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Fine
All-Wool
Serge.

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and grade from
\$15.00.

NG, Ltd.

ALITY
SERVICE.

rests squarely and firmly on the
of "Conscientious Clothes Service"

VALUE-Giving.

now demonstrating this to every
of St. John's and those who come
to the towns for their clothes.

reason for everything—nothing
pens"—and so we emphasize that
live outstanding reason behind
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to know and want the best will find
the very latest and most artistic
designs.

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sses of all descriptions, Serges and
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are our Ladies' Sweaters—The
displayed in St. John's. All prices
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no assortment of Hats such as
e of New York.

our goods and be convinced that ours

LEVITZ,

Water Street, St. John's,
to the Bank of Nova Scotia.

Does 15 per cent. a year interest you?

If it does, ask us to give you the details of our guaranteed offer, whereby you get 33 per cent. earnings in two years and your money back, or if already satisfied as to our ability to make your money work for you, send us whatever amount you wish to invest on above terms.

J. J. Lacey & Co., Ltd.,
City Chambers.

START THE DAY RIGHT

with a cup of

Cowan's Perfection Cocoa.

At all good stores.

Distributors

P. F. FEARN & CO., Ltd.

SHOES FOR EVERYBODY

We are now showing some very fine New Fall Models in Footwear for Men, Women and Children.

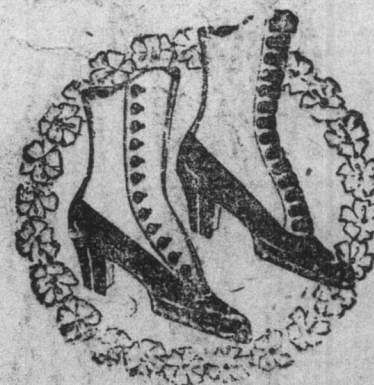
Rubbers for Everybody!

We have just finished opening up our big stock of Rubber Footwear. Black Rubbers, Tan Rubbers, White Rubbers, Low Rubbers, Storm Rubbers, High Heel Rubbers, Low Heel Rubbers. Secure a pair to-day.



LADIES' BLACK SATIN PUMPS
LADIES' BLACK SATIN OXFORDS.
Just the thing for evening wear; also a big stock of Genuine Rhinestone Shoe Buckles.

Have you seen our New Styles in Ladies' High Cut Footwear? They're absolutely perfect models of High Class Footwear. Also a big assortment of Misses' and Children's High Cut Boots.



ALL MAIL ORDERS RECEIVE PROMPT ATTENTION.

F. Smallwood,

THE HOME OF GOOD SHOES.

218 and 220 WATER STREET, ST. JOHN'S.

Storeyettes.

IT MIGHT TASTE BETTER.

Mrs. and Miss Subbubs were having a little treat. They'd gone to a cheap little restaurant and were having a "bit o' dinner."

"The BARN THAT WANT!" There had been a storm during the night, and next morning everybody was out to discover what damage had been done.

Two farmers chanced to meet at the boundary fence of the adjoining properties. "Well," said one of them, "she shook things up out my way, to be sure. By the way, Henry," he added, "did that new barn of yours get damaged?"

"I can't say," replied the second farmer. "I haven't found it yet."

ON, CRUEL FATE! "Sybil," the youth softly whispered to her, "I am going to tell you something. I do not know just how you will receive it, but hope for the best. For some time it has been in my heart to tell you of it, but I had not the courage. Sybil—"

"Yes, yes, Hubert—go on!" the girl murmured, the third finger of her left hand itching perceptibly. "It's this. The best bus leaves the end of your road in three minutes, and if I miss it I'll have to walk home."

WORSE THAN HE THOUGHT. For years and years old Mr. and Mrs. Jenkins had dreamed of spending a holiday in London, and at last the great day was here. They had arrived at King's Cross, and were about to brave the unknown dangers of the metropolis.

"Now, Jane," admonished the old man firmly, "whatever you do, don't get separated from me, and don't try to cross the road alone, and remember that this city is full of people eager to cheat you."

NOT THE CAT THAT TIME. It was the same old story. The cat did it!

That is what Jones's landlady said, when stamps were missing from the blotting-pad, when tobacco disappeared from his jar, when the sugar seemed to vanish like the morning dew, and when the tightly-closed tin of biscuits lost half its contents.

Rooms are hard to get, and Jones bore his misfortunes as calmly as possible. But he felt that the limit had been reached and passed when he went up to bed one night and saw a suspicious-looking hump under the blankets.

That cat had gone too far, he decided, as he reached under the dressing-table for a 10-lb. dumb-bell.

With a gleeful smile he brought that heavy iron weight down—crash!—on the hump.

In his bill at the week-end was an extra item:

"One hot-water bottle, 5s." plants and cut flowers, and abuse of each other.

Business was rather slack, and White, whose shop was No. 21, thought to wake things up by offering a packet of seed, "guaranteed to grow" something, with each pot plant he sold.

He was quite pleased with the result, until one morning he saw a new placard, large and bold, outside the shop of Black, his rival at No. 27. This read:

"THE EARTH GIVEN AWAY WITH EVERY PLANT."

Every Saturday evening after 7 o'clock, Choice Ends of Beef, Mutton, Lamb, Pork will be sold at cost. ELLIS & CO., LTD., 203 Water Street.—nov29.19

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Every satisfaction given in settling losses.

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ON FRIDAY AND SATURDAY
We offer Special Lines at special reduced prices.



HOSIERY

The combination of quality, goodness and price littleness in this matchless offering are a great incentive to wise economical buyers.

Ladies' Ribbed Hose, an excellent wearing quality, in correct fall weights; reinforced heels and toes, fast black.

38c pr.

UNDERWEAR

Do not overlook this showing of Ladies' Ribbed Underwear. When this supply is gone, costs go up.

A most desirable line of high grade, medium and popular priced Jersey Ribbed Vests and Pants, sizes to fit medium, stout or slender forms.

85c a garment

MILLEY'S

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Sheet STEEL.

40 x 80 Inches.

50 cts. sheet.

Excellent for making a Fire Proof Garage.
Excellent for Sheathing Out Houses, Barns, and other Buildings, instead of Clapboard.
Call and examine it to-day.

AYRE & SONS, Limited
Hardware Department.



We have just received a large shipment of BRIDGEPORT ENGINES from
3 to 9 Horsepower.

The BRIDGEPORT is fitted with make and break ignition—the ignitor being the best of its kind on the market.

Reliability and Economy in Fuel

has made the BRIDGEPORT popular among fishermen all over the Dominion.

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