

The more you know about coffee-and the more part icular you are about aroma and flavour - the more you will appreciate "SEAL BRAND" COFFEE. Once you have tried it, your choice will always be Chase \& Sanborn's "SEAL BRAND" COFFEE

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\text { The Web; } 5=
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Improve Your Complexion BECHWTS.PILS
 Beautify the Skin Beannc:
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Xmas Crackers! Xmas Stockings!
 Pudding,

| $\begin{aligned} & \text { in } 2 \mathrm{lb} . \& 3 \mathrm{lb} \text {. basins } \\ & \text { and } 2 \text { lb. tins. } \end{aligned}$ | full assortment <br> Neilson's | Oranges. <br> Table Apples. |
| :---: | :---: | :---: |
| Dates and Figs. | $\begin{aligned} & \text { The Chocolates that } \\ & \text { are different. } \end{aligned}$ | Grapes. Bananas. Pears |
| abie Rasisins. | 硅 | Peac |
| ted Nuts, | -King cad | Preap, |
| cinat jolly, | aum | $\begin{gathered} \text { Celery } \\ \text { Temato } \end{gathered}$ |
| Selected |  |  |
| Eggs. |  | Fig, Orange and |

Turkeys, Geese, Chicken, Dacks.
Bowring Brothers, Ltd.,



New Year's Gifts!
Useful and Pleasing Presents, Suitable for Ladies, Gents, Boys and Girls. The kind that are Isure to please your friends. William Errow.

Baking Suggestions,
Festive Season!

| Cily Fathe | New Year's Gifts! |  |  |
| :---: | :---: | :---: | :---: |
|  | We have a great vatiety ofseful and Pleasing Presents, |  |  |
|  |  |  |  |
|  | Suitable for Ladies, Gents, Boys and Girls. |  |  |
|  |  |  |  |
|  | William Frow. |  |  |
|  | Baking Suggestions, |  |  |
|  | Festive Sea |  |  |
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|  | Semed matime | FLOUR! |  |
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Who is Brussilofi


5 cases Crosse \& Blackwell's VINE
5 casks PURE MALT VINEGAR. 50 kegs GROUND GINGER. 5 cases Brown \& Polson's CORN FLOUR. 69 kegs GRAPES.
5 cases Spratt's BIRD FOOD \& PARROT 5 barrels LINSEED MEAL. 1 bag LINSEED. kegs TARTARIC ACID 3 cases Cadbury's BOURNVILLE COCOA. 1 case MANHU DIABETIC BISCUITS. 50 sacks UNCOATED RICE.
3 cases CITRONTS.
cases LEMON PEEL. 5 cases small tins SARDINES.
10 cases LUX WASHING POWDER. 2 cases NONPARI.
40 cases ORANGES.

## George Knowling.

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IRISH BACON and HAMS
Just received ex "Durango," from LUNHAM BROS., Cork,
IRISH HAMS \& BACON. J. D. RYAN.


## Knowlina's. KNowlima's.

## Special

## Showroom Offerings.

Starting THURSDAY, 28th, and continuing to JANUARY 3rd, we are now offering in our EAST, WEST and CEN
all our Stock of

## Trimmed Hats

Fur and Fur-Lined Jackets

## ONE-QUARTER or 25 PER CENT

 REGULAR PRICES.NINETEEN Heavy WINTER COATS

Twenty-Five per cent, or One-Quarter Off Regular Prices

REMEMBER, for five days we will keep this offer open.


## SKATES, SLEDS, SLEIGHS.


BOYS' and GIRLS' SLEDS, high and low runners, round and flat shoes, ranging in price from 55 c. to $\$ 1.10$. BABY SLEIGHS
Upholstered in Crimson and Pale Blue Plush. Other qualities in prices from $\$ 3.75$ and up.

AYRE \& SONS, Limited.
The White Shirt Week.

## This week we are offering exceptionally fine value in

Stiff Bosomed White Shirts,
75c., \$1.00, 1.20 \& 1.60 each.
We can highly recommend their wearing and good fitting qualities, for they are BRIIISH MADE SHIRTS.


