

JAMS!

Alaska Libby's in 20-oz. Tins
SALMON Raspberry 70c.
 Strawberry 70c.
 1-lb. Tin Loganberry 70c.
 Blackberry 60c.
 20c. Tin. Apricot 60c.
 Peach and Plum 50c.

BRAN (cooked) 20c. package

Shredded Wheat Biscuits, 25c. pk.	Bird's Custard Powder, 12 oz. tin, 50c.	Bouillon Cubes, jar of 200, \$4.30.
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GRAPE FRUIT MARMALADE, 16 oz. glass jar, 40c.	GRAPELADE, 14 oz. tin, 33c.
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Bowring Bros. Ltd.,
Grocery.

AFTER A FIRE

The first question asked, HOW MUCH INSURANCE? NONE. Poor beggar, ruined for life. You have heard it. It is no use looking for sympathy for it is only found in the Dictionary. Are you content to take the risk of losing your life's savings for the sake of a small sum of money payable yearly? Average one dollar a month for \$1,000.00. Is it worth it? We represent THE CONTINENTAL INSURANCE CO. of New York. Assets \$40,857,877.57. A particularly strong Fire Company. Other companies talk Service—we GIVE Service. For full particulars consult immediately

FRED. J. ROIL & CO., Agents,
 Smallwood Bldg. Duckworth Street.

MOREY'S COAL IS GOOD COAL!

IN STOCK:
Best Screened North Sydney
 and
American Anthracite all sizes
COAL.

M. Morey & Co., Ltd.

STUDEBAKER!

Almost touched \$90 this week, from last week's Low of \$78 and October Low of \$69.
 Some New York brokers predict par \$100 on expectation of increased dividends soon, but we do not advise purchase just now.
 In fact, short commitments at current rates should make at least a five-point profit. The issue is sound but we believe it will sell lower. Traded at \$12 per share.

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

For Sale!

ARMY and NAVY Building.

Suitable for Club Rooms or Hotel.

For particulars apply to
P. O. Box 1286.

New Wall Papers!

Some new arrivals in Wall Papers. Not our full spring stock but some especially good Living Room and Dainty Bedroom patterns.

SPECIAL!

If any one wishes to import special lines we would be pleased to show a splendid range of Manufacturers' Samples—a line which we consider is unequalled. Prices are moderate, and quality good.

TEMPLETON'S

C. A. HUBLEY

Electrical Equipment installed, Wiring and Repairing, Lights, Bells and Phones. Satisfaction guaranteed.

Phone 950. Call P. O. Box 909, St. John's, Nfld.
 160 WATER STREET WEST.
 Night Phone 1181.



On the present reduced prices an extra discount of

10 per cent.

will be given on all orders for the next six weeks.

The American Tailor

Phone 477. W. P. SHORTALL. P. O. B. 445.

Reid-Newfoundland Co., Limited

FREIGHT NOTICE!

SOUTH COAST STEAMSHIP SERVICE
 Freight for the above route will be accepted at the Freight Shed Saturday, January 2nd, from 9 a.m.

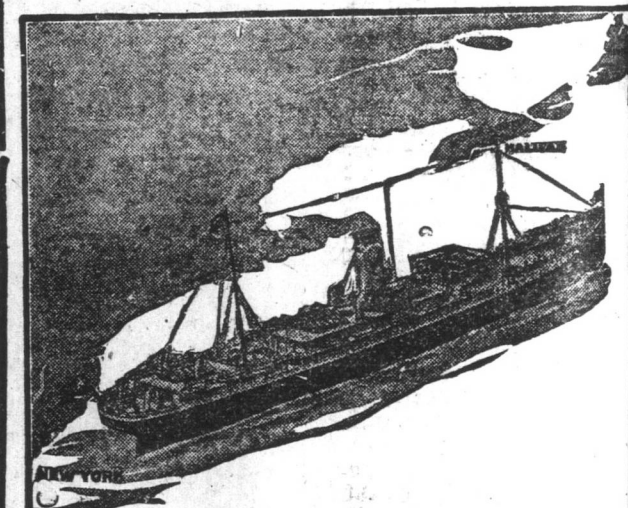
Reid-Newfoundland Co., Limited

Intercontinental Transports Limited

ST. JOHN, N.B., TO ST. JOHN'S, N.F.
 S. S. MAPLEDAWN Feb. 6th, 20th, Mar. 6th
LONDON SERVICE.
 S. S. GREY COUNTY Jan. 12th, 26th
 S. S. LISGAR COUNTY Jan. 19th, 31st
LONDON AND HAVRE.
 S. S. HASTINGS COUNTY Jan. 12th, 26th
 S. S. WISLEY Feb. 9th, 23rd

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

RED CROSS LINE.



