

EARLY XMAS BUYERS

Secure the **Choicest Articles**. Have **YOU** thought about it yet.

I invite your inspection of our **NEW GOODS** just opened for the Xmas season. Even though you do not buy, come and have a look. While in England this year I made some choice selections of good substantial Solid Silver, Hall marked and British Plate Novelties. I am sure you will say our prices are reasonable.

 <p>VERY FINE TEA SETS.</p>				 <p>USEFUL CAKE STANDS. Very dainty. \$4.25 \$5.75 \$6.85 \$7.50</p>	 <p>Large variety of Solid Silver Photo Frames. 50c. to \$16.50.</p>
<p>\$10.00 \$32.00</p>	<p>\$14.00 \$32.00</p>	<p>\$18.25 \$25.00</p>	<p>\$19.50 \$50.00</p>		
 <p>Coffee and Tea Servers Complete, with Spoons. \$4.65 \$6.00 \$7.65 \$9.50</p>				 <p>Newest Vases. 50c. to \$13.00.</p>	<p>A large assortment of Gents' Walking Sticks, varying in price from 45c. to \$14.00. English made with Hall marked Silver Mountings.</p>

French Black Ebony Backed Brushes, Mirrors, etc., with Silver Letters to attach. Hand Bags, Purses, Cigar and Tobacco Cabinets, Glove and Handkerchief Boxes, and hundreds of other pretty and useful articles suitable for Xmas.

R. H. TRAPNELL, JEWELLER and OPTICIAN, WATER STREET.

To Arrive This Week :

4000 bbls King George
500 barrels Remoka
750 barrels (★) Star

FLOUR



DON'T CRY

Because you are not doing much business, but offer your Customers

King George Flour,
It Sells Itself.

We are proud of our **KING GEORGE FLOUR**. Have you tried it yet?

CANADIAN CEREAL & MILLING COMPANY, LIMITED.

Maconochie's Pickles!

All our products are put up in our own factories in England. These factories are noted, over the whole Empire, for cleanliness and up-to-date methods.

A cheap Pickle is a dangerous article of diet.

GET THE BEST.

Your Grocer has them.

Manufactured only by

MACONOCHE BROS., Limited,
London, England.

Purveyors to H. M. the King.



EVERYTHING for the HOME

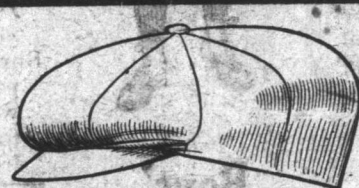
BIG FURNITURE STORE.

A visit to our Show Rooms will prove very interesting to the Housekeeper. We have everything to make your home new and beautiful. New carpets and rugs are shown in great variety of coloring and designs. Stair, Corsets, Matting, Draperies, Curtains and Blinds. In our Furniture Department you will see many different pieces for the Parlor, Drawing Room, Dining Room, Library and Hall. All the very newest and latest styles. All we ask of you is to visit our Store and our clerks will only be too pleased to show you through our Stock and convince you that we can save you money by buying at our Store. All our goods are packed with the utmost care.

CALLAHAN, GLASS & Co.,
Duckworth and Gower Streets.

Gents' Fur Lined CAPS!

We have this style from
40c. to 70c. Also,
90c. to \$1.40.



Those are light in weight but warm and comfortable.

EASTERN "A"

Have you tried one with knitted band?

This style in two prices only.

70 cents

—AND—

90 cents.

EASTERN KNIT BAND
(KING OF THE FUR CAPS)
DOES NOT TINGE LINE FUR BANDS.
YET WARM & COMFORTABLE.

TEMPLETON, 333 Water St.

LOOK!



\$4.50 Goodyear
Welt Boot
for \$3.00.

We have secured a snap in 1100 pairs of Men's Goodyear Welt Gun Metal Calf, Blucher style. Regular \$4.50 Boot, for **\$3.00.**

PARKER & MONROE, THE
SHOE MEN.

REID NEWFOUNDLAND COMPANY.