## Ladies' Dressing Gowns.

Some very smart effects are shown in this lot in the fo
Red and White.

## Ladies' Hand Bags.

A few manufacturers' samples. Regular
prices $\$ 1.50$ to $\$ 2.20$.
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\text { Now all one price, } \$ 1.00 \text { each. }
$$

A JOB LOT OF
Fancy Sick Handkerchiefs.
20 doz. Fancy Silk Handkereniefs.
value for 50 c. to 80 ec. each. Now 35c. and 55c. each.

Plush Table Cloths
4 only Plush Table Cloths, a carry-over from last year; colors Saxe, Myrtle, Card.,
at last year's prices.

## New Year Gifts.

We have many useful gifts for New Year. It is absolutely impossible for us to list more than a small portion of the many things shown here now that are especially desirable for gifts. All over the Store you will find pleasing suggestions that will make you glad you came.

## Furs! Furs!

Always an appreciated gift. We have many beautiful sets left. As we do not wish to carry over, remarkable reductions have been made. We have them in the following: SQuirrel, muskrat, seal, fitch, grebe, otter, etc.

| Ladies' Dressing Gowns. $\qquad$ <br> AT OLD PRICES |
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| Eiderdown Quilts. <br> 12 only, all of very pretty designs and yrices $\$ 5.50$ to $\$ 25.00$. |
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## Dorothy Dodd Boots.

 The Ladies Faporite Footwearnothing beter iter ithe nothing better than a pair of Dorothy
Doids for a New Year Gift.

Gent's Levictus Boots.
Our stock is now complete and we would
advise you to buy early as leather is advancing every week.
Gent's Lined Kind Gloves
Still a few pairs left at
S1.40 per pair.


## G. KNOWING'S CNTRAL STORE. <br> Manulacturers' Remnants and Samples of hich-class wittre.welicht <br> Cloakings and Tweeds,

## 

## One-Third to One-Half

Regular Price.



## WAR OR NO WAR!



Your gentleman friend
will require some of the will require some of the fol-
owing articles this Xmas: Genuine Briar Pipe, includ-
ing the famous G.B.D. Briar Pipe in Case. Rubber Tobacco Pouches. Fancy Leather Tobacco Pouches.
Cigar and Cigarette Case Cigar and Cigarette Cases.
Cigar \& Cigarette Holders. Nickel Pipe Cleaners. Gillette Safety Razors. Ender's Safety Razors. Gillette Razor Stroppers̀. Playing Cards.
MARTIN HAROWARE CO., LTD.
SR12R123


## NEW YEAR GOODS!

rived 50 cases Fresh P.E.I. Eggs. 150 Geese, in splendid condition.
40 boxes Creamery Butter.
GEO. NEAL


## BARGAINS FUR SETS:

 From $\$ 2.50$ to $\$ 35.00$ the Set. HANDKERCHIEFS make an acceptable New Year Gift. Still a large variety to select from.
## S. MILLEY.

## New American Goods.

## This Week's Specials.

 Every line a Genuine Money-Saving proposition, as the price will show. 312 Congoleum Mats, ony 27c. ea. Children's "Cuddedown" Sleeping Suits 75e. to 95e. per Suit.

Fit 1 to 5 years. "Cuddledown" is the most satisfying American Sleep Suit sold.

BISHOP, SONS \& CO., LTD.
PHONE 484.
DRY GOODS DEPT. MAIL ORDERS RECEIVE CAREFUL CONSIDERATION

## Fads and Fashions.

the evening telegram, St. Johns, newfoundland, december 29, 1916 - 8
and



## Reid-Newfoundland Company. Electrical Dept. <br> Ask About the <br> No- COST DEMONSTRATION

OF THE

Price, with attachments, $\mathbf{\$ 5 0 . 0 0}$. | Without attachments, $\$ 40.00$.
Other Machines to be seen at our Showrooms.
'Phone 240 for Free trial.
See Our Windows for Beautiful Display of Devices.


