

SERRAVALLO'S TONIC
(BARK AND IRON WINE)
GIVES HEALTH and STRENGTH.
At all leading Druggists, and
HAYWARD & Co., Distributing Agents.
Jan 16, 11

Storm Boots!

For wet, slushy days our Storm Boots will afford the greatest foot protection. A pair of these water proof sturdy Foot Soldiers will save many a Doctor's bill.



We Show Models
For Men, Women and Children.

Extra high cut, water proofed soft leathers. Bellows Tongue, water proofed Oak Tanned Soles, 12, 14 and 16 inches high.

Men's Storm Boots \$2.50, \$2.90, \$3.50 to \$5.50
Women's Storm Boots \$2.25, \$2.50 to \$3.75
Children's Storm Boots \$2.00, \$2.50, \$2.75
The White Shoe Store, 304 & 306 Water-st
S. B. KESNER, - - Proprietor

NO WARNING
is ever given of either small or large fires,—but there is only one result—disaster! To those that are sufficiently insured the misfortune is robbed of most of its horrors. Are you thus protected?
PERCIE JOHNSON,
Lower Rates. Insurance Agent.

What to do with Your Winter Evenings!

We are Headquarters for all the Popular and Entertaining Games.
Parchesi, similar to Ludo, 45c.
Phaebus Snow, the latest game, 65c.
Halma, 45c.; Table Croquet, 45c.
Fish Pond, 40c.; Royal Ludo, 25 & 45c.
Tiddly Winks, 40c.; Home Post, 40c.
Checker Board and Men, 15, 20, 25c. up
Chessmen, from 40c. to \$3.50
Dominoes, 15, 20, 25, 40, 50c. and up.
Bridge Sets, 80c., \$1.20, \$1.40 and up
Whist Sets, 1.50 and up
Whist Cards, 1.00 and up
Picture Puzzles, 25, 40, 50 and .75c.
Harmless Pistol Game, with Target, 75 and 90c.
Harmless Rifle with Target, 1.50
Crokinole Boards, \$2.50 and up
Word Building, 20c.; Dr. Fusley, 25c.
Nations, 40c.; Peter Coddle, 25c.
And for the children a host of bright Board and Card Games, at 5, 8, 10, 12 and 15c. each.

GARLAND'S BOOKSTORES, 177 & 353 Water St., St. John's

FUSSELL'S GOLDEN BUTTERFLY BRAND
PURE RICH CREAM
Is NOT a Make-shift nor a Substitute for PURE Milk-Pasteurized Cream. Put up in Sterilized Tins. Guaranteed quite Pure. Contains no Preservative. Keeps good anywhere.
NINE GOLD MEDALS.

There's a Reason.

Horwood's Good Wood Goods come from their own forests where they are carefully selected and are carefully manufactured at their own mills. Result

HIGHEST QUALITY, BEST VALUE.
Horwood Lumber Co'y, Ltd.
ADVERTISE in THE EVENING TELEGRAM,

HEADQUARTERS FOR ACCOUNT BOOKS AND OFFICE REQUISITES.
We carry the largest and most varied stock of Account Books in the city. Any ruling not in stock we can supply to order.
Cash Books, Day Books, Journals and Ledgers, from 100 pages to 1000 pages, in quarto, foolscap, demy and medium sizes.
Day Books, Journals, Ledgers and Cash Books—small sizes—in sets.
Counter Books, from 5 cents.
Shannon, Dove, Broadway, Falcon and Argon Files.
Try the Ottawa File, similar to the Shannon, only 50c.
Copying Letter Books, from 60c.
Eberhard Faber's, Gillet's, Hewitt's and other favorite Pens. We have a pen for every hand.
All the popular and reliable grades of Lead Pencils.
Eberhard Faber's world renowned Rubber Bands.
Lette's and Collins' and Collins' Pocket and Office Diaries.
Office requisites cannot be had to better advantage than at
DICKS & CO.,
Jan 9, 11 Popular Bookstore.

