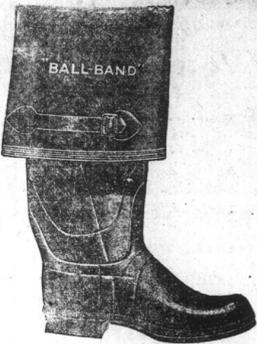


Red Ball Vac



The Fisherman's Friend

RED BALL VAC.
RED BALL VAC STORMKING.
RED BALL BLACK.
RED BALL BLACK STORMKING.
SEA LONG RUBBERS—The Rubber with the white sole.
Mail orders receive prompt attention.
SPECIAL PRICES FOR CASE LOTS.

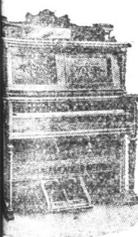
F. SMALLWOOD,
The Home of Good Shoes, 218 and 220 Water St.

REAL HAPPINESS!

Watch your son scale the ladder leading to success, rung by rung, until, thanks to your guiding hand, he eventually attains the height of his ambition.
Let us teach him the finest profession in the world.
DAY, NIGHT AND HOME STUDY COURSES,
BRITISH RADIO INSTITUTE,
L. B. ARMOURY, ST. JOHN'S.

PENMAN'S

Re-Built Piano Case Organs!



In beautiful walnut and mahogany cases, with top rail and mirror; all six octaves, four to six sets of reeds. Every instrument guaranteed.

Musicians' Supply Co.
(Royal Stores Furniture.)
DUCKWORTH STREET.
oct 29, nov 3

ORANGES, BOX APPLES, ONIONS.

To arrive ex Rosalind around seventeenth:
BERNIA ORANGES—Counts 216, 176.
BOX APPLES—Silverpeel.
BOX APPLES—Counts 138 and 150.
stock a few barrels of NOVA SCOTIA APPLES, now off cheap to clear.

BURT and LAWRENCE.

WANTED TO PURCHASE MUSKRAT AND ALL KINDS OF FURS.

Send your shipment. Will remit promptly or quote highest price, and hold till hearing from you.
Best Prices, Fair Grading, Prompt Settlement
Warrant your selling to
RELIANCE COMMISSION COMPANY,
Office 331 Water Street (opp. R. Templeton's).

MOREY'S COAL IS GOOD COAL!

IN STOCK:
Best Screened North Sydney
and
American Anthracite all sizes
COAL.
M. Morey & Co., Ltd.

Will You Cripple Your Ford

OR RENEW ITS LEASE OF LIFE!

When the Ford Car leaves the plant at Ford, Canada, it represents standardized production reduced to a science. There is no lost motion anywhere in its construction, and each part is of the material and temper best calculated to fulfill the function it has to perform. The result is not only a car at a phenomenally low price, but a car so sound in all its component parts that it will serve you satisfactorily for many years. Parts here and there will require to be replaced in time, and it rests with you at this stage whether you cripple your Ford or renew its lease of life.
The use of spurious parts will accomplish the former. Genuine Ford Parts will assure the latter.
Spurious parts allow a greater profit to the seller and will be palmed off on you whenever opportunity offers. Take no chances. Demand Genuine Ford Parts and extend the life and usefulness of your car.

DODD'S GARAGE, LTD.
Catherine Street, St. John's.
Authorized Ford Agents for Newfoundland.



On the present reduced prices an extra discount of

10 per cent.

will be given on all orders for the next six weeks.

The American Tailor

Phone 477. W. P. SHORTALL. P. O. B. 445.

Carco Brand Roofing Products!

Coal Tar, Roof Coatings, in all sized packages; one, two and three-ply Tarred Paper; Asphalt Roofings, plain and slate surfaced. Lowest prices, best quality. Write for our special guarantee of prices to purchasers for later shipments.

THE CARRITTE COMPANY,

P. O. Box 968. ST. JOHN, N.B.
Jan 7, 1916

STUDEBAKER!

Almost touched \$90 this week, from last week's Low of \$78 and October Low of \$69.
Some New York brokers predict par \$100 on expectation of increased dividends soon, but we do not advise purchase just now.
In fact, short commitments at current rates should make at least a five-point profit. The issue is sound but we believe it will sell lower. Traded at \$12 per share.

