


## Vhen Run Down <br> ans of digestion has become irregular or defective. n there is need for a safe and speedy meeicieine to retireve ills which occasiopally depress even the brightest and EECHAM'S PILLS

2mann
 te and relialie homeremedy. Yor wivibecum Hosather

## Pick You Up




## Ponderous



## Eggs!

 00000000 2 Cases local Fresh Eggs
SUPER \& MCORE
Here and There
 Stañors. Litimen cur


$$
\begin{aligned}
& \text { Quvive }
\end{aligned}
$$

M. C. L. I. Debate.

approved fabric
he High Standard, which we have setin past sea sons, combined with recently ad
us to pronounce our Fall Showing SUPERIOR TO ANYTHING SHOWN ELSEWHERE.
CHAPLIN,
The Store that Pleases.

There is still
COLD WEATHER
Enough ahead to enable you to give
NEW-KNIT Unshrinkable UNDERWEAR a trial. "GO TO IT"
The Nifld. Knititing Mills, Ltod, Alexander Street

## 40,000 Pairs Rilibers and Raiters!



Parker Monroe, Ltd.


Evening Telegram.
$\qquad$
Increased
In

Best American

T. J. EDENS,

151 Duckworth Street. I1? uliliary Road.

At the House


## Imperial Progress in 1913

$T^{H E}$ results achieved by The Imperial Life Assur 1 ance Company of Canada in 1913 surpassed in all departments those of any previous year in the history of the Company
$\mathbf{T}_{\text {gratifying to }}^{\text {HE }}$ follicyholders and others interested in the welfare of the Company:-

|  | 1909 | 1911 | 1913 |
| :---: | :---: | :---: | :---: |
| Assurances in force | \$26,507,691 | \$33,518,000 | \$42,632,377 |
| Assur_-cres Issued \& Revived | 5,165,567 | 7,136,952 | 8.365,210 |
| Total Assets | 5,303,236 | 7,095,43 | 9,111,395 |
| Policy \& Annuity Reserve | 4,055,540 | 5,509,062 | 7,256,110 |
| Premium \& Interest Income | 1,217,749 | 1,545,527 | 2,071,288 |
| Policyholder's Net Surplus | 503,434 | 781,550 | 1,135,773 |
| Total Surplus Earned | 237,924 | 256,098 | 451,065 |
| Payments to Policyholders | 194,157 | 287,720 | 451,343 |
| Rate of Interest Earned | 6.21\% | $6.81 \%$ |  |
| The Imperial Life now maintains reserves for all assurances in force based on the stringent $3 \%$ interest rate. This is a stronger reserve basis than that yet reached by any other Canadian life assurance company. |  |  |  |
| Ask for a free copy of our complete Report |  |  |  |
| IMPERIAL LIFE ASSURANCE COMPANY <br> of Canada |  |  |  |
| head office - TORONTO, ONT. |  |  |  |
| Jas. A. MacKenzie, Manager for Newfoundland, St. John's |  |  |  |
|  |  |  |  |

A Demonstration of Magnificent Values
SHOWING THIS WEEK IN Whitiomsidin alsienin Cuves

Embroidered with Colored Silk PRICE, ONLY - - 30 cents Also, Extraordinary Value in A Clearing Line of Cotion Laces, Only 5 cts. a yard. A. \& S. RODGER.

## SElling OUt




-
White Cambric Nightresses,


White Canimbic Camisoles.


