

BLAIR'S OPENING ANNOUNCEMENT!

ARE SELLING
Women's Cream Ribbed
Fleeced Vests,
—AT—
27c. each only

They are all Splendid Garments. No Jobs or Seconds amongst them, but all of first Quality. These Vests are Buttoned in front--Pearl Buttons--have Long Sleeves and are good fitting full size garments. Sizes in this line: 4, 5 and 6.

You cannot secure anywhere, value equal to this.

Then! Then! Then! Then! We will all GO to the Store where there has always been given The Best Value in Underwear!!!

That is
Henry Blair's

BUY THAT PIANO



You promised your home *THIS XMAS*. NO HUMBUG.
Our stock is reduced for reasons advertised. Save from 50 to 75 dollars.

CHESLEY WOODS.

REID NEWFOUNDLAND COMPANY.

That Bright Window that attracted your attention last night was lighted by

Westinghouse Wire Type Tungsten Lamps.

How about the windows of your own store? Don't you want to have them bright and attractive too? Do you know how little it will cost you? Do you know that **Westinghouse Wire Type Tungsten Lamps** will give you two and a half times as much light for the money as ordinary Incandescent Lamps?

Might use them to brighten up the store, mightn't you? Telephone for our lamp men, and talk it over.

Reid Newfoundland Company

Xmas FRUIT!

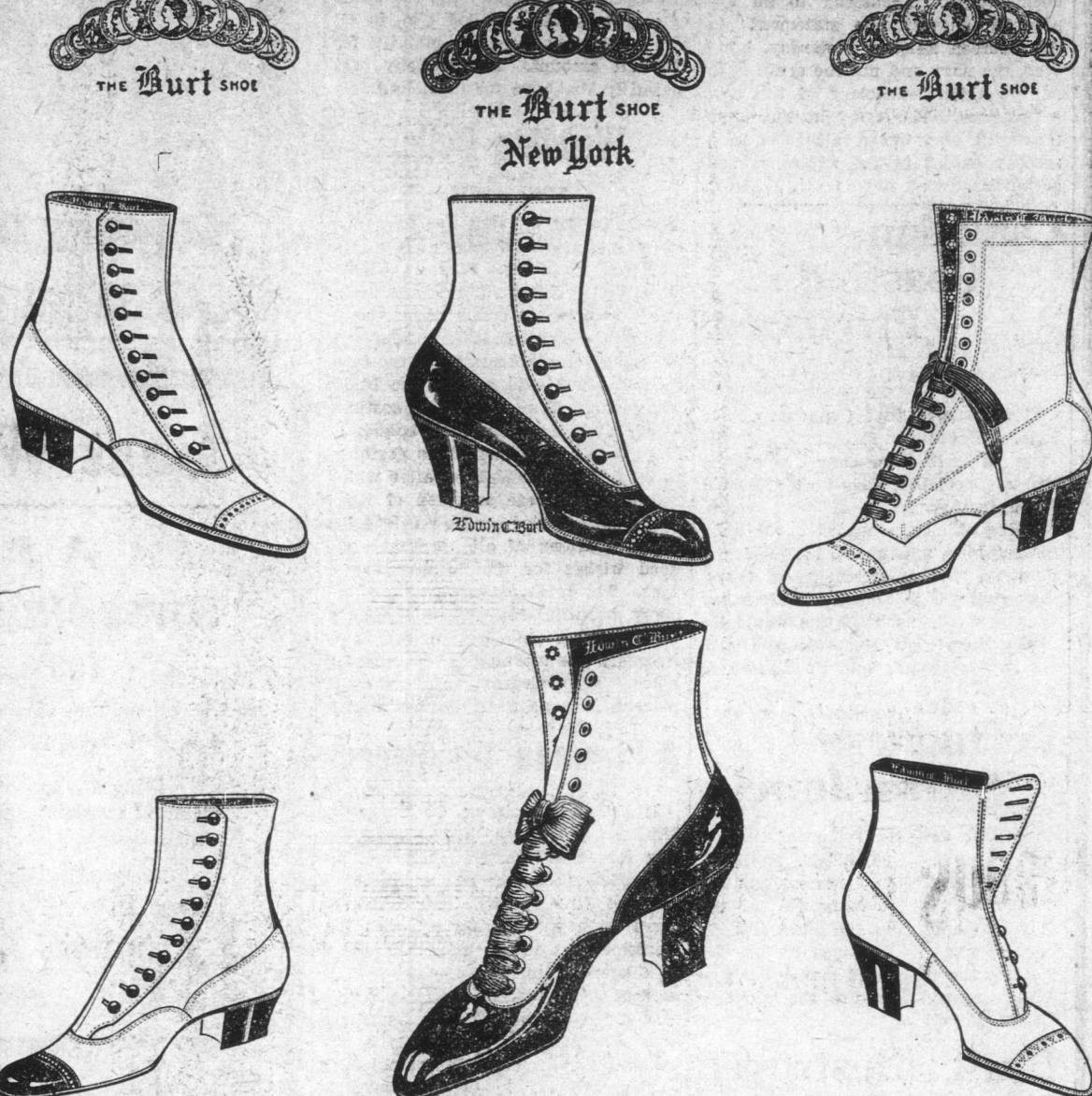
Due on Wednesday:
100 cases Valencia Oranges, 100 kegs Sweet Grapes,
20 cases Large Lemons. And in stock:
300 brls No. 1 Red Apples, Wagners, Spys, etc.
100 cases S. P. Onions, 50 cases canned Fruits.

