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## Stait the new year right:

 Protect Your Home and Effects by INSURANCE With TESSHER'S INSURANCE AGENCIES, "Insurance that Protects."


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LORD WHARTON'S NIECE the heir to regna court.



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- FNINL CLOSE-OUT!


# Wearing Apparel Bargains That Will Take The Town By Storm! 

If you want a practical demonstration of how we can and do undegsell all competitors, you'll find it in this Sale.

## LONDON, NEW YORK \& PARIS ASSOCIATION OF FASHION, IT.

When gold dollars are offered for 50c, you don't stop to question why-you buy! And that is exactly what Women and Misses of St. John's will do when they see the amazing bargains we offer in this sale.

## Children's Apparel

## Little Top's Winter Coals


 Tơ's Wool Kint Suits $\mathbf{4 . 9 8}$




## COATS

The Time to Buy Your Coat is NOW:
No Longer a Question of Price
s8000""coats to be sold at 1-4 to 1-2 Off Former Prices

Women's, Misses' and Extra Sizes up to 54. Models absolutely latest and most desirable.


Final Clearance hats! HATS!

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## RING OUTIHEOLD RINGIN THBNEW

## Greetings to our Friends and Customers

In full approciation of our pleasant business
relations and in harmony with he spirit of the relations and in harrony with the sirit of the
season, a cordial Greeting is extended to you seith best wishes for a bright and prosperous New Year.

## THE ROYAL STORES, Ltd. <br> The House For Value <br> (\%)

| Big Attraction | Christmas Festival | Catalina Notes |
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Men's Overcoals
Greatly Reduced まaw wis Ewitu Overcoats.


Men's Overcoats. Mas orrozis Mens orereatas.
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Tweed suits
Thet $=5$


Men's Tweed Suits:
Cut on the newest IIIses and splendidy tallicred, From high
grate tweeds, in pretty mixtures of Browni, Grey, Blee and as-
 Men's Tweed Suits.
 Men's Serge Suits.


4


## RIVERSIDE BLANKETS

Awarded Commemorative Medals at British Empire Exhibition
Wembley, London, England
Pure Wool Blankets


Union Wool Blankets


## ${ }^{\text {Tre }}$ ROYAL STORES Luntaed


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##  <br> PRICE ATTRACTIONS for the Last Lavs of 1925 Tuesday, Wednesday, Thursday \&Saturday

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Cheese. Sugar.
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Calf Boots.


Flour. Blue Berries.
 Dominion Tomatoes.
 Rabbit.

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## Libby's Pineapple.

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Learge sitio trian Ree. soc. 47c.
Royal Red Apricots.


## Central Apricots.

## Libby's Cherries.

Ground Almonds.
 Men's Wool Mitts.


Flannel Shirts.


## Men's Overcoats.


\& Brushed Wool C


## Muleskin Mitts.


Women's Hose.
 Women's Wool Cashmere Hose.
 Infants'
Rubber-lined Bibs.


Children's Hose.
 Infantees.
 Inants Rubber Pants. Infants' White Bibs.


Women's Shirtwaists.


Women's Underwear.
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The League $\begin{aligned} & \text { Shows Its Teeth }\end{aligned}$


STORE DEPARTMENT

- whole wheat flour

Half Barrels and Barrels. ROLLED OATS Haif Barrels and Barrels. Half Barrels.
gold dust table corn mea Barrels and Sacks. wholesale and retan

HARDWARE DEPARTMENT SKATES
Acme and Hockey cme and Ho
SkIS Ski Harness and Poles. SNOW SHOES Girls', Women's and Men's.
BOYS' COASTERS.
GIRLS' SLEDS. SNOW SHOVELS. HEATHER STRIPPING to keep the house free from draughts.

## JEWELLERY DEPARTMENT

If you have forgotten someone, this section offers many desirable artieles, most suitable for New Year

LABRADORITE AND BUTTERFLY WING NOVELTIES IN GOOD VARIETY.
MUSIC DIPARTMENT.
FORGET ALL YOUR GIFT-BUYING WORRES-AND ON WITH THE DANCE. THE GOLD SEAL PHONOGRAPİ REPEATER A Simple Device for Repeating Dance Records
1.00 EACH
in various colours.

