

DO THESE GOODS INTEREST YOU?

Ladies' Overalls in checked and Striped Gingham, full size; lots of stuff in them. Usually \$1.00. Now 75c.

Ladies' Striped Flannelette Nightdresses, great value, always sold at \$1.20. Now 89c.

Come in and have a look round, lots of after-stock-taking remnants; 'twill pay you. Here's something that will be on the tip of your tongue as you enter: "Show me the Ladies' Warm Fleece-Lined Vests at 29c. each." And we'll show them; you can bank on it.

J. M. DEVINE, THE RIGHT HOUSE, Cor. Water and Adelaide Streets.

Cheese, Onions, Hay, etc.

JUST IN: 25 boxes DOUBLE CREAM CHEESE—Extra fine stock. ONIONS in 100 lb. sacks; both Silverpeel and Red. A few tons of GOOD HORSE HAY, and 30 brls. HARD, SOUND, NEW YORK CABBAGE.

At EDWIN MURRAY'S.

REID-NEWFOUNDLAND COMPANY.

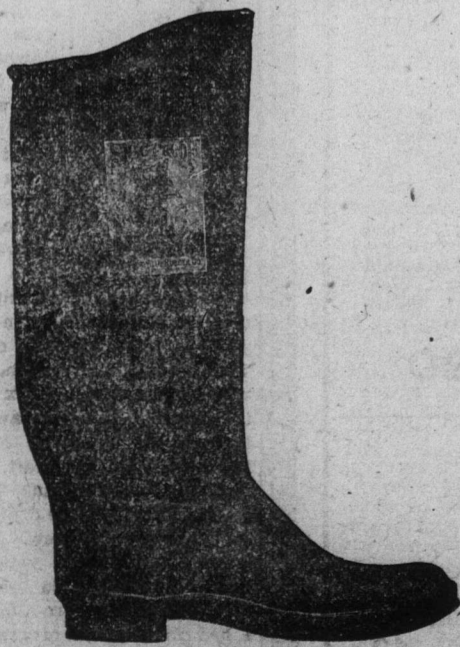
Columbia Ignitor Cells.

We have just received a shipment of the world-celebrated

No. 6 Dry Cells.

Water St. Stores Dept.

Larragans!



This cut represents the "Snag" Rubber Boot, as worn by the American fisherman. The finest Rubber Boot on the market.

300 Pairs Men's 10 inch Larragans, with leather soles. All orders receive prompt attention.

F. SMALLWOOD, THE HOME OF GOOD SHOES.

Something SPECIAL IN BOOKS!

We have a new book at 45c. It contains a better collection of short stories than any 45c. book we have ever sold. The stories have been contributed by eighteen famous English novelists now serving at the front with His Majesty's Forces.

There is a story by A. E. W. Mason of the "Four Feathers"; W. B. Maxwell, who has written "The Devil's Garden"; Ian Hay, Cosmo Hamilton, Barry Pain, Albert Kimross, Quiller Couch, Theodore Goodridge Roberts, who lived here once, and one by Charles G. D. Roberts.

A very rare collection of good stories. The price is 45c.; postage will be 4c. extra.

We have twenty-three copies left out of a shipment of sixty by the last boat. Come or send early for your copy, for they cannot last long.

If there is any boy or girl who you specially like, and who you are particularly fond of pleasing, give him or her a copy of "Edmund Dalac's Picture Book," that is just out. It is a beauty. It contains—

"The Story of the Bird Feng"—a Fairy Tale from China.

"Young Rousseau"—a French Song of the Olden Time.

"Layla and Majnun"—a Persian Love Story.

"The Nightingale"—after a Fairy Tale by Hans Andersen.

"Three Kings of Orient"—a Carol.

"Siddbad the Sailor"—a Tale from the Thousand and One Nights.

"The Little Seamstress"—A French Song of the Olden Time.

"The Real Princess"—after a Fairy Tale by Hans Andersen.

"My Lisette"—An Old French Song.

"Cinderella"—a Fairy Tale from the French.

"The Chilly Lover"—a Song from the French.

"The Story of Aucassin and Nicolette"—an Old World Idyll.

"Blue Beard"—an Old Tale from the French.

