

REID-NEWFOUNDLAND COMPANY.

Bay Steamship Service.

The undermentioned steamers will complete the Bay steamship Service for this season, leaving their respective routes for St. John's:

S.S. Petrel will leave Clarenville Friday, December 31st.
S.S. Ethie will leave Lewisporte Friday, December 31st.

S.S. Dundee will leave Port Blandford Friday, December 31st.
S.S. Clyde will leave Lewisporte Thursday, December 30th.

S.S. Home will leave Humbermouth Wednesday, December 29th.

The above Schedule, of course, is dependent on weather and ice conditions between this date and Dec. 31st, but it is hoped the above arrangements will be carried out.

Christmas Dried Fruit

To-day at Lowest Prices.

Calif. Seeded Raisins, pkgs.
3-Crown Calif. Raisins, loose.
Evaporated Apricots,
Evaporated Prunes,
Evaporated Peaches,
Evaporated Apples.

F. McNAMARA,
Queen Street

Get Security for Your Money

Security Condensed Milk.

The Fresh Milk of Healthy Cows,
Prepared with Pure Cane Sugar.

NOTHING
ELSE
IN IT.

No Starch—No Corn Flour.

A Safe Food for Young and Old.

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.

Advertise in the Telegram

TOYS!

Toys in Galore.

Cases & Cases of Toys.

A Showroom full of them, counters filled with them, shelves filled with them and a window filled with them. All English made Toys, come in and see them. Bring the children, and come soon, for we are being rushed selling Toys.

Toys from 2c. each to \$15.00 each, and every price in between. We also have—

The Boys' Own Annual,
The Girls' Own Annual,
Chums, Chatterbox, Prize,
The Wonder Book,
The British Boys' Annual,
The British Girls' Annual,
Chummy,

and all the other Boys' and Girls' Annual Volumes are here; as is also a wonderful stock and a great variety of Children's Picture and Toy Books, in Paper, Linen and Rag. Books that will delight the heart of the children.

See them now while the full range is showing, and see our Christmas Cards, our Calendars and our Showroom filled with Fancy Goods suitable for holiday gifts.

It is easy to shop here now, for all the goods are in sight.
Come early and often to

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

Xmas Stationery!

Any one who wishes to mix sense with sentiment in Christmas giving may very easily do so by selecting something in Stationery. No gift is more serviceable or acceptable than a good stylish box of Stationery.

We Have It

A large and well assorted stock of Christmas Stationery, made up in Holly and other fancy boxes. Prices:

25c, 27c, 35c, 55c. and up to \$1.50.

Come and See It.

GARRETT BYRNE,
Bookseller & Stationer.

4th November, 1915.

Now landing a choice cargo of

Screened
North Sydney
Coal.

BEST QUALITY.

M. MOREY & CO.
OFFICE: QUEEN STREET.

Per S.S. "Stephano,"

from New York:
Bananas, California Grapes,
Lemons, Oranges,
Dessert Apples,
Blue Point Oysters,
Finnan Haddies,
American Corned Beef,
American Butter, 1 lb. blocks,
Parsnips and Carrots.

JAMES STOTT

1000 Pairs Hockey Skates!

Our two leading lines of best quality Skates selling at less than cost.

REGAL—Original Price \$4.70. Now . . . \$3.60

MIC-MAC—Original Price \$4.00. Now . . . \$3.00

VELOX. LADIES' BEAVER

CLIMAX LADIES' GLACIER

SCOTIA LADIES' REX

ACME AND SKELETON SKATES.

CHILDREN'S SLEDS AND SLEIGHS.

HOCKEY STICKS AND PUCKS.

BOWRING BROTHERS, Limited,
Hardware Dept.

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.

dec.14

100 Cases Florida Oranges!

For Christmas Trade.

BURT & LAWRENCE, 14 New Gower Street.

We sell only one quality

Best Screened NORTH SYDNEY COAL,
\$8.00 per Ton.

Anthracite Coal, all sizes,
\$11.50 per Ton.

A. H. MURRAY,
Beck's Cove.

Christmas Presents!

Greaves Pat. Hand Finished and G. B. D. Briar Pipes,
A. O. C., W. H. B. and G. B. D. Pipes, in case.
Meerschum Pipes, in case.
Smokers' Companion Sets.
Smokers' Pipe and Tobacco Stand.
Tobacco Pouches and Tobacco.
Silver Mounted Pocket Flasks.
Congress Playing Cards.
Soda Sparklet Syphons and Bulbs.
Rodger and I. & L. Penknives.



Call and inspect our stock or write for price list.

MARTIN HARDWARE Co.'y.

Ensure Good Bread for the Winter

BUY
Windsor Patent
and
Royal Household
FLOUR.

The Best on Earth.

SOLD EVERYWHERE.

S.S. Newfoundland

Arrived to-day bringing

Black Oats,
Hay and
Potatoes to
GEO. NEAL

Advertise in The Evening Telegram