ROSSLEY

THEATRE!
Monday, Tues. and Wed.
Another Monster Program.
The most laughable comedy sketch, entitled:
His Brothers
Keeper!

Jack Rossley,
Percy Orth,
Joe Burkhardt,
Bonnie Rossley,
Lillie Brayley,
Billie Brayley.
Three Reels Fine Pictures.
Illustrated Song.
The Brayleys
In a New Novelty Act.
The Star Orchestra
In New Selections.
Time and Price as Usual.
Big Matinee Wednesday and Saturday.

USE Molassine Meal
To Nourish and Improve Your Stock.
See the name "MOLASSINE" MEAL clearly marked on every bag. The best food on earth for all animals, for sale by all dealers, or wholesale from
HARVEY & Co.,
AGENTS.

Nothing Finer
Of a cold morning for BREAFAST than a few slices of our delicious "Berkshire" Brand of BONELESS BREAKFAST BACON.
We are amply supplied at present and can fill your valued orders without delay.
F. McNAMARA, Queen St.
Telephone—393.

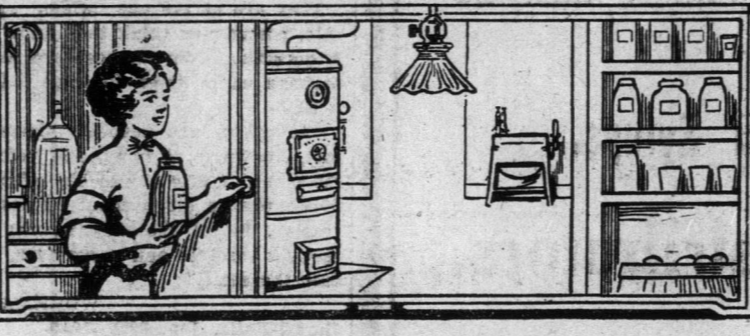
Garrett Byrne,
Bookseller & Stationer.
Telegram Ads. Pay

BRASS and IRON BEDS.

Most magnificent display of all Brass and Iron, Bedsteads in the City.
Unparalleled values and unprecedented showing.
It is worth while just to see the beauty and variety of these Beds.
In no store will be found the number of different designs now being displayed on our second floor.

U. S. Picture and Portrait Co.
Complete House Furnishers

REID NEWFOUNDLAND COMPANY.



Is your house really lighted from top to bottom or do you still have to take a candle or lamp when you go to the attic or cellar at night?
A great many people who have electricity in the rest of the house have no light in the cellar or attic because it is seldom needed; but, when you do need it, you need it badly.
One Incandescent Lamp set in a Holophane Reflector will give sufficient light for the darkest cellar or attic. Holophane Reflectors are especially adapted to lighting places of this sort as they control the light rays so that every ray is utilized. Wouldn't it be a convenience if you could turn a switch and light your cellar or attic before entering? That means an end to dangerous matches and flames—it means that you no longer need stumble against misplaced boxes and bark your shins in the dark.
We would like to tell you more about electric lighting and more about the wonderful light-giving Holophane Reflectors. May we send a representative to see you?

Reid Newfoundland Company

USE Molassine Meal
To Nourish and Improve Your Stock.
See the name "MOLASSINE" MEAL clearly marked on every bag. The best food on earth for all animals, for sale by all dealers, or wholesale from
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NAPERY DEPARTMENT
AT
HENRY BLAIR'S

