

## ND Company

## can Creamery

BUTTER н.l. Prints
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olic Wines, Dry Ginger Ale, Lemonade.
UIT PULPS:
berry, Apricot, Orange.
NTS. loose \& pkgs.
Cigarettes!


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If youre not insured, pou
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Ladies and Gent's Readymades.




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## Dent's

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The Writing
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Highland Linen.
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| High Class stationers. |

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PETER OMMARA


## The Emerson PIANO <br> is the Piano with a Newfoundland reputation of 40 years behind it

 There are many of these Pianos in the Island to-day, standing monuments of the wonderful lasting
qualities they possess.

Special Sale of Blankets! Wool Nap Blankets.
These Blankets are equal to all wool Blankets for wear and warmth, and are soft wool-
like finish, bound with silk, and striped borders

Prices from $\$ 4.00$ to $\$ 7.00$ a pair. Come and see these before buying else-

THE OUTLET SUPPLY HOUSE
192 Duckworth SI., Opp. T. \& M. Winter's.

## - The Kaiser As I

 Knew Him,"CHARLES HUTTON,
Sole Agent for the Dominion


Dr. A. B. Lehr, Dentist,

$\$ 2.25$.

## S. E. GARLAND,

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Prime Fat Cattle!
AUCTION
On Monday Next, at $120^{\circ}$ Clock, on the Whart of
GEORGE NEAL,
73 Head Prime Fat Oxen and Cows; Also, 2 White Horses.

Without Reserve
Ex Rail.
Without Reserve.


## Now Landing,

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To-Day and To-Morrow! Just two days more to buy y a safe, paying Railway
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Make $\$ 142$ from $\$ 100$.
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What do you want to buy?
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Remember, we can give you satisfaction if
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LOVE TRIUMPIS AT LAST!

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## Fashion



For the Workingman We Work!
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We work to get the Lowest Prices for h for those articles which every day he needs, and though it is now difficult, we can sometimes
arrange for pre-war materials. 'We are now ready with

## A Large Stock of Clohing,

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Men's Striped Worsted Trousers.
Men's Heavy-Tweed and Homespun Trousers. The above a
ar materials.
Men's Cotton Tweed Trousers from $\$ 2.30$ pair. Men's Blue Denim Overalls at $\$ 1.70$ and $\$ 2.25$. Men's Cotton Tweed Overalls, heavy makes, at Men's Jaeger Fleeced Underwear, all sizes, at
Men's New Knit and Stanfie
wear at Lowest Prices.
At the moment we offer at what are to-day
Men's Winter Overcoats.
Prices for these Overcoats will later see a
rise of 25 per cent., and even then will be difficult to get, so you will be wise to buy now. We also

Men's Grey Covert or Shower COATS.
Worth to-day $\$ 25.00$, at $\$ 15.00$ each only
Men's Dull Finsh Black oll coats,
in a superior quality, only $\$ 9.00$.
We have other Oil Coats at lower prices, but
not all in complete ranges.
What We Do For the Man We Can Also Do for the Boy.
The Industrial Worker, the worker to whom
economy is a consideration, will find he can save economy is a consideration, will find he can sa
money and time by coming to this store. money and time by coming to this store.
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HENRY BLAIR


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## Navy Serge Suits.

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and Stanfield Wool Underwe offer at what are to-day nter Overcoats. e Overcoats will later see a
and even then will be difficult

Covert or Shower COATS

## Finish BLACK

 COATS,quality, only $\$ 9.00$. 1 Coats at lower prices, but
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Worker, the worker to whom
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Belgian King and Queen in Ostend---Desperate Sit uation in Germany--Naval Contingent

Lands at Ostend.


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## WE ARE READY



 AYRE \& SONS, Ltd.

## A New and Peerless Line

You are cordially invited to inspect our Display of Original and Exclusive

## MILLINERY MODELS,

New Importations from America.

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Proof that Some Women do Avoid Operations


Every Sick Woman Shotuan iny (MT) 淃
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Before Submitting To An Operation!l|

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and Save Money.
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## The Enemy Close on our Heels.

In a very short time Winter our old and well known enemy will be upon us, and sad will be the plight of the person who has not prepared for his vicious onslaught. Secure while there is yet time the Material suitable for an impregnable Defence against a cold biting foe We offer to-day apparel suitable and necessary for Winter wear. BE PREPARED.

## wool blankets 1 DRESS CLOTHS. <br> BLANKET CLOTHS.

100 pairs White Wool Blanketz, assoric sives and weights Prepare your first line of
defence by purchasing a pair of good Woon defence by purchasing a $p$
Blankets, $\$ 3.00$ per pair up.
COTTON BLANKETS.
A iarge assortmeit of White Corton Blank cts, colbrod horkdered; assurtcd sizes. Prices corfing to sizc, $\$ 1.80$ per pair up to $\$ 3.80$ 8380 per pair.



SPANISH LUENZA ltack You
and getting colds you allow
lowered. You can take cold lowered. You can take cold wearing Good Warm Hos. et weather the
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N PROTECT YOU! re we have large stocks of
derwear for Men, Women and wear for Men and Women.
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## o Canadian BERS and RSHOES.

 $r$ all the above goods are the than Elsewhere. of the largest stocks of Reli-in St. John's, and our sales are in St. John's, and our sales are
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of truir Asparagus, with chease, of the as uinal, to setre hot and thio IK into led win srated cheeso-sw.


## FRIDAY AND SATURDAY VALUES

 That Are Full of Real Life.They are the kind that are needed NOW and at such Low Prices that you should come early, as it will be impossible for anv of the Lines to last during the Two Days.


They are jusi the kima or bargans mat will make Everybody Enthusiastic.


