

### BUSINESS HOURS!

The following firms have decided to close their stores during the meal hours from January 3rd to April 3rd, 1916. The hours during which the stores will be open for business will be as follows:—

From January 3rd, 1916.  
 Stores will open . . . . . 8.30 a.m.  
 close . . . . . 1 p.m.  
 open . . . . . 2 p.m.  
 close . . . . . 6 p.m.  
 Saturday open . . . . . 7 p.m.  
 close . . . . . 9.30 p.m.

Bowring Bros., Ltd. Bishop, Sons & Co., Ltd.  
 S. Mill y Robert Templeton  
 I. F. Perlin Gear & Co.  
 J. J. Strang W. P. Shortall  
 William Frew S. O. Steele  
 Mark Chaplin Chas. J. Ellis.  
 Fishermen's Union  
 Trading Co.  
 dec30,21

### THE "BIG" Furniture Store.

OUR BIG SALE CONTINUES—ALL OUR PATRONS PLEASED.  
 Consult our BIG "AD" and see some of the remarkable bargains. We must make room for our big stock arriving daily. We are clearing out all odds and ends and have given them a remarkable cut.

\$1.50 TABLE COVERS for . . . . . \$1.00  
 \$1.50 CURTAINS for . . . . . \$1.40  
 \$5.50 SIDEBARDS for . . . . . \$7.00  
 \$17.00 SIDEBARDS for . . . . . \$12.25  
 \$10.50 BEDSTEADS for . . . . . \$7.50  
 \$12.50 BEDSTEADS for . . . . . \$8.75  
 \$13.00 BUREAUS for . . . . . \$10.75  
 \$17.00 BUREAUS for . . . . . \$12.50

Ends of CARPETS, OIL CLOTHS, MUSLINS, CASEMENT CLOTHS, WOOL FRINGE, &c., &c., must be cleared before New Year.

CALLAHAN, GLASS & Co., Limited,  
 Duckworth and Gower Streets.

### The Higher Form of Dress!

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.

NICHOLLE, INKPEN & CHAFE, St. John's, Nfld., Agts.  
 UNGAR'S LAUNDRY & DYE WORKS, Halifax.

### Dried Fruit FOR THE XMAS TRADE.

Ex S. S. Stephano:

- 110 cases SANTA CLARA PRUNES—90s.
- 110 cases SANTA CLARA PRUNES—60s.
- 200 cases Francho Brand SEEDED RAISINS.
- 200 cases CHOICE APRICOTS.
- 250 cases EX-CHOICE APRICOTS.
- 20 cases EX-FANCY PEACHES.

Harvey & Co., LIMITED (Wholesale Only).

### Packets of New Year Cards, Calendars, etc.

Come on and see our beautiful New Year Cards. We are sure to suit the most fastidious.

H. M. S. Amethyst, 8 cards 10c.  
 H. M. S. Ariadne, 10 cards 15c.  
 H. M. S. Brilliant, 10 cards 20c.  
 H. M. S. Britannica, 12 cards 25c.  
 H. M. S. Colossus, 36 cards 25c.  
 H. M. S. Challenge, 10 cards, 30c.  
 H. M. S. Dasher, 12 cards, 40c.  
 H. M. S. Diadem, 10 cards, 50c.  
 H. M. S. Electra, 12 cards, 60c.

Also a beautiful line of singly boxed cards from 5c. to \$1.50. Single and Folding Cards, 2c. to 40c.

Embossed and Parchment Floral and Photogravure N. Y. Cards, 2c. to 40c.  
 British and American Fancy and Art Calendars.

We have the best assortment of N. Y. Cards and Calendars in this city.  
 Religious Folding Cards, 2c. to 30c.

Private Autograph Cards from 25c. to \$1.00 box.

A big assortment of Calendars from 5c. to \$1.00.

You will get a better assortment here than at any other store in town.

A beautiful Local Photograph Post Card given free with every package of New Year Cards from 15c. up.

GARLAND'S BOOKSTORES,  
 177 & 353 Water Street.



### Do It Now!

Ring up, write or send us instructions to call for your

### Laundry

when next you require any work done.

EXPERT WORKERS.  
 LATEST MACHINERY.  
 PROMPT SERVICE.

Globe Steam Laundry Co., Limited.

Phone 148. P. O. Box 478.  
 may18,17



THE FIREMEN may save your home and belongings from utter destruction by the flames, but the smoke and water will create a great deal of havoc.  
 FIRE INSURANCE will make good your damaged property and supply you with sufficient ready funds to replace destroyed articles. Have me write you an insurance policy to-day.

PERCIE JOHNSON, Insurance Agent.

### Greetings!

We, the undersigned, hereby tender our numerous customers and friends in Newfoundland our hearty thanks for their patronage during the past, and our sincere wishes for their Welfare and Prosperity during the coming year.

U. S. Picture and Portrait Co.

### The Festive Season

will soon be here again, and to make it thoroughly enjoyable you will require some of the many good things with which we can supply you. Below are a few of the many lines we carry, which should suggest others.

Caley's Xmas Crackers and Stockings  
 A FRESH STOCK JUST OPENED.

Fruits in Glass,  
 In Heavy Syrup.

