

**IN STOCK**  
at  
**Hardware Headquarters,**  
**LANTERNS**  
**COLD BLAST,**  
(Long and Short Globes.)  
**DIETZ JUNIOR,**  
**COMET TUBULAR.**

**The Direct Agencies, Ltd**  
Wholesale Only.

# Gluten Meal

The Great Milk Producer

We are pleased to inform our many customers that our delayed shipment of "Diamond" Gluten Meal has at last arrived ex. S.S. "Runa" after her eventful voyage from New York via the Azores, and we are prepared to-day to fill all orders for this indispensable feed at lowest prices for prompt delivery from ship's side. Get your requirements without delay.

WE OFFER ON THE SPOT:  
**450 Cases Evaporated APPLES.**  
Get our prices.  
**BAIRD & CO'Y,**  
Water St. East.

**ACCOUNT BOOKS.**  
We are ready with a very comprehensive line of Account Books. The particular books for your purpose are here in  
**Ledgers,**  
**Journals,**  
**Day Books,**  
**Cash Books.**  
Accountants and Book-keepers would do well to call on us early while our stocks are just right.

**DICKS & CO., LTD.,**  
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**New Books!**

The Doctor of Pemblico—  
Wm. LeQueux . . . \$1.50  
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Gertrude Page . . . \$1.50  
Married Quarters—  
David Lyall . . . \$1.50  
The Everlasting Arms—  
Joseph Hocking . . \$1.50  
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G. A. Birmingham, \$1.50  
The Strong Hours—  
Maud Diver . . . \$1.50  
Falling Waters—  
Winifred Graham, \$1.10

**GARRETT BYRNE,**  
Bookseller & Stationer.

**Reid-Newfoundland Company.**

**NOTICE!**

S.S. "KYLE" will leave St. John's, direct for North Sydney, at 10.00 a.m. Saturday, January 17th, taking passengers.

**Reid-Newfoundland Company.**

**How About That Office Desk?**

You've been talking Office Desks for some time? Intending to renew with modern ones? To get a good Typewriter Desk for the busy stenographer? Here's your chance to select Solid Oak Desks in various designs—roll or flat tops, different sizes and finishes from a supply only just arrived from the best makers in the U. S. A.

Just remember—Your office equipment has a lot to do with the business impressions you create. Keep yours up-to-the-minute!!!

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**F. McNamara,**  
**QUEEN STREET.**

**A Man's Shoe Troubles!**



Every Man that has trouble in securing a pair of Shoes that will fit him perfectly should come here for Shoes!

No matter whether your feet be large, small or of medium size, you are sure to find a last that is especially adapted to YOUR foot, if you will but come to us with your Shoe Troubles!

We've Shoes in every variation of size and width, made for the express purpose of fitting Hard to Fit Feet!

We're showing all the correct Winter Shoes in the Conservative or the Extreme Styles!

Shoes at \$6.00, \$8.00, \$9.00, \$11.00, \$20.00.  
Just Test our Expert Shoe Service and see the result of buying Your Shoes Here!

**Parker & Monroe, Ltd.**  
THE SHOE MEN.

Insure with the  
**QUEEN,**  
the Company having the largest number of Policy Holders in Newfoundland.  
Every satisfaction given in settling losses.  
Office: 167 Water Street.  
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Telephone 658.  
QUEEN INS. CO.  
**GEORGE H. HALLEY,**  
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**Newest and Best**



Magic Dye Soap Flakes melt the moment you throw them into hot water, and make a rich creamy lather which immediately dissolves all dirt, and instantly dyes silk, cotton, wool and linen fast true colours without rubbing, boiling, streaking or spotting.  
Large package retails at 15 cents. Will be handled by up-to-d stores.

Sole Agent for Newfoundland,  
**Robert Templeton,**  
333 WATER STREET, ST. JOHN'S.

**Opportunities in Long-Term Bonds**

Bonds maturing in 1919 or 1920 may now be sold advantageously, and the funds reinvested in longer term securities. The benefits of present high interest yield rates may thereby be secured for a period of ten years and longer.

*We shall be glad to offer suggestions.*

**DOMINION SECURITIES CORPORATION LIMITED**  
CANADA LIFE BUILDING  
MONTREAL London, Eng.

**C. A. C. BRUCE, Agent, St. John's.**

**WARNER'S Rust-Proof Corsets**

The value in Warner's Rust-proof Corsets has always been one of their features. That is why we are able to guarantee them to you.

Our new models have arrived and among them are unusual values, in the latest fashion lines such as are here shown for average figures.

We have also many specially recommended styles for stout figures and slender—all guaranteed not to "RUST, BREAK or TEAR".

Price from \$2.00 pair up to \$5.50.

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**TESTED RUBBER GOODS FOR EVERY NEED.**

Our store is headquarters for Rubber products.  
**HOT WATER BOTTLES**—Seamless and doubly reinforced, so comfy these cold nights, \$1.50 to \$2.50.  
**FOUNTAIN SYRINGES** of supreme quality, \$1.50 to \$3.50.  
**ATOMIZERS, 75c. up.**  
**PETER O'MARA,**  
The Druggist,  
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**Prices Cheerfully Given.**

If you are contemplating Plumbing or Heating your home, see me. Can furnish you with price on same at a moment's notice for first-class work at reasonable figure.

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Plumber, Steam & Hot Water Fitter,  
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Phone Parsons', 688, if you need me

**BLUE PUTTEE HALL**  
(Cor. Gower Street and King's Road.)  
May be hired for small dances or meetings. Rates: Evenings \$12.50 up. Afternoons \$7.50. Apply NEFLD. ENTERTAINMENT CO., LTD., King's Road. jan2,1920

**We Extend The Season's Greetings**

To our many customers and friends who have made it possible for us to march into the front rank as the Leading Clothing Manufacturers of Newfoundland.

**OUR LINE FOR 1920**  
will be just as irresistible as our 1919 line.

**THE WHITE CLOTHING MFG. CO., LTD.**  
259-261 DUCKWORTH STREET.

**RED CROSS LINE!**

The S. S. ROSALIND will probably sail from New York on January 10th, and from St. John's on January 20th inst. For passage fares, freight rates, space, apply to

**HARVEY & CO., Ltd.,**  
AGENTS.

**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.