

**REID-NEWFOUNDLAND COMPANY.**

**Columbia Ignitor Cells.**

We have just received a shipment of the world-celebrated  
**No. 6 Dry Cells.**

**Water St. Stores Dept.**

**See These!**

**LADIES' Fast Black FINE RIBBED Fleeced HOSE,**  
Only 35c. pair.  
These are very Special Value,  
The Right Weight,  
Colour, Price.

**HENRY BLAIR.**

**Burson HOSE.**

THE LEADING HOSE OF AMERICA.  
All good dressers know of the superiority of this make over all others.  
**Knit to Shape, Good Colour, Good Wearing Qualities.**  
We have stocked a full line of this famous make and, owing to a special arrangement with the makers, we are able to offer them at practically the same price as they are sold for in American stores.  
SPECIAL—Burson Fleece Lined at . . . . .35c.

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EXCELLENT PASSENGER SERVICE.  
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In Stock and to arrive:  
150 QUARTERS  
**FRESH P.E.I. BEEF**  
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Once the New Year opens up business comes on with a rush and is greatly facilitated by having everything in the office perfectly appointed and easily get-at-able, while the personal comfort of prospective clients frequently goes a long way towards a successful business deal.

We can show you anything you need, from a handsome massive Oak Desk to a Waste-paper Basket, Revolving Chairs, Solid Oak and Leather Chairs, Stenographers' Tables, Cabinets, Book-Stands, Hat Stands, Rugs and Linoleums of the most up-to-date design are always in stock, as we make a specialty of Complete Office Equipment.

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We have a new book at 45c. It contains a better collection of short stories than any 45c. book we have ever sold. The stories have been contributed by eighteen famous English novelists now serving at the front with His Majesty's Forces.

There is a story by A. E. W. Mason of the "Four Feathers"; W. B. Maxwell, who has written "The Devil's Garden"; Ian Hay, Cosmo Hamilton; Barry Pain, Albert Kinross, Quiller Couch, Theodore Goodridge Roberts, who lived here once, and one by Charles G. D. Roberts.

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- "The Story of the Bird Feng"—a Fairy Tale from China.
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- "Cinderella"—a Fairy Tale from the French.
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Everybody is doing it at ST. JOHN'S.

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Outputs, 17 cents in cash or in one or two cent postage stamps must accompany order. If pattern is only 10 cents, difference will be refunded.

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**When Will Peace be Declared?**

VICTORY denotes success with a termination of something successfully finished.  
The correct answer, or nearest to correct, as to the date peace is declared and VICTORY for the Allies given, will receive at our office from FRANKLIN'S AGENCIES, LTD.,

- 1st Prize . . . . . \$100.00 in Gold
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Provided the answer is accompanied by a bill from your dealer for a barrel or more of VICTORY Flour. Send your answer in quickly, the first correct answer gets the first prize.

Our decision will be final.  
Guess when the war will end, it costs you nothing, as you will likely be buying a high grade flour, anyway.

**FRANKLIN'S AGENCIES, Limited.**  
Jan. 7, 1916

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Instead of wearing a blanket like an Indian, civilization prescribes a certain style of clothes—it's a higher form of dress. Society by the same token won't tolerate a man with shabby, untidy garments.

We are ready to help you meet the demands of society. Our Dry Cleaning process keeps your apparel immaculate.

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TORONTO, Noon.—Strong and N.E. winds; fair and cool.  
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VOLUME XXXVII



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**THE PEOPLE'S AUCTIONEER**

**AUCTION—APPLES**

At the rear of Ayre & Son's Store, on

**FRIDAY NEXT, 14th**

11 a.m.

46 barrels APPLES.

No. 1 Kings, sent on consignment

**P. C. O'DRISCOLL**

Jan. 12, 1916

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**Thoroughly FRESH EGGS.**

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**J. C. BAIRD**

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