## GALVANIZED RIGGING WIRE.

BOWIRING BIROIHEMIRE, INIMIMMHD.





| Terra Novas Defeat Feildians. |  | Bert Tait was certainly Trapnell's last. <br> last shot-Oh, |
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To The Public.

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His 200 PTptes AxD

 veritable hive of industry.
Thished institution in March of liast year, has astabuished in March of last year, has ac-
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of pitenelye edracational development.










BRAN

We shall soon be sold out of Bran.
Our price is low, get a supply this week.

We haven't advanced ou price on Bran or Flour.

Colin Campbell,
Limited.

#  

in
HALF-PINT, PINT and QUART Also

## Milk Bottle Stoppers.

Ayre \& Sons, Ltd.
'Phone 11. China and Glasswre Dept. Phoone 11.


## MARINE ENGINE SUPPLIES

## IN STOCK

SPARK PLUG COILS, RUBBER HOSE, COPPER TUBING, GASOLINE COCKS, PRIMING CUPS, SCHEBLOR CARBURETORS from $3 / 4$ in. to $11 / 2$ inch
BRONZE LAG SCREWS, STUFFING BOXES,
GLOBE VALVES, ZINC OILERS, HIGH and LOW TENSION CABLE,
BRONZE SHAFTING, PROPELLERS, Etc.
IRON and BRASS PIPE, ELBOWS, NIPPLES, Etc., all sizes. Also SAWS, SAW MANDRELS, Etc., for mills.
JOB'S STORES, Ltd. Agents Marine and Stationary Engines.

## WE INVITE INVESTORS

CHAMPION MACHINE and MOTOR WORKS, LIMITED.
Speaking grankly, the Champion Co. has had its "ups" and "downs," as nearly
all young companies have had at the start, but tit is now in full running order,
 newfoundland's first home-built engine.
WILL you be part owner of this company? shares $\$ 10$ each.
J. J. LACEY \& C0, Ltd., City (hambers

## Custard Powder.

Freeman's

A TOP-GRADE ENGLISH PRODUCT.
For-Cold Custard,
Hot Creamy Custard
Hot Cre
Trifles.
A delici
quired.
Freeman's Foods,Ltd.
England.
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Chin


# CLEARANCE SALE OF LADIES' BLOUSES <br> Just a few odd lines of Ladies' Blouses we are clearing at greatly reduced prices to make room for new stock. These Blouses are made in the Latest Styles and from Newest Materials. Silk, Crepe de Chene and Georgette Crepe. 

 Values from $\$ 5.00$ up to $\$ 9.00$.Selling $\$ 3.50$ up to $\$ 7.50$. CALL AND SEE THEM ! Saturday Our Special Sale Day, Manshall Sros
Sweeping Reductions in Every Department. Thashal



The The Market. To-day's Messages. antest Ambassador






 SHIP BROKE IN Two.




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It is with a

## Great Deal of Pride

## That We Announce

## The Opening of Our

# 24th Annual February Sale 

## Monday, February 2nd


#### Abstract

Great preparations have been made for this great annual event and we are pleased to say that this year's offerings are much better in regard to Value, Variety and Quality than the offerings of a year ago. To the many customers who have attended this sale in past seasons we cannot impress upon them too strongly the fact that they should not miss this year's Sale, as it will be one of the best, if not the best, we have ever held.


## To The People Who Have Not Benefited By Our Annual February Sales:--

The February Sale has been a feature of this house for the past twenty-four years. We started in a small way, but, to-day it is one of the biggest and busiest events of the year
It is the Sale that appeals strongest to the people of St. John's and suburbs and is eagerawaited as the time of supplying one's needs for many months ahead
Below we quote a few of the lines reduced:--


NOTICE!
Newfoundländ Government Coastal Mail Service.

Freight for S. S. PORTIA for usual Western Ports, going as far as Channel, will be received at the wharf of Messrs. Bowring Brothers, Ltd, pn Monday, February 2nd, from 6 a.m.

## W. H. CAVE,

## Important Ford Announcement.

Arrangements have been made whereby Mr. F. J. Dodd, proprietor of the Central Garage, has been appointed Sub Dealer for Ford Cars and Trucks. He will maintain an efficient Ford Service Station, and endeavour to give Ford users a really first-class service. This fills a long felt want and will be a boon to the hundreds of Ford owners. Repairs will be done by Mr. Dodd promptly and at reasonable prices in accordance with the Ford Co. requirements. A complete stock of Cars, Trucks and repair parts always in stock.

## Geo. M. Barr, St. John's.



## Wool and Cashmere

 HOSIERY, Ladies', Children's \& Men's.Ladies' Heavy Black Wool Hose, at 90c., $\$ 1.00,1.20,1.55,2.00,2.20$. Children's Black Wool Hose, for boys or girls, size 6 to 10 inches, 95 c ., to $\$ 2.00$.
Children's Dark Brown Wool Hose, sizze 6 to 10 inches, $\$ 1.05$ to 2.00.

