

CASCARETS $10^{\circ}$
For Constipated Bowels, Sick Headache, Sour Stomach, Bilious Liver


## Sweel Eva!



















Nervous Breakdown dincouragenent didicrestomen ane symplom of netrous exhaustion.
This letter is a message of hopp
to all who find themselves in this




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Distributor:
GERALD S. DOYLE

THEG ETENLNG TEL
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Always Something New and Fresh ELLS \& CO'S, | 203 WATER STREET. |
| :--- |
| Fresh Canadian Chicken. |
| Fresh Candian Turkeys. |
| Fresh P.E. I. Fat Geese. |
| Fresh Partridge. |
| Fresh Rabbits. |


 to any address
silver or stamp.


## FALSE ECONOMY.



## Outports, Attention!

Club together and send for six of the famous reeords "The Banks of Newfoundland," ar ranged by the Newfoundland Regiment Band master, and the "Ode to Newfoundland," sung by the celebrated Brunswick Quartette, and we il mail or express same

## CHARLES HUTTON,

The Home of the Gramophone

MOREY'S COAL IS GOOD COAL!
Best Screened North Sydney
American Anlhracite sizes COAL
M. Morey \& Co., Litd.

## Going, Going, Gone!

MEN'S AND BOYS' CLOTHING AT PRICES m Boys' Suits from Men's Overcoats from Boys' Overcoats from
Men's Trench Coats

THE BIT-RTY COITER

## Darn Your Hosiffry



If you have good Hosiery you won't darn it so much. The place to bry Good Hosiery is BLAIR'S. There is less darning of their Hosiery thas there is of others. Put a stitch in time saves mine, and

## A Lot of Mending Wools

in a large variety of colors at

## 4.C. card

Some lilosiery Specials OPENED Men's Black and Colored Wool Cashmere \& Fingering Socks.

These are the last word both in Qual. ity and Good Value.

We offer Men's English Heather Fing. ring Socks at from 75c. pair only.

Ladies' and Children's Black Fingeriang Hose.

Quality, Weight and Warmth here, Ladies' at $\$ 1.00$ pair ; Children's from 70c. to SOc. pair.


The Wide-Awake Stores Victory Drand Clothes.
Specially designed and briced
for the exacting trade which is of the exacting trade which ita
offering today.
In spite of the
trade depression tood busine trade depression good business
is being obtained by the stores
隹 which are selling
BRAND CLOTHING.
Get your share of the trade
by ordering from our big assort-


The White Clothing
Manf'g. Co., Ltd.
Forty-Three Years in the Pulilic
Service-The Everitna Telemram




Hockey Season Opens.


End-of-Year Clearance of Women's Apparel NO GHARGING AT THESE PRIGES.


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|  |  | Regular \$6.20. Sale Price Regular 88.30 . Sale Price

Regular \$9.95. Sale Price $\begin{array}{ll}\text { Regular \$13.50. Sale Price } \\ \text { Regular } 15.50 \text {. } & \text { Sale Price }\end{array}$ Regular 115.50. Sale Price
Regular $\$ 2.50$. Sale Price
Bishop, Sons \& Company, Ltd., showroom



## BEWAREI




## FIFTY DOLLARS.








Colin Campbell, Limited


## LICHTENED PRICES TO LESSEN EXPENDITURE

4

Opportunities are many for the thrity this week－end，as we have produced some rare values for your consideration；and not alone are
these offerings for immediate requirements，but you will find many oth erose forering you better valuat then you would expect to find lateren on．Make
it a point to attend these Week－Eind Sales this winter，you will find some

Curlers Jackets HALF PRICE unusal values to interest you－ FRIDAY，SAT．and MONDAY Single Grey Blankets

Children＇s
Winter
Coats
$=2$
wantw

## Misses＇Flannel MIDDIES

4 only to Clear Paring Down Prices SHOWR00M ALLUREMENTS．Men＇s＇Nansen＇Caps

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It will pay you to pick up these FOOTWEAR VALUES




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| Important Values for the Saving－Wise |  |
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## LOOK AT THESE <br> New Values from the DRESS GOODS SECTION




## Mr．P．F．Moore，M．H．A


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－in 17 Days．

 airplane experts．They say 17 －day
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vith painted features and sleel halr，


 Things Ain＇t So Worse

 Ust work a litle every day
An
n live within my means．

 Things may look kinda glum







 There are some sensation




Bring Us Your NOW!
Upholstering
Dor't wait until Spring opens, because then you may have to wait for some considerable time
before we can fill your order. before we can fill your order.
Now-in the dull season we can give special and prompt atten-
tion to your needs, whether for tion to your needs, whether for
some comfortable "tub" chairs, some comfortable "tub" chairs,
a really delightful Chesterfild,
and like renovated.
We have beautiful Upholstering fabrics that will charm you,
we have workmen who are ning masters of their craft, and we guarantee you promptness,
efficiency and reasonable prices.
U.S. Picture \& Portrait Co.

St. John's.

## WHAT'S IN A NAME

depends upon that with which the name has al-
ways been associated.
The name "BON MARCHE" everywhere has
 as a
satisfararory serverice.

| $\begin{aligned} & \text { Bovs' Heavy hose, } \\ & \text { Double heel and toe. } \end{aligned}$ | I.ACE CURTAINS, $21 / 2$ yards long 21/2 yards lon |
| :---: | :---: |
| STRTPED FLANNELETTE, 22c <br> '", heavy make | curtain net, 42c. yard. Nottingham |
| BLANKETS, $\$ 4.10$ a pair. $72^{\prime \prime} \times 80^{\prime \prime}$, heavy. | MENS WORK SHIRTS Extra strong |

## BON MARCHE,

266 Water Sreet.



## BARGAINS!

MENS WOOL UNDERWEAR-Seconds. BOYS ALL WOOL NAVY JERSEYS.
 Value for $\$ 6.00$ Now $\$ 4.68$.
BOYS ${ }^{\text {B }}$ BLACK WOOL
English manufacture
Sizes 1, 2, 3. Special
Sizes 4.5.6. Special
MENS HALF HOSE-To
The Artcratt Clothiers,
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Forty-Three Years in the Public
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Electrical Equipment installed, Wiring and Repairing, Lights, Bells and Phones. Satisfactioa guaranteed.

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## BUTTER,

 CHEESE, POTATOES January 26th.Lowest Price on Choice Can. Creamery, Choice Canadian Cheese, P. E. I. Potatoes.

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## Is Your Home Really Modern

Your home may be fitted with the best in modern for Electric Llighting you hat ine you helected the most valu-
bile and up-to-date feature of all. WIRE YOUR HOUSE THIS MONTH. It can be done at comparatively small cost by our
staff of competent Electricians with years of experi-
ence, and with the highest class material. It will cost you nothing to have our man call and give ST. JOHN'S LIGHT \& POWER C0., Limited, angel building

## Important For Mothers!

 CHILDREN'S BANDS MISSES WAISTS, LADIES' CORSETS.TEMPLETON'S


## REAL HAPPINESS I

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