

## LEA \& PERRINS' SAUCE

## The Imprisoned Heiress <br> Tie Spectre of Egremont.

The change to the bottle
Nown
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## $=0$



ELLIS \& CO 203 waimite simest. The pick of the market Choice Turkeys Choice Geese Choice Ducks Choice Milk Fed Chicken
Canadian

## Chilled Beet

Fresh Local Pork.
Fresh Local Veal.
"resh P. E. I. Lamb.

## OUR SAUSAGES

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## 500 Brace

 Fresh Partridge.Our Workless Season


 tin

Total Eclipse of Sum


The Newfoundland Light and Power Company, Ltd.

A VERY HAPPY AND PROSPEROUS NEW YEAR



U9
Insurance
Insure with us you Perfect Protection. Personal Interest. SERVICE.

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\frac{\text { mation freely given. }}{\substack{\text { TEsSIERS } \\ \text { RANCE } \\ \text { AGENCIES, } \\ \text { St. John's. }}}
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## In Future

Bring your coupons and tags to the

## New

Premium Department

## Flavin St.

 one minutes walk from Rawlins' CrossAmpariar Foblepona
$\square$


In the Realms of Sport

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## Stock Market News




## All Roads Lead to <br> The Star To-Night

THE BIGCEST SHOW IN TOWI For Two Nights Only.


With MillTON STLLs WALLACE BEERY, ENID BENNETT and 3000 Others.
 Hawk tro触 $=$ = Stows wize To miss this most wonder-
ful prodiction is to miss-
the Scruen's st preme

FRIDAYCharlie Foster and hi
Coloured Band. Oh Boy


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\begin{aligned}
& \text { It's rich fruit flavors, sparkling clearness, } \\
& \text { absolute purity and easiness of preparation, } \\
& \text { has taken the housewife by storm. }
\end{aligned}
$$

Every wise housekeeper to-day keeps a stock of JELL-O on her pantry shelf. She
knows how reliable it is ais a basis for humdreds of delicious salads and sweets, and how quickly unusual and delightful dishes for informal Winter Dances and Brides. can be prepared if you've JELL-0
Order from your Grocer to-day.
Made in 5 Fruit Flavors; also Chocolate.

## F. M. O'LEARY, Distribulor <br> MUIR BUILDING, WATER STREET

Monday's Great Attraction at The Nickel

Curlers Luncheon
at Montreal meamm nimizi
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## Nfld. Lady Robbed

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## Laid to Rest


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## To The Merchants in Dry Goods

You know of the union between the great floor
covering manufacturers Nairn and Congoleum. In England, France, South Ameriea and U.S.A., In Canada and Neveronndand, business will be
done through Congole
Cand Kindy bear in mind that ourp productso sell in
constanty inereasing guantites, that it will be
 serve espece in your stock romom for our goods
 urnover an that our experimen in st. Johis's,
flacing a las ocinineed us that it will pay us to push Congoleum in Newfoundand. Asit will pay
us, so will it prove proftabele for-Youl. CoLIN CAMPBELL, LTD, are our represen tatives in Newfoundand. Congoleum will be the best advertibed floor
covering in Nevfoundand during 1225 F Congoleum Canada, Ltd.

Notes on Votes

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The Pieture The World Is Walting To Seel



ADMISSIÓN--NIGHT, 30c; AFTERNOON, 10 and 20 c .


 Slippery Streets--

 Issued to suit all classes from $\$ 10.00$ yearly, up-
ward. U. S. FIDELITY \& GUARANTY CO. J. J. LACEY, NAd. General Agent.

- max



# WEVE LEARNED BY EXPERIENCE that it pays to buy and sell for Coath, Since me first opene our Store we've almays followed that Policy-that's why you find values greatest here-Prices lowest here whenever yont care to make comparison-thats why you't fin Slaugh THE BROADWAY HOUSE of FASHION Don't make a mistake. This is the greatest Coat slaughter of prices ever seen or attempted in St. John's or elsewhera 

We are not going to carry our Coats over to next season! Our policy demands an immediate clearance of our entire stock of Coats regardless of cost. There is only one way for us to take! Slaughter the prices! We take our medicine! But out they must go! These are Coat values that no woman can possibly overlook! Not merely remarkable, not merely extraordinary, but truly sensational values! Come! Investigate!

## COATS

## and more

 COATS $\mid$ Another 2 groups of fine Coats-more retharkable $\left\lvert\, \begin{aligned} & \text { Another } 2 \text { groups of fine Coats-more } \\ & \text { savings-more peal "Broadway" values: }\end{aligned}\right.$

## COATS! COATS! COATS!

2 Groups of Coats that the price of each Coat does not represent the actual value of the fur,
trimmings! Every Coat Silk or Orepe-de-Chine lined. Never before! Never again such prices!
20.00 Coat Values 22.50 Coat Values 25.00 Coat Values


Every Coat Silk-Lined \& Fur-Trimmed
Furs include-Woli, opossum, Muitlon, Marmot and even Squirrel

## Some More

## COAT

 SAVINGSIn these 2 Groups you will find real magnificent and stylish Coats, ninsely fur trimmed magnifeent and
underpriced to clear them at once. with rich furs-
 Sample Coats at Less Than Cost

These are about the most embracing groups of Coats we have ever shown this season-Variety is the keynote, and Quality is one of the most important features in these 3 Groups-The "Broadway" is known as "Coat Headquarters" and these values are fitting values from Coat 'Quarters.