## SHowing in both bulldings NEW YEAR CARDS NEW YEAR CARDS Double,

The "PANSIES" Box of 10
The "PANSIES" Box of 10 .. 1 "Fioral spray" Box of 12
The "FLOWERETTES" Box of 12 .
The "MEMORIES" Box of 12 ..
The "RIVIERA" Box of 12
The "BEST WISHES" Box of 12 The "JEWEL" Box of 1
The "ELITE CABINET" Box of 12
The "DAINTY" Box of 12 " The "GOODWWLLL" Box of 12 CALENDARS
Don't fail to see our choice variety 13e. 25 c. 35 e. 50 e.

| turkers, geme chicken, mucks, PARTRDGE, RABBITS. |  |
| :---: | :---: |
| NON_ALCOLOLIC DRINKS Blueberry, Ginger, Black Currant, Raisin, Port, <br>  |  |
| NUTS, RAISTIS DATT GINGER CHINKE, CAKE:-Sultana, C |  , CANDIEs. <br> rry, Plain and Eruit |
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> STATIONERY DEPARTMENT CHUMS, ${ }^{\text {To }}$

> QUIVER, LITLE FOLKS
> TINY TOTS,
> BRITHSH GRLS ANNUAL, BRITISH BOYS' ANNUAL;
> CASSELLS CHILDREANS ANNUAL
> Send your orders now.

CHINA DEPARTMENT
When your friends call you'll need COFFEE CUPS \& SAUCERS tumblers, wine glasses, glass jugs, sherbet glasses, champagne glasses, LIQUEUR GLASSES.
$100000000000000000000000033 \times 30030000000000000000000000000003000000000000000000000000000$

| $\left\{\begin{array}{l}\text { Littlejack } \\ \text { Rabbit } \\ \text { R Devicors }\end{array}\right.$ |  |  | Vitamine " $A$ " is Caught in Japan |  |
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## If you Want Stanfiall's

 Wool UnderwarFOR MEN, WOMEN or BOYS we carry large stocks

## Low Prices

Also, we can give you many numbers in wear; also sizes, which you may ind
elsewhere.

Time to put on your "Stanfield's."
HENRY BLAIR

## Choice

Prince Edward Island Turkeys

9 to 20 pounds 50 lb.

NEW ARRIVALS: Valencia Oranges Valencia Onions

## OUR THANKS <br> We.thank all who by word or deed helped to make our business the factor for good it is make on <br> We, on our part will ever strive to maintain <br> thereputation we now-have, as the

Store for Greatest Values
OUR SINCERE WISH
is that the coming year will be one of great
Happiness and Prosperity to all our many Happiness and Prosperity to all our many
patrons. BON MARCHE


FIDELITY AND SURETY Cortined Chenees.


U. S. FIDELITY \& GUARANTY CG.



## 10 off SOLVED! 10 off

 THE PRACTICAL GIFT QUESTION FOR THE NEW YEAR -AT -
## F. SMALLW00D'S, The Home of Good Shoes

THE RIGHT TIME FOR A FOOTWEAR SALE IS WHEN THE PEOPLE NEED BOOTS AND SHOES, LONG RUBBERS
GATTERS AND WARM FELT SLIPPERS!

## THAT TIME IS RIGHT NOW

SHOP AT SMALLWOOD'S AND SAVE 10 PER CEENT ON YOUR FOOTWEAR-ALL GOODS MARKED iN

## LADIES' BOOTS, for

$\$ 1.50, \$ 2.00, \$ 2.50, \$ 3.00, \$ 3.50, \$ 4.00, \$ 4.50, \$ 5.00,86.00, \$ 7.00$ and 10 per cent. off LABIES' SHOES, in all the new styles, strapped, laced and cut-out designs, for $\$ 1.60, \$ 1.90, \$ 2.00, \$ 2.50, \$ 3.00, \$ 3.50, \$ 4.00,55.00$, $\$ 6.00, \$ 7.00$ and $\$ 8.00$ and 10 per cent. off.
MENS FINE DRESS BOOTS AND SHOES, in all the latest styles, for $\$ 3.50, \$ 4.00, \$ 4.50, \$ 5.00, \$ 6.00, \$ 7.00, \$ 8.00, \$ 9.00$ and 10.00 and 10 per cent. ofr.

GIRLS BOOTS-Sizes 11 to 2, for $\$ 2.30, \$ 2.50, \$ 3.00, \$ 3.50, \$ 3.75$ and $\$ 4.50$, and 10 per cent. off.
CHILD's BOOTS-Sizes 6 to 10 , for $\$ 2.00, \$ 2.20, \$ 2.30, \$ 2.50, \$ 2.75$ and $\$ 3.00$, and 10 per cent. of
INFANTS' BOOTS-Sizes 2 to 5 , for $\$ 1.30$; $\$ 1.40, \$ 1.60, \$ 1.75$ and $\$ 1.85$, and 10 per cent. off.
INFANTS' CACKS-Sizes 0 to 1 , for $35 c .455 .55 c .60 \mathrm{c}$. 75 c. 80 . 85 c . 95 . and $\$ 1.00$, and 10 per cent. off.
INFANTS' CACKS-Sizes 0 to 1 , for 35 c .455 . 55 c . 60 c. 75 c . 80 c. 85 c . 95 c. and $\$ 1.00$, and 10 per cent. off.
BOYS' BOOTS, in all leathers, and solid throughout. Sizes 1 to 5 , for $\$ 3.00,03.25, \$ 3.50$, $\$ 3.75$ and $\$ 4.00$, and 10 per cent. off. BOYS' BOOTS, in an leathers, and sonid throughout. LITTLE GENTS' BOOTS-Sizes 6 to 10 , for $\$ 2.00, \$ 2.10, \$ 2.15, \$ 2.20, \$ 2.50$ and $\$ 2.75$, and 10 per cent. off