NEW YORK—HALIFAX—ST. JOHN'S.
 The S. S. ROSALIND will probably sail on Saturday, Jan. 28th, for Halifax and New York.
 This steamer has excellent accommodation and carries First and Second Class Passengers.
 All passengers embarking for New York must see the Deck Officer in ship's saloon one hour before sailing.
 Through tickets issued to Boston via The Dominion Atlantic Railway at considerably reduced rates.
 Through rates quoted to any port.
 For further information re passage, fares, freight rates, apply to

HARVEY & COMPANY, LIMITED,
 St. John's, Nfld., Agents.

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 Manf. Co., Ltd.,

259 DUCKWORTH STREET, ST. JOHN'S, N.F.

Going, Going, Gone!

MEN'S AND BOYS' CLOTHING AT PRICES BELOW COST.

Men's Suits from \$12.00 up
 Boys' Suits from \$ 7.50 up
 Men's Overcoats from \$15.00 up
 Boys' Overcoats from \$ 7.50 up
 Men's Trench Coats \$13.00

THE FIT-RITE CLOTHIER,
 Corner Water and Job's Cove.

PENMAN'S

Re-Built Piano Case Organs!



In beautiful walnut and mahogany cases, with top rail and mirror; all six octaves, four to six sets of reeds. Every instrument guaranteed.

Musicians' Supply Co
 (Royal Stores Furniture.)
 DUCKWORTH STREET.
 oct29,nov3

ORANGES, BOX APPLES, ONIONS.

To arrive ex Rosalind around seventeenth:
 CALIFORNIA ORANGES—Counts 216, 176.
 SACKS ONIONS—Silverpeel.
 BOX APPLES—Counts 138 and 150.
 Also in stock a few barrels of NOVA SCOTIA APPLES, now selling off cheap to clear.

BURT and LAWRENCE.

WANTED TO PURCHASE MUSKRAT AND ALL KINDS OF FURS.

Send your shipment. Will remit promptly or quote highest price, and hold till hearing from you.
 High Prices, Fair Grading, Prompt Settlement
 Warrant your selling to

RELiance COMMISSION COMPANY,

Office 334 Water Street (opp. R. Templeton's).
 dec15,30

Furness Line Sailings

From Liverpool	St. John's	Halifax	Boston	Halifax	St. John's
to Halifax	to Boston	to Halifax	St. John's	to Liverpool	
S.S. SACHEM	Dec. 30th	Jan. 2nd	Jan. 8th	Jan. 14th	Jan. 17th
S.S. DIGBY	Jan. 10th	Jan. 15th	Jan. 21st	Jan. 27th	Feb. 3rd

These steamers are excellently fitted for cabin passengers.
 Passengers for Liverpool must be in possession of Passports.
 For rates of freight, passage and other particulars apply to
FURNESS WITHEY & CO., LTD., 10 State St., Boston, Mass.
FURNESS, WITHEY & CO., LTD., 10 State St., Boston, Mass.

Furness Withy & Co, Limited.



The Fisherman's Friend

RED BALL VAC.
 RED BALL VAC STORMKING.
 RED BALL BLACK.
 RED BALL BLACK STORMKING.
 SEA LONG RUBBERS—The Rubber with the white sole.

Mail orders receive prompt attention.
 SPECIAL PRICES FOR CASE LOTS.

F. SMALLWOOD,
 The Home of Good Shoes, 218 and 220 Water St.

REAL HAPPINESS!

Watch your son scale the ladder leading to success, rung by rung, until, thanks to you guiding hand, he eventually attains the height of his ambition.
 Let us teach him the finest profession in the world.
 DAY, NIGHT AND HOME STUDY COURSES.
BRITISH RADIO INSTITUTE,
 C. L. B. ARMOURY. ST. JOHN'S.

Rowntree's Cocoa
Geo. Payne's Tea
Kellogg's Corn Flakes
 THREE LEADERS.

JOHN P. HAND & Co'

CANADIAN NATIONAL RAILWAYS.
Travel via the National Way.
 THE ONLY ALL CANADIAN ROUTE BETWEEN EASTERN AND WESTERN CANADA.

Train No. 8 leaving North Sydney at 7:10 a.m. connects at Truro with Maritime Express for Quebec and Montreal, making quickest and best connections at Quebec with Transcontinental train for Winnipeg, and Montreal with fast through G. T. R. night train for Toronto, and with "Continental Limited" for the West.
 Train No. 8 leaving North Sydney at 9:07 p.m. daily, except Saturday, connects at Truro with Ocean Limited for Montreal, connecting with G. T. R. International Limited for Toronto and Chicago and with through trains from Toronto to the Pacific Coast. For further particulars apply to

J. W. N. Johnstone,
 General Agent, Board of Trade Building.

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