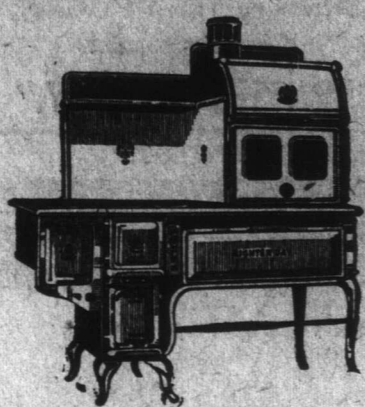


Lighter Day Range.



Wm. J. Clouston, Ltd.
184 Water Street,
Sole Distributors.

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NEW ARRIVALS OF

Fall and Winter Suitings and Overcoatings

You will find these Goods a specially well selected assortment. If your order has not been placed, see ours before buying.

GET ONE OF MAUNDER'S OVERCOATS and keep up the standard of good tailored clothes. Write for samples and style booklets, with measuring instructions.

John Maunder
TAILOR & CLOTHIER
ST. JOHN'S, N.F.

FOR SALE or TO LET

A DWELLING HOUSE

situated on Richmond Ave., (West End), 3 minutes walk from car line. Fitted with all modern conveniences such as hot and cold water, plastered walls and ceilings, steam heated, electric light, telephone, concrete basement and a large garden at rear. An ideal spot in the summer months. Freehold property. A chance of a life-time. For particulars, apply to

J. A. BASHA, 367 Water St. Phone 781, Or

THE HOME ESTATE CO.

Corner Water & Prescott Streets. Phone 1379.

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SHIRT BARGAINS

Think of all the Shirt goodness you've ever known—all the comfort and wear you've ever longed for—all the variations in quality and design you could wish for—you will find at our Stores.

Our Shirts are priced specially low for the Holiday Season—we want a big Shirt Sale.

SPURRELL The Tailor

210 Duckworth St. and at 365 Water St.
Grand Falls.

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CHEAPER FLOUR!

1000 Barrels
"VICTOR"
FLOUR

Lowest Prices to the Trade.

GEORGE NEAL,
Limited.

\$140 for \$26.

A popular railway official took Sickness Insurance with us in September last paying \$25.00 for his policy. He contracted a severe cold turning to La Grippe, and last week we gave him our check for \$140 for seven weeks' disability.

Moral—You may never need it but it's better to have it always and not need it than need it once and not have it.

Our Assets exceed \$36,000,000.

U.S. FIDELITY & GUARANTY COY.
J. J. LACEY, NFD. GENERAL AGENT.

Our Welsh Anthracite Coal!

Is the Best Hard Coal mined anywhere in the world. Contains less than half the ashes of other kinds and will not clinker. Burns freely with poor draft and gives more heat. We can deliver from stock and have another cargo, all sizes due shortly.

NORTH SYDNEY SCREENED COAL

In Store and now discharging ex. S.S. "Watuka."
\$13.50.

SCOTCH LUMP COAL—No Slack
\$12.50.

A. H. MURRAY & Co., Limited,
Coal Office Phone 1867. Beck's Cove.



Isn't that a... to set before the King?

WHAT world those old kings and queens have said if they could have tasted SCHRAFFT'S CHOCOLATES?

In no art or science has such progress been made as in candy making. Taste Schrafft's Chocolates to-day and think what the kings and queens of olden times would have given for such delicious morsels. Our stock is always fresh and complete in all the popular flavors and assortments.

dec5.s.m.th.3m

JUST ARRIVED:

1,000 SIDES BEST AMERICAN SOLE LEATHER.

10,000 FT. OF BEST UPPER LEATHER. GOING AT ROCK BOTTOM PRICES.

North Am. Fur, Hide and Metal Co'y.,

Water Street West (Next Door Reid Electric Store.)

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JUST ARRIVED!

Best Quality

FRENCH IVORY

THE QUALITY LADIES WANT AND ADMIRE.

MIRRORS.
BRUSHES.
COMBS.
FILES.
SCISSORS.
BRUSH HOLDERS.
NAIL POLISHERS.
PERFUME BOTTLES.
PIN CUSHIONS.

TALCUM HOLDER.
TRAYS.
JEWEL BOXES.
FRAMES.
BUD VASES.
LAMPS.
CLOCKS.
CARD SETS.
TOILET SETS.

We have a big assortment, and ask you to compare the value of this goods.

R. H. TRAPNELL,

Limited

JEWELLERS & OPTICIANS, 197 Water Street.

