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## The Canada Life.

In each of the past four years the Canada Life has earned a LARGER SURPLUS than ever before in its history

Favorable mortality, and low expenses, the result of good management, have helped.
C. A. C. BRUCE, Manager,



Latest in Crimi-
nal Detection.


PARKER \& MONROE, Lid
The Testimony of Facts!
From a letter publishedin the "Autocar" of Sept. 14th, '1
e notice that dut of 13 Cars in a garage at Harrogate the MICHELIN TYRES
Cars fitted with 2 MICHELINS each out of 4 Tyres. Cars fitted with 3 MICHELINS each out of 4 Tyres. 5 Cars fitted with 4 MICHELINS each out of 4 Tyres.
3 Cars fitted without any MICHELINS at all, which of 52 Tyres, 32 were MICHELINS. In other words, $611 /$ per cent of Tyres fitted were MICHELINS, the remainde MICHELIN Bed between five other makers.
A. H. MURRAY, Agt

2,500

## MUSIC

## 10 for 30 cts.

By, the very best composers and retails for from
Take the bargain now. We are closing out She Music finally at half cost pric

CHESLEY WOODS \& CO.
BARGAINS IN DRESS gaeds.

## wear. we have

Dress 7 weeds in neat stripes, from
Dress Metons, in Navy Brow, Grem
and Also clearing lines of Cashmeres, Lustres, Nun's Veilings yará
Wm. FRREV


## S20.00 REWARD

THE FIRST 20 Cast Purchasers Who can prove by any

## 20 Per Cent Reduction

on our original Retail Prices for any Fur Necklets, Throwover, Muff or Set, bought and paid for by

## Our Big Fur Saie

From January 14th to January 21st. This is to prove that our Tremendous Reductions as advertised are bonafide
HENRY BLAIR

## EveningTelegrar. $=$ man wion



## REDUCING

TAXATION






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| in Eperythino. | Finest Sclected Marrow Green Peas, 7c. lb. Evaporated Peaches, 15 c |
| and the bestof tea is | Nen Evaporated |
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| Duckworth St. | de puen's Road |

Confectionery
with a
Reputation.
AYRE'S.

With the Puck.


## Year's Graent Clotiting Event

## Begins To-Day at Our Store.



## C. L. MARCH $\mathrm{CO}_{\mathrm{o}}$, Ltdd,

## Hardware Dept. <br> Brooms. 55 c . and $\$ 1.00$ <br> Curling

SKATES.
Skeleton Skates, 25 c up. Hockey Skates, - 40c. up. Acme Skates, - 50 c . up. LADIES and GENTS
Beaver, Glacier Chebucto, Regal, Velox, Mic-Mac.


Girls'

## Slides.

40 c. 50 c .
55c., 60c..
$1.00, \$ 1.50$
$\$ 2.00$.

## Hockey

Sticks.





Commences To = Morrow, Friday. Immense Reductions on all White Goods.
This is an event that has been looked forward to with the keenest of interest by the women of St. John's. It affords great opportunities of securing truly marvellous values in Ladies' Whitewear Garments, Curtains, Embroideries, Linens, Cottons, \&c.

We cannot enumerate here all the wonderful bargains offered in this Sale. We, however, recommend a careful perusal of this list of prices. READ IT CAREFULLY. Then pay a visit to our busy store. You will be amply repaid for youil trouble

## Pillow and Bolster Cases

 and Shams. pLlow cases. BOLSTER CASES.

pllow shams.

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lace curtains.


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| Tray \& Sidiboard Covers, Fancy Liners, \&c. |  |
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| Tray Cloths, |  |
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|  | White Twiled |
| Sideboard Cloths. <br> Linen hemstitched an |  |
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WHITE SHEETING plain and twiled. 70 ins. wide. Reg. 30 c, y yard. Sale Price
70 ins. wide. Reg. 40. yard. Sqle Price 70 ins. widge. Reg. 40c. yard. Sqle Price
80 ins. wide. Reg. 50 e. yard. Sate Price 80 ins, wide. Reg. 50c. yard. Sale Price
80 ins. wide. Reg. 60 c . yard. Sale Price


## Misses and Children's Underwear.



A MATCHLESS SALE OF STAPLES. Largest assortments ever showin with prices so radically reduced. The Prices tell their own story.

## WHITE HONEYCOMB

 QUILTS. Size 9 9-4.$\qquad$ Sale Pach

 Size 10-4. Reg, si.50 each. | sale Priee, $81.2 \%$ |
| :---: |



## WHITE SHIRTING.



TABLE NAPKINS.

