

Hydro-Electric Smelting Co., Ltd.

Capital, \$100,000.

1000 Shares \$100.00 each fully paid and non-assessible.

W. A. MacKAY President.
W. S. MONROE Vice-Pres.

Directors—TASKER COOK, J. J. MULCAHEY,
FRANK J. CONNORS.

Secretary—F. GORDON BRADLEY.

This Company owns in fee simple one square mile at Little Bay, N.F.; holds license for adjoining square mile; one square mile for manganese at Trepassey; one square mile at Bluff Head, Port au Port, and electric smelter in St. John's. Mining operations are being carried on vigorously at Little Bay, where forty men are employed, and three steam drills are in operation. Considerable prospecting was done last season and eight veins of high-grade copper ore were found within four hundred feet in Sleepy Hollow Valley, a portion of the property not operated by the old Company. Two shafts are being sunk, one on each side of the valley, and a tunnel is being driven from tide water, cross-cutting the new find. High-grade ore will be reached in this tunnel within four weeks. The debris from the tunnel is being utilized for a new shipping pier. A lake on the property is being worked for copper cement. Over 1000 boxes and shutes filled with iron scrap are placed, which produced during open season one ton per day of 50 per cent. material, having a gross value of one hundred and seventy-five dollars. A water power near the property is being developed, which will supply 200 horse-power and give sufficient power to mine several hundred tons of material daily. The old workings which are 1500 feet from tide water were operated twenty years, and produced several hundred thousand tons of 8 per cent. ore. They will be tapped by the tunnel, which will eliminate pumping and hoisting charges. It is confidently expected at least 1500 tons of 10 per cent. ore will be ready for shipment by June 1st.

A limited number of shares are now offered to the public. Apply to
W. A. MacKAY, Pres.
or
F. GORDON BRADLEY, Sec'y.



TORIC LENSES

ARE MORE BECOMING THAN FLAT LENSES.

The edges of Toric Lenses do not show as prominently as those of flat lenses. They fit in close to your eyes. You will find Torics much more becoming and useful. They give you a wider, clearer field vision. You should know about Toric Lenses. Let us explain them.

R. H. TRAPNELL,
Eyesight Specialist.
St. John's.

Are You Serving

Welch's
Grape
Juice

to your Xmas guests?
If not, why not? A dainty addition to any table.

Wholesale from
P. E. OUTERBRIDGE,
(Sole Agent for Nfld.)
Commercial Chambers.
Telephone 60.

dec26,17,17

Luzell's
MASSATTA



A NEW
AND
TOTALLY
DIFFERENT

TALCUM
POWDER

Not only softer, smoother, more satisfying than any other, but distinguished by the "True Oriental Odor," its fragrance lovable in its subtlety and charm.

In addition to Massatta, we carry a complete line of Luzell's Famous Specialties, including the most exquisite Perfumes, delightful Toilet Waters, soaps, Creams, and Powders of unsurpassable excellence.

At all Druggists, St. John's, Nfld.

Ladies' Sample
FUR SETS

And Lot FUR TRIMMINGS

Just received, having been delayed in delivery. We now offer

At Specially
REDUCED PRICES!

These Fur Sets consist of Grey Squirrels, Black Foxes, Red Foxes, Lynx, Natural Musquash, Wellabys, Marmots, Minks, Black Hares, Black Goats, etc., etc. Needless to say styles are the very latest. We advise making your selection in a hurry as all sets are different.

The Fur Trimmings

consist of Black Hares, Bears, Goats, etc.

HENRY BLAIR.

1917.

Fresh Eggs,
Green Grapes.

50 cases Fresh Eggs.
50 kegs Green Grapes.

GEO. NEAL

TO THE TRADE!

Our buyers have just returned from special trips to the British and American Markets and have secured many lines. We have in stock:

DRESS GOODS in Serges, Poplins, Tweeds, Meltons, Plaids, etc. EMBROIDERIES, SATEENS, LININGS, FLANNELETTES, MUSLINS, TOWELS, TOWELING, HOSIERY.

POUND PERCALES, MISPRINTS, WHITE FLANNELETTES, SATEENS.

COTTON BLANKETS—White and Grey, all sizes.

GARNEAU, Ltd.,
WHOLESALE ONLY.

Phone 727. 1st Floor T. A. Hall, Duckworth St. P. O. Box 38.
dec9,10,10



NO MATTER HOW THE
FIRE IS CAUSED
if you're not insured, you're a loser. Take time to see about your policies. We give you the best companies and reasonable rates.

PERCIE JOHNSON,
Insurance Agent.

222 Water St. ORGANS 222 Water St.

RECOMMENDED BY ALL THE LEADING ORGANISTS IN TOWN.

Call and see our stock or send for Catalogue and prices.

CHARLES HUTTON,

RELIABLE PIANO & ORGAN STORE.

ASK FOR MINARD'S LINIMENT AND TAKE NO OTHER.