To Wish you all
Prosperity and
Happiness During
1924.

Yours Very Truly
WM. HEAP & Co.
Limited.

Omyr Pearls

THEY are made in iridescent and beautiful high lustre satin finish. They are replicas of the priceless gems which are so rare.

They are indestructible.

They are beautifully cased in settings that are worthy of the pearls.

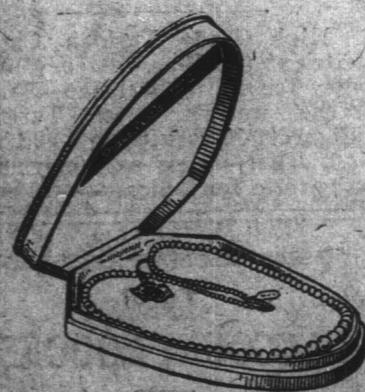
They are sold exclusively

by

T. J. Duley & Co. Ltd.

The Reliable
Jewellers & Opticians.

They are priced from \$7.00 to \$25.00 a Necklace. They are guaranteed.



BON MARCHE CASH STORE

SMASH UP.

We will continue to sell goods at remarkable Smashing Prices, and we ask you to come inside and look around.

Our broken window cannot be replaced until the Digby arrives from England.

See our other window for SPECIAL PRICES.

BON MARCHE CASH STORE

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Nfld. Government Railway.

FREIGHT NOTICE.

PLACENTIA BAY STEAMSHIP SERVICE.

Freight will be accepted until further notice as follows:

Merasheen Route (Bay Run) Tuesdays,
Presque Route (West Run) Thursdays.

NOTICE!

Weather conditions permitting the following parts of the Railway, namely:—

**BONAVISTA BRANCH
BAY DE VERDE BRANCH
TREPASSEY BRANCH**

will be operated up to January 15th, 1924, and on and after that date said Branch Lines will be closed to traffic. Due notification of re-opening will be given.

PLACENTIA BAY STEAMSHIP SERVICE.

Passengers leaving St. John's on 8.45 a.m. train, Wednesday, January 9th, will connect with S.S. ARGYLE, at Argentia for usual ports between Argentia and Lamaline.

RED CROSS LINE!

NEW YORK. HALIFAX. ST. JOHN'S.

From New York. From St. John's.
December 19th ROSALIND December 28th

December 29th SILVIA January 5th

January 5th ROSALIND January 12th

THROUGH RATES QUOTED TO ALL PORTS.

Round-trip tickets issued at special rates with six months' stop-over privileges.

WINTER PASSENGER RATES NOW EFFECTIVE.

BOWRING & COMPANY, 17 Battery Place, New York,
General Agents.

G. S. CAMPBELL & CO., HALIFAX, N.S. Agents,
HARVEY & CO., LTD., ST. JOHN'S, N.F.L.D. Agents,
jan5.m.w.f.ty

Canadian National Railway

TRAVEL ACROSS CANADA "NATIONAL WAY."

"THE CONTINENTAL LIMITED"

Leaves Montreal 10.00 p.m. daily for Winnipeg, Edmonton, Vancouver.

Superior all-steel equipment, consisting of Coaches, Standard and Tourist Sleeping Cars, Dining Cars and Drawing-Rooms

Compartment-Observation Cars.

FROM ALL MARITIME PROVINCE POINTS

the best connections are via

"OCEAN LIMITED" "MARITIME EXPRESS."

For further information, Fares, Reservations, etc.

Apply to

R. H. WEBSTER, Acting General Agent.

Farquhar Steamship Company

S.S. SABLE ISLAND will sail from Halifax December 27th, and from St. John's December 31st, for Halifax, direct.

Passage fares—first class only—\$20.00.

For information re freight or passage, apply to

FARQUHAR STEAMSHIP COMPANY, LTD.

Halifax, N.S.

HARVEY & COMPANY, LTD., St. John's, N.F.

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Insure with the Good, Old, Reliable "QUEEN"

Which has stood "the test" for the last 80 years, particularly in the Big Fires of 1846 and 1892.

Losses settled promptly and without the least hitch. Largest number of policy holders in Newfoundland.

GEO. H. HALLEY, LIMITED, Agents.

P.O. Box 782. Phone 658.

ADRAIN BUILDING. 165 WATER STREET.

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NOTICE.

Will all parties who wish to have their ENGINES REPAIRED, kindly forward them to us as soon as possible.

ACADIA GAS ENGINES, LTD.

nov13.m.s.m