 Size $25 \times 25$. Reg. 45 Sa. each, Sale Price, 39 c . WHITE FLANNELETTE
 Wiath 32 ins. Reg. Sale Pricire, yéc. Wiath 36 ins. Reg. Sile . yratd
Width 36 ins. Reg. 24 Pre. yard. 17 . WHITE MARCELLA QUILTS.



Great Saie of Embroidery White cotton insertion.

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| FLOUNCING EMBROIDERIES. |  |
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| - ALL-OVER EMBROIDERY. |  |
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## Great Bargains in



LADIES' BLOUSES.
 White Muslin Blouses 'White Linen Shirt-


 eis, chemises and overalls, No
would aidurise all mathers
to





 10 g.c. to 20 p.o. discouht on the regular Seling prices.
$\qquad$

# Marshall brothers white sale. 

We donate the next few weeks to a special exhibit and Low Price Selling of WHITE GOODS. In a low, but positive tone, our prices speak out. HERE IS THE MESSAGE---why not benefit by it.

REAL WORTH in our words.

READ BELOW.
These are goods used in your home every day

| A Special Lot SHIRTING | AMERICAN LINON. |
| :---: | :---: |
|  | Only a small quantity. You |
| Very fine quality and Mer rised finished; 32 inches | must |
| wide. | Regs 16c. Now . . . 14c. |
| A LOT OF SHIRTING. |  |
| ery strong and pure, free | buying now you will find |
| wide. | great saving. |
| Reg. 15c. Now . . . .11c. | Reg. 12c. Now ... . 10c. |
|  |  |
| LADIES' LONGCLOTH. | Reg. 16c. No |
| Very fine and soft finish; | Reg. 17c. Now .. . 14c. |
| 36 inches wide. | Reg. 18c. Now .. ..15c. |
| Reg. 16c. Now . . . .12c. | Reg. 22c. Now . . . 18c. |

REAL SAVING in our prices.

## EMBROIDERIES and INSERTIONS.

For years we have been specializing in this line, and because of this we ve steadily increased our assortments.
Our present showing is one of the most creditable we have ever made. rices range from 3 cents to 25 cents per yard. Flouncing 24 inches wide.
Regular 60 c .
Regular 80 c .

Reguler 90c.

REAL SATISFACTION in the goods.

## Ladies'

WOOL VESTS and PANTS.
right in the sellung season.
We have reduced the following lines:-

Regular 30c.
Regular 50c.
Regular 55c.
Regular 65c.
Regular 70c.
LADIES' WASH SUITING
You will find a revelation of beauty in colour and pat
Regular 20c. Now
MERCERISED PIQUE SUITINGS Regular 45c. Now

## WHITE SHEETING, American Make, 4.5 cents per. POUND.

> Two Special Lots of white CREAM FLANNELETTE. turkish toweling. Reg. 10c. Now . . . . sc. Soft and Pure. Reg. 12c. Now : . 10c. Reg. 12c. Now :. .....10e.

## GINGHAMS and ZEPHYR.

Suitable for Children's Dresses and Overalls. Will stand the wear and tear of child life and, unlike the children themselves, will not run when washed.
Regular 10c.
Regular 15c.
Regular 17c.

## A Lot of

BLEACHED APRON CLOTH.
Very strong, suitable for Aprons.



## BLANKETS

Plain Borders.
Reg. $\$ 1.00$. Now .. .. 75c. Hemmed; American make Reg. \$1.50. Now .. .. $\$ 1.25$

Now 8c.
Now 12c.
Now 14c.
A Lot of Short Ends of the
Famous

## Chester

## White

SHEETS.

5

LAWN and LINEN BLOUSES.
LOST in admiration are all those who have seen our three attractive lines in Waists,


The trimming and making are exceptionally good, and many new ideas in fashion and fit are embodied in them. All sizes \$1.50 to 83.00 .
\$1.00, \$1.25, \$1.50

## LACES and INSERTIONS.

In trimming garments this winter, Lace will be more popular than ever You ought to have no difficulty in finding just the Lace here that is most appropriate for sour use. They consist of Valenciennes, Torchon, Guipure, Poimsts with Insertion to match, and the latest productions in edgings and
Maltese tace, the prices varying from Maltese Lace, the prices varying from

## 1 cent to 20 cents per yard.

If you want exceptional values and bargains get in on this Great Lace Sale and buy Freely.

LADIES' AMERICAN Under Muslins.

The needlework is exquisite and the finish is perfe CORSET COVERS.