| SPECIAL! | SPECIAL | PEC | SPECLAL! | PE |
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| GATTERS <br> for Men and Women, Boys and Girls. <br> 1,2,3 and 4 Buckle Also women's Button Gaiters 10 per cent. off. | RUBBER BOOTS <br> for Men and Wo men Boys and Girls. <br> Also $\underset{\substack{\text { Storm } \\ \text { Rubbers }}}{\substack{\text { King }}}$ 10 per cent. off. | FELT SLIPPERS <br> Ladies' Felts in many pretty $\$ 1.00, \$ 1.25, \$ 1.50$, $\$ 1.75, \$ 2.00, \$ 2.50$ 10 per cent. off. | HOCKEY AND <br> skating bоотs <br> 10 per cent. off each pair. | EVENING SLIPPERS Satin, Patent and Kid in many dainty designs. $\mathbf{1 0}$ per cent. off. |
| tra Spe | A Spe | Extra Spe | EXTRA SPECIAL: | A SPECIA |
| LADIES BLACK SUEDE PUMPS <br> French Heels. <br> Only $\$ 2.50$ <br> Also other shades <br> for 3.00, 3.50, 4.00 <br> 10 per cent. off. | work boots <br> Men's Work Boots for $53.00,3.50,4.50$ and 5.00 and 10 per cent. off. | $\begin{gathered} \text { PER CENT } \\ \text { OFF } \\ \text { ALL ENGLSH } \\ \hline \text { FOOTWEAR } \\ \text { F } \end{gathered}$ | HIGH CUT BOOTS Good round toes and good sensible heels, in Black and also Tan leathers 10 per cent. off. | MISSES'and CHILDREN'S <br> HIGH LACED <br> BOOTS10 per cent. offeach pair. |

ALL GOODS MARKED IN PLAAIN FIGURES, AND ARE YOURS FOR 10 PER CENT. OFF REGULAR PRICES. SEASON. Shoe the Whole Family NOW and save money at our BIG END OF iHE YEAR SALE of SELECTED FOOTWEAR, whilst we

SPECIAL NOTICE TO OUR OUT-OF-TOWN CUSTOMERS!
On all orders reecived by us within the next TEN DAYS, accompanied by Cash, together with an amount to cover forward-
ing charges, we weill allow 10 P. PC. OFF. To Tevod delay in filing orders, please state name and address clearly, together with size, kind and price of Boots or Rubbers required.
A SALE OF GOOD RELIABLE FOOTWEAR FROM THE LEADING MANUFACTURERS OF ENGLAND, UN IT 1 e D
STATES AND CANADA, AT LOWEST PRICES IN TOWN, AND 10 P.C. DISCOUNT OFF EACH PAIR. HERE'S STATES AND CANADA, AT LOWEST PRICES IN TOWN, AAD 10 PC. DISCOUNT OFF EACH PAIR. HERE'S

## F. SMALLWOOD'S, The Home of Good Shoes <br> 218 \& 220 WATER STREET.




Indigestion! Indigestion!! Indigestion!!!

Stafford's Prescription A

If your stomach is not working properly and
you feel upset, or think that you require a good TONIC and INDIGESTION MIXTURE, we advise you to try PRESCRIPTION A.

This PRESCRIPTION A will work wonders, it has cured thousands and will cure you. It is a purely herbal mixture that contains nothing a good reliable recipe that was in use with from results years before we put it on the market WE GUARANTEE IT. We have been mani, fracturing it for 20 years

FOR SALE EVERYWHERE.
Trial Size, 30c Large Size, 60c

Dr. F. STAFFORD \& SON
Chemists and Druggists. 000000000000000000000000

FOR SALE. HORSES, from 850 to $1,100 \mathrm{Jb}$ 300 baLES GHOICE HORSE HAY. WILLIAM BRENNAN,


Quality Comes First
Follow our Advertisement, it will guide you to the
RIGHT HOUSE for RUBBER FOOTWEAR
 Buy the "HI-PRESS" RUBBER BOOT

Men's and Boys' Shorts, Storm Kings and Sporting Boots. Men's, Women's, and Chill-

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See the new Gaiter with the zipped fastening, the most convenient and serviceable on the market.
the family.


