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## NEOEE ATLIST




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Does Your Office require something new?
TWould a fine Roll Top Deakk fit that
bare space before the window? If so, get
 up-to-date for the coming years business
Good, quiet, dignified office furniture is Gery valuabie asset
Tour Showrom carries the finest stodk
 Ourp pries for these good during the month
of January will be just $a$ very litte above cost, the reason being that we desire to have
 stocktraking. This is the business marts
oportunity. We invite vour inspectios opporyunt
and your
inpection means a sale with bargain
U. S. Picture \& Portrait Co.

Every General Manager of a Canadian Bank

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A Canada Life Actual Resul!



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C. A. C. BRUCE, Manager, St. Joh's

There is still
COLD WEATHER
Enough ahead to enable youlto give
NEW-KNIT
Unshrinkable UNDERWEAR
agtrial
"GO TO IT"
The Nild. Knitting Mills, Ltd
Alexander Street.
PURT \& taWRI
Advertise in

## Eny smidiris FOR SALE.



## HANDSOME <br> Tea Pots---Free

We have a limited number of Handsome and Sat
perior Quality English made EEarthenware Teapots
 WRAPPERS for 5 Pounds of LIPTONS TEAS.

LIPTON'S No. 1 TEA in Yellow Wrappers at. . 46c. 1b.
LIPTONS No. 2 TEA in Red Wrapper at. ....40c. Ib. Lipton's Teas have the largest sale in the world,
and have been awarded the following First Class Hon-
Amsterdam Exhibition, 1908-Grand Prix and Gold Medal (hig honour)
Jamestown (Va.) Exhibition, 1907-Gold Medal (high-
est honour obtainable). Berlin Exhibition, 1907-Gold
and only Liege Exhibition, 1905-Grand Prix (highest honour). St. Louis Exhibition, 1904-Grand Prix and Gold Medal
Paris Exhibition, 1900 -Gold Medal
highest and only awaid for tea chicago exhibinlon.
HENRY BLAIR
gGent for lipton, ltd.

HOLLOWARE


ROUND AND OVAL BOILERS, TINHED METAL KETTLEE, ENAMEL IRON SAUCPANS TINHED IRON SAUCPANB, ENAMEL IRON STEWPANS.

MARTIN HARD WARE CO.

ORANGES, ONIONS, ETC.
$\stackrel{\text { Valevia }}{\text { Vand }}$
VALENCIA ONIONS-5s $\& 6$ s.
digby herring.
CINADIAN APPLES
PARSN
BURT \& LaWRINCP, 14 New Gower Street
Advertise in The Evening Telegram.



Here and =here. Breaks a Bad Cold



## ON SPOT.



TheFiremen's Grievances
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THERAPION NO. 3 , The decensed came home to seef

## Removal of Stains!



 UNGAR'S LAUNDRY \& DYE WORKS, Halifax

## 40,000 Pairs Rilibiers and Gaiters!




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FRED. V. CHESMAN, Representa tiv


HAVE YOU EVER
stoppeditot think whity vo would dooity oor sudedenk loot your
 you are impaifing it ereery day you neglect Natures warnitigs in
R. H. TRAPNELL, Eyesigit Specialist

## Stanfield's Underwear.

 the right house.

## Evening Telegram. <br> The   <br> \$5,500.00 <br> Steamer Hire. <br>  <br>  <br> CROCKERYWARE <br>  <br> Mate Travers of the Canada Dead. s.an . Mc Murdo's Store News.   <br>  <br>  <br> GET IN COWS: <br> $$
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## At the House



## WHY BE COLD?

WOOL SOX from 25c. to 50c. a pair.
Inimitable WOOL SHIRTS at $\$ 1.00$ to $\$ 2.30$ each Also a dandy line of Men's Sweater Coats for $\mathbf{\$ 1 . 8 0}$.
SEE OUR WINDOW.
A. \& S. RODGER.



