

TRY
ISLAND BRAND
FLAKED
Fish Sausages

To be had at the following stores:

W. E. Bearns—2 stores	Steer Bros.
Ayre & Sons, Ltd.	Mark Pike & Son.
Royal Stores, Ltd.	Peoples Supply Store.
C. P. Eagan.	F. Lukins.
Walter Gosse.	J. M. Brown.
Knowling's—East End	Jackson Roberts.
J. J. St. John—2 stores	Mrs. Buckley—
W. J. Murphy.	Bannerman St.
	Ken Ruby.



Made to Measure Clothes have an air of distinction, a richness of finish and an assurance of correct style that stamps the wearer as a man of good taste and dignity.

The American Tailor
W. P. SHORTALL, 300 Water Street.
Phone 477. P. O. Box 445.

Phone 950. Office & Workshop, P. O. Box 909.
160 Water St. West.

C. A. HUBLEY

Has moved from 406 Water St. to the above address, where business will be transacted in future. Service counts. In order to look after patrons it has been found necessary to lay in a stock of Pipe and Fittings, both for cold storage and heating work, also Machine Parts, etc. In fact

Everything in Machinery and Hardware

We are nearly down to prices of 1914.

LOOK THIS LIST OVER.

MEN'S SUITS \$12.95 to \$16.50
YOUTH'S SUITS, boys of age 13 \$6.00 to \$9.50
MEN'S PANTS \$2.40 to \$5.50
MEN'S OVERALS, good quality \$1.25
LITTLE GIRLS' COATS from \$2.90 to \$5.00
LADIES' COATS from \$3.50 to \$5.00
LADIES' RAGLANS from \$3.50 to \$5.00
LADIES' TOP SKIRTS \$2.50 to \$4.50

BIG BARGAINS IN BOYS' SWEATERS, a little damaged by fire. Also BIG BARGAINS IN WHITE FLANNELETTE at 18c. yards and FANCY FLANNELETTE, different colors, at 30c. yard.

ANTONI MICHAEL,
194 New Gower Street (East of Springdale Street).

Special to Men!

SUITS	OVERCOATS
at the Lowest Possible Prices.	
Every garment guaranteed in quality and workmanship.	
MEN'S TWEED SUITS—	
Regular Price \$16.50. Special \$12.50
MEN'S D. B. OVERCOATS—	
Regular Price \$25.00. Special \$15.00

— ALSO —
SUITS and OVERCOATS MADE TO MEASURE.

The Fit-Rite Clothier,
Corner Water and Job's Cove.
OPEN AT NIGHT.

New Wall Papers!

Bright Patterns with Borders to Match
WHOLESALE & RETAIL.

Templeton's

WAGNERS & SPYS!

Just Arrived:
250 barrels Wagner Apples,
250 barrels Northern Spys,
150 boxes Fancy Apples.

Good time to buy your Xmas Stock.

'Phone 264

GEORGE NEAL, Ltd.

The Wide-Awake Stores
ARE THOSE WHICH SELL
Victory Brand Clothes.



Specially designed and priced for the exacting trade which is offering to-day. In spite of the trade depression good business is being obtained by the stores which are selling VICTORY BRAND CLOTHING.

Get your share of the trade by ordering from our big assortment of stock.

WHOLESALE ONLY.

The White Clothing Man'g. Co., Ltd.,
259 DUCKWORTH STREET.

LADIES!

Christmas is coming with the eternal question: **WHAT SHALL I GIVE HIM?**

We are delighted to be able to inform you that we can answer this question to your entire satisfaction, and to the absolute gratification of the recipient of the present we suggest.

You will find at Messrs. Bowring Bros., Royal Stores, T. J. Duley, Geo. F. Kearney, J. P. Cash and Geo. F. Triner, a comprehensive range of Dunhill Pipes in every conceivable shape and style. Any man will be proud to own one of these essentially up-to-date "White Spot" smoking pipes, and you will rise to an undreamt of pinnacle of admiration in "his" eyes on the Christmas Day which marks your gift of a Dunhill Pipe.

REACTION!

Just as we predicted, after striking \$82.25 Studebaker receded over three points in two days, and those who sold over \$80 can now buy back at a profit.

When this issue gets down to \$75 or \$76 cover your sale and get a few extra shares for the next advance.

We can give you satisfactory margin service in this issue.

J. J. LACEY & COMPANY, LIMITED,
STOCKS AND BONDS. TELEPHONE 1154.

COAL!

North Sydney Screened ex "David C. Ritcey". Due to arrive same quality.
Schr. "PELLEEN" 600 tons.
Schr. "CATHERINE SPINDLER" 250 tons
Also same quality in store. Prices upon application.

Also BIRCH JUNKS.

