

## THE "PEOPLE'S PAPER" IS A LIVE DAILY IN A BUSY CENTRE-STUDY ITS NEWSY ADVERTISENG.

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Paint, Soap or
Oiled Clothing

You had befter book your order now.
The Slandard Mig. Co'y. 00000000000000000000000000
 Afternoon, z:i5; Night, 7.30. "The Man from Fla Juana."
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FRED J. ROIL \& Co. Real Estate Agents and Brokers Investment \& Financial Brokers.

FRED J. ROIL \& Co., 00000000000000000000000000
WE CAN DELIVER THE GOODS.
In stock, a large assortment of
DRESS GOODS

Poplins, Cotton Cashmeres, Canton Cords,
Meltons, Plaids, Chepe de Chene, Serges,
Whipcords, Safin Cloths, Tweeds, Voiles,
Sport Goods, Plain and Corded Velvets,
Embroideries.
GARNEAU LIMITED,

and
 T0 LET-Shop \& Dwelling





## Deceived

## Disowned

## True as Steel!

| True as Steel |  |
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Hockey Notes.

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KIDNEY PILLS

This Sale Places Within Your Reach STYLISH WHITE GOODS of the VERY HIGHEST QUALITY At Less Than Actual Cost To-Day.


## Varner's Rust-proof We Ape Prepaped

 CORSETS.Guaranteed not to rust, break or tear.

## Dorothy DOdd Boots and Shoes.

The Best Ladies' Footwear.
Gent's Invictus Boots and Shoes.
The best Boot or Shoe in the city.
Merchant Brand Rubber Footwer.
Ladies' and Gent's Rubber Shoes,
Rubber Boots and Gaiters.
The Best Rubber Footwear known.

Anticipating your requirements, and fully aware of the extraordinary condition of the foreign markets, we have placed our orders months in advance of previous years, and are now in a position to meet your needs in any of the following lines:
"ALL SPECIALTIES."
ALSO
A BIG JOB.
300 pairs Dainty Job Lace Curtains, Prices, $\$ 1.20$ and $\$ 1.40$ per pair.


New Knit Underwear.
Men's Fleece Lined and Woolen

## READYMADES.

MEN'S and BOYS' TWEED SUITS
Quality, Style and Finish.
Watson Foster Co's well known
WALL PAPERS.
Exclusive designs in Plain and Fancy
Wall Papers.

## Job WALL PAPERS.

A large and varied assortment of Job Wall Papers. No matter what you want in Papers, we have it.

Prices: 24c., 27c. and 30c. plece.


## NEW YEAR ADVICE

To our hundreds of Customers in
the city and outports we would sug gest the necessity and wisdom of making plans for re-furnishing, or
the buying of new Furniture at once.

Before our Stok-taking commen-
ces all our vast stock will be subject 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 prormptly and careful-
ly shipped by us.
U. S Picture \& Portrait Co.

## Tin Plates,

 $14 \times 20$.Just arrived a small quantity $14 \times 20$ TIN PLATES, which we are selling at REASONABLE PRICES.
G_O. M. BARR.

## A. Andatala SLATTERY'S <br> Wholesale Dry Goods. <br> to the trade. <br> We always carry large stocks of English and America DRY GOODS.

Headquarters for POUND GOODS
Slattery Bldg, Duckworth Street.
'Phone 522.
P. O. Box 236.
o-Day's Sables.

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## R⿴囗 <br> teal te

One dollar and eight c In England to-day, and
Indispensable commodity Indispensable
not unlikely.
We were fortunate in before the recent sharp
are in a position to offer are in a position to offer
at lowest figures:-
"PRIDE OF CEYLON" "SUNNY ISLE" TEA "SHOREHAM" TE "COTFORD" TEA. GET OUR QUC
F. McNA

QUEEN S
and

## Annual End of Season's Clearance Sale.

All our stock of Muslin Blouses, Costumes, Tweed Coats, Fur Coats, Children's Coats, Child's Serge Dresses, Ladies' Crepe de Chene and Silk Dresses, Untrimmed, Ready-fo-Wear \& Millinery Hats, MUST BE CLEARED. We are therefore selling the above regardless of cost.

## LADIES' BLOUSES.

 CHILD'S SERGE DRESSES.
 2

## 

 Regular \$18.70. Sale Price
Regular \$\$20.0. Sale Price.
Regular \$49:00. Sale Price. CHID'S COATS

$\$ 10.4$
$\$ 14.9$
$\$ 16.0$
$\$ 39.20$

四 ~~~FOR FOURTEEN DAYS ONLY~~~~

ADIES' DRESSES.
$\qquad$


| Jadies' COATS. |  |  |  |
| :---: | :---: | :---: | :---: |
| Regular | \$9.80. | Sale Price | \$7.84 |
| Regular | \$19.50. | Sale Price | \$15.69 |
| Regular | 823.50. | Sale Price | \$18,80 |
| Regular | \$52.00. | Sale Price | 1.60 |
| LADIES' HATS. |  |  |  |
|  |  |  |  |
| Regular $\$ 2.20$. Sale Pric |  |  |  |
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| Regular |  | Sale Pri |  |
| Regul | \$10.00. | Sale Pri |  | BISHOP, SONS \& COMPANY, LIMITED.

