

REID-NEWFOUNDLAND CO.

NEW YEAR'S EXCURSION!

Return Tickets at One Rate First Class Fare, good going December 30th, 31st and January 1st, and good Returning January 3rd.

Oranges, Onions, GRAPES.

Now due, per Graciana,
50 kegs Green Grapes
100 cases Sweet Oranges
100 cases Small Onions.

GEO. NEAL

REGAL SHOES

are the most stylish, comfortable and serviceable ready-to-wear shoes made—and every man in town can prove this by coming to us and selecting a pair from the new styles we have just received.



A Smart Regal Style For Dressy Men

Every one of these Regal styles is built exactly after a high-priced New York custom model. Exact fit is assured you by Regal quarter-sizes—just double the usual number of shoe-fittings. Do not put off paying us a visit—drop in to-day

PARKER & MONROE, Limited.

1000 Pairs Hockey Skates!

Our two leading lines of best quality Skates selling at less than cost.

REGAL—Original Price \$4.70. Now . . . \$3.60
MIC-MAC—Original Price \$4.00. Now . . . \$3.00
VELOX LADIES' BEAVER
CLIMAX LADIES' GLACIER
SCOTIA LADIES' REX
ACME AND SKELETON SKATES.
CHILDREN'S SLEDS AND SLEIGHS.
HOCKEY STICKS AND PUCKS.

BOWRING BROTHERS, Limited,
Hardware Dept.

J.J. ST. JOHN

XMAS GROCERIES, CHEAPER THAN EVER.

Everybody is doing it at ST. JOHN'S.
1800 lbs. Best Icing Sugar, 8c. lb.
50 cases Seeded Raisins, 1 lb., full weight.
1/2 ton Citron Peel, 21c lb
30 boxes Dessert Raisins
1/4 ton Lemon Peel, 17c. lb.
10 kegs Green Grapes.
Best Cream of Tartar in 1/2 lb. pkts.
50 cases Cleaned Currants.
900 lbs. Real Irish Butter. No better in the world . . . 45c. lb.
20 cs. No. 1 P.E.I. Eggs.
100 brls. Local Cabbage. (Very choice).

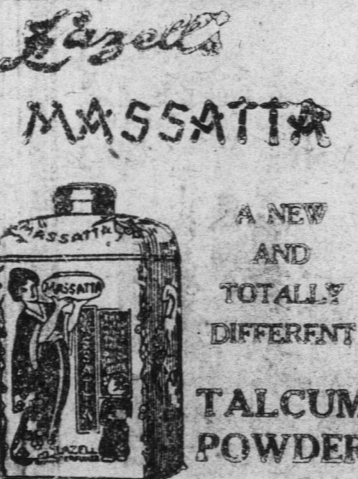
N.B.—Bring along your Coupons on and after Monday, 27th inst.

J. J. ST. JOHN,

Duckworth St. & LeMarchant Road.



THE FIREMEN may save your home and belongings from utter destruction by the flames, but the smoke and water will create a great deal of havoc.
FIRE INSURANCE will make good your damaged property and supply you with sufficient ready funds to replace the destroyed articles. Have me write you an insurance policy to-day.
PERCIE JOHNSON,
Insurance Agent.



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

In addition to Massatta, we carry a complete line of Lazzell's Famous Specialties, including the most exquisite Perfumes, delightful Toilet Waters, superb Creams, and Powders of unsurpassable excellence.
At all Druggists, St. John's, Nfld.

Per S.S. "Stephano,"

from New York:
Bananas, California Grapes, Lemons, Oranges, Dessert Apples, Blue Point Oysters, Finnan Haddies, American Corned Beef, American Butter, 1 lb. blocks, Parsnips and Carrots.

JAMES STOTT

Burson HOSE.

THE LEADING HOSE OF AMERICA. All good dressers know of the superiority of this make over all others.

Knit to Shape, Good Colour, Good Wearing Qualities.

We have stocked a full line of this famous make and, owing to a special arrangement with the makers, we are able to offer them at practically the same price as they are sold for in American stores.

SPECIAL—Burson Fleece Lined at 35c.

Robert Templeton.

333 WATER STREET.

What about those Christmas Records?

Have a look through your Graphophone Records and see if you've any real good Christmas ones; if not, come right along to our Graphophone Dept. and hear the fine Christmas music on the noted Columbia Records. All the favorite Carols are here, those the "old folks" remember since they were little children carol-singing. We've lots of jolly Records, humorous recitations, etc., for the kiddies, that will make them dance with glee. A wide choice of sacred choruses, specially suitable for Christmas, while our general stock of both vocal and instrumental Records is away above the average, particularly the dance music, which includes all the very latest valse, two-step and tango numbers.

You can hear any one Record, or any number of Records you wish played for your approval in our Graphophone Dept. Don't forget your Christmas Records until it's too late. Get them now.

SPECIAL NOTICE.—Just received, a splendid new Cohen Record. Mind you ask to hear it at the

U. S. Picture and Portrait Co.

Dried Fruit

FOR THE XMAS TRADE.

Ex S.S. Stephano:
110 cases SANTA CLARA PRUNES—90s.
110 cases SANTA CLARA PRUNES—60s.
200 cases Francho Brand SEEDED RAISINS.
200 cases CHOICE APRICOTS.
250 cases EX-CHOICE APRICOTS.
20 cases EX-FANCY PEACHES.

Harvey & Co.,

LIMITED (Wholesale Only).

HAY! HAY!

At Lowest Prices and ready for immediate delivery,

1,239 Bales Prime Timothy HAY.

F. McNAMARA,
Queen Street.

We sell only one quality
Best Screened NORTH SYDNEY COAL,
\$8.00 per Ton.
Anthracite Coal, all sizes,
\$11.50 per Ton.

A. H. MURRAY,
Beck's Cove.

ARE YOU A MAN

who likes to be dressed well? If so, read this: It is, no doubt, YOUR ambition to get clothing fit for a KING and if you will enlist you will be able to get your uniform and great coat made by us. Our prices are right AND our styles and qualities are of the very best. There is no other factory throughout the COUNTRY where you will be better treated than by us, and where you can get better value. We are the oldest established factory in Newfoundland. If you NEED proof of what we say, give us a trial and YOU will not be disappointed. We are noted for the finest military and civil clothing in Newfoundland.

Nfld. Clothing Company, Ltd.

The Advertiser in Evening Telegram