SOME CHEAP LOTS OFFERING THIS WEEK:
100 yards 30 inch Fine Twill Bleached American Sheeting, worth 60 cts.; now 45c. per yard.
100 yards 70 inch White Twill Sheeting, for single beds, 80c. per yard.
Special lots 80 inch English Fine Twill Bleached Sheatings, at 55c, 65c. and 75c. per yard.
Bleached Twill Pillow Cottons, at 16c, 19c. and 24c. per yard.
Bleached Twill Circular Pillow Cottons, at 25c, 28c, 32c. and 37c. per yd.
Very special lots of White Hem Stitched Embroidered Pillow Slips, at 25c., 33c., 37c., 40c., 45c., 50c., 55c., 60c., 65c. and 70c. each.
A good variety of White Hem Stitched Pillow Shams, at 27c., 30c., 35c., 45c. and 55c. each.
240 White Turkish Towels, from 12c. to 75c. each.
480 Brown Stripe Turkish Towels, from 11c. to 45c. each.
Extra Special Value in White Linen Damask Table Cloths, all prices, from 65c. to \$4.50 each.
White Damask Table Napkins, at 13c, 18c, 24c, 27c, 30c, 35c. and 38c. each.
A splendid show of White Hem Stitch and Embroidered Tea and Sideboard Cloths, from 32c. to 80c. each.
Also White Swiss Embroidered Tea and Sideboard Cloths, from 25c. to 80c. each.
13 New Style Down Quilts, the best covering for wintery weather, \$1.00 to \$10.00 each.

HENRY BLAIR.

MOTOR BOAT FITTINGS.
WE wish to intimate that we have been appointed Agent for Motor Boat Fittings and would be pleased to give estimates for the following articles:—Binnacles and Compasses, Patent Logs, (specially made for motor boats), Barometers, Brass Scuttles with glasses from three to six inches, Deck Lights, Small Brass Rouse Chocks.
People intending to build this winter would do well to get our prices.
JOSEPH ROPER,
Marine Optician, Water Street.

This is Your Chance!
Balance of our NEW season's BLOUSES
Original Prices, \$1.40 to 2.50
NOW CLEARING AT
70c., \$1.00 and \$1.20.
This lot includes some sample Blouses of Flannel, Flannelette and Cashmere.
Each Blouse worth twice the money now asked.
ROBERT TEMPLETON.

"A Dish that I do Love to Feed Upon."
Jacob's /ss'd. Biscuits, Hartley's Asstd. Jams, Evaporated Apricots, Evaporated Apples, (From the land of sunshine.)
Lazenby's Pickles and Chow Chow, Heinz's Baked Beans, Royal Palace Baking Powder—20c. lb., Magic Baking Powder, Lea & Perrin's Sauce, Choicest Puffed Figs—from Smyrna.
J. J. ST. JOHN, Duckworth-st.

WEATHER FORECAST
TORONTO, Noon.—Fresh winds, a few local snow flurries, generally fair and moderate and on Wednesday.
ROPER'S, Noon.—Bar. 29.75 above.

VOLUME AUCTION SALES

THE PEOPLES AUCTIONEER
At the store lately occupied by Martin,
Corner Military Rd. & Gt. St.
on Thursday next, 8th inst., a.m., all the stock in trade of of shirt goods, groceries, biscuits, etc., fancy goods, tings, show cases, scales, storage plant, 1 roller top safe, etc. Full list at office signed; and at 12 o'clock 1 wagon, 1 slide and harness.
P. C. O'DRISCOLL, Auctioneer
Feb 5, 11
On SATURDAY next, 7th inst., at 12 o'clock noon, at undersigned, 15 Years up leasehold interest in and to a desirable dwelling house, No. 23 Road, at present occupied by H. Martin; possession May 1st residence is nicely situated, out first class, heated with electric lighted, etc. Further particulars on application to
P. C. O'DRISCOLL, Auctioneer
Feb 5, 11

THE WHISKY TO DRINK
W. & A. GILBEY'S 'Spey Royal'
(10 Years Old)
Scotch Whisky
JAMES C. BAIRD
Sole Agent for Nfld.

Skates Skates

Skeleton Skates 21 cts.
Acme Skates, 15 cts. pr.
Hockey Skates 40 cts.
Hockey Sticks 10 cts.
Hockey Pucks 20 cts.
Ankle Support \$1.25
—ALSO—
Children's Skates 40 cents up.
Curling Brooch \$1.00 each.

Bowring Brothers

Hardware Dept. LI
PHONE—332.
Butter, Mutton,
Now landing ex "Florize".
Fresh Butter,
Fresh Beef,
Fresh Mutton,
Fresh Pork
JAS. R. KNIGHT
Feb 1, 11
Commission Merchants