Our New Christmas Cards
Are Now Ready for You.

We have a very large stock, a wonderful variety, and all of such excellent value that you will be delighted.

Now is the time to buy your Xmas Greetings for the Boys on the other side. By buying now you will make sure that the Cards will reach them for Christmas.

See the exquisite Single Cards we are showing, each with envelopes, prices ranging from 10c. to $1.20; and see the Single Cards in boxes from 12c. to $1.20.

A very nice assortment of Raphael Tuck's Perfumed Cards, each in envelope, at 35c. and 40c. each.

See the beautiful Xmas Post Cards, Raphael Tuck's and others, at 5c. each.

A wonderful range of Artistic Calendars for the year 1917, prettier than ever, from 5c. to $1.30 each.

Block Calendars with a Quotation for every day in the year, from Burns, Shakespeare and Tennyson, at 35c. each.

Our Xmas Cards in Packets and in Boxes are even prettier and far better value than ever. Here is a list of them:

Packets of Christmas and New Year Cards.

The Buttercup Packet of 10 Xmas and New Year Cards ..... 5c.
The Tulip Packet of 12 Xmas and New Year Cards ..... 7c.
The Lily Packet of 12 Xmas and New Year Cards ..... 10c.
The Myrtle Packet of 12 Xmas and New Year Cards ..... 15c.
The Violet Packet of 12 Xmas and New Year Cards ..... 20c.
The Primrose Packet of 12 Xmas and New Year Cards ..... 25c.
The Lilac Packet of 12 Xmas and New Year Cards ..... 30c.
The Rose Packet of 12 Xmas and New Year Cards ..... 40c.
The Geranium Packet of 12 Xmas and New Year Cards ..... 50c.

Boxes of Christmas and New Year Cards, with Envelopes.

Golden Hours Cabinet of Dainty Xmas Cards, 10 in box with Envelopes ..... 18c.
Jewel Series Box of Xmas and New Year Cards, 8 in box with Envelopes ..... 20c.
Diadem Cabinet of Xmas and New Year Cards, 12 in box with Envelopes ..... 20c.
Union Jack Cabinet of Xmas and New Year Cards, 15 in box with Envelopes ..... 25c.
Rivera Box of Xmas and New Year Cards, 10 in box with Envelopes ..... 25c.
Elite Cabinet of Xmas and New Year Cards, 8 in box with Envelopes ..... 25c.
Wishes Box, choice selection of Artistic Cards, 10 Cards with Envelopes ..... 25c.
Rosa Cabinet of Xmas and New Year Greeting Cards, 10 Cards with Envelopes ..... 25c.
Golden Message Box of Xmas and New Year Cards, 10 Cards with Envelopes ..... 25c.
Greetings Cabinet of Xmas and New Year Cards, 10 Cards with Envelopes ..... 20c.
Season's Greetings Box of Xmas & New Year Cards, 10 Cards with Envelopes ..... 30c.
Art Greetings Box of Xmas & New Year Cards, 10 Cards with Envelopes ..... 30c.
Golden Memories Box of Xmas and New Year Cards, 10 Cards with Envelopes ..... 30c.
Remembrance Box of Xmas & New Year Cards, 12 Cards with Envelopes ..... 35c.
Windmill Cabinet of Xmas & New Year Cards, 10 Cards with Envelopes ..... 40c.
Venetian Cabinet of Xmas & New Year Cards, 10 Cards with Envelopes ..... 40c.
Eileen Cabinet of Xmas and New Year Cards, 12 Cards with Envelopes ..... 60c.
Holly Time Cabinet of Xmas and New Year Cards, 12 in box with Envelopes ..... 60c.
Kind Thoughts Cabinet of Xmas and New Year Cards, 12 in box with Envelopes ..... 70c.

Boxes of Christmas Stationery, with Envelopes.