## Ladies' Wool Cashmere Hose,

1 and 1 ribbed, $\$ 2.10$ pair; 2 and 1 ribbed, $\$ 1.20$ to 2.35 pair; 4 and 1 ribbed, $\$ 1.25$ to 2.00 pair.
PLAIN, \$1.80, 1.90, 2.10, 2.40, 2.50 pair.

## Men's Black Wool Socks,

 70c, $\$ 1.00,1.10,1.35,1.50$.Men's Black Wool Cashmere Socks, 90c., \$1.35, \$1.70.
Men's Heavy Dark Grey Wool Socks, 85c., 90 c ., $\$ 1.00$.
KHAKI WOOL SOCKS, 65c., 85c., $\$ 1.00$.

## STEER Brothers.

## (15) CARTRIDGES <br> For all makes of firearms

Submerge a Black Shell in a glass of water and let it remain there for half an hour. No shell will ever be up against a wetter period than
that in actual use. that in actual use.
You will find that after a severe test of this kind a Black Shell does not bulge or swell, and that it will feed easily and eject perfectly, with out leang and
Put it in the chamber and shoot it.
That's all. It is the final proof of waterproofing.

Prices on application.
WHOLESALE TO THE TRADE ONLY.


## Curtain Scrim

## MARKED TO SAVE YOU MONEY.

Excellent value and good appearance.
Made of durable Scrim with neat col Made of durable Scrim with neat col-
oured border of roses. Trimmed on oured border of rises.
bordered side with fancy lace edge.

A Scrim that will launder well and give good service. This ins suitable for par-
lour kitchen or bedroom. Colours of your , kitchen or bedroom. Colours of
borders, Pink or Green.

Special Sale Price,

## 25c. yard.



Can't Come, Order By Mail.
We pay as much attention to our Mail Orders as we do to our every-
day trade If you cannot visit he estore in person, clip the "ad" and mail
your order to us, we will have it filled at once.
MILLEY'S

and




3

## AVILION TEEPPYOIE COMPAIIV, LIMTED.

## Over three-fourths of the Company's Stock issue has been subscribed locally.

The Company would like to have the balance taken up by telephone subscribers, as in this way it can best enlist their sympathy and co-operation.

This applies also to the towns of Conception Bay and Ferryland District, where a representative will be sent within a few days, as these communities will also be served by the Company.
'Phone 525, or write P.O. Box No. 913 and a representative will call on you.

Only a few more days and this stock will be fully subscribed and selling at a premium

# AVALON TELEPPOME COMPAMY, LIMTEED. 





The sea washes the world－Pears oap washes its ishabitants For over a century，Pears has been making its way round the world．Ask for the Cape to Cairo，in the bazaars of India， throughout Australia，Canada，the U．S．，and
South America Pears＇has made its way South America Pears＇has $m$
with civilization，－－on merits！
Pcars＇Soup is transparent because it is pure；it is the inost cconomical soop because it wears but coes not waste．It cleanses
and purifies the skin and freshens in body
Pears
is not heavily scented．Its delicate perfume comes from pure natural ingredients；the difference is important，－it means again that
$P_{\text {ears＇}}$ soap is pure． Pears＇soap is pure．


Wellington and Napoleon．
THE DIFFERENCE BETWEEN THE EARLY AM BITIONS OF TH
TLE CORPORAL



## Minding the Baby．

$\qquad$ monter．He se s．r．p．





 Mothers are not to be trusted．The
ean well，but they are far too im Inative．They watch the baby too
 Is atraid to come out．
If the tooth doesnt＇come through
exactly when they expect it，they take
bepy

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First Doctors
Then a Skin
$\qquad$
Firming Up Against ＂Reds＂the Laws．

 －品花合


## Three million dollars for a phonograph！

That＇s what it cost to perfect the only instrument that Re－Creates music so faithfully that no one can tell whether it is the living artist he hears or the phonograph－when one is heard direct comparison with the other．Add to that three million dollars， Thomas A．Edison＇s genius，his vast knowledge and

## The NEW EDISON <br> ＇The Phonograph with a Soul＇

＂Now go ahead and build replicas，＂said Mr．Edison to his staff when he had finally achieved an instrument which would meet tho one test．I Cave set to the last detail

This three million dollar Phonograph is on display here－ come in and hear it．

$$
\begin{aligned}
& \text { Ask for a copy of the beautiful book "Edison and Music" and the } \\
& \text { booklet "W hat the Critics Say" which proves Edison superiority. }
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Specialist－．
Then a bot
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## 114