QUILTS.

 atateto ot oreer bouesteon

Each succeeding day establishes, more than ever, the supreme importance of this Sale. The hundreds who have come and gone away satisfied, have spread the news, till now it seems that all the people in St. John's and neighbourhood know that the greatest White Sale ever attempted in the country is now being held in this store. Most of the best.bargains are in small lots, so we do not advertize them. Come to the store, look around and you will find plenty of

## Money-saving Items in Every Department.

## Grand Display of Dainty Whitewear.


good ne one quarter to one-third on excellent Corsets, in a variety of ood new models are made very easy of attainment during this White Sale. There's no article of a woman's apparel that lends so much to her apgood figure. The Corsets wood fiting Corset is absolutely essential to a faction for many years. For this sale we include some of the latest models for Spring 1914. You gain a decided advantage by buying your Corset

La Diva Corsuls. La Gracieuse Corsels.
Self-Reducing Belts, adjustable, absolute
is guaranteed; 6 garters. Reg. 83.55 and

| Iy guaranteed; 6 garters. Reg. 83.55 | and |
| :--- | :--- | :--- |
| S4.10 pair. Sale Price ....... |  |


 89c.

## Nemo Corsets,

### 33.50 CORSETS for




## TheRoyal Stores Itd

White Flette Nighdresses.


Scotch
Wincey Nightrenesses. "Blaxila"
Nightresses. Barsian Nitatremee
 Flette Chemies. Flette Knickers.
 CHILDRENS WHITEWEAR.


10 to 20 per ct. INFANTS' PINAFORES.


| Sheets, She |
| :---: |
| white shi |
|  |
| TABLE LINENS. |
| LINENS YOU CAN TRUST. <br> When you find goods that you can trust, you have gone a long way towards being satistied. To satisty yoiks with binens has long been a successs with us. This Sale offers you a real <br> WHITE DAMASK TABLE CLOTHS. <br>  <br> HEMMED TABLECLCHES <br>  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

Circular Pillow Cotion.


If We shourd print some of the Enthusiastic Outbursts to be Heard on Every Side any of the days the past week you would surely be justififed yif thinking itwas anl afitht Advertising Talk," To say we are showing the hest values in

## FLANNELETTES, WHITE SHIRTINGS, SHEETINGS.

 TABLE LINEN and CURTAIN NETSin St.John's sounds like mere piatitude, but any of your friends who have paid us a visitfor these goaffitin ${ }^{\text {past two weeks will tell you this is so }}$

## Nur Orders. for Movictus Shoes of Geo. A. Slater Fame also the Faultless-Fitting DOROTHY DODD SHOES

Yiadulfini

have been placed. We expect to show our new stock early in the Spring. Wait! You'll be in terested.

the wearer of

## invictus shoes

has a perfect understanding as to whai
constitutes
"THE BEST GOOD SHOE."
He has the double proof-one on each foot.

Dorothy dodp shors combine
the virtues of heauty, COMFORT AND VARIETY They are also ECONOMICAL SHOES.

Our Coal - Measures





 1




 Are You Genuinely True?

##  Haw in in wid init

 Nos mumink the





 teris worid of much that your can do, deeo youll do it all with phadness,
youtre genuinely' trues

A Quartet of Preterred Stocks




 formon

Wed $i n g$ Bells.
Cable News, Be Cautious


$\$ 3.00$

## 9 SEE WINDOW



## TO-DAY. AT THE NICKEL. TO-DAY. "FOUL PLAY." <br> 3--REELS---3 <br> A most remarkable story, replete with startling situations from start to finish. It is a powerful and yripping tale which cannot fail to arouse the keenest interest Two excellent comedy subjects. Hear RUDOLPH L. KOCH sing "When Other Lips"-Balfe Extra' Pictures for the Children's Matinee Saturday.

The Crescent Picture Palace, 6th Week. 5--NEW PICruay
THE WHOLE TRUTH-An every day affair:
A RESCUE ON THE BANE Every day affiait THE ADVENTURES OF MR. PHLLLLIPS-Clever sketches by Hy.
BLITS SUICDE-A sure laugh producer.
THE BURDEN BEARER-Featurund Lois
THE BURDEN BEARER--Featuring Lois Webber and Phillips Smalley MR. DAVYDD PARKS, Baritone, sings "I wish to-dqy were Yesterday." Sessions-Atternoon, 2.30; 56. Evening, 7.15; 10c. Coming - THE EXECUTION OF LADY JANE GREY, or a queen for 15 Days.


