

**IN AID OF W. P. A.**  
**Grand Hockey Match**  
 1st Nfld. Regiment vs. City,  
 Prince of Wales Rink,  
 Monday, Jan. 29th, at 7.30 p.m.

Reserved Seats, 50c.; on sale at Atlantic Bookstore. General Admission, 20 cents. Season tickets will not admit.

**JUST ARRIVED**  
**2,700 Cases**  
 "Supreme" Brand  
**Canned Meats**  
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**Delicacies.**

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The Heels that don't carry mud, because there are no large holes like some other heels have.

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The Heels that give you a youthful step, because they are made of live rubber.

For Sale at

**ROBERT TEMPLETON'S.**

**CORDUROY VELVET!**

We have a few pieces left in colors of Navy, Saxe & Brown, suitable for Ladies' and Children's Costumes and Coats.

**Our Price: \$1.10 per yard.**  
 SEE OUR VELVETEEN from 50c. yard up.

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**Shoe Talk No. 4**



**The Cantilever For WOMEN**

FROM Fifth Ave., N.Y., to the smallest street—go as far as you like and as long as you please—everywhere you will find women who take comfort and pleasure in wearing *The Cantilever Shoe*.

The shoe that put the "ease" in feet, made miles shorter, smiles broader, and styles smarter—and added a new meaning to quality.

Made by the Edwin C. Burt Co., High and Medium Heels, Buttoned and Lace.

*(Dealer's Name)*

**F. SMALLWOOD,**  
 LADIES' DEPARTMENT.

We have just opened a new lot of  
**Electric Pocket Lamps and Torches**

Also a fresh supply of extra Batteries and Bulbs.

Electric Pocket Lamps—Vest pocket size, nickel plated; fitted with highest grade metallic filament Bulb and superior Battery. Price 1.10.

Larger sizes, \$1.00, \$1.35, \$1.55, \$1.75, \$2.10 and \$2.55.

The "Boy Scout" Lamp—With adjustable front and three lenses—Red, White and Green, enabling the user to give all the signals required by the Boy Scout. Price \$2.15.

Electric Pocket Torches—Small nickel plated Torches, which can easily be carried in the coat pocket. Fitted with superior Battery and filament Bulb. Price \$1.65.

Larger size Torches. Prices \$1.50, \$2.75, \$3.30 and \$6.50 each.

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Just landing a cargo of  
**Best Screened North Sydney Coal**  
 (OLD MINES).

Our Usual Good Coal.

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 EDWARD'S LIMEWORK USED AT PHILLIPS LAKE.

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Mr. Cocker left a few days ago for Toledo, where he will have an opportunity of going through the Overland Factory, the largest single automobile factory in the world, where the output is 1,000 cars a day. Mr. Cocker will have a splendid chance to become conversant with the new models and thus enable us to render more valuable service to all "Overland" owners in Newfoundland.

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Nothing finer for your breakfast of a FROSTY morning than a few slices of our

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Our sales of "Berkshire" Bacon for 1916 were over fifty per cent. higher than the previous year, and we anticipate even a greater increase in demand for the present year.

Let us have your next Bacon Order.

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We are booking orders for  
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 USE PURE GOLD FLAYO


**VOLUME XXXI**

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