

NEW YEAR ADVICE.

To our hundreds of Customers in the city and outports we would suggest the necessity and wisdom of making plans for re-furnishing, or the buying of new Furniture at once.

Before our Stock-taking commences all our vast stock will be subject to special prices, while it is also well to remember that under existing conditions furniture will not get any cheaper. Be wise and get any new Furniture you need now.

Mail orders promptly and carefully shipped by us.

U. S. Picture & Portrait Co.
ST. JOHN'S.

Ships' Spars.

We have arranged for constant supply of Oregon Pine Spars, which we will in future keep in stock for the convenience of the ship-building trade. We can provide exact lengths and sizes if timely notice is given by prospective purchasers.

We also continue to stock all sizes of timber and plank.

Horwood Lumber Co., Ltd.
dec14,10i.eod



NO MATTER HOW THE FIRE IS CAUSED
if you're not insured, you're a loser. Take time to see about your policies. We give you the best companies and reasonable rates.

PERCIE JOHNSON,
Insurance Agent.

THE FAMOUS EMERSON PLAYER PIANO

To Arrive.

Intending purchasers would do well to compare this magnificent instrument with others, as well as prices and terms.

CHARLES HUTTON,
Sole Agent Newfoundland.

Your Business Success in 1917

Rest upon the dependability of your service of supply.
Three big facts—big buying power, remounting production, expert workmanship—stand behind our claims of superior service.
It will pay all merchants to see our spring ranges in

Men's and Boys' Suits, Overalls, Shirts, etc.
DO IT NOW.

Newfoundland Clothing Co., Ltd

DOMINION IRON AND WRECKING CO., LIMITED

CANADA'S LARGEST CASH BUYERS AND LIQUIDATORS
FACTORIES AND COMPLETE PLANTS
MARINE WRECKERS AND DISMANTLERS
SCRAP IRON, STEEL, METALS AND WASTE MATERIALS
DISTRIBUTORS OF INGOT COPPER, LEAD, TIN AND ANTIMONY
IRON AND STEEL SHAPING, ALL SIZES AND LENGTHS
NEW AND SECOND-HAND ELECTRICAL EQUIPMENT
MACHINERY, RELAYING RAILS OF ALL SIZES ALWAYS IN STOCK
GENERAL OFFICES: TRANSPORTATION BLDG.
TEL. MAIN 8761 MONTREAL

Jan 2, 1917

ROOM PAPER.

You may have heard it said that the advertisements of a good magazine are a means of education. The same applies to our selection of WALL PAPERS. To see them is an instruction in modern decoration. The only trouble is we have so many good papers it is hard to decide on any one. We are particularly strong in Papers ranging from 40c. to \$1.00 per piece, with Bordering to match at \$1.25 and \$2.50. If we haven't what you want we will order it for you.

Robert Templeton.

ON THE WAY

From the Annapolis Valley
and due to-morrow afternoon:
Two Carloads, about 300 brls.,
Selected Winter-Keeping

APPLES.

Let us have your Order
and we will guarantee you
SATISFACTION
In Quality and Price.

F. McNAMARA,
QUEEN STREET.

s.t.u.th

5c. The Crescent Picture Palace. 5c.

AFTERNOON, 2:15; NIGHT, 7:30.

"The Post Telegrapher."

A thrilling war feature in 2 reels.
"THE FABLE OF THE GOOD FAIRY WITH THE LORQUETTE"—By George Ade.
"WESTERN SCENIC TRAVELOGUE"—Interesting and educational.
"ALL STUCK UP"—A very funny S. & A. comedy.

The Newest and Best in Music—Drums and Effects.

War Books and Others as New Year Gifts!

The British Campaign in France and Flanders by Dr. A. Conan Doyle, Vols. I & II, each . . . \$2.95	Cathedrals of Norway, Sweden and Denmark, with 40 illustrations, by T. T. Bumpus, \$5.50 for . . . \$5.50
The Great War by H. Belloc; 1st Phase . . . \$1.75	French Porcelain by E. S. Aucher, with 24 coloured and 48 B. and W. plates, \$10.00. Our price . . . \$6.75
The Great War by H. Belloc; 2nd Phase . . . \$1.75	The Frocks of Mayfair by E. F. Benson . . . \$1.75
The First Hundred Thousand by Ian Hay . . . \$1.75	An Irish Gentleman by H. G. Moore, \$5.50 for . . . \$2.50
Over the Top by Empey . . . \$1.75	Education of the Will by T. S. Knowlson . . . \$1.50
Toward the Goal by Mrs. H. Ward . . . 90c.	Life and Letters of James Wolfe and the Conquest of Quebec by Beckles Wilson, \$5.50. Our price . . . \$2.75
America and the New World State by Norman Angell . . . \$1.40	Campfire Yarns of the 1st Legion in S. Africa by Col. G. Hamilton-Brown, \$4.20. Offered at . . . \$2.25
Neath Verdun by M. Genevoix. \$1.00	The Aeroplane, Past and Present, by E. G. White and H. Harper, illustrated, \$5.25 for . . . \$2.75
My Four Years in Germany by Gerard . . . 90c.	A Diversity of Creatures by Kipling . . . \$1.50
First Seven Divisions by Hamilton . . . \$1.75	Song of the English by Kipling. \$1.50
Soul of the War by Philip Gibbs 75c.	Recollections of 60 Years by Sir Charles Tupper, Literary Ed., illustrated, \$5.50 for . . . \$3.00
Happy the Wounded, containing Mild. Items . . . 50c.	Florence Nightingale by A. Matheson . . . \$1.50
The Brown Brethren by Patk. McGill . . . 90c.	
The Red Horizon by Mrs. P. McGill . . . \$1.00	
The Baked Bread by author Boy of My Heart; now selling in thousands daily. Get it . . . \$1.00	

