

1923  1924

We extend to all our Friends and Customers
BEST WISHES
for a
Very Merry Christmas
and a
Happy and Prosperous New Year.

W. P. SHORTALL,
THE AMERICAN TAILOR
P.O. Box 445. Phone 477. 300 Water St., St. John's, Nfld.

Our Welsh Anthracite Coal!

Is the Best Hard Coal mined anywhere in the world. Contains less than half the ashes of other kinds and will not clinker. Burns freely with poor draft and gives more heat. We can deliver from stock and have another cargo, all sizes due shortly.

NORTH SYDNEY SCREENED COAL
In Store and now discharging ex. S.S. "Watuka."
\$13.50.

SCOTCH LUMP COAL—No Slack
\$12.50.

A. H. MURRAY & CO., Limited,
Coal Office Phone 1867. Beck's Cove.

New Brunswick DANCE RECORDS
All 75c.

No-No-Nora. That Old Gang of Mine.
Cut Yourself a Piece of Cake.
Down by the River.
When Will the Sun Shine for Me.
That Red Head Gal. Midnight Rose.
When June Comes Along With a Song.
Wolverine Blues. Havana (Tango).
Etc., Etc.

CHAS. HUTTON
THE HOME OF MUSIC.

Our Winter Stock!

7000 TONS
Best Screened North Sydney Coal
and 3000 TONS
Best Welsh and American Anthracite Coal
HAS ARRIVED

M. MOREY & CO., Ltd.
1518, 1504, 1511

MONEY TO LOAN ON MORTGAGE ON GOOD CITY PROPERTY SECURITY.


Amounts of \$100.00 and up at current rates of interest. Before arranging a mortgage elsewhere, consult us.

FRED J. ROIL & CO.
REAL ESTATE & INSURANCE AGENTS,
Smallwood Building, Duckworth Street.

INSURANCE SERVICE

For
LIFE INSURANCE or FIRE INSURANCE
Consult
CYRIL J. CAHILL
Offices: LAW CHAMBERS, Duckworth St.,
representing
THE CROWN LIFE INSURANCE COMPANY
(Home Office: Toronto, Canada)
and
The Fidelity Underwriters Fire Insurance Co.
(of New York, Total Assets: \$68,200,974.76).
N.B.—Inquiries solicited. Absolutely no obligation.
oct19, 1923

Another large shipment of our Famous



CUPS and SAUCERS
10 cents
Only to be had opposite
Seamen's Institute.

— Also, —
Tumblers, Wine Glasses, etc.

S.O. Steele & Sons, Ltd.
100 WATER STREET.
Phone 192. Opp. Seamen's Institute.

Delivering the Goods

We find that our prompt settlement of claims is our greatest help for new business. Truly, we make it very easy for you to become insured, but we make it just as easy to collect your money when a claim arises. Indeed, this Company is not only willing, but anxious to settle your claim as quickly as possible, and those clients who were ill or injured during the past year but who fortunately carried our Big Protective Policy, are loud in their praise of our Speedy Service.

OUR business is to protect and indemnify YOU.

U.S. FIDELITY & GUARANTY COY.
J. J. LACEY, Nfld. GENERAL AGENT.

SCHRAFFT'S



Isn't that a dainty dish to set before the King?

WHAT would those old kings and queens have said if they could have tasted SCHRAFFT'S CHOCOLATES?

In no art or science has such progress been made as in candy making. Taste Schrafft's Chocolates to-day and think what the kings and queens of olden times would have given for such delicious morsels. Our stock is always fresh and complete in all the popular flavors and assortments.

dec8, s.m. 15.3m

BON MARCHE CASH STORE

SMASH UP.

We will continue to sell goods at remarkable Smashing Prices, and we ask you to come inside and look around.

Our broken window cannot be replaced until the Digby arrives from England.

See our other window for SPECIAL PRICES.

