

NEW YEAR ADVICE.

To our hundreds of Customers in the city and outports we would suggest the necessity and wisdom of making plans for re-furnishing, or the buying of new Furniture at once.

Before our Stock-taking commences all our vast stock will be subject to special prices, while it is also well to remember that under existing conditions furniture will not get any cheaper. Be wise and get any new Furniture you need now.

Mail orders promptly and carefully shipped by us.

U. S. Picture & Portrait Co.
St. John's

BUTCHERS, ATTENTION.

Season 1918
To Arrive Saturday Morning:
300 Quarters Fresh Beef.

GEO. NEAL

The British Navy

Still Rules the Waves,

though, to some folk, an odd skirmish might appear to find it napping. But you never hear of a British warship, no matter how out-gunned, beating a retreat; and at least ninety-five times out of a hundred they beat the enemy.

Our Man's
Navy Serge Suit,
Made of British Navy Serge, is a Leader
To-day.

It cannot be beaten. It will only cost you

\$17.00.

We cannot duplicate this price later, as Navy Serges are becoming difficult to obtain and prices are very high. We ourselves even to-day cannot, for \$17.00, buy the Serge in this suit. But our advanced buying is for your protection.

In Men's Suits we have also just received another couple of "Cracker-Jacks" in fine Worsteds at \$20.00 each. These come in Blue and also Brown effects, and will easily pass as \$35.00 tailor-made suits.

GET ONE FOR THE NEW YEAR, BEFORE
THEY ARE GONE.

HENRY BLAIR.

Men's Winter Underwear.

Get your supply of Woolen Underwear from us now. We carry full lines of the Famous

New Knit and Other Brands,
in Light, Medium and Heavy Weight. Sizes and Prices to suit everybody.

William Frew.

Warner's Rust-Proof Corsets. A Work-a-Day Corset as well as for Dress.



Warner's Corsets are made to wear, not to rust, break or tear. You may pay all kinds of money for a Corset but you will never have a better fitting, a better wearing, or a more comfortable Corset than a Warner's.

We can give you any Warner's style that is correct for fashion and your figure, and we confidently expect to fill every Corset requirement with a Warner's Rust-Proof, so remarkable are they in shape, comfort and wear.

Price: \$1.50 per pair up.

Marshall Bros

WE CAN DELIVER THE GOODS.

In stock, a large assortment of
DRESS GOODS
—in—
Poplins, Cotton Cashmeres, Canton Cords,
Meltons, Plaids, Chepe de Chee, Serges,
Whipcords, Satin Cloths, Tweeds, Voiles,
Sport Goods, Plain and Corded Velvets,
Embroideries.
PRICES RIGHT.

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Wholesale Dry Goods, 1st Floor T. A. Hall, Duckworth Street,
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Latest Novels and some other Books!

A GOOD WINTER'S READING HAS JUST SET IN.

Arthur Conan Doyle's New Novel, "His Last Bow"; some reminiscences of Sherlock Holmes, cloth \$1.00
"Myola" by H. Muirgrave, the £200 Prize Novel; paper 75c.
Alice Hegan Rice's New Novel, "Calvary Alley"; paper, 75c.; cloth \$1.00
Wm. Le Queux New Novel, "The Scandalmonger"; paper 75c.
A. G. Hales' New Novel, "Ginger and McCluskey"; paper 75c.
Wm. J. Locke's New Novel, "The Red Planet"; paper, 75c.; cloth \$1.00
Mary E. Mann's New Novel, "The Victim"; paper, 75c.; cloth \$1.00
Flora Annie Steele's New Novel, "Marmaduke"; cloth \$1.00
Mrs. Helice Lowndes' New Novel, "Love and Hatred"; cloth \$1.00
Kebble Howard's Book, "The Gay Life"; paper, 75c.; cloth \$1.00
Muriel Hynes' New Novel, "Autumn"; paper, 75c.; cloth \$1.00
Frankfort Moore's New Novel, "The Fall of Raymond"; cloth \$1.00
Margaret Weston's New Novel, "The Moulding Loft"; cloth \$1.00
Charles Garvie's New Novel, "Love the Adventurous"; cloth \$1.00
Joseph McCabe's New Novel, "The Pope's Favorite"; cloth \$1.00
The Charles Dickens Autograph Book, with quotations for every day, compiled with an index for the subjects 55c.
F. Tennyson Jesse's New Novel, "Secret Bread"; cloth \$1.00
"50,000 Miles on a Hospital Ship", by the Padre \$1.25
"The Soldier's Pilgrimage", by Ernest Paichari, killed in action at Chancellors Wood, Sept. 19, '15 75c. & \$1.00
"Lloyd George, the Man and His Story", by Frank Dinnot \$1.25
"The Last Lap", by "G" 90c.
Guy Thorne's New Novel, "The Polluted City"; paper 65c.
Wm. McPeck's Great Sea Story, "Casualty of the Sea"; cloth \$1.00
Rev. E. J. Nurse's Book, "Prophecy and the War"; cloth 90c.
Another abridgment of Hocking's "All for a Scrap of Paper" 90c.
"Hushed by at German Headquarters", by Wm. Le Queux 25c.
"The White Horses", by H. Sutcliffe 45c.
"Crossheart of Bannisdale", by Harold Bindloss 45c.
"The Light That Lies", by G. McCutcheon 45c.
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"The Quay of the Discourt", by Rev. J. M. Neale 45c.
"Jewish Fairy Tales", by G. Friedlander 45c.
"Serbia", by L. F. Waring, 45c.; the New Book for the Home University.
"Railways", stories to the children; 48 plates in colors 90c.
"Little Miss Anzac"; the true story of the Australian Doll, beautifully illustrated 90c.
Xmas Number of Sketch, Illustrated London News, Graphic, Holly Leaves, January Number of Weldon's Illustrated Dressmaker, Leach's Dressmaker, Weldon's Ladies' Journal, Harrison's Dressmaker, Young Ladies' Journal, Fashions for All.
January Numbers containing London Magazine, Women at Home, Scribner's Magazine, Strand Magazine.
"Sea-Pie", full of hot stuff, 55c. If you want a laugh, here it is for you.
"Vegetarian and War Time Cookery" 45c.
Chums, Quiver, Tiny Tots, Empire Annual for Girls, Empire Annual for Boys, and Let's Diaries.
Have you seen our Special Bargain—Three 75c. Novels, American Copyrighted Books, for \$1.97! Some of the best works of the best authors are here, but we have only a few hundred of them; so if you are interested, come now. Look in at our downtown window as you are coming in.