Book your orders quickly.
EDWIN MURRAY.

Job Printing Executed!

THE BURT SHOE (FOR LADIES) AT OUR NEW STORE.

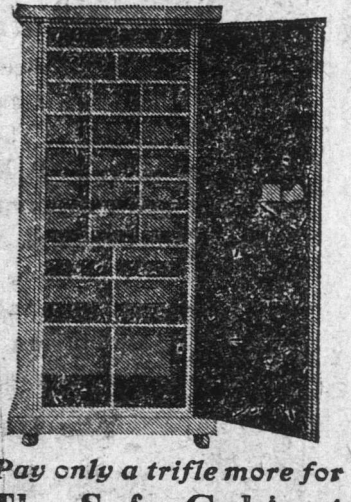
Edwin C. Burt Edwin C. Burt Edwin C. Burt



This House of Good Shoes takes pleasure in announcing its readiness to furnish its Lady Patrons with the Best of Footwear the World Produces. The Choice Productions of the most noted Makers of Shoes for Ladies have been selected with the greatest care. Every price named will be a pleasing one, and with the best of Shoe Service your satisfaction is assured.

Your Consideration is Solicited.

F. SMALLWOOD, the Home of Good Shoes.



Pay only a trifle more for The Safe-Cabinet

Then you will have a cabinet that does all a wooden file can do plus this most important thing—protects your papers from fire, theft, dust and moisture. Measured by price alone, anyone can afford to buy *The Safe-Cabinet*. Measured by value, no one can afford to be without it.

FRED. V. CHESMAN, Agt.

PATLY PUT!

I started right, fourteen years ago, by giving the people reasonable rates. RESULTS—continuous renewals and the largest business in Newfoundland. Is this nothing to you?

PERCIE JOHNSON,
Lower Rates. Insurance Agent.
Telegram Ads. Pay.

CHRISTMAS and NEW YEAR CARDS!