Regular 35 c . Regular 40c. Regular 50c. Regular 60c. Regular 70c, KNICKERS.
Regular 50 c .
Regular 65c.
Regular 75 c .
Regutar 85c.

## Regular 90c.

## GOWNS.

Regular 60c.
Regular 80c.
Regular 90c
Regular $\$ 1.35$
Regular \$1.70
SKIRTS
Regular 85c. - - Now-75c.
Regular $\$ 1.00$ - Now 90c.
Regular $\$ 1.10$ - . Now $\$ 1.00$
Regular \$1.70 - - Now \$1.50
Regular \$2.20

Now 50c Now 80c.

Now 27c. Now 30c. Now 40c Now 50c. Now 60c.

Now 40c.
Now 55
Now 65e
Now 75 .
Now 80c.
Now 50c New $\$ 1.20$ Now $\$ 1.50$

Now $\$ 1.90$

## A. \& S. RODGER.

## bAck Genuine Value in $\quad$ Perfection

位 DAINTY TENERIFFEDILIES …...... 1
Fine assprtment
NECK CORD, 6 . a Neck
Choice effects in
LADIES' COLLARS 15, 18, 20c. A Natty Line of
RINKING CAPS, RINKING CAPs,
Cream, Saxe, Nayy, etc
F Dainty Designs
VAL LACE AND EMBROID
Ladies white Gloves,
$20 \mathrm{c}, 25 \mathrm{c}$. pair.
Warmth and Comfort in our ADIES' WORSTED \& CASH MERE HOSE, 25c. up. A Great Snap in
MEN'S WORSTED Sox, ${ }^{25 c}$. pair.
LADIES' WHITE H. S. HDKFS' 5c. each. $t$ Tempting Display o PLACQUES $0,15,20$ and 25 . each
BLOUSE FLEETE. BLOUSE FLEETE.

## ERIE

A. \& S. RODGER.

## DAINTY

 BLOUSE EMBRODDERYThat sold originally for $40 \mathrm{c}, 50 \mathrm{c}$. and 60 c . per yard YOUR CHOICE TO-DAY for

## 25 <br> CENTS <br> PER YARD.

Among this lot are Dainty all over Embroideries and Beautiful Panel Effects. SEE THEM, LADIES.

## S. MILLEY.


ur stock is a revelation to every one who looks through it. Every line for解 tistic Furniture to suit every taste.
U. S, PIGTURE \& PORTRAIT Co.

## JOB PRINTING Executed.



MeMurdo's Store News. St. Andrew's

| MeMurdo's Store News. | St. Andrew's Annual Meeting | 1 One Good Resolution |
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## Mighty Good !

The New Breakfast
Have you tried it

## Post Tavern Special

## A new hot porridge, made of Wheat, Corn and Rice, to be served with

 am and sugar. Puts into everyone energy and vim for a crisp January morning.A Hot Dish-easy to prepare-economical-and with a "different taste" that calls for more.

Sold by grocers everywhere in $10 c$ and 15 c packages.
Order today for
Tomorrow's Breakfast.

## Big Rediutions

Not Stropwain or Suiplus Stock, but Specially bought Merchandise that you will be glad to get so coconomicatty priced.

Every Dept.

PRICES. This great White Sale offers great advantages to St. John's Women.

EVERY parcel sent home prompty to any place in St. Jobn's,
Ras FLOUNCING EMBROIDERY,
We must reduce our stock before taking inventory, and to that end, we must REDUCE OUR

# P.F. GOLLINS WHITE SALE! NOW is fouk chavce to buy bargains 

Pick of Bargains
Early Shoppers.


Regular Value, $\$ 2$ 2.od per yard, Sale Price, \$1.00.

WHITE MADAPOLAM.
Suitable for Laties. Underwear
Pure good, inn and soft finish.
Regular
$\qquad$
4

CORSET COVER EMBROIDERY.



## Bein

| WHITE <br> CAMBRIC REMNANTS. <br> American goods, free from dressing and 36 inches wide. Regular prices 12 c to 18 c . yard. Selling at one price for 10c. yd. |
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| WHITE SHIRTING. Has iltele dressing and for that. rea son we are seling it tor se, ge. and se. per sard. |
|  |
| SPECIAL: <br> LADIES' \& CHLLDREN'S WOOLLEN HOSIERY. Splendid quality at Sale Prices. |


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| SPECIAL: <br> LADIES' \& CHLLDREN'S WOOLLEN HOSIERY. Splendid quality at Sale Prices. |

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EADIES' \& CHILDREN
WOOLLEN HOSIERY
P. F. COLLINS, 299 and 301 Water Street.