J. J. LACEY & COMPANY, LIMITED,
STOCKS & BONDS. TELEPHONE 1144.

For Sale!

ARMY and NAVY Building.

Suitable for Club Rooms or Hotel.

For particulars apply to
P. O. Box 1286.

HE SEES BEST

WHO SEES THE CONSEQUENCE.

Do you realize the serious consequences of continued eye strain? Priceless beyond all other possessions is the eyesight, and it deserves your highest consideration.

DON'T TRIFLE WITH YOUR EYES.
Examination Free.

R. H. TRAPNELL, Ltd.,
Jewellers and Opticians, 197 Water Street.

"Gilt Edge" BUTTER!

Extract from a letter of one of our happy Butter customers:—

"Send us Five more tubs of your 'GILT EDGE' CREAMERY BUTTER at once as we find nothing like it."

We offer another shipment of "GILT EDGE" BUTTER at lowest prices to-day ex S. S. Sable I. from Halifax.

"GILT EDGE" is put up in 28 and 56 lb. boxes and is positively the best BUTTER obtainable.

F. McNamara,
QUEEN STREET

PHONE 393.

New Wall Papers!

Some new arrivals in Wall Papers. Not our full spring stock, but some especially good Living Room and Dainty Bedroom patterns.

SPECIAL!

If any one wishes to import special lines we would be pleased to show a splendid range of Manufacturers' Samples—a line which we consider is unequalled. Prices are moderate, and quality good.

TEMPLETON'S

Is Your Home Really Modern

Your home may be fitted with the best in modern Heating and Plumbing, but if you have not provided for Electric Lighting you have neglected the most valuable and up-to-date feature of all.

WIRE YOUR HOUSE THIS MONTH.

It can be done at comparatively small cost by our staff of competent Electricians with years of experience, and with the highest class material.

It will cost you nothing to have our man call and give you an estimate.

ST. JOHN'S LIGHT & POWER CO., Limited,
ANGEL BUILDING.

Jan 13, 18, 21, 26

Reid-Newfoundland Co., Limited

FREIGHT NOTICE!

SOUTH COAST STEAMSHIP SERVICE.

Freight for the above route will be accepted at the Freight Shed Saturday, January 21st, from 9 a.m.

PLACENTIA BAY STEAMSHIP SERVICE.

Freight for Presque Route (West Run) will be accepted at the Freight Shed, Tuesday, Jan. 24th, from 9 a.m.

Reid-Newfoundland Co., Limited

Intercontinental Transports Limited

ST. JOHN, N.B., TO ST. JOHN'S, N.F.

S. S. MAPLEDAWN Feb. 6th, 20th, Mar. 10th

LONDON SERVICE.

S. S. GREY COUNTY Jan. 11th

S. S. LISGAR COUNTY Jan. 16th

LONDON AND HAVRE.

S. S. HASTINGS COUNTY Jan. 10th

S. S. WISLEY Feb. 6th

HARVEY & CO., Limited,
Agents Canada Steamship, Limited.

Furness Line Sailings

From Liverpool	St. John's	Halifax	Boston	Halifax	St. John's	to Liverpool
S. S. SACHEM	Dec. 30th	Jan. 2nd	Jan. 8th	Jan. 14th	Jan. 17th	
S. S. DIGBY	Jan. 10th	Jan. 18th	Jan. 21st	Jan. 27th	Feb. 3rd	Feb. 6th

These steamers are excellently fitted for cabin passengers. Passengers for Liverpool must be in possession of Passports. For rates of freight, passage and other particulars apply to FURNESS WITHY & CO., LTD., 10 State St., Boston, Mass. Halifax, N.S.

Furness Withy & Co., Limited.

COAL!

North Sydney Screened ex "David C. Ritchey". Due to arrive same quality.

Schr. "PELLEEN" 600 tons.

Schr. "CATHERINE SPINDLER" 250 tons

Also same quality in store. Prices upon application.

Also BIRCH JUNKS.

Nfld. Coal & Trading Company, Ltd.

At the premises lately occupied by Alan Goodridge & Sons.

C. A. HUBLEY

Electrical Equipment installed, Wiring and Repairing, Lights, Bells and Phones. Satisfaction guaranteed.

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