- Immense Variety and Exceptional Value At the Popular Bookstore.
- The Dickens Packet, containing 12 cards, for 5 cents.
 - The Scott Packet, containing 12 cards, for 7 cents.
 - The Milton Packet, containing 12 cards, for 10 cents.
 - The Lowell Packet, containing 12 cards, for 15 cents.
 - The Hemans Packet, containing 12 cards, for 20 cents.
 - The Kipling Packet, containing 25 cards, for 20 cents.
 - The Good Luck Packet, containing 50 cards, for 20 cents.
 - The Browning Packet, containing 25 cards, for 25 cents.
 - The Byron Packet, containing 12 cards, for 25 cents.
 - The Shakespeare Packet, containing 12 cards, for 30 cents.
 - The Cowper Packet, containing 12 cards, for 40 cents.
 - The Wordsworth Packet, containing 12 cards, for 50 cents.
 - The Longfellow Packet, containing 12 cards, for 50 cents.
 - The Tennyson Packet, containing 12 cards, for 70 cents.
 - The Violet Box, containing Cards and Envelopes, 15 cents.
 - The Thoughts Box, containing Cards and Envelopes, 20 cents.
 - The Art Treasures Box, containing Cards and Envelopes, 20 cents.
 - The Forget Me Not Box, containing Cards and Envelopes, 25 cents.
 - The Art Greetings Box, containing Cards and Envelopes, 40 cents.
 - The Golden Bells Box, containing Cards and Envelopes, 40 cents.
 - To Greet You Box, containing Cards and Envelopes, 45 cents.
 - The Artistic Gems, containing Cards and Envelopes, 70 cents.
 - The Evangeline Box, containing Cards and Envelopes, 70 cents.
 - The Sunbeams Box, containing Cards and Envelopes, 90 cents.
 - The Auld Lang Syne Box, containing Cards and Envelopes, \$1.20.
 - Pearl's Annual for 1911, with 2 colored supplements, at our popular price, 10 cts.; postage, 2 cts. extra.

DICKS & CO'Y,
POPULAR BOOKSTORE.
MINARD'S LINIMENT CURES GAR-GET IN COWS.

"Me-Malto,"

A Tonic Wine with merit, a perfect mixture of Malt Extract, Liebig's Extract of Beef and Dourro Port.

The flavour of "Me-Malto" is that of good old Port—so valuable to the invalid.

The finest tonic Wine in this country.

"There's health in every drop."

JAMES C. BAIRD,
WATER STREET.

CANADA BUTTER!

Made under Government inspection, in blocks and tubs.
40 Prime Turkeys.
20 cases Fresh Eggs.
To arrive ex Bonavista.

JAS. B. KNIGHT,
dec6,tf 311 Water Street

Habits for the Dead!

Choice assortment to be had at Mrs. Mahon's, 61 Harvey Road, Head of Long's Hill, opposite Parade Ground. Outport orders receive special attention. oct10,ed,tf

MINARD'S LINIMENT CURES DIS-TEMPER.

To All Live Stock Owners!

Feeds of all kinds, including OATS, are very high and likely to go higher. Why not save money and improve your animals at the same time by using

MOLASSINE MEAL.

It is by a long way the cheapest food on the market, used in England by all kinds of stock owners, from H. M. the King downwards. The General Omnibus Co., of London, has used 70,000 sacks of it. One Farmers Association has used no less than 20,000 sacks of it.

The Molassine Co. won the GRAND PRIX at the Festival of the Empire at the Crystal Palace last summer. (This was the highest possible award.)

We will be pleased to forward Booklets, Pamphlets, etc., to interested parties. We have the following Molassine Specialties in Stock:—

- Molassine Meal, Molassine Feeding Cake,
- Molassine Poultry Food,
- Molassine Poultry Feed,
- Molassine Dog and Puppy Biscuits.

HARVEY & COMPANY,
dec13,tf Wholesale Agents only.

Fresh Stock, Fruit, Etc.

100 5 1/2 lb. Trays New Table Raisins. 3 cs Fresh Turkish Figs, sm. bxs 15 boxes Shelled Almonds. 10 cs. Medium Des. Coconut. 20 brls. Cape Cod Cranberries. Winter Stock.

50 CASES FRESH EGGS.

N. Y. Sausages, Cyst, Cherries, Butter Puffs, Glace Cherries, Cream Crackers, Nonpariels, Mace, Raspberry Roll, Fresh Canada Butter, Florida Oranges, Treasue, Etc. Almeira Grapes.

NOW DUE.—50 cases Valencia Oranges, 50 kegs Almeira Grapes, 25 Gross Xmas Stockings.

STEER BROTHERS.



CAREW STREET SCHOOL, St. John's. Shingles Treated with SOLIGNUM.

