

"VICTORY FLOUR."

Importers Like It

Because it is attractive in appearance, well milled, offered regularly and at competitive prices.

Bakers Prefer It

Because of its fine color, uniform granulation, strength and durability.

FRANKLIN'S AGENCIES, Ltd.,
St. John's.

Would you read some interesting literature if it were placed on your desk or in your home free of charge?

We will be glad to send to you, without obligation of any kind—
Our little leaflet called "Running Into Debt."
Our new treatise entitled "The Cut Rate Broker."
Our interesting folder about "The Value of \$100."
Our 56-page book named "The How and Why of Easy Money-making."
Our recent Big Report on American Mineral and Perfection Tire companies.

THESE ARE FREE FOR THE ASKING AND WE WANT YOU TO READ THEM. WE HAVE JUST FINISHED MAILING 153 MINERAL DIVIDEND CHECKS.

J. J. LACEY & CO., Ltd.,
INVESTMENT SPECIALISTS, CITY CHAMBERS.
(Over Royal Bank of Canada.)

PURITY MILK

is made from Pure, Full Cream Milk, and nothing is added but finest granulated sugar. PURITY is away above the Government Standard for butter fat. INSIST on getting "Purity" the Full Cream Milk.

T. A. Macnab & Co.,
CITY CLUB BUILDING.
Wholesale Distributors.

Your Business Success in 1917

Rests upon the dependability of your service of supply.
Three big facts—big buying power, tremendous production, expert workmanship—stand behind our claims of superior service.
We will pay all merchants to see our spring ranges in



Men's and Boys' Suits, Overalls, Shirts, etc.
DO IT NOW.

Newfoundland Clothing Co., Ltd

J. J. ST. JOHN.

BIG DROP IN PROVISIONS.
We carry a large stock and our prices are lower than the other man's. Touch in and see.
450 bris. VICTORY FLOUR, 300 bris. FIVE-ROSES.
250 bris. ROBIN HOOD, 150 bris. VERBENA.
100 bris. DAILY BREAD.
120 puncheons BEST BARBADOS MOLASSES.
125 bris. PORK at \$42.50 and \$45.00 brl.
85 bris. BEEF at \$30.00.
1,000 bags CATTLE FEED.
500 bags GLUTEN FEED, \$4.00.
500 bags WHITE & MIXED OATS, 600 bags BRAN.

J. J. ST. JOHN,
136 and 138 DUCKWORTH STREET.

YOU CAN HIT UP
a better average as regards health by wearing good

Wool Underwear
in the cold weather. You cannot do better than striking out for

Stanfield's UNSHRINKABLE WARM WOOL UNDERWEAR.



And you can get it best by hitting up BLAIR'S. If your present Underwear is only worn a bit thin, don't take chances but replace it immediately, as our prices are low now, and later it will cost you more. If you leave it till next winter, outside of possible doctor's bills, it will cost more than half as much again. You may think it funny for us to be saying this, but we are figuring on buying next winter's Underwear now. It is only by very advanced buying these times we can give you good prices. Of Underwear selling now, some we had in stock or bought over a year ago. **WE ARE LOOKING AFTER YOUR INTERESTS AND OUR PRICES ARE LOW.**

HENRY BLAIR.

Wanted!



Vessels to Freight Brick.

Robert Templeton

CLEANLINESS, QUALITY, SERVICE,

AT
Johnson's Fancy Bakery,
174 Duckworth St.

SLATTERY'S Wholesale Dry Goods.

To the Trade!
Toys and Fancy Goods for Your Xmas Trade.
Make Your Selection Now.

SLATTERY BUILDING,
Phone 522. Duckworth Street. P. O. Box 236

BE IN TIME

FOR **Christmas.**

Don't Forget Your Boy Who is Fighting for You.

You are in perplexing circumstances when you want to know what to send him. We will try and help you out. He needs something to break the strain always on his nerves. He wants to be taken away from his surroundings for a time, even if it is only his mind.

WE SUGGEST A BOOK.
You think, Oh what is a Book? When he is finished with it will be no good to him. But you send him cigarettes and cigars which give only about five minutes enjoyment to him alone, while a book, long after he has read it, lingers in his memory. And even after he has finished it it can be passed from one to another in the trenches.

We have the largest collection of Books. We will save you all the trouble sending it. Write your letter at home or at our store.

We will supply writing materials and a place for you to write in quietness.

We will mail it for you. We will try and help you in your selection. Call at

S. E. GARLAND,
LEADING BOOKSELLER,
177-9 Water Street.



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.



The Maritime Dental Parlors.

(The Home of Good Dentistry.)
Give the matter of your teeth some thought. They deserve it. If you require dental advice consult us. It will cost you nothing, and any work you may entrust to us will be done in such a way as to give entire satisfaction. We are specialists in extraction and plate work. Our painless method of extraction, used solely and exclusively by us, cannot be surpassed. Our artificial sets, which are of the best quality, fit perfectly and defy detection. Crown and Bridge work and Filling at reasonable prices. Plates repaired and made strong as ever.
Painless Extraction 35c.
Full Upper or Lower Sets . . . \$12.00
PHONE 63.