S. E. GARLAND, Leading Bookseller, St. John's. M. MOREY & CO.



A Really Useful Chafing Dish

Everyone wants a chafing dish! Why not get one that is more than a buffet ornament? The G-E chafing dish is always ready. No flame, no fuss, no danger—simply connect to the nearest socket and turn on the current.

The G-E chafing dish is of plain, substantial design—handsome and of guaranteed quality.

Reid-Nfld. Co.,
Electrical Department.
Phone 40.

BROWN'S NAUTICAL ALMANAC

For 1918,
90c. Postage, 4c.

GARRETT BYRNE,
Bookseller & Stationer.



TORIC LENSES

ARE MORE BECOMING THAN FLAT LENSES.

The edges of Toric Lenses do not show as prominently as those of flat lenses. They fit in close to your eyes. You will find Torics much more becoming and useful. They give you a wider, clearer field vision. You should know about Toric Lenses. Let us explain them.

R. H. TRAPNELL,
Eyeglass Specialist,
St. John's.

Now Landing
Anthracite Coal,
All Sizes.

M. MOREY & CO.

J. J. ST. JOHN.

BIG DROP IN PROVISIONS.

We carry a large stock and our prices are lower than the other man's. Touch in and see.
450 brls. VICTOR FLOUR, 200 brls. FIVE ROSES.
250 brls. ROBIN HOOD, 150 brls. VERBENA.
100 brls. DAILY BREAD.
120 bunches BEST BARBADOES MOLASSES.
125 brls. POBK at \$42.50 and \$45.00 brl.
95 brls. BEEF at \$30.00.
1,000 bags CATTLE FEED.
500 bags GLUTEN FEED, \$4.00.
850 bags WHITE & MIXED OATS, 600 bags BRAN.

J. J. ST. JOHN,

126 and 128 DUCKWORTH STREET.

APPLES! APPLES!

Due to-day, Thursday,
200 barrels Choice Apples.
100 cases Sweet Oranges.

GEO. NEAL

SLATTERY'S
Wholesale Dry Goods.

To the Trade!
Toys and Fancy Goods for
Your Xmas Trade.
Make Your Selection Now.

SLATTERY BUILDING,
Phone 522. Duckworth Street. P.O. Box 236

TEN PAGES TO-DAY

WEATHER FORECAST.

TORONTO, Noon.—Strong wind and moderate gales from East with occasional snow or rain to-day and on Saturday.

VOLUME XXXX.

N.I.W.A.

The Newfoundland Industrial Workers' Association will meet on Friday, Jan. 4th, at 8 p.m. in the L. S. P. U. Hall, Victoria Street.

Business: Discussion of cause of discrimination against member of the Association, and if necessary, a vote will be taken calling for a strike.

The Association will also be asked to consider the question of putting labor candidates in the field in the forthcoming election.

W. J. NAUFFTS,
Rec. Secretary
Jan 3, 21

Skates Sharpened and Attached

The undersigned begs to state that he has installed machinery whereby he is now prepared to Sharpen and Attach Hockey Skates at shortest notice. Satisfaction guaranteed.

JOHN CHANNING,
Shoemaker,
Jan 3, 61 Long's Hill

FOR SALE!

Several Dories and Flats with motors, also several Boats from 10 to 12 tons, with motors, and seven 7-H.P. Motors, second hand, all in good condition. For particulars apply to

JOSEPH CLEMENT,
General Merchant,
Saint Pierre, Miquelon
Jan 4, 31, f

FOR SALE!

"Schr. Norman O."
59 TONS.
Built St. Jacques 1910. For further particulars apply to Captain on board at Harvey's wharf, or

JOHN T. CHEESEMAN,
dec 31, eod, tf Crosbie Hotel



TORIC LENSES

ARE MORE BECOMING THAN FLAT LENSES.

The edges of Toric Lenses do not show as prominently as those of flat lenses. They fit in close to your eyes. You will find Torics much more becoming and useful. They give you a wider, clearer field vision. You should know about Toric Lenses. Let us explain them.

R. H. TRAPNELL,
Eyeglass Specialist,
St. John's.

Use
TAYLOR'S BORAX SOAP.

The most economical Soap on the market, possessing cleansing energy for every household purpose.

BAIRD & Co.
Agents for John Taylor & Co., Ltd., Toronto.