

REID-NEWFOUNDLAND CO.

South Coast Service!

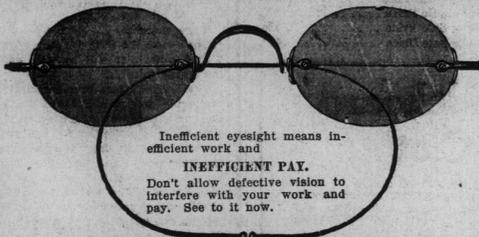
S.S. "GLENCOE" will sail from Placentia on Saturday, January 23rd, after arrival of 8.45 a.m. Train from St. John's, for the usual ports of call between Placentia and Port au Basque.

REID-NEWFOUNDLAND COMPANY.

Apples & Cranberries

Due To-Day ex "Durango,"
150 barrels
No. 1 Winter Keeping Apples
20 barrels
Cape Cod Cranberries.

F. McNAMARA, Queen Street.



Inefficient eyesight means inefficient work and INEFFICIENT PAY. Don't allow defective vision to interfere with your work and pay. See to it now.

R. H. TRAPNELL,
Eye Specialist. Water Street.

NEWFOUNDLAND is the cheapest place to buy Flour to-day. Many people are buying a few barrels now to protect themselves against further advances in price. Quality is always as great a consideration as price. Low grades cost almost as much as high grades now. Therefore buy

Windsor Patent,
AND
Royal Household,

the best on earth, and obtain all round protection and value for your money.

In barrels and 14 lb. sacks.

Sold Everywhere

CLEARING BALANCE OF

Ladies' Hats

At Half Price,
50 cents, 90 cents, \$1.20 and \$2.00.

LATEST FALL STYLES.

Liberal Reduction in Ladies' FURS.

Robert Templeton.

Rubber Sale!



We will have no Rubbers after the next three weeks. Big reduction in Rubber Footwear.

LADIES',
40c., 45c., 50c., 55c., 60c., 70c.,
75c., 80c., 90c. and \$1.00.

MEN'S RUBBERS,
70c., 75c., 80c.,
85c., 90c., 95c., \$1.00, \$1.10, \$1.15,
\$1.20, \$1.30, \$1.35, \$1.40,
\$1.50.

BOYS' STORM RUBBERS,
55c., 65c., 70c., 80c., 90c., \$1.00.

YOUTHS' STORM RUBBERS,
50c., 60c., 70c., 80c., 90c.

GIRLS' STORM RUBBERS,
50c., 65c., 70c., 75c.

CHILD'S STORM RUBBERS,
40c., 42c., 44c.
All sizes and widths.

F. SMALLWOOD
The Home of Good Shoes.



THURSDAY, 10th Dec

Now landing, per "Sjostad,"

BEST SCREENED

North Sydney

COAL.

IN STORE.

Anthracite Coal,

Furnace, Egg, Stove, Nut

M. MOREY & CO.

Office: Queen Street.

* BUSINESS AS USUAL *

NOW IN STOCK

At very lowest prices:
200 brls. APPLES—all brands.
30 brls. CABBAGE—Choice stock.
50 cases CALIFORNIA and VALENCIA ORANGES.
50 sacks SILVERPEEL ONIONS.
20 brls. HARD WINTER KEEPING CRANBERRIES

BURT & LAWRENCE,

14 New Gower Street.

Box 245.

Tel. 759.

Farmers, Look Here!

We are booking orders for our

Fertilizers

for Spring delivery.

Book your requirements at once before the price advances.

COLIN CAMPBELL.



J. C. BAIRD, Agent.

Furness Line Sailings!

	From	St. John's	Halifax to	St. John's
		Liverpool	to Halifax	St. John's to
S. S. "Durango"	Jan. 2nd	Jan. 14th	Jan. 18th
S. S. "Queen Wilhelmina"	Jan. 5th	Jan. 15th	Jan. 23rd	Jan. 27th

For rates and other information apply to

FURNESS WITHY & Co., Ltd
City Chambers, Water Street.

Jan 2, 5th

New Year Goods

IN ENDLESS VARIETY.

TOBACCO, PIPES, CIGARS,
CIGARETTES,
and all other

Smokers Requisites

Very suitable presents for our Soldiers and Sailors abroad or in training at home.

CASH'S Tobacco Store, Water St

Fleeced Underwear

It Will Warm Your Heart to See the Values We Offer.

Ladies' Cream Ribbed Fleeced Vests and Knickers, now only 25c. garment.

