


##  <br> WRIGLEYS <br> "Flatterers" The Shadow of the Future.  


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## Brick'sTasteless

THE-ONE WHO TAKES IT MUST EAT

Wholesale and Retail Chemisis and Druggists, St, John's, Newloundland

## DOES IT PAY TO RETAL SUUGAR?

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Housebold Notes.







## 

Grocers who have figured out the cost of retailing out of a barrel weight amount to from 75 cents to one dollar per hundred pounds.

## FIGURE IT UP YOURSELF. STOP LOSING MONEY, STOP GUESSING AT YOUR PROFIT. $=$ B LANTIC AND KNOW YOUR PROFIT.

## If your clerks agreed to work in your shop on holidays putting up sugar in bags for you to retall and further agreed to supply the bags, the twine and to pay you for all lost weight if you would pay them one-half cent for every pound of sugar put up, you would consider such a deal a good one for you. <br> Understand now, you would only have to pay your clerks $1 / 2$ cent per pound on all sugar put ap. For this sugar. Whilst your clerks would be doing this work they wouldn't be getting any pay other than the half cent per pound on sugar. You WOULD accept a proposition of this sort, wouldn't you? Shoud shay show. <br> Well that's the Lantic Sugar proposition, we shall supply you with the finest and cleanest and best sugar in 2 pound and 5 pound packages, guaranteed full weight, at one-half cent ( 50 cents per 100 lbs .) over the price- of sugar in barrels. The usual difference is 75 cents, but we're doing it now for 50 cents.

If you're a BUSINESS MAN you'll sell Lantic in packages, because it is the only sugar which can be retailed at SURE profit. It's better for you to make a half cent on Lantic than to lose a quarter cent on retailing

## COLIN CAMPEELL, WMMYED,


and


## K Hardware. <br> Guns\& Ammunition. 12 GA. SINGLE BARREL B. L. SHOT GUNS 12 GA . DOUBLE BARREL B. L. SHOT GUNS 44 CaL. REMINGTON RIFLES-Full Maga22 CAL. "LITTLE SCOUT" RIFLES. 22 CAL "CRACKSHOT" RIFLES 22 CAL. REPEATER RIFLES. $10-12$ GA. "NEW CLUB" CARTRIDGES 12-16 GA. "NITRO CLUB" CARTRIDGES. FELT and CARDBOARD WADS. ELOADING SEIS, BENCH CLOSERS. SHELL EXTRACTORS, WAD CUTTERS. BRASS and PAPER SHELLS. <br> G. Knowling, Ltd.


"Down She Goes Again,"
Lat weet resmomemed asharp dedine
Sole Leather, and our customers took advantage of low
prices offered and quickly bought up our prices offered and quickly bought up our
shipment ex S. Sosalind. We have anothersshipment of this commodity due On Thursday's steamer from New York and hape to be able to sell it even lower
than the last consignment if possible. TO-DAУ we announce a decline in the TO-DA We announce a decline in the
price of our popular. "BERKSHIRE", =
Hams \& Bacon
and are now prepared to sell and deliver these fancy smoked meats at much lower
prices than you paid for your lastpurchase. GET OUR QUOTATIONS.

## F. McNamara,

 QUEEN STREET.



# CompareValues 

## A fair comparison of values will prove beyond a doubt that

RIVERSIDE
RIVERSIDE
Blankets
For warmth and con
fort-the best $t h a t e r n$
all grades-contain a
bigger percentage of
pure wool than any other make at an equal price. They are unquestionably
the best values the best values obtainable to-day. See them a
your Dealer's. Headquarters for Boys'School Suits E
20 p. c. Suit and Pants Sale! FOR TEN DAYS ONLY 20 p.c. Off Our Boys' Suits and Single Pants See our windows for styles and No Approval $\qquad$ No Charge W. H. JACKMAN,
39 Water Street West. Phone $795 \quad$ P. 0. Box 186

## Molasses!

We have a consignment of
MOLASSES,
in Puncheons and Tierces, which must be disposed of immediately. No reasonable BAIRD \& CO., Water St., East.

Contractors \& Builders! Portland Cement moment Selling at $\$ 7.00 \mathrm{brl}$.

## Martin-Royal Stores

Hardward Go., Ltd. Phone 591.
and

Our Lads at Halifax.

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## Good Values in Smallwares


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## A Very Important Sale of Dress Materials





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| A Nice lot of Ready-to-Wear Hats Selling at $\text { s. } 1.80$ <br> A large and varied assortment of Smart dercand. Close-fitting atyles with bands of Colors: Rose Purple. Values to $\$ 2.50$ each. $S a x e$ and |
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THE MAN'S STORE fon jom


The ROYAL STORES, Lto.


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## Shoe Message

## Women

The resources and experience of this House of Good Shoes at the service of the woman that desires a stylish, good-looking
durable pair of Fall Oxfords, and wishes to avoid paying a big durable pair of

We now offer
Women's Patent Bal Oxfords
\$6:50

This Shoe was a regular Tweive Dollar Shoe and has all the sty lister, pointed toess and Cuban Heels. Drop in and look them over
fitt's a pleasure to show them 's a pleasure to show them.