Nfld. Coal & Trading Company, Ltd.
At the premises lately occupied by Alan Goodridge & Sons.

FIRE INSURANCE. FIRE INSURANCE

SCOTTISH UNION & NATIONAL INSURANCE COMPANY OF EDINBURGH, SCOTLAND.
GENERAL ACCIDENT, FIRE & LIFE ASSURANCE CO. LTD. OF PERTH, SCOTLAND.

The above Insurance Companies carry on a successful and extensive business, and always have maintained the highest character for the honourable and liberal discharge of their obligations.

Our first aim in every policy we issue is to ensure the holder complete protection, our second to grant that protection at the lowest possible rate. Write or phone us.

Nfld. Labrador Export Company, Limited,
Agents, Board of Trade Building.

Sold Out Soon.

Come in now while you have an opportunity of buying High Grade Jewellery at a reduction of 30 to 50 per cent.

GEM RINGS—\$4.00 to \$150.00.
Now \$2.00 to \$100.00

PENDANTS—\$3.00 to \$35.00.
Now \$2.00 to \$ 20.00

LOCKETS—\$2.00 to \$15.00.
Now \$1.00 to \$ 8.00

EAR RINGS—\$1.50 to \$20.00.
Now \$1.00 to \$ 12.00

PEARL BEADS—\$6.50 to \$150.00.
Now \$3.00 to \$100.00

BROOCHES—\$1.50 to \$20.00.
Now \$1.00 to \$ 12.00

LINKS—\$2.00 to \$12.00.
Now \$1.00 to \$ 8.00

NECK CHAINS—\$1.50 to \$9.00.
Now \$1.00 to \$ 5.00

ETC., ETC., ETC.

D. A. McRAE,
Watchmaker & Jeweller, 295 Water Street.

XMAS Hams and Bacon!

We offer a new lot of our delicious
"Berkshire" Brand of
Hams and Bacon

To-day at Lowest Prices and Solicit your
XMAS ORDER.

F. McNamara,
QUEEN STREET.
PHONE 393.

Freight Notice!

Placentia Bay Steamship Service.

Freight for the Merasheen Route, Bay Run will be accepted on Wednesday, December 14th., from 9 a. m.

NOTRE DAME BAY STEAMSHIP SERVICE—Freight for the above route will be accepted at the freight shed from 9 a.m.

HUMBER MOUTH BATTLE HR. STEAMSHIP SERVICE—Freight for the above route will be accepted at the freight shed from 9 a.m. Friday.

Reid-Newfoundland Co., Limited

Intercontinental Transports Limited

ST. JOHN, N.B., TO ST. JOHN'S, NFLD.

S. S. MAPLEDOWN Dec. 23
LIVERPOOL SERVICE.

S. S. BILBSTER Dec. 7
S. S. HASTINGS COUNTY Jan. 8
LONDON SERVICE.

S. S. EVANGER Dec. 19
S. S. WISLEY Jan. 3
S. S. LISGAR COUNTY Jan. 10
LONDON AND HAVRE.

S. S. HOERDA Dec. 23

HARVEY & CO., Limited,
Agents Canada Steamship, Limited.

MOREY'S Coal is Good Coal!

The latest arrival from North Sydney, schr. "Netherton", with
400 tons Best Screened N. S. Coal,
sent home while discharging at \$16.50 per ton.

IN STOCK:
Best Screened North Sydney & American Anthracite.
All sizes, at current rates.

M. Morey & Co., Ltd.

Cash Sale!

THIS WEEK'S SPECIAL IS
Ladies' White H. S. Handkerchiefs
at 4 cents Each.

And numerous other Bargains.

BON MARCHE,
Opposite Bowring Bros. OPEN AT NIGHTS. 265 Water Street.

Now in Stock!

300 brls. Choice N. S. Apples,
75 Boxes California Oranges,
(all counts)
50 Kegs Green Grapes.
PRICES RIGHT.

BURT and LAWRENCE.

No Matter How the Fire is Caused
if you're not insured you're loser. Take time to see about your policies. We give you the best companies and reasonable rates.

PERCIE JOHNSON,
Insurance Agent.

TWELVE PAGE
TORONTO, Mon.—
creasing S.E. & S.W.
cloudy to-day. Thurs-
& S. winds, unsettled
strong N. & N.W. &
rather cold with light
on Thursday.
ROPER & THOMP-
Ther. 24.

VOLUME X
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AUCTION
Superior Britis
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Etc.
On FRIDA
16th Inst. a
at the Store lately
A. Mitchell, W
1 Large British Plat
1 Large British Plat
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drawers, 18' long.
1 Hardwood Show C
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nickel frame.
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2 "Standard" Foot
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1 Step Ladder, 6' lo
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P. C. O'Dri
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