SOLIGNUM is the best preservative of wood from decay, dry rot and vermin. It is easily applied, has great covering power, and in addition to its preserving properties makes a most artistic covering for all woodwork, whether inside or out.

Solignum is death to Sea Lice and Wharf Worm.

HALF THE PRICE OF PAINT.

We've All Been Waiting for Garland's


Packets of Xmas and New Year Cards, there's none like them for value and attractiveness; they have just received their new Royal Leap Year Series.

- The Empress Packet of 12 superb cards, every card worth from 12 cents to 15 cents each; 75 cents.
- The Queen Packet of 12 handsome cards, 60 cents.
- The King Packet of 10 artistic cards, 50 cents.
- The Prince Packet of 12 elite cards, 30 cents.
- The Jewel Packet of 6 little one's cards, 5 cents.
- The Ruby Packet of 8 Children's Cards, 7 cents.
- The Princess Packet of 10 charming cards. This packet is certainly extraordinary value, at 40 cents.
- Sovereign Packet of 10 cards, pretty, 10 cents.
- The Crown Packet of 10 select cards, 15 cents.
- The Coronet Packet of 12 silvered cards, 20 cents.
- The Duke Packet of 10 really choice cards, 25 cents.
- The Duchess, extra large value, Packet of 50 cards, 25 cents.

The remarkable value offered in these packets will not permit us to send them post paid. Our outport friends will please add 2 cts. for packets up to 20c. and 4c. for packets from 25c. up for postage. Do not enclose silver or copper coin in your letter. Send 1 & 2 cent stamps for small amounts.

S. E. GARLAND, BO. KSELLER, 177-9 & 353 Water Street, St. John's, Nfld.
dec6,tf

FÜSSELL'S
FULL CREAM CONDENSED MILK
IS THE CREAM OF MILKS



FIRE INSURANCE

FIDELITY (FIRE) UNDERWRITERS, of New York.
CAPITAL: \$4,500,000.00. LOWEST TARIFF RATES.
Ever Ready to Meet the Largest Losses in the Least Time.

CYRIL J. CAHILL, Agent for Nfld.
Offices: Law Chambers, Duckworth Street.
P. O. Box, No. 8. Telephone, No. 374. oct12,th,tf

WEATHER FOR TORONTO, Noon— and N. winds; fair and day and on Saturday.

VOLUME

AUCTION SA

(On account of whom it may be) AUCTION TO-MORROW, SATURDAY the 16th inst., at 12 o'clock, premises of THE NEWFOUNDLAND COMPANY, LTD. ABOUT 1500 Tons Cardiff Also Sundry Ships Landed in a damaged from on board the s.s. "Eve" veved and ordered to be benefit of whom it may be A. S. I. dec15,11

Christmas

The Popular Christmas 30—Choice Illustrations Interesting Stories & Now on Sale at all Lisher and City Bookstores Price: 10c Boys wanted Saturday at 9 o'clock. GRAY & GOODLAND, P.

Rich Xmas

5-lbs. up, ICED and DECORATED Rich Fruit Cakes Rich Sultana Rich Citron

RENNIE'S Brand

Rawlin's Cross 'Phon' Number dec15,6tp

THE NICK

To-Day and Saturday Pathe Film de Lux A Lieutenant's Love Adapted by the Parisian from the Theatre Francaise. Theatrical success. "Liebe." This Military Film is along most original line story is that of an old daughter, who keeps a tryst with an officer in a garrison, and a faithful to the ranks who seeks to her honour, is court-martialled and disgraced. In the most old man's daughter is kind own hand; he preferring dishonour. The finale is extremely impressive and exceptionally well acted.

The Romance of Foundling-

A pretty little epigram as a play, where it is adopted by kind-hearted. She, however, has left behind her in the gown and the glamour of the not keep her from her sweetheart. Excellent production and execution.

A Model's Redemption

A story of the gay world Jack Logan's Drama of the lumber A Bachelor's Fate Comedy.

As Usual, Bumper Ma On Saturday

JOB PRINTING