You're Smoking Mayo's all thetime! Sure-It's the best plug anytime. Imperial Tobacco Co., (Nfld.) Ltd

## Newfoundland Views

beautifully coloured, make a very pleasing Xmas or New Ye
selection can now be seen in the windows of
PARSONS' ART STORE.
the views of bowring park, sunset on labrador,
SUNSET IN ST. JOHN'S HARBOR
are gems of Artistic Photography.
on't forcet friends abrcad. You can get a book containing 57 Views in Newfoundland for only 40 cents.

Cable News. Spoal b Evining titam:




Always a Warm Welcome Assured to users of Miller Oil Heaters.


| SAFE - SAVING - SURE. <br> New shipment just arrived. |  |
| :---: | :---: |
| Thermos Bottles. <br> 1 pt., $\$ 1.00$ up; 1 qt., $\$ 2.00$ up. |  |
| Clark's Foot Warmers. <br> for cold weather driving. |  |
| HyIEYOON |  |

## Red TAG\& CBABS Sale

 COMMENCESSaturray, Jani.10ith and enils Fet. 1st

> We have absolutely no fault to find with 1913. The old year dealt very kindly with us, so much so that it was the most successful since we started business. This sucess is due to the fact that our prices are always down to rock bottom, indeed it has become a family phrase, "If you want good values and cheap prices go to Henderson's.
> As pioneers of the Red Tag Sale in Newfoundland, we intend to give you phenomenal bargains as heretofore. Come early or late, you are al-
> STORE OPEN UNTLL 9 P.M.
> Here are just a few of our Red Tag Bargains:

| Red Tag Prices | .35 | 39 | 53 | 65 | 87 c. | $\$ 1.24$ | $\$ 1.65$ | $\$ 1.95$ |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $\left\lvert\, \begin{gathered} 16 \mathrm{c} \\ \text { will buys childs Holland over. } \\ \text { anl, worth } 25 \text { to } 5 \text { to } 3 \text { oc. } \end{gathered}\right.$ |
| :---: |


|  |
| :---: |




69c. $\mid$ 42c. $\quad 27 \mathrm{c}$.


## OUR GRAT SALE

Simply means that instead of giving a twenty per cent. discount on every article, we have made up a lot of parcels worth from 25c. to \$1.70. In this way we purpose ticles selling at 25 c . : Dressing Cases, Braces, Ties, Silk Handkerchiefs, Fountain Pens, Boots, Sho Slippers, Comb Sets, Blouses, Infants' Dresses, Corsets, Perfumes, Kid Gloves,
Shirts, Socks, Centre, Tray and Sideboard Covers, Underskirts, 10 pce. Kitchen Sets Shirts, Socks, Centre, Tray and Sideboard Covers, Und.
Table Covers, \&c.. Remember the price, 25 c. all round.

## Henderson's, Theatro Hill.

Advertise in the "Telegram."

Be Wise! Have us frame all those Pictures you have left unframed.
They quickly get broken, tom or soiled-and the cost of having good neat frames on them is very little.

The Holloway Studio, Ltd.,
Promptness and Dependability.



Catalogues from
GEO. G. R. PARSONS.


## Ask Your Grocer for

 "EXPRESS"and

Put up in an up-to.date ${ }^{\text {ffactory }}$ in Charottetown, P. E. I, from the Rich Milk of the garden of the St. Lawrence.

As supplied to the British and Japanese Navies by the CHARLOTTETOWN CON LENSED MILK CO, LTTD.
HARYEY \& CO: LTTD. Agts.