NUTS.  
 Wall, Almond, Hazel, Brazil (in shell), Val. and Jordan Almonds & Walnuts (shelled), Table Raisins, 1 lb. pks., Dromedary Dates, Eating and Cooking Figs, Glace & Crystallized Cherries, Creme de Menthe, Stuffed Dates & Figs, Dates & Washed Figs, China Ginger, Guava Jelly, English Thick Cream, in tins

BISCUITS and WATER  
 Huntley & Palmers, Jacobs, Carr's and Crawford's.

Quick Tapioca, Pure Gold Jelly, Bird's Custard Powder, B. M. Powder, Fruit Pudding, Kopp's Wines, Hogarth's Syrup, Rose's L. J. Cordials, Rose's Lime Juice, Lemon Crystals, Lemon Squash, TURKEYS, GEESE, CHICKEN, DUCKS, to arrive.

### A Christmas Gift!

What would be more pleasing to your lady friend than a box of

Neilson's Choice Delicious Chocolates,

in 2lb., 3 lb., 2 lb. and 1 lb. boxes.

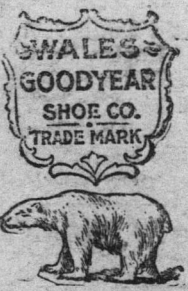
Also a choice assortment of GANONG'S and MOIR'S CHOCOLATES, and CADBURY'S, King George and Queen Mary Boxes.

### BOWRING Bros., Ltd.

GROCERY.

332 'Phone 332  
 m.w.f.t.f

### Look Out For The Bear!



GOOD RUBBERS FOR EVERY FOOT

IT'S ON EVERY PAIR.

We have a full stock of Bear Brand Rubbers now on hand. Call in and be fitted with a pair of these She Rubbers.

N. B.—We attach Creepers to Rubbers.

F. SMALLWOOD,

THE HOME OF GOOD SHOES.

### REGAL SHOES

are the most stylish, comfortable and serviceable ready-to-wear shoes made—and every man in town can prove this by coming to us and selecting a pair from the new styles we have just received.

A Smart Regal Style For Dressy Men



Every one of these Regal styles is built exactly after a high-priced New York custom model. Exact fit is assured you by Regal quarter-sizes—just double the usual number of shoe-fittings. Do not put off paying us a visit—drop in to-day

PARKER & MONROE, Limited.

### Oranges, Onions, GRAPES.

Now due, per Graciana,  
 50 kegs Green Grapes  
 100 cases Sweet Oranges  
 100 cases Small Onions.

GEO. NEAL

### RED CROSS LINE.

S.S. Stephano

EXCELLENT PASSENGER SERVICE.

Tickets issued to New York, Halifax and Boston.

INTENDED SAILINGS:

FROM NEW YORK.

STEPHANO . . . . . Jan. 4th

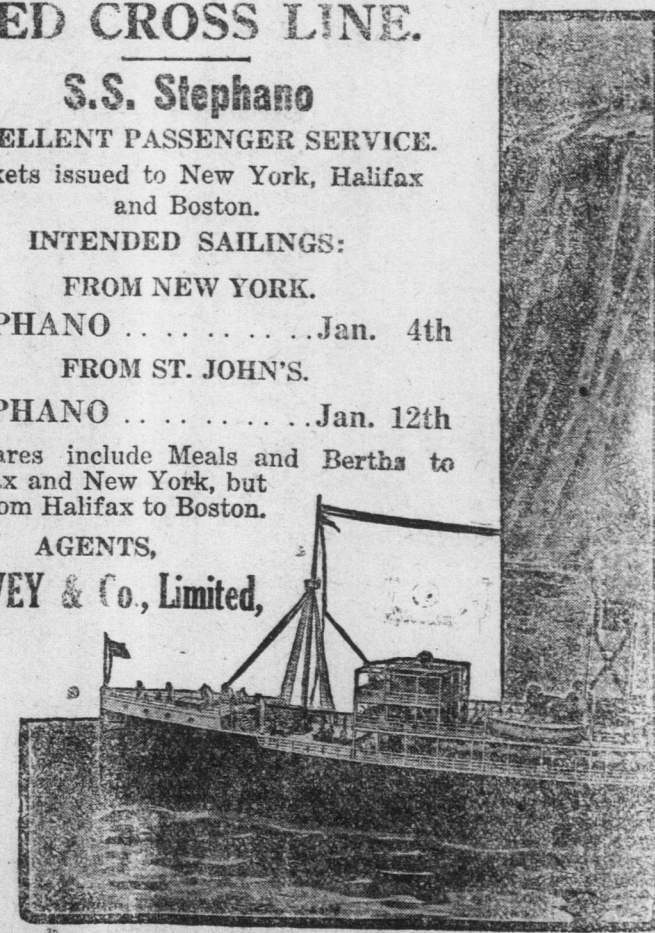
FROM ST. JOHN'S.

STEPHANO . . . . . Jan. 12th

Fares include Meals and Berths to Halifax and New York, but not from Halifax to Boston.

AGENTS,

HARVEY & Co., Limited,



SEND SOMETHING SERVICEABLE

### CONGOLEUM RUGS

Look Fine. Wear Well. Prices Range from \$1.00 to \$9.00.

Make your home more attractive than the Club. The best shops are selling Congoleum Rugs.