Ladies' Cream Ribbed Fleeced Vests and Knickers. Regular 40c. garment. Now35c. garment

Ladies' White Fleeced Vests and Knickers. Regular 65c. garment. Now50c. garment

Ladies' White Fleeced Vests and Knickers, very heavy and warm make. Reg. 80c. garment. Now 65c. gar.

Men's Jaeger Fleeced Underwear. Special-50c. value. Now only43c. garment

Boys' Jaeger Fleeced Shirts and Drawers. All the sizes from 24" to 34", only 29c. garment

Girls' Cream Ribbed Fleeced Vests and Pants. Sizes—

16in. 18in. 20in. 22in. 24in. 26in. 28in. 30in. 32in. 34in.

Prices—
12c. 14c. 16c. 18c. 20c. 23c. 26c. 29c. 32c. 35c.

Henry Blair

Spare Ribs, Apples, etc.

Ex Durango and Stephano:

50 tierces SINCLAIR'S SPARE RIBS.
200 brls. No. 1 WAGNER APPLES.
50 brls. AMERICAN CABBAGE.
75 cases VALENCIA ORANGES.
50 cases SMALL ONIONS.
300 bags SMALL BEANS.

GEO. NEAL

PATRIOTISM

demand that all things being equal, the products of the local industries should receive preference from the merchants and buying public.



Every local made

Suit or Overcoat

bought during this war season means a helping hand to the employees of the clothing factories. Ask for the goods made by

The Nfld. Clothing Company, Ltd.

EIGHT PAGES TO-DAY
WEATHER FORECAST.

TORONTO, Noon. —Moderate N. W. winds; fair and cold to-day and on Saturday.
ROPER'S, Noon.—Bar. 29.50; ther. 38.

VOLUME XXXVII.

REID

S.S. "GLENCOE" for the usual ports



FOR SALE.

BUSINESS STAND and Dwelling.

Situated in a first-class locality. The dwelling is large, containing ten rooms and large basement; fitted up with electric light and gas, hot and cold water, also nice large shop suitable for Dry Goods or Groceries. Only reason for selling the Dwelling House is too large for owner. A good bargain if applied for at once.

P. C. O'DRISCOLL,
Jan 20, 11, 1100 Exchange Building.

PUBLIC AUCTION.

To-Morrow, Saturday, at 11 a.m.

100 brls. APPLES.
10 RUBBER HOT WATER BOTTLES.
SAFES.
1000000 BOOM PAPER.
LOT OF PICTURES.
20 boxes DENTAL BUDDS.
And Sundries.

M. A. BASTOW,
Auctioneer.
Jan 22, 11

New Arrivals!

Expected ex Stephano:
CHOICE N. Y. CABBAGE.
CHOICE ONIONS (in 100 lb. sax).
CALIFORNIA ORANGES.
10 cases FRESH EGGS.

Also
CARROTS, PARSNIPS, BEET.
LOWEST PRICES.
M. A. BASTOW
P. O. Box 121.
Jan 22, 11 Phone 304.

Just In!

LATE MAGAZINES, NEW BOOKS AND A LOT OF NEW WAR

LITERATURE

Daily Graphic War Cartoons, No. 2, 4c.

Sphere Xmas Number, 30c.

Anti-Christ in Egypt, 65c.

The Invasion of 1910 by Wm. LeQueux, 15c.

The Kaiser and His Barbarians, 18c.

Winter's Pie, 30c.

France and the French People, 30c.

Germany and the German People, 30c.

Great Britain and the European Crisis, 6c.

World's Work War Manuals, 1, 2, 3, 30c. each.

Britain as Germany's Vassal, Bernhardi, 60c.

Pan-Germanism, by R. G. Usher, 60c.

My Heart's Right There, F. M. Barclay, 30c.

The Desires of His Life by Ethel M. Dell, 18c.

The German Danger by Bart Kennedy, 30c.

Lord Roberts of Kandahar, 30c.

Life of Sir John French, 30c.

General French's Despatches from the Front, 18c.

How the War will End by Ransom, 30c.

The Fleets at War, by A. Hard, 30c.

The Times' Book of the Navy, 30c.

Dictionary of Naval and Military Terms, 75c.

All the latest Magazines and Illustrated Papers—Strand, Wide World, London, Royal.

New Nash's Fall Mail War Illustrated, 8c.

War Budget, No. 1, Illustrated, War News, Navy & Army, Illustrated, London News, Graphic War Weekly, 6c.

Something to Read, Latest Div., 25c.

The Secret of the Secret by H. Bindles, 60c.

In Self-Defence by Elias K. Hocking, 60c.

GARLAND'S

Bookstores,

127 and 133 Water Street, St. John's

* BUSINESS AS USUAL *