## S

"LION"

Brands,
Highest Quality
CONDENSED MIEK.
CONDENSED MIEK.

| To-Night's Hockey Match. This indumans ant sk kor's will |  |
| :---: | :---: |
| (eitans | St. B |
|  | s. |
| F. Renden |  |
| Strong | tower - .w |
| Prasent | rimit \% W. He |
| wintor | centre is |
|  | w. |

A Modern Miracle
 Yet Zan-Bak has worked Complete





 In that time four eminent medice men tried to cure him, and each gavy up the case as hovelesss, Naturally Ir. Narash tried remedies of all kinds
but he also, at last gave it up. Fo




 \begin{tabular}{l}
no ten <br>
not <br>
ont <br>
nat <br>
narsh <br>
\hline

 

Ma <br>
Bu <br>
man <br>
\hline
\end{tabular} Bu sure

cut
cut

 Scho

$\qquad$ K. of C. Lecture

 P. Phe chair was occupied by Mr. Vi, rho introditreel the rev, lectarere in a ter brief remátrs: The subject was



 N.B.S. Annual.







## Marine Notes.







## The Up-To-Date Optical Firm

Where your eyes can be scientifically, carefully and correetly tested. Where most practical and modern methods are employed in detecting errors. Where you can have your glasses ground and delivered without delay Where alt kinds of frames ani mountings are kept, excepting low grade Where glasses can be had at most reasonable prices for lirst-class goods. Where satisfaction in every detail is guaranteed.

## R. H. Trapnel, Eyesight Specialist.

## MILLEY'S WHITE SALE

 IS NOW ON WITH Ladies' White Underskirts.

## Misses White Underskirts.

For 35c.
Worth
For 60c. . . . . Worth

## Ladies' Blouses.

in White Lawn and Fancy Percales worth up to $\$ 1.20$ for ZOc. each.

See toy morrow's Paper for White Shirtings, Sheeting and Embroideries.

SEE WINDOW. Ex
S. MILLEY

ST. JOHN'S MEAT CO.
Do you want fresh eggs during this cold weather? Yes! Well feed
sur hens on our freshly ground green bone feed, and the recults will sur-. your hens on our freshly ground green bone feed, and the results will sur-
prise you. Only 3 . Roast Beef, finest quality
Roast Beef, finest quality
Finest Beef Steak, ex bon
18c. and 20c. lb.
Boiling and Stewing Cuts, from.
SPECIAL: These Cut
18c, 20c.; 25. 14. ll.
SPECIAL: These. Cuts, make an economical hot meal.
Mutton Legs, 20e. 1b, Chops, 18e and 20c. 1b.
Mutton, boiling and Stewing CCuts, from. 12 c . .p
SAUSAGES: Cambridge, 25c.; Pork, 20e.; oxford, 2ec.
Bologha Saus, Luncheon Saus, Cooked......18c., 20c. lib.
Black Puddings, 10c. Po Potter
Black Puddings, 10c.; Potted Head, 5 c. and 10 c , moulds.
Stores 0 pen
Branches: Water St East, Ways Till 10.30 p.m.
Phone 800 Ihone son SI. West, Military Roado


## Blankels for <br> Everybody.

## Are You Getting Your Share?

## Second Week of DEVINE'S Great Mid-Winter Sale, and no let up.

 Most marvellous money-saving event of the season. Hundreds of people are taking advantage of the low prices and buying enough for themselves and their families to last through the year. Wonderful time to buy bed fittings, such as Bed Tickings, Blankets, White and Blay Sheetings, Circular Pillow Cottons-first-class goods at second-hand prices. Brand new goods-price practically cut in two-are being brought forward every day. Sale lasts until end of January. For complete satisfaction and plenty of time to examine in detail the genuineness of the many bargains being offered, SHOP EARLY-forenoons if possible. Here is a list for you:-

Boys' Sweaters, AT 50c. EACH.

We offer the balance of last year's stock of Boys' Sweaters at greatly reduced prices. Among the line is a very superior garment, usually 90 c . Now 50c. each.