Fred V．Chesman，St．John＇s，Nfld．
Fred V．Chesman，St．John＇s，Nfld．



COCOA IS GOOD for Breakfast Lumcheon Dinner Supper

## Ans time that

 any ofie wants a delicious dring with a real, satisfying, sustaining food value. We guarantee its purity and high quality We have been making chocolate and cocoa for nearly 140 years.WALTER BAKER \& CO Ltd

## n Historic Tour

The Prince of Wales in Canada.
(J. saxon mills, in "United Empire")























## Libby's Tomato Soup

$\$ 1.40$ doz. 13 c can.
Tomatoes, 21-2's, tins, - 25c
Klim, 1-1b. tins, 55
Peach Jam, 11.4 lb . tins, 60 C
Shirrifi's Marmalade,
2-lb glass, 85e
Shirrif's Marmalade,
1-1b glass, 46e
Carrots, 3 s tins,
Beets, 3 's tins,
30 C
St. Williahs 1-1b. glass jars Jam, viz-Straw-


 does her work most efficientiy, most easily. There is no mystery. You get out of soap
just what the makers put into iturlight Soap. The Sunlight environment is in keeping with its mission of cleanliness and efficiency-no soap is better fitted to
serve the British housewife than Sunlight serve the British housewif
Soap. Prove this to-day.
$£ 1,000$ Guarantee of Purity on every bar.

The name Levsr on Soap
is a Guarantee of Purity and Exsellente.
 SUNLIGHT SOAP.

LEVER ${ }^{\bullet}$ BROTHERS LIMITED. PORT SUNLIGHT, ENGLAND.


THE PEOPLE'S PAPER-DON'
You can buy large sound

## Apples

for five dollars
per barrel at HEADQUARTERS.

George Neal.
गें 00020010000001000000101 J. J. ST. JOHN. JUST IN TIME
40 VERY CHOICE TURKEYS.
SHIRRIFPS ASSORTED JELLY POWDERS. SHRRRFF'S ASSorive
MINCE MEAT in Glass
.
KIT COFFEE and VI.COCOA.
ENGLISH SPICES, 10 brls, CRANBERRIES. california oranges, grapes and Lemoms. SHELLED WALNUTS and ALMMNDS.
MARVENS FAYCY BISCUIT in in ins.
GROUND NUTMEG, and the BEST 60 c. and 65 c. TEA
J. J. ST. JOHN
"


Kohler \& Campbell PIANOS
The Best Piano in the World at the Price.

Musicians'SupplyCo.
Dackworth St, Si. John's.


| A Man's Shoe <br> Troubles! |  |  |
| :---: | :---: | :---: |
| Every Man that has trouble in securing a pair of Shoes that will fit him perfectly should come here for Shoes! |  |  |
| No matter whether your feet be large, small or of medium size, you are sure to find a last that is especially dapted to YOUR foot, if you will but come to us with your Shoe Troubles! |  |  |
| We've Shoes in every variation of size and width, made for the express purpose of fitting Hard to Fit Feet! <br> We're showing all the correct Winter Shoes in the <br> C $c^{-1}$-1vative oi the Extreme Styles! <br> Shoes at $\$ 6.00, \$ 8.00, \$ 9.00, \$ 11.00, \$ 20.00$. <br> Just Test our Expert Shoe Service and see the result of buying Your Shoes Here! |  |  |
|  |  |  |
| Parker \& Monroe, Ltd. <br> THE SHOE MEN. <br> $\mathrm{m}, \mathrm{tu}, \mathrm{th}, \mathrm{s}, \mathrm{tt}$ $\qquad$ |  |  |
| No Matter How the Fire (ha. is Caused <br> If you're not insured, yourre a loser. Take time to see about your policies. We give you the your policies. We give you the rates. <br> PERCIE JOHNSON, <br> Insurmee Agents |  |  |
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## Furness Line Sailings





The Maritime Dental Parlors

Reid-Newfoundland Company,

If your water pipes are frozen, 'Phone 240 for the

## Electric Thawing Outfit

Reid-Newfonndland Company,

## 40

Complete Stories
tneldaded in the latest tssuo
Prizo stories and and Jokes. Pooms tor Reetation
Interesting Hustorcal and Trase



GARRETT BYRNE,
Bookseller \& Stationer.
The 'Dere Mable'

## CALENDAR,

1920. 

Laugh Throughout the Yea
with "Bill and Mable." 53 pages of genuine hu-
mour, illustrated by the famous "Bill Breck", printed in colours and
silk cord and tassels. Original price $\$ 2.00$. Now only
$\$ 1.50$ Post Paid. DICKS \& CO., Limited, The Booksellers.

## Welch's

 Grape Juicewas a popular drink before prohibition. Now it reigns supreme.
ders for now booking or-
ders for a supply due by
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Sole Agent,
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For a good Tailor-made Sult or
Overcooat there's no better