> | WOMEN'S FALL OXFORDS |
| :--- |
| at Greatly Reduced Prices |
| NINE DOLLAR SHOES now ............... $\$ 5.50$ |
| TWELVE DOLLAR SHOES now ... . . . 8.50 |
| FOURTEEN DOLLAR SHOES now |
| Other Prices... ... $\$ 3.20, \$ 4.20, \$ 4.30, \$ 4.50, \$ 5.00$ and $\$ 1.00$ |
| 6.50 |

## NEWV STOCK!

Sheet Zinc, Sheet Lead, Ingol Tin, Bar Lead, Bar IronFlat, Square and Round. Black and Galvanized Sheet Iron, Rigging Wire, Rigging Turnbuckles, Mast Hoops, all sizes.
JOB'SSTORES, tut.
NEW ARRIVALS!
Retir
Rarvey \& Co., Ltd.



## VVE HAVE IH:

Our large shipment of Lanlic Sugar arrived by S.S. Sable, in cases containing $50-2 \mathrm{lb}$. packages and in cases of $20-5 \mathrm{lb}$. pkgs
A Case Contains 100 lbs. of tantic Sugar READY FOR RETAILING and bilier mid aso sivis
'Phone Your Order Without Delay. Every 2-lb. \& 5 -lb, package of Lantic Sugar IS GUARANTEED FULL WEICHT.

GEO. NEAL, LTD.

Building Up An Estate. It takes the average man nearly all his time to attend
to his reguler business properly.
The Royal Trust Company is equipped to render vital


 THE ROYAL TRUST Q
 What the Maritime Merchant Says About Codfish.





# Mans' Tweod and Surge Silits <br> below cost at P. C. MARS'. 

> "A dollar saved is a dollar earned." Save Your Dollars by getting Your Fall Suit from us. Wo are offering Men's Suits in soveral shades of Grey, Brown and Green Heathor Mixtures in all sizes, and in the smartest styles, Including the popular pinch-back offect.

Also a splendid IIne of Mon's Sults In good Navy Serge, woll cut and finoly tallored, in snappy stylos and in all sizes.
$\longrightarrow$ Prices from $\$ 11.90$ to $\$ 35.00$

| Terms Strictly Cash |
| :---: |
| No Exchange. No Approbation. |
| P. C. MARS |
| open saturday nichts till 9.30 |
| Duckworth Streel. Head McMurdo's. Lane. |

No Exchange. No Approbation.

Duekworth Street. Head McMurdo's lane.

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DICKS \& CO.,
Limited.

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## SPORTING GOODS:

CARTRIDGES-Black Powder, 10 and 12 G, BB, 1, 2,3, $4,5,6,8$.
CARTRIDGES-Smokeless, 10 and 12 G, BB, $1,2,3$, $5,6,8$.
BRASS and PAPER SHELLS, 10 and 12 G
CARTRIDGES, $303,3030,44,45770,32,22$, Long and
PRIERS, CAP
Cartard, RELOADING SETS, RE-CAPPERS, EXTRACTORS WHISTIES
22 C. RIFLES, BREECHLOADING GUNS, PUNP GUNS AUTOMATIC RIFLES, 44 WINCHESTER RIFLES, REVOLVERS, ETC., ETC.

## BOWRING BROTHERS. LIMITED

## New Fall Goods

 now showic, All at Much Lower Prices NEW MILLINERY.Very Newest Ideas in Ladies' Fall Hats. FAEL COATS,
Iatest Models. Wonderful Line Ladies' Wool Tweed Coats, at $\$ 10.50$ :1s JUST SEE THEM.

## Ladies' Black Fleece Lined Hose,

 35 c . and 60 c . pair.Heather Mixture WoolCashmere Hose. \$1.45 Ladies' Reindeer Finish Gloves, Fawn and Black 50 c . pair.
Black Swede Finish Silk IIned, \$1.40.
Children's CashmereGloves, Brown, Navy Fawn and Grey, 30c. pair. Childrens' Heavy KnitRibSchool Hose, 45 c. 1055 c . pr Beautiful Chintz Remnants, 48c. yard.

# OUR VALUES Make New Friends for Us－EVERY WEEK 



## Come Right Along and Join This Happy Shopping Community Without Fail To－Day  

## FRIDAY，SAT．，MONDAY

 （14＊）

Fancy Casements Scrims and Towels priced 10 interest the Thrity
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Ladies＇Bordoir Slippers Children＇s \＆Misses＇Boots

BAIRD＇S Offer You Roomy Top Shirts this Week and they are＂Some Shirls，＂worth 4.00 ea

 We will be glad to show Yoo the Very latest i
MEN＇S OVERCOATS



44－inch Navy Velvets
Reg． 6.00 yd．for 4.68




Boys＇Overcoating
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## New Arrivals <br> in our

 Fancy Linen Dept． Heed these Values

Ladies＇Fall Gloves $\cdots$ senvern sh．15
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