No matter what purchase you make here

## Here is a partial List of the Merchandise involved in this great Money-Saving event.

| Dress Goods, | Quilts, | Corsets, |
| :--- | :--- | :--- |
| Ginghams, | Flannelettes, | Embroideries, |
| Muslins, | Calicoes, | Furniture, |
| Table Linen, | Towelings, | Crockery, |
| Table Cloths, | Carpet Squares, | Hardware, |
| Table Napkins, | Hearthrugs, | Men's Shirts, |
| Gloves, | Linoleum, | Men's Hats \& Caps, |
| Hosiery, | Men's Neckwear, |  |
| Boots and Shoes, | Ladies' Coats, | Men's Underwear, |
| Blankets, | Blouses, | Men's Suits, |
| Sheets. | Skirts. | Men's Overcoats, |
|  | \&C, \&C., \&c, |  |

Mail Orders promptly attended to.

## The ROYAL STORES, Itt.



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The Greatest
Modern Educator
Of Children--
Mme. Montessori
on her recent tour of America included Battle Creek, the
great Pure Food Center, in her itinerary. Speaking of diet great Pure Food Center, in her itinerary. Speaking of diet public press of Dec. 31, 1913):
"Coffee and tea should never be placed within reach of a childish hand."

Besides being an educator, Madame Montessori is a physician, and bases this advice on her scientific knowledge that an ordinary cup of tea or coffee cont
$11 / 2$ to 3 grains of caffeine-a poisonous drug.

In these days of liberal education the average parent is becoming informed concerning the baneful effects of tea and coffee drinking, not only on the youth, but on those
further along in life further along in ifie.

How much better to place before the children (and older on
such as

## POSTUM

Made only of prime whole wheat and a small percent of pure molasses, Postum contains only the rich native value of the grain-good for young and old. Postum Postum comes in two forms:

Regular Postum-must be well boiled to bring out its
rich flavour and food value. 15 c and 25 c packages. Instant Postum-a soluble powder., A teaspoonful
irred in a cup of hot water-with cream and sugarstirred in a cup of hot water-with cream and sugar-
makes a delightful beverage instantly. 30 c and 50 c tins. The cost per cup of both kinds is about the
"There's a Reason" for POSTUM

Canadian Postum. Cereal Coo, tut, Windsor, ont

## If we should print some of

 the Enthusiastic Outbursts to be Heard on Every Sideany of the days the past week you would surely be justified in thinking it was all "Just Adver hsing Talk. To say we are showing the best values in
FLANNELETTES, WHITE SHIRTINGS, SWEETINGS. TABLE LINEN and CURTAIN NETS
In St. John's sounds like mere platitude, but any of your friends who have paid us a visit for these goods the past two weeks will tell you this is so.

## Our Orders for Invictus Shoes of Geo. A. Stater Fame also the Faultless-Fitting DOROTHY DODD SHOES

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INVICTUS SHOES
has a perfect understanding as to what

## constitutes

"THE BEST GOOD SHOE."

## What do You Know about Us?

We are countless little brothers and we live in companies of and 10 in little red houses First of all we were only leaves we were grown way down in "Ole Virginny," picked, cured and packed there, sent a iong voyage to your country and here we were dressed in little white dresses and made into cigarettes. We are sweet, cool and pléasing to smoke, we're sold every where at 5 and 10 cents a packet, and we have one coupon in everey packet ot 5 and two in every packet of too. Our cuppons can be exchanged for valable Premiums-Why dont you ny us? Buy a packe of io for so cents with twe coupons-Youllilike us SURE

Imperial Tobacco Co., (Nfld.) Ltd.

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## The HOLLOWAY STUDIO, Limited,

## Will be open WEDNESDAY all day.



Editor Let the $\quad$ If We Knew.
Cat Out of Bag.






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 American goods thasn ever hefore. Ye ${ }^{+}$ a large number of people are spend ing must of ther time exiorting the
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 Mother! If Child's Tongue Is Coated
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## BIG STOCK-TAKING SALE.