Mens's lard fell Hals


A few dozen Men's Hard Felt Hats, populai
shapes, good felt. Why pay $\$ 1.00$ or $\$ 1.20$ when you can get a Hat here that will fill the bill satis factorily for

Hosiery, Double Kineed,

## FOR THE BOYS.

The hardest thing in the world to get-Stockings for children that will wear. We have solved
the problem in our Iron Knit Double Kneed, Douthe problem in our Iron Knit Double Kneed, Dou-
ble Toed Hose. Prices from 20c. up, according ble Toed
to size.
Job line Ladies' Hose at Strong line in Men's Local Sox and Mittens.

## White Sheeting,

inches wide, quality high. Regular 45 c White Sheeting, plain; a very superior article.
Regular price 45 c . Now .......... 39 c . 150 yards Circular Pillow Cotton. Regular 38c.

## BLAY SHEETINGS.

Very good.article. Usually 30 c . y
BED TICKINGS.
Double width, linén; great time to buy a tick Usually 60 c . per yard. Now .........50c.
Instead of paying $\$ 2.70, \$ 2.25$ will cover the bill.

Table Linens
ot High Repute.
What is more needed than a good supply of this ever wanted serviceable household article. Now whi keep your stock good. Prices from 35c to 75 c table napkins.
A few dozen still remaining at 72c. per dozen or 6c. each. You'll never get them cheaper.

Tapestry Table Covers,

| Your chance now to get a Colored Table Cover. If the old one shows any bad parts at all, throw it aside now, for you cannot afford to keep it on the table while we are offering such values. Come in to-day. <br> Large size, pretty patterns. Regular $\$ 2.20$. <br> Now . . . . . . . . . . . . . . . . . . . . . . . . $\$ 1.40$ <br> Large size, pretty patterns. Regular $\$ 3.50$. <br> Now . . . . . . . . . . . . . . . . . . . . . . . $\$ 2.70$ <br> Try get in before end of month. A beautiful Art Picture free with each. <br> Men's Shirts, Negligee. |  |
| :---: | :---: |
|  |  |
|  |  |

A job line of excellent stuff purchased at low A job line of excellent stuff purchased at low
water mark. While they stand .__

## Things to <br> Remember.

## 1.-That this Sale is genuine. It is not alone White Sale, though it is true this section is a White Sale, though it is true this section is strongly featured, it is a sale of every item in the

 entire store. All have been reduced.2.     - That with ever 2. That with every purchase of $\$ 10.00$ one of our Savory Roaster
lutely free of charge

$$
\begin{aligned}
& \text { lutely free of charge. } \\
& \text { 3. That with ever }
\end{aligned}
$$ our goods during this great sale will be given fre our goods during this great sale will be given free

of charge one of those beautiful Art Pictures we ave already referred to
4.-That a Modern Austrian Fountain Pen 5il be given away with every Boys' Suit sold.
5. That a pair of Dent's $\$ 2.00$ Kid 6. - That a pair of Dent's $\$ 2.00$ Kid Gloves wi
given free with every Man's Suit purchased.

| Coloured Wools, MUCH REDUCED |
| :---: |
|  |
| Back \& Side Combs |
|  |
|  |
|  |  |
|  |
|  |
|  |  |
|  |  |
|  |
|  |

These are trade winners as their equal is hard to find. Patterns are unconventional and will please the lady who has a desire for "something different."

## Ladies' Black

Top Skirls.

A really good Cloth Skirt at a price
within the reach of everybody; nice and full. Reg. $\$ 3.20$. Now

Serub Cloths.

Every person needs thes clearing from

Here and There Anwat mentich or mioua

 Hism




## 





seax cowis surn





sever poof Tr oroprry:


The oinatanat raperi



4



#### Abstract




ture and portatithon int in

Arthur walker, 27 Chartion Siret (orf spingatale Stat, Gro.



 tumed and derpringed. Sole Nidd
Azency for the celbrated Col
Col
 Coastal Boats. numb chat

MeMurdo's Store News.

## Dress Remnants.

Scores of women will read this item with delight, because they know a light purse can do a great deal when it comes to remnants. Dozens of ends at half price. Come early, they won't last long at the prices we have marked them.



