## 

VOLUME XXXX.

PRICE ONE CENT.
ST. JOHN'S, NEWFOUNDLAND THURSDAY, JANUARY $3 ; 1918$.
$\$ 3.00$ PER YEAR.
NUMBER 2.





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ENVELOPES (square)
ofrictal envelopes

up to $\$ 6.75$ per thousand.
COIN ENVELOPES,
S1.00, s1.10 and $\$ 1.25$ per
thousand.
SCHOOL SUPPLIES!
Christian Brothers', Royal
Crown and Royal Readers,
School Registers, School Bells
ate Pencils,
Christian Bras, Arothers
Books, Arithmetic, all
etc., etc.

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War Menus.


## BACK TO THE REGULAR BUSINESS AGAIN.

| DOOR MATS. |  |
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|  | Heme |
|  |  |
|  | plush door mats. |
|  |  |
|  |  |

Our Xmas and New Year's trade is a thing of the past, for 12 months, and now we will be busy for some time getting our stincks replenished after what has been by far, the biggest holiday trade we have ever encountered.

We hope to accomplish even greater things in 1918, and we would again remind our many customers that the smallest as well as the largest purchase they make here will receive the same courfeous and prompt attention.
Read this Bargain List

|  |
| :---: |
|  | For the First Friday and Saturday of the New Year.



The Departments devoted to Needs \& Requirements of Men
offer decided advantages to those making their purchases Friday and Saturday.



## The Showroom Depts.

Aglow with Saving Opportunities.


VELVETEEN.

 Horse rugs.

 net market bags.
 "TYDEE" PATENTED COMB.
 Bers, waon surrs.

 BHOUSE FLANNELETTE.






## 







Hosiery and Underwear

VALUES
WOMrNs hose-Plain and assorted ribbed Cashmer-
ette in a hard-wearing quality made with spliced heels, and









## TheRovalStores Itcd.

SIDEBOARD CLOTHS.
 CUSHION PADS.


## DAMASK TABLE CLOTHS.

 hearth rugs.



## Warner's

 Rust-Proof CORSETS are Comfortable and Fashionable.Do you really know that

## WARNER'S RUST-PROOF CORSETS

 are actually Rust-Proof ?Warner's Rust-Proof CORSETS
Give to all that wear them Cump ete Satisfaction.

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Have you tested them to prom
say "guaranteed rust-prof."
It is not enough for a corset to shape well.--it must wear equally as well as it shapes. Every day it must prove its virtue through shaping comfortable, wearing without splititing, breaking ora rusting. WEAR, IS THE TEST OF AIL CORSETS. You can depend upon Warner's.

## Price $\$ 1.50$

per pair up.

## Mansharl Sros

Every Pair Guaranteed.

## Lel's Have Our Factory Built Righ



## THE HUBBARD MOTOR ENGINE

## is strongs, sturdy and relatable, and <br> Sales for 1917, wery eashy on fuevel. the propentarity of the Hubbard. <br> the popularity or the Hubbard, Before buying an engine ask for the Hubbard Catalog. <br> GEO. M. BARR, <br> St. John's.



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New Year's Day Callers.

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unes, and from Basques e Straight Shore sure wer ${ }^{\text {" }}$ 'tis no Bluff that
lue, White and other e Biggest Blouse Bar-
St. John's. 2St. John's.
much higher for next
mex en then you can Bank ttom ones (20)

## GOOD CORSETS Are the first Requisite of Fashion. <br> Some Women always seem to present a smart, fashionable appearance, whatever the occasion, on the street,  <br> There-are-very few as good. We are always well stocked in styles to suit all figures, at moderateprices. 78c. to $\$ 4.30$ per Palr. <br> BISHOP, SONS \& COMPANY, LTD. <br> D. \& A., La Diva or P.C.




New Year's

| "Arline" Brand. 150 -barrels WINTER KEEPING APPLES- <br> "Baldwins", "Cox's Orange", "Stark" and Russets. | $\begin{aligned} & \text { and COCOA-1/4's \& } \\ & \text { 1/2's. YORK NAVEL } \\ & \text { NEW YORK BEEFF. } \\ & \text { CORNEDD BROOK's } \\ & \text { HOLBROOR' } \\ & \text { Wrarcestersire Sauce, } \\ & \text { Capers Browning, and Currie } \\ & \text { Cowder. } \end{aligned}$ |
| :---: | :---: |
| Ducksorth Stree | agem <br> Queen's Road. |

Kolly,


NEWV MENU!
STUDY ECONOMY AND TAKE YOUR MENU FROM THIS LIST. FISH:
Kippered Herring, Finnan Haddie, Fresh Cod, Salt Herring, Boneless Fish, Oysters, Sardines, Fish Fillets. CANNED GOODS:
Carrots, Parsnips, Beet, Asparagus, Tomatoes,

## FRUTS:

Oranges, Grapes, Apples, Grape Fruit, Celery,
INGERSOLI Tomatoes, Lemons, Cocoanuts, Cranberries. INGERSOLL' and McLAREN'S CREAM CHEESE. NEW YORK CORNED BEEF.
KELLOGG'S SHREDDED WHEAT FLAKES, CORN FLAKES, KRUMBLES, FLAKED RICE, BRAN, DRINKET,
AYRE \& SONS, Ltol., Grocery Dept.

We Wish Our Patrons a Very Happy and Prosperous New Year.
KIDDIES' COMFORTABLE WOOL SUITS,

## PANTS, COAT and CAP,

In Winter Cardinal.
The above articles will be sure to keep your child warm and comfortable during the winter months.

OUR SPECIAL CUT

## $\$ 2.90$ Thi Set.

Look out for-our WHITE SALE.
S. MILLEY. $\pm$



## NEW YEAR ADVICE.

To our hundreds of Customers in the city and outports we would sug-
gest the necessity and wisdom of gest the necessity and wisdom of
making plans for re-furnishing, or making plans for re-furnishing, or
the buying of new Furniture at once.
Before our Stock-taking commences all our vast stock will be sübjec to special prices, while it is also well
to remember that under existing 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 Pine Spars, which we will in future keep in stock for
the convenience of the ship-building trade
provide exaect lengths and sizes if timely notice is given 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.,Lid.



NO MATTER HOW THE FIRE IS CAUSED if you're not insured, you're a loser. Take time to see you the best companies and reasonable rates. PERCE JOINSQN: Insurance Agenis.
cx|xxex 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
阵
Sole Agent Newfoundland.
8x,
Your Business
Success in 1917

Newfoundland Clothing Co.. Ltd DOMINION IRON AND WRECKING CO, Pacrories and completb flavts

 GENTRAL OFFICES: TRANSPORTATION BLDG

## ROOM PAPER. <br> You may have heard it said that the advertisements of a good magazine are a means of advertistion. The same applies to our selection of WAL 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 particularivs strong In Papers ranging from 40 c to $\$ 1.00$ per rice what you want we will order it for you <br> Robert Templeton. 0060000000006000000000000 <br> 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, <br> QUEEN STREET.



## War Books and Others

as New Year Gifts!

$\qquad$
 S. E. GARLAND. Leadi


|2000,



## BROWN'S

 NAUTICAL ALMANACFor 1918,
90c. Postage, 4c.
GARRETT BYRNE,
Bookseller \& Stationer.


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

( TEN PAGES TO-DAY weather forecast. ToRoNTO, Noon. - Strong wit
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 JOHN CHANNING, ${ }_{\text {jans,61 }}^{\substack{\text { Shoemaker, } \\ \text { Long's Hi } \\ \text { Hil }}}$

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The most economicar Soap
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igents for John Taylor \&
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