Generous reductions on every article of Dry Goods in stoek and any Oddments and Excess Stock we offer at cost and under to make. a clear-
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member that on anything and everything you buy from us during this member that on anything and everything you buy from us during this
Sale you are saving money. Now is the time to buy for later requirements

## Large Stock of Rubber Foolwear-cheap

Women's Plain Rubber Shoes, good hape and finish. Now only 49c. pr. Women's Storm Rubber Shoes. . ...............Now only 59c. pr. Women's "Rubbber Leaf" Brand extra quality Rubber Shoes. Now only 68 c pair.
Mén's storm Rubber Shoe
Men's Storm Rubber Shees in the very highest qualities, suly as "Pair Ladies' Highest Class Rubber Shoes both with Ideal and Cuban Heels;
and Child's and Misses' Rubber Shoes of all kinds, all at Reduced
Prices.
adies "Rubber Leaf" Brand extra quality Waterproof Button Gaiters, now only $\$ 1.80$ pair.
Ladies" "Carniva" Button Gaiters, which represents the very highest
and

## We Can Suit You to Underwear




Our Sale Price for Men's Stanfield Underwear are:
$\begin{array}{lcccccc}\text { Sizes } & 34-32 & 36-34 & 38-36 & 40-38 & 42-40 & 44-42 \\ \text { Prices only } 89 \text { c. } & 95 c . & \$ 1.05 & \$ 1.10 & \$ 1.15 & \$ 1.20\end{array}$
We have a Lot of Odd Garments in Men's Scotch Lambs Wool Underwear which we offer at 25 per cent. off Regular Prices, and they were good valuesatregu-
lar prices. You will never be sorry if you purchase from this lot. Men's Jaeger Heary White Flieeced Uuderwear. Reg. 555 . value. Only 45c. garment
Boys' White Fleeed, all the sizes from 20 inch to 34 inch, ofered during Sale at all round price of 30 c . garment.
Boys' Seoteh Lamb's Wool and Stanifeld Wool Underwear, and Girls' Wool and Fleece
Underwear, bll greatly reduced. Ladies' Fidaneanelette Undervear of all kinds at cost to clear.
Lot of Ladies' Moire Underskirts, odd lines, offered to youl
Lot of Ladies' Moire Underskirts, odd lines, offered to you at prices that ought to
be quick clearers. Prices 60 c., 75 c. and $\$ 1.15$ upwards.

## HOSIERY

Women's Black Ribbed Fingering Hose. Special values for this Sale at $\$ 3 \mathrm{c}$, 22 c . Men's Black and Heather Fingering

## Great Values in Dress Goods

 etc., and see how you can save money on our prices.
Dress Musins Lawns, Linens and Zephyrs in White \& Colored, all offered at Sale Serge Curtiins in various shades, from $\$ 2.90$ pair only. Regular $\$ 3.75$ pair.
Curtain Serge in Blue, 52 inches wide. Now only ................... Curtain Serge in Blue, 52 inches wide, Now only
Floor Canvas; 2 yards wide; good quality. Only

| in. yoc. yard |
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| .48 c . yard | Ladies' Colored Striped Wincey Shirt Waists at Special Prices,

Ladies. White Silk Blouses at surprisingly low prices. Prices are $\$ 1.25, \$ 1.50, \$ 1.70$, Ladies ${ }^{\circ}$ Black $S$ Sik Bionses at $\$ 1.70$ and $\$ 2.65$ each, only.
Lot of other Blouses in stock will be offered cheaply duir
of other Blouses in stock will be offered cheaply during Sale, to which we shall
add a k ht of lsamples of New Spring and Summer Blouses. See our Blouse Offer-
CLEARANCE OF LADIES \& MISSES HATS and CAPS. Lot of Ladies' and Misses' Felt Hats, only 255. each to cleare
Lot of Ladies' and Misses Wool Rinking Caps. Clearing Prices only $20,25 \&-350$. ea Ladies and Misses Coats, Ladies and Misses Furs: All heavily reduced to make a complete cle
Big Lot of Yadioses and Chilidren's Betts. G
Ladites Hand Bags from only 18c. each.
EMBROIDERIES and LACES If you are making up any white work, remember
we are making a straight 20 per cent. discount on all our stock of Laces, and
Men's, and Boys' Eastern Caps, fitted with knitted bands for the wintry weather
Now only 55 c , each.