"Cerubus, the Black Dog of Hades."

"The Lady Badoura"—a Tale from the Thousand and One Nights.

"The Sleeper Awakened"—a Tale from the Thousand and One Nights.

"Insel and Azenath"—a Love Story of Egypt.

And each story is beautifully illustrated in color. A book to delight the heart of a boy or girl. The price is 90c. and we have only seven copies.

DICKS & Co., Limited, Biggest, Brightest, Busiest and Best Book, Stationery and Fancy Goods Store in Nfld.

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 1/4 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.

SOMETHING TO READ!

Loneliness—Rev. R. H. Benson, 65c. and 90c.

Good Old Anna—Mrs. Belloc Lovnes, 90c.

The One Girl in the World—Chas. Garvice, 65c. and 90c.

The Dust of Life—Joseph Hocking, 65c. and 90c.

My Year of the Great War—Frederick Palmer, \$1.50.

Gossamer—George A. Birmingham, 65c. and 90c.

Scotland Yard, Its Men and Its Methods—George Dilnot, 30c.

The Lone Adventurer—Halliwell Sutherland, 30c.

The Kangaroo Marines—R. W. Campbell, 30c.

Wee MacGregor Enlists—J. J. Bell, 30c.

Initiation—Rev. R. H. Benson, 90c.

The Coward—Rev. R. H. Benson, 90c.

Odds'n'—Rev. R. H. Benson, 90c.

The Little Girls' Knitting & Crochet Books—Edited by Flora Klickman, 35c.

The Daily Mail Year Book for 1916, 17c.

The Daily Telegraph War Map of the Dardanelles, Sea of Marmora and Turkey, 30c.

Latest Quarterly Division of Spare Moments, 35c.

The Queen Xmas No. with pres. plate, 35c.

The Sketch Xmas No., 35c.

The Big Double Xmas Nos. of the Strand, Windsor and Pearson's Magazines just to hand.

Garrett Byrne, Bookseller & Stationer.

Butchers Attention.

In Stock and to arrive:

150 QUARTERS

FRESH P.E.I. BEEF

5 Carcasses Fresh Pork.

'Phone 264.

GEO. NEAL

Ready for Your Selection

are the most popular fabrics and smartest designs. Come in and see what attractive suits

We are Tailoring for Men

at this season. We know we could fit you correctly and satisfy you in every particular with our high-class work.

Let us take your measure this week.

J. J. Strang,

Ladies' and Gents' Tailoring.

153 Water Street, - - St. John's.

Kipperred HERRING!

The kind you have been looking for.

We are now in a position to supply regularly our well known cure,

No. 1 PLACENTIA BAY KIPPERED HERRING.

For sale by all first-class grocers.

A. H. MURRAY,

Beck's Cove.

JUST RECEIVED,

BY "STEPHANO,"

100 CASES OF

2 Crown Raisins,

100 CASES OF

3 Crown Raisins

Wholesale only.

HARVEY & Co., Ltd.,

Agents.

LIGHT, HEAT, COMFORT!

The proprietor of one of the best known multiple shopping systems is credited with saying, "Give me any old shop, in any old street, and I'll guarantee to make it in twelve months the most widely known and best frequented shop in the district." He was asked to explain. Holding up three fingers he said, "I believe in the trinity of LIGHT, WARMTH, COMFORT. I should dazzle the moths until the candle drew them. I should bring them into a warm, comfortable shop, filled with a soft, pleasing radiance, and the rest is—well, mere child's play."

Mixed metaphors, perhaps, but expressive. Now we can more than imagine the kind of shop this well-known individual would open, for we pass it in almost every town—always a landmark to the street. No one fails to notice it. There is an indefinable air of welcome and invitation as one stands for a moment on the pathway and lets one's gaze travel inside it. The subdued, restful lighting effect that so charms because of its very unobtrusiveness, the absence of dark corners, the intangible feeling that if one would step inside one would be sure of experiencing a delicious sense of warmth and comfort and cheerfulness—all these are part of its appeal. Truly a shop with an individuality.

We cordially invite all progressive business men to visit our showroom and see our latest Lighting and Heating Appliances, by the adoption of which the ideal outline in the above extract from a London paper may be easily secured. Our new RADIO, X. Lamp and GASTHEAM Radiators fill all light and heat requirements.