BON MARCHE CASH STORE
dec27, 11

12,000 SIDES AMERICAN SOLE LEATHER.
1,200 FEET BLACK UPPER LEATHER.
Large quantity of CHAINS & ANCHORS.
NEW IRON & LUBRICATING OIL, at Rock Bottom Prices.
Also, AMERICAN PLYMOUTH STEAM TARED MANILLA ROPE—all sizes.
And all kinds of Ships' Supplies.

North Am. Fur, Hide and Metal Co.,
Water Street West (Next Door Reid Electric Store).
1917, 11

Tempting and Persuading Values
IN ARTICLES SUITABLE FOR

Christmas Gifts
— AT —
BLAIR'S

LADIES' ARTIFICIAL SILK HOSE.
The best value in town, in Black, White, Fawn, Brown, Nigger, Navy, Mole, Silver, Mouse, Grey and the newest fashionable shades, Nude and Onion, the rage at present in London and Paris. All sizes 8½, 9, 9½ inch foot. Good value for \$3.00.
Our Price Only \$1.75 per Pair

HANDKERCHIEFS! HANDKERCHIEFS!
A great variety of Ladies' Handkerchiefs in White Irish Lawn, Hemstitched, Embroidered Corners, Lace Edged and Printed Borders; also White Silk and White Silk Crepe, Lace Borders.
Gents' Handkerchiefs, in White Hemstitched and Printed Borders, in great variety and prices.
Gents' Famed Etonia Handkerchiefs, all Hemstitched and Printed Borders.
Gents' White Japanese Hemstitched Silk Handkerchiefs, from 95c. up.

Henry Blair

"Sea Dog" MATCHES

Ex S.S. "Yankton" from Boston
AT LOWEST PRICES

Sea-Dog Matches
(50 gross cases.)

Sea-Dog Matches
(15 gross cases.)

F. McNamara,
PHONE 393. QUEEN STREET

Oranges

IN STOCK:
50 Cases Cal. ORANGES,
176's.

Phone 264 for Price.

GEORGE NEAL,
Limited.

Nfld. Government Railway.

S.S. ARGYLE.

PLACENTIA BAY STEAMSHIP SERVICE.
Passengers leaving St. John's on 8.45 a.m. train, Friday, January 4th, will connect with S.S. ARGYLE at Argentia for usual ports in Placentia Bay on Merasheen route.

NOTICE!
Weather conditions permitting, the following parts of the Railway, namely—
BONAVISTA BRANCH
BAY DE VERDE BRANCH
TREPASSEY BRANCH
will be operated up to January 15th, 1924, and on and after that date said Branch Lines will be closed to traffic. Due notification of re-opening will be given.

Nfld. Government Railway.

EXTRA SPECIAL
— IN —
INFANTS' FOOTWEAR
— AT —
SMALLWOOD'S



Beautiful little Shoes for Infants, made on true "Nature-shape Lasts." Carefully finished throughout, and shown in a variety of attractive combination of Black and White, Tan and White and very pretty shades of Blue, Pink and Tan Kid.

85c. 95c. \$1.10 and \$1.40.

Our Baby Shoe Display is a show that mothers always take pleasure in seeing.

F. Smallwood
LADIES' DEPARTMENT.
dec15, 11

BROADCASTING
THE GREAT NEWS THROUGH THE MEDIUM OF THE "TELEGRAM"

AT THE GRAND COLISEUM
UNTIL THE END OF THE MONTH.

MEN'S BLUE SERGE & TWEED SUITS,
MEN'S & BOYS, OVERCOATS & TWEED PANTS,
SINGLE COATS & WADDLED QUILTS

will be subject to a discount of Ten Per Cent (10%)
Wishing everybody a Bright, Happy and Prosperous New Year.

CROSS & CO.,
GRAND COLISEUM, 180 Duckworth St.
dec27, th. s.w.

SHIRT BARGAINS

Think of all the Shirt goodness you've ever known—all the comfort and wear you've ever longed for—all the variations in quality and design you could wish for—you will find at our Stores.

Our Shirts are priced specially low for the Holiday Season—we want a big Shirt Sale.

SPURRELL The Tailor
210 Duckworth St. and at 365 Water St.
Grand Falls.
dec20, th. s.m. 11