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## BIG TSTOCK-TAKING SALE.

Generous reductions on every article of Dry Goods in stock and any Oddments and Excess Stock we offer at cost and under to make a clea
ance. We can only quote a few of the prices and reductions here, but member that on anything and every thing you buy from us during this Sale you are saving mone
also.

Large Slock of Rubber Foolwear.chap
Women's Plain Rubber Shoes, good hape and finish. Now only 49c. pr. Women's Storm Rubber Shoes. . . . . . . . . . . ......Now only 59c. pr Women's "Rubber Leaf" Brand extra quality Rubber Shoes. Now onl 68c. pair.
Men's Storm Rubber Shoes.
Men's Storm Ladies' Highest Class Rubber Shoes both with deal and
and Child's and Misses' Rubber Shoes of all kinds, all at Reduced
Prices.
Ladies "Rubber Leaf" Brand extra quality Waterproof Button Gaiters, now only $\$ 1.80$ pair

We Can Suit You to Underwear
 This , White Fleeced Wear at 60c. garment is hea a ard cent. under regular pris All Ladies' Stanfield and other Wool Underwear at 20 per cent. under regular prices
Lot of Ladies' Stanfiel Vests, sizes 3 only. Reg. 1.10 value. $\begin{aligned} & \text { Only } \\ & \text { Lot of Ladies' Stanfied Knickers, all sizes. Reg. } \$ 1.30 \text { value. Only }\end{aligned}$.. .. .75.e each
Our Sale Price for Men's Stanfield Underwear are

We have a Lot of Odd Garments in Meris Scutch Lambs Wool Uuitewar

 all round price of 3 ce garment.
Boys. Scotch Lamb's Wool and Stanfield Wool Underwear, and Girls' Wool and Fleece
Underwear, all creatly reduced. Ladies 'Flannelette. Underwear of all kinds at cost to clear.
Lot of Latides Mire Underskirs, odd lines, fofered to you
be quick clearers. Prices 60 c ., 75 c . and $\$ 1.15$ upwards.

## HOSIERY



Greal Values in Dress Goods



 Ladies Black silk Biouses at $\$ 1.70$ and $\$ 2.65$ each, only.
Lot of other Bloses in stock will be offered cheapply during Sale, to which we shall
add a hit of samples of New Spring a 1 S Summer Blouses. See our Blouse offer-

## CLEARANCE OF LADIES \& MISSES HATS and CAPS.

$\qquad$
Ladies and Misses Coats, Ladies and Misses Furs. All heavily redued to make a complete clearance.
Big Lot of Ladies and Childrenns Belts. Get our prices on these.
Ladies' Hand Bags from only 18c. each.
EMBROIDERIES and LACES-If You are making up any white work, remember
we are making a straight 20 per cent. discount on all our stock of Laces, and we are making a straight 20 por cent. makisount on on any our stock of Laces, and
large reductions on a large lot of White Swiss Embroideries. Men's and Boys' Eastern Caps, fitted with knitted bands for the wintry weather.
Now only 5 . each.
Men's Patent Dress Shoes and Slippers. Regular $\$ 1.10$ and $\$ 2.00$ pair. Now only
85c. and $\$ 1.70$ pair. Men's Patent Dress Shoes and Slippers. Regular $\$ 1.10$ and $\$ 2.00$ pair. Now only
85c.and $\$ 1.70$ pair.
Get our Prices on Winter Gloves of all kinds. N.B.-Sale Prices are for cash only. HENRY BLAR

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## Mr-CHFAP <br> only 49c. pr. only 59 c. es. <br> Only 78c, pair <br> ow as "Pro- <br> at Reduced <br> atton Gaiters, very highest iir.

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Vool and Fleece
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We Recommend Nova Scotia Steel \& Coal Company

## 6 pr. ct. Debenture Stock

F. B. McCURDY \& CO. Members Monteal Siot Extange. John's.

| SOPER \& MOORE | 4, |
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| Petilion. | A Canada Life Actual Result! <br>  |
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There is still cold weatuir

Enough alhead to enable
NEW-KNIT Unshrinkable UNDERWEAR
"Gо то iт"
The Wild. Kniting Mills, Ltt. Alexander Street.

## NEW CABBAGE!

arrive Thursday ex S.S. City of Sydney
30 Crates NEW CABBAGE.
PARSNIPS, $\begin{aligned} & \text { Also in stock: } \\ & \text { ONIONS, ORANGES, Etc. } \\ & \text { Prices right. }\end{aligned}$
burt \& lawrince, 14 New Gower Street
Ti.bur mel SLATTERY'S mon ws
WHOLESALE DRY GOODS.
to the city and outport trade:
We carry in stode for fall trade an attractive stock
Regular Piece Good and luound Remnants.
Prices:
Cheapest in the City.
NoTE--See our Special lrand of Cotton Tweed and
SLATTERY BUILDING,
Doekworth and George's Sts., St. Jolin's.
Advertise in the TELEGRAM



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## PETER PAN <br> or House $\because \quad \$ 1.95$ <br> $\$ 1.00$ <br> $\$ 1.00$ <br> $\$ 1.25$ <br> CFNTRAL SHOE STORE

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 egram.


## To Our Brave Sealers.

GENTLEMEN,- , portunity to remind you we not only can supply you with comforts before you go to the icefields, but on your return your dividends will be
well spent, if you make us your Headquarters on your arrival back.

## HARDWARE,

GROCERY, DRY GOODS, PROVISIONS.

Your well-wishers,

Suddenly Called.


SMOKE MAYO'S and save the Premium Tags. This Clock for I. T. Co. Premium Tags only.

