixxty of these and they are beauties; $\mathrm{Mlax}_{2 x}$
cellas, Honeycombs, etc., in all colours; damaged. 80c each All English Goods. 268 Water Street,



Increase
Your Income 100\%
Money at $\mathbf{3 \%}$ Doubles Itself in 33 Years Money at $8 \%$ Doubles Itself in 12 Years




SIDE TALKS.


This is not a Lottery, it is a Genuine Sale of Men's\& Boys'
Readymades, So please call and inspect our offers and inform your friends and the public
the officerss of the law, that Marshall Bros. Readymades are at Rock Bottom Prices.

| MEN'S STYLISH SUITS.Lot 8 Tweed Suits $\quad$ Reg. $\$ 2000$ Now $\$ 12.00$ |  |  |  | NORFOLK SUIT |
| :---: | :---: | :---: | :---: | :---: |
|  |  |  |  | lish Tweed Suits |
| Lot | 9 Tweed Suits | . Reg. \$28.00. | Now \$18.00 | Less 20 Per Cent. |
| Lot | 4 Tweed Suits | . Reg. \$35.00. | Now \$22.00 | OL |
| Lot 1 | 10 Tweed Suits | Reg. \$30.00. | Now $\$ 20.00$ | tylish Tweed Suits . |
| Lot | $1{ }_{2}^{1}$ Twed Suits | . Reg. \$38.00. | Now \$25.00 Now $\$ 25.00$ | Less 20 Per Cent. |
| Lot | 3 Tweed Suits | . Reg. \$38.00. | Now \$25.00 | Y' RUG |
| Lot | 5 Twiscd Suits | . Reg. \$40.00. | Now \$28.00 | great variety in Boys' Rugby, Pinch-B |
| Lot | 6 Blue Serge Suits | . Reg. \$38.00. | Now \$25.00 | bby Suits. Regular Prices $\$ 8.00$ to $\$ 22.00$ |
| Lot | 7 Blue Sorge Suits | . Reg. \$35.00. | Now \$22.00 | Less 20 Per Cent. |

MEN'S TWEED PANTS, $\$ 3.60$ to $\$ 15.00$ pair. Less 20 Per cent.

## Marshall Bros.




DAYS MESSAGFS $\qquad$ Nat．I．Forad．Manger ot the




















Prince＇s Rink open every afternoon this week with Bennett＇s Band，if ice is fit．Child－ ren＇s Carnival Saturday．



 Inst Arrived
1 Car Rright lellow torí Meal． 2 dis nees；
2 Cars
While 0ads． White Oáts． ow Prices

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It thould zoem that it might to a ＂It fould geom that it might be a
good thing to estabifish a conrse in
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0．8． 1816.

LAST WEEK－WE ASKED YOU－TO GOME TO BAIRD＇S：THIS WEEK WE ASK YOU TO KEEP COMING TO BAIRD＇S

THE NEW THINGS ARE ARRIVING
A Nansen Cap
－Just the right thing for Boys

1.20

## ：FRIDAY

and their opening up is every day revealing Value－Goodness，Variety and Garefil Selecting．
－From now on we are planning some pleasant surprises for Value Seekers in Spic Span New Goods，the best that ready cash could procure anywhere，and these values are to be found at BAIRD＇S BUSY STORE

REVERSIBLE TURKISH HEARTH RUGS
 Min
7.65

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LOOK，MOM！Here＇s Your chance tor a NEW SUIT for LITTLE BROTHER

BIG SALE BOYS＇${ }^{\text {o }}$ SUITS BAIRD＇S

 Sos．


SMALLWARES of every sort








We Are Glad to Inform Our Many Patrons of Our New Shipment of

## Men's and Women's SHOES.

LADIES' 1 and 2-STRAP SHOES-Medium and LADIES' BLACK and BROWN PUMPS-M dium and spool heels, at . . . . . . . . $\$ 3.5$ LADIES' BLACK and BROWN OXFORDS Medium and spool heels, from ... $\$ 3.50$ up MEN'S and WOMEN'S ROMEOS, JULIETS and SLIPPERS - Black and Brown Kid MISSES' BOOTS-Box Calf, high laced at $\$ 29$ MISSE' BUBPEPS from 75 c ,

## We have also received a new shipment of

1922 MODELS
LADIES' BLACK KID 2-STRAP BUCKLE PUMPS.
LADIES' BROWN 2-STRAP.
LADIES' PATENT OXFORDS
LADIES' BROWN OXFORDS.
LADIES' BLACK KID 1-STRAP SHOES These are selling at our usually low prices.
Come where you will receive every attention and

The Union Shoe Store

Don't wait until Spring opens, wait for some considerable time before we can fill your order. Now-in the dull season we can
sive special and sive special and prompt atten-
tion to your needs, whether for some comfortable "tub" chairs,
a really delightful Chesterfield, 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 cun-
ning masters of their craft, and ning masters of their craft, and
we guarantee you promptness,
officiency and reasonable prices.
U. S.Picture \& Portrait Co.

St. John's.

## TEMPLETON'S Men'sCaps <br> STYLE-PATTERN-QUALITY-PRICE-LINING-FIT Nothing omitted to make our stock tive to a man who appreciates VALUE. TEMPLETONS

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

## Oranges

100 cases Sunkist Oranges, 50 boxes Fancy Apples, 100 bags Silverpeel Onions, 20 barrels Small Hocks. Prices Right.
george neal, itd. Phone 264




## Newman's

 Fort Reviver is the finest tonic on the market Iti is omposed of concentrated fruititives, ${ }^{\text {nand }}$ reviving properties, and is stronlly recon
 homes where
beverage. In f
nint
potulles, $\$ 1.00$

## Pownerex

Is the wondertul food for sortrengthening and BRAIN, BODY and NERVES. Is good for children and adults and specially re-
commended by the British Medical Journal. In $\$ 1.00$ and 50 c . Bowring Bros., Ltd., 100 Brls. of Apples 5 cases CALIFORNIA ORANGES-216, 176 count. 20 bags silverpeel ovions. BURT and LAWRENCE

TO THE TRADE!


## Ladies' \& Gent's

 Rubbersand Baiters
## All sizes are available.

Also a large assortment of
FLANNELETTES, FLEECE LINED UNDERWEAR.
COTTON TWEEDS, OVERALLS, SHIRTING, CALICO, WORKMEN'S SHIRTS, and a large quantity of MEN'S ALL WOOL HEAVY socks

## KALLEEM NOAH, Ltd.

Wholesalers \& Jobbers, Noah Building

| When money is scarce interest rates rise and invest |
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## SPOT STOCK!

DIAMOND EYE ANCHORS, 60 to 200 lbs. each

1 1-8 in. Close-Link CHAIN, Lloyd's Test.

SPECAL PRICE for IMMEDIATE DELIVERY.

## C H A I N S I

## NOTICE!



Reid-Newfo ndland Co., Limited

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Intercontinental Transports Limited

FROM WEST ST. JOHN, N.B.
5. s. "Wisley" TO LONDON
from st. John, n.b., тo ST. JohN's, NfL
S. S. "Mapledawn"

HARVEY \& CO., Limited Agens Canada Stemship, Limited.


Almost Éxhausted
But we have still a number whic have survived our last week's sale of

## 50c. Pocket Novels

left for you to choose from.
Garland's Boolklorr
Leaders in Good Ficiion 177-9 WATER STREET

Advertise in the "TELEGRA


[^0]:    "There's a Reason" for Grape-Nuts