> Cable News.





The King vs. Spracklin. crumiviu apsai





| Did you all get |
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| served? I yon did |
| not, we are sorry, |
| but don't blame us, |
| it is the fain of |
| the rush. |
| TRY Forenoons, |

## If IS NOT 70 REASON WHY?

But come and get your share of the bargains while they are going. Scores of delighted patrons of our Great Sale are wondering why we are selling at such Low Prices. Suffice it to say that when the right time comes we'll explain it fully. Hundreds of articles that we cannot find space for here are marked away down just waiting for you. All must go. Friday and Saturday will witness the biggest gathering and the biggest bargains ever seen in St. John's.

## What the People



## Boots and Shoes.




## White Goods for

Sewing Circles.
Here They Are in Great yariety, all at Beatrock
usiol yards cirelur Prilide coton, 25 c
Longelothe she and Shirithins stom the most

Wonderful time to buy Embroideries.
at HALFPRICE.





## Men's Overcoats.

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## Last Word.

Dress Ends.
 Are Saying.

Boys' Suits \& Overcoats.



Men's Cuffs and Collars


did miny a poor mother and anild have folt the
 ..... 75 c6.50

About 2 doo. pairs of of 83.00 quall
Every fitem in this store is a bargain. Hum-

White Marcella Bed Spreads-a splèndid line.
White Marcella Bed Spreads-a splendid line.
If you don't need these goods now you would

## J. M. DEVINE, The Right House

WATER STREET EAST.


EX "CARTHAGINIAN,"
40 cases Onions, 5 's.
40 cases Sweet Oranges. 40 kegs Grapes.

## GEO. NEAL: <br> phoxe 2 at.

Room for Extra help during sale. Must be experienced. Apply per: sonally at Store.

## Olficious Little Olificials <br>  <br> Rossley <br> Great Scotch Pantomime, <br> 35--PEOPLE-35 <br> An Inspiring Sight. <br> Grand Fashionable Night, Friday. <br> JUST RECEIVED. <br> 1,000 sacks WHITE OATS. <br> 00 sacks HEAVY-BLACK OATS <br> 890 bdis. CHOICE TIMOTHY HAY <br> brls. SWEDISH TURNIPS. <br> bris. "BLUE NOSE" POTATOES. <br> M. A. DUFFY, <br>  <br> 

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# PURITY FLOUR <br> highest grade flour obtainable. 

## Choice English Gools,

50 sacks Good English POTATOES.
50 sacks Swede TURNIPS.
20 cases Valencia SILVERPELL ONIONS- $5^{\circ}$ s. 50 cases PINE CUBES. 10 cases Large PALERMO LEMONs
10 cases Valencia ORANGES (sweet). English SMOWEST MARKET PRICES. A. I. FRIMOIFIIE

## 5 c - C

best for bread, cakes and pastry. best for all baking.
100 cases Valkyrie Condensed Milk.
60 cases Fresh Egys.

200 cases Tomatoes-2's and 3 's.
10 boxes Shelled Walnuts.
${ }_{15}^{25}$ gross 2 in 1 . Scotch Oatmeal.
'Phone 647 for prices.

## STEER BROS.

> FÚSSELLS tinicral MILK CREAM OF MLIKS

## A MUSICAL PROPOSTITON at hurrow's Cheap Sale.

ret FREE get FREE your choice of one of our Celebrated to select from.<br>to select from.

OUR TWO FACTORIES
are working overtime supplying the demand for our popular branded Suits and Overcoats.


AT THE END OF THE DAY
When the good wife takes the sewing, the
children their lessons, and the head of the house his paper, a good light is necess ry
o complete the happiness.
 GEO. M. BARR, AGENT.

## Superior

## Merit Alone

Can win the approbation of those accustomed to the luxuries of life. Their approval is not lightly given. The unstinted praise accorded OLD HOME TEA by tea-drinkers of this class clearly proves its vast superiority.

Made from the finest, purest and most carefully selected teas, OLD HOME is precisely what a perfect tea should be-full flavored, rich and exquisitely mild.

## One Cup Means ManyMore

For Sale at all Grocers.
40 c , and 60 c . per lb .

Agricultural Society !


a tonic wine. a guard against iliness! It creates ENERGY, and wards
and Chills.
J. C. BAIRD.

St. John's to Halilax And New York RED CROSS LINE. Excellen Passergerer Serice.
S. S. FLORIZEL,
S. S. City of Sydney.


 to For freight or pasesage apply
 REMOVAL NOTICE - Mr.


