



Greetings to Friends & Customers.

May the New Year dawn for you and yours with more Joy and Happiness than you have ever known, giving you Three Hundred and Sixty-Five days in Nineteen Twenty Three of Health and Prosperity is the sincere wish of

W. P. SHORTALL,

300 Water Street. THE AMERICAN TAILOR. St. John's, Nfld

RYLANDS BROS.

Warrington, England.
MAKERS OF HIGHEST GRADE

WIRE ROPE

— FOR —
HAWSERS. LOGGING.
ELEVATORS. RIGGING.
CARGO.

Wm. Heap & Co., Ltd.
Distributors.

Warm Wool Socks, 65c. pair.

Heavy Home-Spun Local Wool—
Carefully knitted and properly shaped. Unequalled for wear and warmth.

Double Knit Mitts—
Well shaped; guaranteed not to shrink; will wear well. Specially good value for75c.

ROBERT TEMPLETON

FIRE INSURANCE!

QUEEN INSURANCE CO. of America
AND
THE GREAT AMERICAN INS. CO.
OF NEW YORK.

Capital practically unlimited. The largest number of Policy holders in Newfoundland.

Absolutely no trouble when a loss occurs.

PHONE 655. P. O. BOX 788.
GEO. H. HALLEY, Agent,
ADRAIN BUILDING, 106 WATER STREET.
Jan9,11

Christmas and Music!

BRUNSWICK GRAMOPHONES

The Best Imported.

BRUNSWICK RECORDS

The Latest and Best.

Special—"The Banks of Newfoundland"

Pianos, Organs, Violins, Mandolins, Accordions, Mouthorgans, Jew Harps, Flutes, Whistles, Music and Music Cases.

Charles Hutton,

AMENABLE PIANO & ORGAN STORE.

Hours: (a) "The Anthem" (b) "On Christmas"

A. C. Mackenzie.

Solo and Chorus—"O, Thou Thy"

Tellus" (Mozart)—Handel, Solo.

let Miss Ruth Calvert.

Astounding Values

IN

OVERCOATS

for Men and Boys'

Prices Talk, when Backed by Quality

OUR PRICES SHOUT!

Listen to Them!

Men's Winter Overcoats

good heavy weights, only **\$6.90, \$8.90, \$10 and \$12 each.**

Men's Heavy Grey Cloth Overcoats

wadded and quilted lining and with black astrachan collars, at **\$17 ea.**

Men's Macinaws

wonderful Value, **\$5.00**

Men's Macinaws

with sheep skin linings, at very low prices.

Boys' Overcoats

for boys' sizes 9 to 17 years.

All sizes for only **\$4.90 each**

We know our Overcoat values cannot be beaten or equalled.

Get your Coat at once. Do Not Delay.

HENRY BLAIR.

Oranges, Grapes, Onions.

Ex "Digby."

70 cases Valencia Oranges

100 cases Valencia Onions

100 kegs Almeria Grapes

AT LOWEST PRICES.

George Neal

Limited

Blue Bird Tea
"BRINGS HAPPINESS"



NORTH SYDNEY SCREENED COAL

Now Discharging.

\$15.00

BURNSIDE LUMP COAL

no dust
\$13.50

HARD WELSH ANTHRACITE
in Store and to arrive.

\$24.00

BUNKER COAL ex Briton.

A. H. MURRAY & CO., LTD.,
BECK'S COVE.



Gossages' Magical Soap.

HARD WEARING.

Made by a Firm of World-wide Reputation for Excellence & Uniformity of Quality.

WILLIAM GOSSAGES & SONS LTD. WIDNES.

JOB'S STORES, Ltd.

Agents.

TO THE TRADE!

CALENDARS.

We have a large stock of Unprinted Calendars, all sizes, which, we can have your order ready for delivery within short notice.

Prices are reasonable and the Quality is A1. We can also repud any 1922 Calendars with 1923 Pads at a reasonable price.

Please call and see samples, or otherwise phone 781 for further information.

J. A. BASHA,

367 WATER STREET. WHOLESAL & RETAIL
dec22,11

Seasonable Goods!

Moirs' Plain, Sultana and Marble Cake.

Drake's Sponge Cake.

Cordials, Raspberry Vinegar.

Ingersoll Cream Cheese.

Planters Salted Peanuts

P. F. FEARN & CO., Ltd.

200 WATER STREET.

Reid-Newfoundland Co., Limited

Freight Notice!

RE CLOSING BONA VISTA, TREPASSEY & BAY-DE-VERDE BRANCH LINES.

Final Freight acceptance, this season, for points on the above Branch Lines, will be on Tuesday, January 2nd, 1923.

Reid-Newfoundland Co., Limited

Furness Line Sailings

From	St. John's	Halifax	Boston	Halifax	St. John's
Liv'pool	Halifax	Boston	Halifax	St. John's	Liverpool

DIGBY—
SACHEM—
Nov. 24th Dec. 2nd Dec. 5th Dec. 9th Dec. 14th Dec. 17th

These steamers are excellently fitted for Cabin Passengers. Passengers for Liverpool must be in possession of Passports. Through rates quoted on cargo from all United States and Canadian Ports.

For rates of freight, passage and other particulars, apply to **Furness Withy & Co., Limited**
WATER ST REEF EAST.

Canadian National Railway

Are you going to Boston or New England points, if so, remember that one of the best routes from Halifax is via Halifax and South Western Railway and Yarmouth.

For rates and other information, apply

J. W. N. Johnstone,
GENERAL AGENT,
Board of Trade Building.

At the Big Feed Depot.

PRIME TIMOTHY HAY.
HEAVY BLACK OATS.
WHITE OATS.
YELLOW CORN MEAL.
HOMINY FEED.
GLUTEN MEAL.
OIL MEAL.
WHOLE CORN.
CRACKED CORN.
SCRATCH FEED.
STRAW, BRAN.

LOWEST PRICES.

F. McNamara,

'Phone: 393 Queen Street.

KARL S. TRAPNELL, Opt. D.,
EYESIGHT SPECIALIST,

307 Water Street, Upstairs.

HOURS-10-1: 2.30-6: Evenings by appointment.