The Crafton Cabinet of Xmas Stationery, 6 Sheets with Envelopes ..... 15c. box
The Snowden Cabinet of Xmas Stationery, 6 Sheets with Envelopes ..... 15c. box
The Osborne Cabinet of Xmas Stationery, 6 Sheets with Envelopes ..... 15c. box
The A1 Cabinet of Xmas Stationery, 6 Sheets with Envelopes ..... 15c. box
The Excelsior Cabinet of Xmas Stationery, 8 Sheets with Envelopes ..... 20c. box
The Warwick Cabinet of Xmas Stationery, 8 Sheets with Envelopes ..... 20c. box
The Antionette Cabinet of Xmas Stationery, 8 Sheets with Envelopes ..... 20c. box
The Pansy Cabinet of Xmas Stationery, 8 Sheets with Envelopes ..... 20c. box
The Tennyson Cabinet of Xmas Stationery, 8 Sheets with Envelopes ..... 20c. box
The Ideal Cabinet of Xmas Stationery, 8 Sheets with Envelopes ..... 20c. box
The Latimer Cabinet of Xmas Stationery, 8 Sheets with Envelopes ..... 30c. box
The Library Cabinet of Xmas Stationery, 8 Sheets with Envelopes ..... 30c. box
The Patriotic Cabinet of Xmas Stationery, 6 Sheets with Envelopes ..... 30c. box (Three different designs.)
To the Front Cabinet of Xmas Stationery, 6 Sheets with Envelopes ..... 30c. box
The Xmas Auto Stationery Box, Holly Design, 6 Sheets with Envelopes ..... 30c. box
The Premier Cabinet of Xmas Stationery, 8 Sheets with Envelopes ..... 30c. box
Tuck's Auto Xmas Stationery, 6 Sheets with Envelopes ..... 30c. box
The Library Cabinet of Xmas Stationery, 10 Sheets with Envelopes ..... 40c. box
The Longfellow Cabinet of Xmas Stationery, 10 Sheets with Envelopes ..... 40c. box
The Rob Roy Cabinet of Xmas Stationery, 6 Sheets with Envelopes ..... 30c. box
The Cowper Cabinet of Xmas Stationery, 10 Sheets with Envelopes ..... 40c. box
To the Front Cabinet of Xmas Stationery, 6 Sheets with Envelopes ..... 50c. box
Tuck's Auto Xmas Stationery, 6 Sheets with Envelopes ..... 50c. box
To the Front Cabinet of Xmas Auto Stationery, 6 Sheets with Envelopes ..... 80c. box

Buy now while you have the full stock to select from.

DICKS & CO., Limited.,

Biggest, Brightest, Busiest and Best Book, Stationery and Fancy Goods Store in Nfld.

COAL!
Now discharging 2000 Tons Screened
SYDNEY COAL. SPECIAL PRICES:
ANTHRACITE COAL
All Sizes.
A. H. MURRAY, Beck's Cove.

NEW Convertible Collar OVERCOATS.

We are meeting with great success with our new style two collar effect Overcoats.

This Coat

in single or double-breasted is made long with belt at back, and can be worn with lapels turned back or buttoned up to the chin with motor collar. Made in a great variety of prices and goods.

Ask Your Dealer for Our Coats.

Nfld. Clothing Company, Ltd.

Fire & Accident.

FIRE!

The National Benefit Life and Property Assurance Company, Ltd., of London, England.

Funds Exceed
$3,750,000.

Insurance effected against Loss or Damage by fire on all classes of property at Lowest Current Rates.

ACCIDENT!

The Railway Passengers Assurance Company, Ltd., of London, England.

Capital: $5,000,000.
Claims Paid: Over $33,000,000.

Insurance against all kinds of Accidents, Illness, Employers' Liability, Motor Car, Teams, Elevator, Plate Glass, Burglary and Fidelity Bonding.

For rates for any of the above classes of Insurance apply to

HENRY C. DONNELLY,
General Agent for Nfld.,
Board of Trade Building.
jly3,eod,tcy

NOTICE.

THE STEAMER

Portia

will leave the wharf of

Bowring Bros., Ltd.,

on

Tuesday, 21st Nov., at 10 a.m.,

calling at the following places:

Cape Broyle, Ferryland, Fermeuse, Trepassey, St. Mary's, Salmonier, Placentia, Marystown, Burin, St. Lawrence, Lamaline, Fortune, Grand Bank, Belleoram, St. Jacques, Harbor Breton, Pass Island, Hermitage, Gaultois, Pushthrough, Richards Harbour, Francois, Cape LaHune, Ramea, Burgeo, Rose Blanche, Channel, Bay of Islands, Bonne Bay.

For freight or passage apply to the Coastal Office of

BOWRING BROTHERS, LTD.
Coastal Mail Service.
Telephone 306.

A ROYAL SMOKE.

BENGAL LITTLE CIGARS.

The man who smokes them says it is the best Cigar value in the World.

10 for 25c.

CASH'S

Tobacco Store, Water Street.

Permanent and Transient Boarders

accommodated; also Dinner and Teas served to your satisfaction.

WATERFORD HALL.

—THE—
Undernoted Liqueurs, Etc,
Will be Cleared at Old Prices.