MINARD'S LINIMENT FOR SALE EVERYWHERE.

REID-NEWFOUNDLAND
COMPANY.

NEW YEAR
Excursion!

Excursion return tickets will be issued at ONE WAY FIRST CLASS FARE, good going December 30th, 31st and January 1st, and good returning up to January 3rd.

Reid-Newfoundland Co.

Five Dollars will buy enough Beaver Board to Wainscote your Dining Room



How to Make Your Rooms More Attractive—More Home-like

Send dimensions of rooms with location of doors and windows. In return you'll get photos of actual interiors with BEAVER BOARD walls and ceilings together with color schemes and suggestions for panel arrangement. An estimate of the amount of BEAVER BOARD you need, will be included. Easy to put up and decorate—never needs repair. Makes the house warmer in winter, cooler in summer.

Particulars from
COLIN CAMPBELL.



LATHROP ENGINES

Built to Last.

A substantial engine. Every part the best money can buy.

Make and Break Ignition.
Large Bore and Stroke.

Guaranteed to operate on Kerosene Oil.

A. H. MURRAY,

St. John's, Agent.



For All Shoes

DRI-FOOT

Waterproofing

You do not need to wear heavy, uncomfortable rubbers if you treat your shoes with it. Dri-Foot is a liquid composition that waterproofs your shoes and gives them longer wear. It is invisible—does not prevent polishing, costs but a fraction as much as rubbers and one application lasts all season.

Children's shoes as well as yours should be treated with Dri-Foot.

A FULL-SIZED CAN FOR 25c.
We heartily recommend it.

In 10c., 15c. and 25c. Tins.

Parker & Monroe, Ltd.,

THE SHOE MEN.

SUGAR.

We have none in stock at present, but are now booking orders for delivery next Florizel.

LOWEST PRICES

Harvey & Co., Ltd.

New Year's Gifts!

We have a great variety of Useful and Pleasing Presents,

Suitable for Ladies, Gents, Boys and Girls.

The kind that are sure to please your friends.

Call and see them to-day.

William Frew.

Skin Boots.



Made by persons who know how, and who use only sinew in sewing them, adds to the health and comfort of the wearer, whether he is treading the frozen pangs at the sealfishery or wading in the mud and sloop of the trenches. No other boots are just as good, and our Skin Boots made on the northern portion of Labrador are specially selected, and are the best of their kind.

Price: \$3.50 per pair.

Robert Templeton,

333 WATER STREET, ST. JOHN'S.

CORKWOOD

Now Landing, ex
Schooner Artisan,

100 Bundles
Corkwood.

Thick, Medium and
Thin.

H. J. Stabb & Co.

ASK FOR MINARD'S LINIMENT AND TAKE NO OTHER.

WEATHER FOR
TORONTO, Noon.
W. winds; fair and
Thursday—Fair
East Coast; strong
with snow, West Co.

USE PURE GOLD

VOLUME XX

Auction

THE PEOPLE'S
AUCTION

AUCTION

At McGARRY'S

Water Street

On Friday Next

at 10.30 a.m.

all the furniture and

and on Monday, 5th inst.

hour, stock in trade, etc.

later.

P. C. O'DR

jan2,17

AUCTION

At the Freight Store

Reid Newfoundland

on

Saturday Next, 6th

at 11 a.m.

110 Sacks CO

Will be sold in lots

chasers.

P. C. O'DR

jan3,17

Public Auc

On Thursday next, Jan

12 o'clock noon, that

party and Dwelling

on the west side of Rennie

and lately occupied by A.

shall, Esq. The property

and measurements are:

Rennie's Mill Road, 32

more or less; on the north

more or less, on the west

28 ft. 6 inches more or

south, 134 ft. and 49 ft.

Hours for inspection, 11 a.

For further particulars

MARSHALL, or A. MAR

cutors of the Estate of

ander Marshall, or

T. B.

dec27,16

Grove Hill

THIS WEEK

Owing to the pushing

during the last couple

we have found it diffi

time to write our usual

Bulletin, but we beg to

opportunity of wishing

patrons

A HAPPY NEW Y

J. McNE

Waterford Bridge

At Byrne's Book

THE VERY LATEST

JUST IN

The New Breed—Andrew

The Proof of the Pudding

Nicholson, 90c.

God's Child—Capt. Oswald

and lately occupied by A.

The Lion's Share—Arnold

and 90c.

The World for Sale—

55c. and 90c.

Seventeen—Booth Par

90c.

The Night Born—Jack

The Homesteaders—Sam

Prize, Tiny Tots, Little

The British Boys' Annual

The British Girls' Annual

Collins' Adventure

Collins' Children's

Blackie's Children's

The Wonder Book

Picture Books of every

priced from 4c.

Garrett B

Bookseller

New Arriv

Ex Durango from Li

ORANGES, ONE

GRAPES.

Price Right

M. S. SAS

jan2,31

Be