Children's Coats Reduced to New Low-Level Prices! Some, Mothers-See Them

## A Great Value-Giving Event!

## Our entire stock of fine Velvet Hats reducod to less than cost price! Immediate Solling is the keynote to this extraordinary Sale of Hats. Because there is such an extenslve assortment of styles, कhapes, materials and colors, selecting a becoming Hat will be delighttuuly easy. high as $\$ 8.90$ <br>  Remenbert Colours regardess of fory Hoes on Sat gale regardiess of former prices - No reserve!

FurCoats Reduced to Cost and Less Than Cost Price

A Review of the World's Records for 1924.
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The Covered Wagon'




MAJESTIC THEATRE Monday

## Majestic Theatre

 Commencing To-Day. m- =- $=$ $=$ "The Covered Wagon" NOTE-This Picture will be shown at the Majestic Theatre only.

## TWVO SHOWVS NIGHTLY--7.15--9.30 p.rn.

 Matinees Every Afternoon for Ladies and Children- 10 \& 20 cts. The Original Music for the Feature Furnished by the Orchestra.

## Hartley's

## Preserves

ARE MADE FROM ONLY FRESH FRUITS Picked in the Fresh Fruit Season "they never tse pulps. Insist on the celebrated Harterys' Jam, Jellies and Marmalade

LEO A. DUFFY


run mooms pumas - Don't say Paper, Say "EVENING TELEGRAM."

## 'Champion' 30 AP .

First-Class Quality.
Convenient Size. 5c. per bar 288 Bars to Box.

Wholesale from
GEO. NEAL Limited.

## SALE McClary's ENAMELWARE

Sausepans and Boilers<br>Only Lasts 3 Days More.<br>Wm. J. Clouston, Ltd. PHONE 497<br>184 WATER STREET

FOR SALE


Anthracite Coal.
NOW LANDING:
VERY SUPERIOR GRADE OF WELSH ANTHRACITE.
A small cargo at our usual low price W. H. HYNES.

## Goods in Stock Dec. 4th. Goods in Stock Dec, 4th. <br>  <br> TBURT \& LAWRENCE

## Money <br> Well Spent!

When your festivities are forgotten, one of MAUNDER'S OVERCOATS will pemind you that your money was well spent. We have them (not from Mitchell's Gardens) but from the best English Woollen Houses. The choicest range yet shown; no two alike.

SAMPLES SUBMITTED


ค0, Gent'sFurnishings
for your Father, Brother or some one else's
Brother, consisting of Beautiful Shirts, Scarfs, Neckwear, Bows; Suspenders, Arm Bands, etc. In our Tailoring Department we are special-
izing on a beautiful line of OVERCOATINGS at reduced prices.
E. D. SPURRELL WM. SPURRELL $\begin{array}{ll}365 \text { Water Street } & \begin{array}{l}210 \text { Duckworth } \\ \text { St. } \\ \text { St. John's. }\end{array} \\ \text { Branch: Grand Falls. }\end{array}$ \%x,


## THE PICK OF THE PACKING HOUSE!

STRICTLY CHOICE LIGHT HAM BUTT PORK- 70 to 80 Pieces.
FAT BACK PORK-7080 Pieces.
SHORT CUT CLEAR PORK-7080 Pieces.
"RELLABLE" BRAND PIG JOWLS with tongue (Extra Fancy Quality). CHOICE SPARE RIBS (Barrels). "STERLING" Plate beef - (Great Retailing Beef)
philadelphia family beep
highest grade boneless flank BEEF ("Leadership" Brand) LOWEST PRICES.

## F. McNamara <br> Phone 393. <br> Queen St.

Increasing Dividends

 EYRIL J. CAHLL
 CROWN LIFE INSURANCE COMPANY


## Nid. Govermment Rallway. <br> withdrawal of branch train service Notice is hereby given, that-Weather condition permitting the the following Branch Railuay Bine namely: Trepassey, Branch, Bay-de-Verde Bran <br> after that dated, saial Banuary Lines will be ce closed traffic. Duee notitication of re-opening will be given. <br> Final Freight Acceptance for these Poin will be on Monday, January 12th. <br> ST. JOHNS-CARBONEAR PASSENGER TRAI SERVICE-CHANGE OF SCHEDULE. Effective January 5th, and continuing until fur. ther notice evening trains between St. John's und Carronear, will onerate on Mondays and Saturdays orly Regula opran monn trains will  - TO ALL CONCERNED The Railway will endeavour, as far as possible to $f$ ward all freight via North Sydney and Port aux B ques, but reserves the right, whenever circumstances in the opinion of the railway, require it, to forward freight originaly fort Port aux Basques, and via designatted steamers. and wid Halifax or Louisburg, collecting extra charges ov connecting lines betwen North Symee and Lou burg, and also the right to forward same by a steamer owned or craght to forward same by a North Sydney or Louisburge, or Hy Halifax Railway fro Nirect to Shippers or Consignees, When effecting Marin Insurance, should bear this in mind, and have the Insurance, should bear this in mind, and have the policies covered accordingly. <br> Nild. Government Railway.  <br> Red Cross Line

| NEW YORK. | HALIFAX. ST. JOHN'S |
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