WOMENS' FALL FOOTWEAR



NECKWEAR


## A Big Line of Nifty Men's Furnishings.

Our New Gent's Furnishing Store is not yet out of the builder's hands, but we are opening new lines of Men's up to the minute Wearables every day, which are now showing in our Dry Goods Department

| YOUNG'S HATS, $\$ 5.60$ to $\$ 10.00$. <br> ebrated New York Hat in all the Newest 1918 Fal shapes and shades of Soft Felt, Velours and Derby -pular hat. |
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| SWAN RUSSEL HATS, $\$ 3.30$ to $\$ 5.50$. |



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At Peace at Last.

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Maple Syyup-Bts.
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${ }^{\text {Copocos soap. }}$
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## Kepton Shooting



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## Tooton's,

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Medical Oficer of Health





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## MEN'S CLOTHING G. KNOWLING, Ltd.

Our Men's Outfitting Department is now full of all the latest styles and newest fabrics.

## OUR LOW PRICES

## Make it wery necessary for you to see our stock before purchasing

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| Men's Serge Suits | Men's Wool Vestsa |
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| Our MEN'S FINE NAVY SERGE SUITS are the last word in fit and finish, in all sizes from 3 to 7. Ranging in price from | We have a splendid assortment of MEN'S WINTER VESTS in the followingcolours: Brown, Maroon, Navy, Reseda, Oxford and Silver, in all sizes from 36 to 42. Ranging in price from\$2.90 to \$4.25 |
| \$11.75 to \$37.00 |  |
| Men's Tweed \& Worsted SUITS |  |
|  | Lumbermen's Coats |
| MEN'S HEAVY TWEED and fancy | No man is fully equipped for the lumber |
| ORSTED SUUTS, neally cut and well | of these heavy Leather |
| made, in all sizes from 3 to 7. Ranging price from | Coats, with corduroy lining and storm col- ar. Price |
| \$10.00 to \$40.00 | \$12.75 |

MEN'S BLACK VICUNA SUITS
While they last, which won't be long, we are offering about twenty (20) MEN'S HEAVY BLACK VICUNA SUITS in sizes 3 and 4 . These Suits could not be bought to -day for what we are selling
them. Prices $\$ 20.00$ and 825.00 them. Price

## Men's Overalls

HEAYY TWED a and FINE WORSTED PANTS, HINE NAVY SERGE PANTS, all sizes:
Price
. HEAVY CORDUROY PANTS, all sizes. 87.50 Pair KHAKT DRILL PANTS, all sizes. We have just received a shipment of the famous SNAG PROOF Combination Overalls in size
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g Tables, Dining ckers, etc. reh Co., Lid., and Water Streets

##  <br> Water Streets.

## LAST !

## STONES,

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sale Price.
Hardware Co.
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Te THE OUTLOOK WAS NEVER BRIGHTER. HEARTENING NEWS FROM EVERY FRONT.
And at. Home News of
A PRICE-SMASHING SALE 1. Hor shoppers at this Store FinIMÁ, SRT. \& MDNIAY.

Be on Hand for This Sale

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Hosiery Extra Special Values specially selected for those Buying BOOTS and STOCKINGS for the family.





Men's Overcoats.
We Have
PARED PRICES.
PRETTY KEEN ON HONE NEEDS for Friday, Sat. \& Monday.







 RAGLAN CLOTHS



$\mathbf{V}_{\text {alues that augur well for a busy Fri. Sai. }}$ and Monday in the SHOWROOM.

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PRETTY MUSLIV COLLARS



CHLDRENS HAND


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Little Girls Velour Hats 34c



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A Great Editor.

























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## PALMER.

Where Power and Efficiency are of first Importance, there you will almost always find the PLAMER.
Single and Double Cylinder Two Cycle Reversibe Motors. Make and Break. Jump Spark. Sizes: 3, 4, 5, 6, 7 1-2 H. P.
We have also in stock
One 18 H.P. forimmediate Delivery Catalogues Free.
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## BIG SALE!



## AT SMALLWOOD'S

LADIES' BOOTS only
(Secure yours to-day.)
BOYS' BOOTS only ........ . $\$ 2.50$ and $\$ 3.00$ per pair
(A few hundred pairs only.)
GIRLS BOOTS at Reduced Prices.
Mail Orders receive prompt attention. Special terms
to Wholesale Buyers.
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## Not Generally Known !

The average man or woman may think all WAR STANDARD FLOURS are alike Such is not the case. The Canadiau Government has decreed that Flour must not be milled ABOVE certain standard. But there is nothing
to prevent millers from milling BELOW that standard.

## Ogilvie's

Standard Flour
Try a Barrel and be convinced.


Call and look over our slock which has just arrived. Latest Designs. Prices to suit all. BOWRING BROTHERS, Ltd., Hardware.

## 0'Sullivan's Rubber Heels,

## MENS and WOMENS.

## ROBERT TEMPLETON.

St. George's Coal Fields, Ltd., CAN OFFER YOU:
A Low Priced high grade investment. An opportunity of big returns for a small outlay.
For each and every dollar invested, four
More Coal,
Cheaper Coal
Better Coal.
You Put Your Money
In The Victory Loan:
To help win the war;
And because it was a good investment.
NOW PUT YOUR MONEY
iN THIS GILT EDGE OPPORTUNTTY ANiD:
Decrease the high cost of lijng Lay the corner stone of your country's Economic Independence.
Avoid a coal famine in the future.
Blaze a trail for greater possibfities.
ecome a sharehoider in the best local pro-
position ever placed on the market. position ever placed on the market.

Be one of the founders of real genuine pros-
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Curtains for the Home. 95c. 1085.50 per Pair. A complete stock of Lace and Scrim curtains,
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