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

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BIG DROP IN PROVISIONS.
We carry a large stock and our prices are lower than the other man's. Touch in and see.
450 brs. VICTOR FLOUR, 200 brs. FIVE ROSES.
250 brs. ROBIN HOOD, 150 brs. VERBENA.
100 brs. DAILY BREAD.
320 bunches BEST BARRADOES MOLASSES.
125 brs. PORK at \$42.50 and \$45.00 brl.
35 brs. BEEF at \$30.00.
1,000 bags CATTLE FEED.
500 bags GLUTEN FEED, \$4.00.
550 bags WHITE & MIXED OATS, 600 bags BRAN.
J. J. ST. JOHN,
125 and 123 DUCKWORTH STREET.



A Really Useful Chafing Dish

Everyone wants a chafing dish! Why not get one that is more than a buffet ornament? The G-E chafing dish is always ready. No flame, no fuss, no danger—simply connect to the nearest socket and turn on the current. The G-E chafing dish is of plain, substantial design—handsome and of guaranteed quality.

Reid-Nfld. Co.,
Electrical Department.
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if you're not insured, you're
a loser. Take time to
about your policies. We give
you the best companies at
reasonable rates.
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ARE MORE BECOMING THAN
FLAT LENSES.
The edges of Toric Lenses do not show as prominently as those of flat lenses. They fit in close to your eyes. You will find Torics much more becoming and useful. They give you a wider, clearer field vision. You should know about Toric Lenses. Let us explain them.
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Eyesight Specialist,
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Grove Hill Bulletin
THIS WEEK.
Wreaths, Crosses, Floral Designs and Decorations at shortest notice. Outport orders given prompt attention.
Terms: Strictly Cash.
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J. McNEIL,
Waterford Bridge Road.

**Now Landing
Anthracite
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All Sizes.
M. MOREY & CO.**
MINARD'S LINIMENT CURES DIPH-
THERIA.

TEAS!

Just received a shipment of our choice blends of
TEAS,
Royal, Crown, Our Best,
retailing at
50c., 60c., 70c. per lb.,
which for quality and flavour cannot be surpassed. A trial will convince.

RED CROSS BAKING POWDER,
Good value. In 5 lb., 1 lb., 1-2 lb., 1-4 lb., 2 1-2 oz. tins.
CLOCK SOAP—pale,
Boxes of 40—2 1-2 lb. bars, and 448's, 168's (3 1-4 oz. tabs).

BOWRING BROTHERS, Limited,
Phone 332. GROCERY DEPT. Phone 332.

EIGHT PAGES TO-DAY.
WEATHER FORECAST.
TORONTO, Noon.—Fair and moderately cold. Sunday—Light snow.

VOLUME XXXX.

BL

Auction Sales!

Monday, January 21st,
at eleven o'clock, at
Messrs. Harvey & Co.'s
Premises, about
**100 Quintals Damaged
Codfish,**
in the Schooner Monnie & Mamlie,
ordered to be sold for the benefit of
whom it may concern.
T. B. CLIFT,
Auctioneer.



FOR SALE.
Handsome Residence, situate at King's Cove, with modern improvements and plastered throughout. The grounds are nicely laid out and most suitable for summer residence or hotel. The property contains about four acres, two of which is in good state of cultivation. Photograph of residence can be seen at my office. Further particulars can be had from D. L. RYAN, Esq., or
P. C. O'DRISCOLL,
Exchange Building.

A Chance of a Lifetime

For a sportsman to get a first-class, Hammerless, 12 Gauge Ejector English Made Gun, in solid leather case. Also one 16 Gauge, and one Superior Rifle. Apply at once to
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STEAMER FOR SALE!

The S. S. AMELIA, until now engaged in carrying freight, mails and passengers between Pictou and the Magdalen Islands, is now offered for sale.
Built of steel. Length 145 ft., breadth 23.3 ft., depth moulded 15 ft. Carries 300 tons. Bunkers 50 tons. Speed 11 knots. Licensed to carry 35 passengers.
For price and particulars apply to
W. H. STARRATT,
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Phone 12,121.

Large Store to Let!

To let for a term of years, that large four-story building situate at the corner of Custom House Hill and Water Street, suitable for storing quantities of beef, pork, flour, hay, etc. Entrance to second flat on Custom House Hill. Parties desirous of inspecting the premises can do so by applying to MR. T. J. EDENIS, or
P. C. O'DRISCOLL,
Exchange Building.

IF YOU WISH TO GET RID OF THAT COLD

The remedy is right at hand—
OUR QUININE LAXATIVE TABLETS.
They take away that uncomfortable, "stuffy" and swollen head feeling and cure your cold in twenty-four hours.
Try them. See for yourself.
25c. a Box.

Peter O'Mara,
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dec 19, 1918