## PICTURE FRAMING!

We have just opened a new line of PICTURE MOULDINGS in Plain and Ornamental Oak, Gilt, Veneer, etc., etc. The largest stock and big riety in the city
S. B. PARSONS \& SONS, Pholographers,

Corner of Water and Prescott Streets.
pIONEER PICTURE FRAMERS IN NEWFOUNDLAND.
Advertise in the "Telegram."

A Belated Shipment of Job Embroideries
has arrived and is on sale this week at very special prices. We wish to clear away every yard of It this month and have marked them at specially close prices for quick selling.

## Think of Buying the Daintiest Embroidery at 10 cts. per yard.

The variety is large, commencing at the low price of 3 c . per yard and ranging up to 25 c . for Embroideries 27 inches wide.

When we say
"INVICTUS" Shoes of Geo. A. Slater fame are dependable we mean that they will stand wear and tear and retain their shape. Like old and trusted friends they may always be re-
lied upon. They are "THE BEST GOOD SHOE." lied upon. They are "THE BEST GOOD SHOE."

## Our New Wall Papers

 ARE ON DISPLAYand they presenta a atriking example of our ability to gather the highest class goods and to sell them at ordinary pricees.

## Distinctiveness in the Papers <br> themselves and Value"in <br> their prices we stroven ${ }^{*}$ for ?

and secured. We are now showing all the new 1914 designs.


## Mr. William Marshall

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men 88 days out on the passugg from
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\section*{ Shells. <br> About the Secret Experiment at Woolwich Arsemal. <br> $=$ .} | morrow. |
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| Mr. Dave Parks, |
| Baritone, |
| will sing four songs: |
| Monday, "When the |




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| Fresh Cream | By Fire and Faggot． |  | ART． | THELASTBELL |
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| $\begin{aligned} & \text { BANANAS } \\ & \text { WINE SAP, APPLES } \\ & \text { PEARS } \end{aligned}$ |  | beauty hath departed，but my Glor： remains．＇＂－London Chronicle． |  |  |
|  | Horlicis Malted Mank |  |  | 15 cts．Pair up． |
|  |  |  |  | 5 cts．Pair up． |
|  | BEST DIET for NFFANTS and INVALIDS |  |  |  |
|  | Pure Fer File |  |  | of Women＇ |
|  | malted grain，reduced |  |  | Worsted Hose，27c．Pair <br> Numbers of other lines in stock which have been selected with good judgment as to quality，and the prices tell with conviction their own story． |
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## BISHOP．

F THE HUMBER RIVER－Upright R RIVER．
MORIA． 36－BAY OF ISLANS－Showing Mt．Moriah．
37－BAY OF ISLANDSS－Showing C．of E．Church．
38－HUMER PIVER

No．41－MARBLE HEAD HHMBER R RVER－Upright．
No．4－RAIWAY ROUNDING HMBER RVER．
No．43－LOOKING UP HUMBER FROM TRACK．
30－HISCER RIVER．
o．44－LARBLE UEAD HEMBER RIVER－Lon
o．45－LOOKING UP HUMBER FROM RIVER．
ted and $\$ 1.00$ mounted．Order by number．Prints of all Photographs may be seen at any time．
The HOLLOWAY SIUOIO，Ltd，corner Henry Street and Bates＇Hill，St．John＇s，Nfld．
the foomers paper- THE EVENING TELEGRAM, Feb. 25th, 1914-8

HOCKEY! A premeid rate
PROGRESSIVES versus ST. JOHN'S, PRINCE OF WALE' RINI,
TO-NIGHT at 8.45 p.m. Doors Open 7.15.



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| FOR HORSES |
| Sugrections for Freeding: |
| BEGIN by feeding 1 lb . of Molassine Meal per day to each horse as an ext first week, and mix thoroughly. |
| SECOND WEEK: Feed 2 lbs . of Molassine Meal to each horse per day and knock off 1 lb . of Oats. |
| THIRD WEEK and onwards: Feed 3 lbs . to each horse in place of 3 lbs . of other food. |
| In this way the horses are brought on to the food gradually and soon show an improvement. Hard flesh will be put on rapidly and the weight will improve |
| "MOLASSINE MEAL" |



## Sealing Notice!

s. s. "uliking" will sign erew Monday, 2nd March, s. s. "uling Noon, March 6 th. March, saling 3 p.m. March 6 th.
S. S. "RANGER" will sign crew Thurs

S. S. "EAGLE" will sign crew Friday, 6th March, sail-
ing 5 p.m. March 9 th.
s. s. "FLORZEE" will sign
S. S. "FLORLZEL" will sign crew Monday, 9th March,
sailing 8 a.m. March 13th.

BOWRING BROS., Limited.

February 25th, 1914.
 GEO. NEAL. Smumpor cuile
 Light as a feathe,
TTigt as a a cup,
Fits like a slove.




## F. SMALLWOOD,

 $\frac{\text { The Home of Good Shoes. }}{\text { 2Gerzellis }}$ MNSSATTA

## Overland!

## 1914 Model.


sold completele equipped




T. A. Macnab \& \& Co,


FALL OVERCOATINGS in the season's most approved fabrics are ready for
your inspection.
The High Standard, which we have set in past sea.
sons, combined with recently added facilities, enable
us to pronounce our Fall Showing
SUPERIOR TO ANYTHING SHOWN
ELSEWHERE. CHAPLIN,
The Store that Pleases.
BOWRING BROTHERS, IId, Grocery ! $\stackrel{\text { Phone }}{ }$

Special Offer No. 1

## Tinned Salmon.

$\$ 5.50$ case, in 5 case lots, $\$ 5.50$ case or more,

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