M. S. POWER, D.D.S. (Graduate of Philadelphia Dental College, Garretson Hospital of Oral Surgery and Philadelphia General Hospital).
176 WATER ST. (opp. M. Chaplin's), nov24,s,w,tt

REID-NEWFOUNDLAND COMPANY.

Trepassey Branch Train Schedule.

Effective Monday, November 26th, Trepassey Branch Train will leave St. John's 5.30 p.m., and returning will leave Trepassey at 4.35 a.m., arriving in St. John's 11.30 a.m.

Reid-Newfoundland Co.



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.

SPICES: Pure, in 6 lb boxes. Comp'd, in 7 lb boxes

PURE GOLD

ASSORTED ICINGS, ASSORTED JELLIES, ESSENCES, 1 and 2 oz.; COCHINEAL, RENNETT.

PEPPER: Black, White, Whole.

Caraway Seed.	Celery Salt.
Nutmegs.	Pickling Spices.
Spices in 3 oz. tins.	Herbs in tins.
Pepper in 3 oz. tins.	Poultry Seasoning.
Curry Powder.	Vinegar Essence.
Table Salt—Jars.	

COLMAN'S MUSTARD,

D. S. F., in 1 lb., 2 lb. and 1/4 lb. Tins.

PLUM PUDDING,

in Basins and Tins.
Nonpareils.
Glace Cherries.
French Capers.
Lea & Perrin's Sauce.
Banquet Sauce.
Lazenby Fish Paste.

GELATINE—
Pure Gold,
Knox's,
Colignets.

MORTON'S SOUPS,

in 1 lb. and 2 lb. Tins.

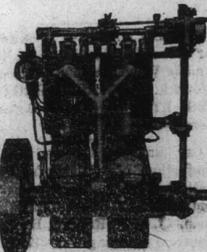
French Sardines (in Tomato Sauce).
Skippers.
Durke's Salad Dressing.
Macaroni.
Vermicelli.
Boned Chicken.
MOIR'S CAKES.

BOWRING BROTHERS, Limited,
Phone 332. GROCERY DEPT. Phone 333.

CAN GIVE IMMEDIATE DELIVERY

of the following Brand New Engines:

- Two 8 H. P. Trask Stationary Engines.
- One 3 H. P. Trask Stationary Engine.
- Three 8 H. P. Trask Fisherman Marine Engines.
- One 4 H. P. Trask Fisherman Marine Engine.
- One 60 H. P. Batten Marine Engine.



Have a large list of new and rebuilt Engines for sale at special prices. If you are thinking of buying, send for particulars and prices on the size you need.

If your present engine is not satisfactory, or you want more power, exchange it for a new one. Liberal allowances made to apply on new engines, two or four cycle, any H. P.

For anything in the Engine, Machinery or Motor Boat line write to

W. H. TRASK,

140 Water Street (2nd floor). m,w,s,tt

St. John's.

TEN PAGES

WEATHER FORECAST

TORONTO, Noon.—Moderate winds; a few local snowflakes but generally fair and to-day and on Friday.
Drink WELCH'S GRAPE JUICE.

VOLUME XXXI

Make it a

About three weeks from now. Are YOU worried about

Clothing that will last? Jewelry that will last? Brice-a-brac that will last? Money that will last?

No, not any of these things. Your sister, child or friend? Buy TON TIRE & RUBBER CO. and will be fresh in the morning us to tell you how to get

J. J. LACEY
INVESTMENT



List of Fresh Supplies just received

ELLIS & CO.
Limited.

203 Water Street

- Paris Pate—3 sizes.
- Welsh Rarebit—2 sizes.
- Creamed Chicken in 1 lb. & 2 sizes.
- Mayonaise Dressing.
- Royal Mint Sauce.
- Onion Extract.
- Onion Salt.
- Mapleine.
- Chicken Bouillon Cube.
- "Baker's" Chocolate.
- Grass Green Food.
- Post New Tomatoes.
- Cooked Bran.
- Puffed Wheat.
- Puffed Rice.
- Granulated Corn.
- Lemon Peel.
- Lemon Peel.
- Orange Peel.
- Washed Puffed Bran.
- Stuffed Dates.
- Stuffed Figs.
- Fresh Grenoble Walnut.
- Fresh Pecan Nuts.
- Fresh Almonds.
- Fresh Brazil Nuts.

Our Christmas Stockings
COSAIQUES, BON-BONS, STOCKINGS

will be opened for sale every day. A splendid variety and see them.

Remember
Telephone 48

NOTICE

John Smith, Late General Manager of Briggs, C.B. To Outfit and Seller

Having sold out my business at Brigus and St. John's, I am now open at St. John's Agent. Give me the lowest rate, and I will have to sell solid at the obtainable. My long experience in the general business of the at your disposal.

Correspondence solicited. Office: No. 230 Duckworth Street, St. John's, Nov 17, 1917.

Stafford's Prescription Cure for diseases of the stomach: Indigestion, Dyspepsia, Gastritis, etc.