11 Dol
Your first pair will prove to you that for good wear the
HIPRESS is absolutely beyond comparison with all other footwear.

## Mchurdo's Daily Bulletin!

## Our Dispensary

The closest attention is paid to our dispensing dep
particurt
All Prescriptions carefully checked before delivery.

## Creon Cough Cure

 Inc per bottle35c per bottle

T. McMurdo \& Co., Ltd.

CHEMISTS \& DRUGGISTS




Dry Appeals to the
President and the Pope
lis ind
ner
We are heavily stocked with Oats at present, and offer the following grades at Lowest Market Prices:

## White-0ats

4 Bushel Sacks.
Mixed Oats
4 Bushel Sacks.
Black Oats
3 Bushel Sacks.

## F. McNAMARA

Phone 393.
Queen St.

## Acadia Engines

MARINE AND STATIONARY.
 TWO and FOUR CYCLE. 3 io 80 HP .



 Acadia Gas Engines, Ltd.
str Jonivs

## THE LVERPOOL \& LONDON \& GLOBE

 INSURANCE CO., LTD.```
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BOWRING BROTHERS, LIMITED
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# Ring Out the Old; Ring in the New! 1925 1926 Knowling's Shoe Stores 

THE STORES OF BIG VALUES

WISH TO THANK ONE AND ALL FOR THE FAVORS EXTENDED TO US DURING THE OLD YEAR, AND WE PROMISE YOU A STLL BETTER SHOE SERVICE FOR 1926.

## A Prosperous and Happy New Year to All



## BOYS LACED BOOTS Sizes. 9 to 13 <br> Sizes. 9 to 13 Sizes 1 to

|  |  | Fish Carrier Enters Port |  |
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get it at gear's.
WE WISH YOU ALL A VERY HAPPY AND PROSPEROUS NEW YEAR
and we thank our many customers who gave us their
patronage during 1925. Ygurs truly,

## GEAR \& COMPANY

 Limited340 Water Street, St. John's. 'Phone 404.

## FOR <br> COUGHS and COLDS

Stafford's Phoratone


Dr. F. Stafford \& Son


## Better Clothing $2=5=2$ $5=5 z^{2}$

Spurrell The Tailor 80000000000000000000000000


We take this opportunity to wish all our friends A RIGHT MERRY CHRISTMAS and A BRIGHT and PROSPEROUS NEW YEAR.

We also thank you for your patronage and hope we shall have the pleasure of serving you in future as in the past.

Bhe
Standard Manufacturing Co . Limited



A PiANo,
a Kettle drum, a gramophone. AM, bugle, a Mandolin,

A CORNET
a violin, A.

A MUSIC STAN DUUSIC CASE,
A banjo.
METRONOME.
GRAMOPHONE RECORDS
THE BANKS OF NFLD., Etc.

## Charles Hutton

THE HOUSE OF MUSIC



A. HARVEY \& CO., Ltd.

C○ $\triangle$,
You canot buy betet coAN than we deliver. BEST SCREENED NORTH SYDNEY Best Welsh \& American Anthracite. All Coal can be deliyered in Bond for outports.
A. H. Murray \& Co. Itd.

Coal Office 'Phone 1867
Beck's Cove.


## Red CrossLine

JEW YORK. HALIFAX. ST. JOHN'S
SCHEDULE SAILINGS FOR DECEMBER.



 patomage of the institution that cand beet serserce fout FREIGBT ACCEPT ince - he Ralimay. FREIGHT ACCEPTANCE-NORTERN STEAMSHIP SERVICE-S.S. KYLE. Freight for ports on above route, far as St. An-
thon only, accepted at Crosbie $\&$ Co.s Wharf, Wed-
nesday, Dec. 30 tht, from 9 a.m. to 5 p.m., and Thursday, Dec. 3 st, from 9 a.m. to or inon.
FREIGHT ACCEPTANCE-PLACENTIA BAY Freight for Preamsue Route -West Run-aceepted
Freight Shed, Monday, January 4th, from 8 a.m. to 5 pm . FREIGHT NOTICE-GREEN FRUIT AND VEGETBetween November 1st and April 30th, both dates
inclusive. such shipments are carried only at Owners
Risk of Freezing STEAMSHIP SAILING NOTICE. S.S. KYLE will leaye Crosbie \& Co.'s Wharf, 4 p.m.
Saturday. January 2nd for regular ports on Northern
Steamship Service only far Train leaving St Johnt's 8.45 a.m, Saturday, Jan,
2nd, will connect with Sh. ARGYLE, at Argentia, for
Placentia Bay ports (Red Island trin FARQUHAR STEAMSHIPS LIN






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