Dry Sillery—qts.
Hock—Still & Sparkling.
Moselle—Sparkling.
Bordeaux Beaune.
Burgundies.
Sauternes.
Claret.
Angostura Bitters.
Benedictine—Large & small
Curacao.
Chartreuse—Green & Yellow.
Maraschino.
Noyau—Pink & White.
Cr-de-The.
Cr-de-Menthe.
Orange Bitters.
Apricot Brandy.
Ginger Brandy.
Cherry Brandy.
French Vermouth.
Italian Vermouth.
Cocktails.
Cherry Whisky.
Grand Mariner.
Tokay Wine.
Schweppe's Soda.
Sloe Gin.
Plymouth Gin.
Old Tom Gin.
Tanqueray's Gin.
Holland Gin.

Also

Port Wine.
Sherry Wine.
50 cases Dublin Stout.
50 cases Bass' Ale.

JAMES STOTT, Grocer & Wine Merchant

BARGAINS at TEMPLETON'S!

Having an unusually heavy stock, we find we are compelled to reduce it before it comes time to show our Christmas Goods. To insure a prompt clearance we have reduced the following lines to real Bargain Prices. Come and see them.

MEN'S READYMADES.
SUITS, PANTS.
OVERCOATS.
OVERALLS.
WORKING SHIRTS.

LADIES' and MISSES' COATS.
LADIES' FLETTE NIGHTDRESSES.
WOOL BLANKETS.
COTTON BLANKETS.

And many other lines at low prices at

Robert Templeton's.
Water St., St. John's.

Grapes and Onions!

Just arrived per S S. "Tobasco,"
150 Kegs Green Grapes,
200 Cases Silverpeel Onions.

GEO. NEAL

PERFECTION.

When you buy from us you get

Fine Gold,
Good Weight,
Bright Finish,

and every Ring is carefully examined before going out. Out of town orders receive ever attention from

T. J. DULEY & Co.,
THE RELIABLE JEWELLERS, ST. JOHN'S.

REID-NEWFOUNDLAND COMPANY.

White Star-Dominion Line.

Sailings from Halifax for Liverpool:

December 3rd ..... S. S. "SOUTHLAND"
December 17th ..... S. S. "CANADA"
December 24th ..... S. S. "NORTHLAND"
January 7th ..... S. S. "SOUTHLAND"
January 21st ..... S. S. "CANADA"
January 28th ..... S. S. "NORTHLAND"

For passage rates apply to
GENERAL PASSENGER AGENT.

Reid-Newfoundland Co.

5c. The Crescent Picture Palace. 5c.
EVERY AFTERNOON 2.15—EVERY NIGHT 7.15.

Presenting Miss Nell Craig and Bryant Washburn in

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A great Essanay society drama produced in 3 acts.

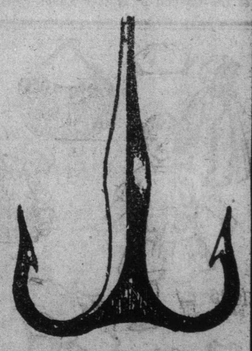
"THE SELIG TRIBUNE"—The world's greatest news film; today's issue is a very interesting number.

"WHEN THINGS GO WRONG"—A side-splitting Kalem comedy, featuring Rose Melville and Sis Hopkins.

PROFESSOR McCARTHY playing the Newest and Best Music—Drums and Effects.

DOUGLAS J. STEWART, featuring the latest English Song Successes.

PILK HOOK.



The best Jigger ever invented. Ask for O. MUSTAD'S and see if you don't get the fish every time. Use a swivel at each end of the sed line, this makes the jigger act as a spinner.

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Cream of Wheat.
Grape-Nuts.
Force.
Puffed Rice.

Neave's Food.
Patent Barley.
Patent Groates.
Corn Flakes.

QUAKER OATS (packages) | NATIONAL OATS (packages)

Scotch Oatmeal,
Medium and Coarse, 1 cwt. kegs.

LYLE'S GOLDEN SYRUP.
MAPLE SYRUP.
TATE'S COFFEE CRYSTALS.
TATE'S LOAF SUGAR.

TAPIOCA—Pearl & Flake.
MACARONI.
PEARL SAGO.
SEMOLINA.
RICE FLOUR.
GROUND RICE.
SHREDDED WHOLE WHEAT BISCUITS.

CHOCOLATE.

Fry's, 1 lb. and ¼ lb. cakes.
Chocolate Menier.
Baker's,
Cadbury's,
Instantaneous Chocolate & Milk.

BLACK CAT AND CRAVEN CIGARETTES.

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'Phone 332. Grocery. 'Phone 332.

Advertise in the TELEGRAM Advertise in the "Telegram."

Minard's Liniment Cures Diphtheria.