ST. JOHN'S GAS LIGHT COMPANY.

dec6,11

The Higher Form of Dress!

Instead of wearing a blanket like an Indian, civilization prescribes a certain style of clothes—it's a higher form of dress. Society by the same token won't tolerate a man with shabby, untidy garments.

We are ready to help you meet the demands of society. Our Dry Cleaning process keeps your apparel immaculate.

NICHOLLE, INKPEN & CHAFE, St. John's, Nfld., Agts.

UNGAR'S LAUNDRY & DYE WORKS, Halifax.

Modern Office Equipment.

Once the New Year opens up business comes on with a rush and is greatly facilitated by having everything in the office perfectly appointed and easily get-at-able, while the personal comfort of prospective clients frequently goes a long way towards a successful business deal.

We can show you anything you need, from a handsome massive Oak Desk to a Waste-paper Basket. Revolving Chairs, Solid Oak and Leather Chairs, Stenographers' Tables, Cabinets, Book-Stands, Hat Stands, Rugs and Linoleums of the most up-to-date design are always in stock, as we make a specialty of Complete Office Equipment.

We are prepared to take any orders, large or small, for complete office furnishing, either singly or en suite, and guarantee perfect satisfaction. Estimates given.

U. S. Picture and Portrait Co.

THE "BIG" Furniture Store.

OUR BIG SALE CONTINUES—ALL OUR PATRONS PLEASED.

Consult our BIG "AD" and see some of the remarkable bargains. We must make room for our big stock arriving daily. We are clearing out all odds and ends and have given them a remarkable cut.

- \$1.50 TABLE COVERS for . . . . . \$1.00
\$1.80 CURTAINS for . . . . . \$1.40
\$8.50 SIDEBOARDS for . . . . . \$7.00
\$17.00 SIDEBOARDS for . . . . . \$12.25
\$16.50 BEDSTEADS for . . . . . \$7.50
\$12.50 BEDSTEADS for . . . . . \$8.75
\$13.00 BUREAUS for . . . . . \$10.75
\$17.00 BUREAUS for . . . . . \$13.50

Ends of CARPETS, OIL CLOTHS, MUSLINS, CASEMENT CLOTHS, WOOL FRINGE, &c., &c., must be cleared before New Year.

CALLAHAN, GLASS & Co., Limited, Duckworth and Gower Streets.

Telegram Ads. Pay

TEN PAGES TO-DAY

WEATHER FORECAST.

TORONTO, Noon.—Strong N. w. winds, mostly fair and cold, local snow fall or furrles. Sunday—Fair and cold. ROPER'S, Noon.—Bar. 29.80; ther. 35.

VOLUME XXXVIII.



Auction Sales AUCTION.

Apples, Apples, Apples

AT THE STORE OF

H. J. BROWNRIGG, Esq.

Next Monday Morning,

at 11 o'clock,

98 Barrels No. 1 Kings

R. K. HOLDEN,

jan15,11 Auctioneer.



The key to a fisherman's wealth is a first-class Fish Hook, and every fisherman should see that each package of Hooks he buys are marked "O. MUSTAD & SON'S KEY BRAND." They are the best Tinned Hook made and the cheapest.

Money To Loan!

On first class Real Estate Security, in amounts of One hundred dollars (\$100.00) and up at current rates of interest. Before arranging a mortgage elsewhere, consult us.

Fred. J. Roil & Co., REAL ESTATE, Smallwood Building, Duckworth Street.



OUR MEAT MARKET

is patronized by the best people and they all speak well of us. We carry a variety of the finest

MEATS AND POULTRY and we understand cutting and sanitary handling. Try ordering of us for satisfaction in Meats.

M. CONNOLLY,

jan6,tu,th,s,tt

NOTICE!

The St. John's Gas Light Company is about to remove its offices from the Board of Trade Building to the one recently occupied by P. N. R. Johnson, Esq., corner of Prescott and Duckworth Streets. The Show Room Office and Basement at present occupied by the Company, in the Board of Trade Building, will be let immediately. For particulars apply to W. H. HENNING, Board of Trade Building.