ELECTRIC FLAT IRONS

WHY YOU SHOULD TRY ONE

We put them in free on trial. They can be attached to any fixture in any part of the house.

It costs less to heat them than it does your old ones.

The heat is on the bottom where you want it and not in your hand. They are absolutely clean. Saves one-third of your time as the iron is always just hot enough. Telephone us and we will gladly put one in on trial free of cost.

Reid Newfoundland Company

The High Liner Packets of Xmas & N. Y. Cards.

Certainly the grandest value in Packet Cards ever imported into Newfoundland. Every card a gem; no two alike; cannot be bought singly for at least double the money. Our reputation for extraordinary value in this line now stands right on the top notch.

The Allan Line Pkt. of 8 Xmas and New Year Cards, 10c.
The Cunard Line Pkt. of 10 Xmas and New Year Cards, 15c.
The Diamond Line Pkt. of 10 Attractive Cards, 20c.
The Empress Line Pkt. of 12 Charming Cards, 25c.
The Furness Line Pkt. of 50 Large Value Cards, 25c.
The Oriental Line Pkt. of 10 Unique Cards, 30c.
The Red Cross Line Pkt. of 12 Excellent Cards, 40c.
The White Star Line Pkt. of 10 Exclusive Cards, 50c.
The Selling Line Pkt. of 12 Superb Cards, 60c.
The Garland Line Pkt. of 12 Magnificent Cards, 70c.

Packets of Cards for Children containing from 5 to 8 Cards, at 2, 3, 4, 5, and 7 cents.
High Liner Series of Boxed Cards containing 6 to 20 Cards in very charming styles and designs, at 15, 20, 25, 30, 40 and 45c.
Boxes of very Superior Cards, 50, 65, 75c. \$1.00 up.
Very prettily gotten up Lace, Silk and Push Xmas and New Year Cards, boxed singly, 5, 7, 10, 15, 20, 25, 30, 40, 50, 70, 90c, \$1.00, \$1.20, \$1.50 and up to \$2.00 each.
Fancy Calendars, 1911, 75c. \$1.00 up.
Fancy Folding Calendars, at 4, 5, 7, 10, 12, 15c. up to 50c.
Art Calendars, Black and White tinted, etc., up to \$2.00.
Tare-off Block Calendars, 25c. and 45c.

The marvellous value offered in these packets will not permit us to pay postage. Outport friends will please add from 2 to 4c. per pkt. to their remittance. All Card and Calendar orders attended to promptly by return mail. Remember if you but address your letter Garland, St. John's, it will be sure to find us.

GARLAND'S BOOKSTORE, 177 and 353
nov21,fp Water Street.

FURS

We are now showing a splendid assortment of Ladies'

FUR COATS,
COLLARS,
MUFFS, Etc.

Our Furs suggest unusual value, and everyone has the merit of dependable quality combined with reasonable prices.

U. S. PICTURE & PORTRAIT CO.

Job Printing Executed

FRESH FRUIT! FRESH VEGETABLES! FRESH POULTRY!

ELLIS & Co., Ltd.,
203 Water Street.

Fresh New York Turkeys,
Fresh New York Chicken,
Fresh N. Y. Corned Beef.

FINNAN HADDIE.

Fresh Tomatoes,
New Cauliflower,
Sweet Potatoes,
Brussels Sprouts,
California Celery,
New Cucumbers,
Local Celery,
Fresh Garlic,
Spanish Onions.

KIPPERED HERRING.

Ripe Bananas,
Bartlett Pears,
Dessert Apples,
Navel Oranges,
Crape Fruit,
California Purple Grapes,
Almeira Green Grapes,
Malaga Lemons,
Fresh Coconuts,
Baldwin and Ben Davis
APPLES.

Remember Our Telephone,
No. 482.

CUT FLOWERS!

CHRYSANTHEMUMS
In great variety. Also,
CARNATIONS and
Paper White
NARCISSUS.

J. McNEIL,
Hawkins' Cross
Telephone 197. nov5,10