Get our Prites on Winter G boes of all kinds. NB. Sit riter

## HENRY BLARR.



## Overland!

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## 1914 Model.




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Have Character.
They are not the sipis.s.od pro duct of a careless manufacturer of artist workmen. they make a man feel better as soon as he get
into one. into one.
If you want Suit perfection ask your dealer for our popula brands.
Americus, Fitre Form, Stilenfit Americus, Truetil, Progress, Faulless, Ftc.

Newfoundland Clothing Co., Limited.

CrTY, January 29th, 1914.
MADAM, -How about that New Costume that you have been
waiting for so lowg?
well you need not

## SERGES and TWEEDS,


GEORGE T. HUDSON,
367 peetworth stree
BEEF
AT LOWEST PRICES.
boneless flank beef.
SPECIAL Plate beef
LINCOLN" Plate beef "ANCHOR" FAMILY BEEF beef cuttings.
F. McNAMARA, Queen Street.

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FOOT WARMERS--40c., 55c, 65c. NEW TEAPOTS-.Jets, Samian, Lustre. 1914 TEA SETS-This Years Patterns, in Great Variety. 21 and 40 pieces. Just Received.
CALL and SEE THEM.

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THE NICKEL for Comfort, Courtesy, Good Music and Quality Films. The Mid-Week Change.
2 Reels-"UNTL WE THREE MEET AGAIN"-2 Reels.
An unusual story of three chums, who separate to meet in ten years, showing the weve many changes which occur in the lapse of time.
bobby forgot and Everybodys doin IT-Two excellent and rea the way or the mountains-a good, clean, wholesome Western drama. THE WARWICK BIOSCOPE CHRONICLE-Pictorial illustrations of the world's Mropul P. J. Mccarthy, at the Piano. "A SHOW EMINENTLY WORTH WHILE."

POST CARD VIEWS
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to be remembered.
Good Goods at Low Prices.

BLEACHED TABLE LINEN...
TABLE NAPKINS, splendid value.
H. S. TRAY CLOTHS .........
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BLEACH TABLE CLOTHS, $8-4$ size
BLEACH TABLE CLOTHS, 8 -10 size. BLEACHED SHEETING, a Bargain.

60 Special Open Work Bed Spreads
$\$ 2.20$ to $\$ 4.00$, now at $\$ 1.88$ to $\$ 3.60$.
Wuex Till Terms Cash: Less $21 / 2$ p.c. No Approbation.

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the pboples papkr- THE EVENING TELEGRAM, Feb. 4th, 1914-10. - rean bx averyoai
C. C. C. Annual "At Home"

BRIISH HALL, WEDNESAA, Feb. 18 ih
Special Attractions and Dancing. New Music by C. C. C. Band.


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Satisfaction assured all those who place their order
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| Just Arrived <br> A Large Shipment of Fuller's Chocolates Sweets Pate de Guimave Peppermint Creams Assorted Caramels Marshmallow Balls |  | Orders taken daily for Cream |  |
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 most reliable marine motor engines made, can be fitted
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HARRISON'S DRESSIIAEER Jen
GARRETT BYBNE
EVERY OFFICE MAN
Should enquire about
my handy, labor-sav
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the earliest opportu
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| Apples, <br> 100 brls. WINTE egs CHO 10 cases 10 b | pes, Lemons <br> Wagner <br> , Baldwin, etc IONS. <br> BERRIES JENCIA ORANGES. es are very scarce. |
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Landirg To.Day ex S S. Mongolian, . 500 Barrels American Granulated SUGAR.

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CATTLE FEED, s. 140 sack.
MOLASCUIT, GUUTEN MEAL. CORN MEAL, HOMINY FEED. GOOD OUGRAN and DATS. fish sour spare riss, 7c. il. FRECHDS and TONGUES. FRESH RABBITS.

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