## EARLY MESSAGES



T. J. EEENS,

Duekworth Street
and Military Roadd.


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| WHOLE WHEAT FLOUR Barrels and Half Barrels. |
|  |
|  |
| Duckworth Street and Military Roadd. |




Pipe Satisfaction Wellineton

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Prices Low than form Sale Price
$\&$ FRID
Don't Miss The


CLEARING LI

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Huck Tow in Remnant


## THE SALE OF ALL SALES!

## Openino Dav: <br> * FRIDAY, SATURDAY and TUESDAY.

 CLEARING LINES -- Underpriced.













Don't Miss These SPECIAL OFFERS!



Woonnap Blankets, 55.48 Pair.
 5 Plaid Rugs, $\$ 2.20$


Here are monterful opportunities to reap savings of economice worth on desirable, de months to come . We aning to crowd this Store with satisfifed customers during the JANUARY




 Mips Hoss girpys mitiok



## Huck Toweling

 in Remnant Form.
$\qquad$

## REMNANTS.

See the huge Remnant Pile we have ready for this week Come and get your share. Convenient lengths of materials that offer substantial savings to early shoppers.


## Showroom Clearings

 LIDIEss. CORSET, covers -silk and wool Corset
 GIRLs' Nightcownd Tuesiay.











## NEEDFUL THINGS

HELPFUL PRICES.

## BARGAIN NEWS WORTH READING.



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 and





## IS. SLIK VELS,-Readytores    boxink with each piece. specila, Fridas. Saturday and Theeday, <br> 2 pcs. for 14c. <br>  <br>  

## Food Control

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## Clean-Up Sale

 Challie Blouses

Reg. \$2.20 pitas, \$1.69 each.

## PLAIDS! PLAIDS!

Trasg rums

 are some that can, go (regarding any
one depending on them) and wont go
there are others that wont wotl tho anere are others that won't until thos
others go. 1 know places where there qre prac
tically no one gone, and there are



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partrinarary to menton recruiting.
What would be the good recruiting there?
The only remedy to keep up tho Regiment and theay tar keep up the the to
some form of selective to have

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remedy would not take action



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7 Every Saturday evening after Mutton, Lamb, Pork will be sad,
at cost. ELIS \& Co, LTT,
203 Water Street.-nov29,ti,


| Men＇s WorkShiris． |
| :---: |
| Men＇s COLD WEATERR SHIRTS． |
| We have them： |
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| A Big Seller is Our Men＇s |
| only $\$ 1.35$ ea |
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| HENRY BLAIR． |


We have just reeeived a shipment of 44，640 This is the lirgest simpent of shoo polidid ever
 T．A．Macnab \＆Co．，
 $000000000000000000000000 \%$


## TEAS！

Just received a shipment of our choice

## TEAS，

Royal，Crown，Our Best， retailing at
50c．，60c．，70c．per lb．，
which for quality and flavour cannot be
surpassed．A trial will convince．
RED CROSS BAKING POWDER，
1b．， 2 1－2 oz．tins．
CLOCK SOAP－－pale，

$$
\text { Phone 332. GROCERY DEPT. Phone } 332 \text {. }
$$

Tins of＂2 in 1．＂
Good value．In $51 \mathrm{lb} ., 1 \mathrm{lb}, \mathrm{l}-2 \mathrm{lb}$ ．， $1-4$ Bozes of $40-21-2 \mathrm{lb}$ ．bars，and 448 s ，
BOWRING BROTHERS, Limited,
目 lection of

For New Year 400 Barrels Choice APPLES．

## BURT \＆LAWRENCE，Hewfoundland Glothing Eo．，Ltd



John Maunder，
Tailor and Clothier St．John s，Nis

## 

 First－Class
## PIANOS and ORGANS

In socke．
Buy now．Prices going up，Those to come will be much higher in price．

CHARLES HUTTON，
Reliable Piano and Organ Store 20000200000000000020030000
Your Business
Success in 1918
Boys＇Own Annual Girls＇Own Annual． The Christmas Number of
THE SPERE
 DON NEWS．
the GRAPHIC． THE GRAPHIC．
HOLLY LEAVES the sketch．
GARRETT BYRNE， Bookseller \＆Stationer．
Insure with the QUEEN， the Company having the largest
number oot policy Holders in


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Ment
Men＇s and Boys
Suits，Overalls， Shirts，etc．

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## Reid－Newfoundland $C_{0}$

## GeneralHoliday，

January 28th．
Excursion return tickets will be issued to all points between and including St．John＇s，Carbo－ near，Grate＇s Cove，Heart＇s Content，Placentia and Trepassey at
ONE WAY AND ONE－THIRD FIRST CLASS FARE
Good going on Saturday，Jan．26th，and Monday，Jan．28th，and returning Tuesday， Jan．29th．

REID－NEWFOUNDLAND Company


TEN PAGES TO－DAY． meatirer forzcast．

## Fange Pork

Produc

Ex to－day＇s stean
EXTRA FANCY PLATE PO possible quality．
LIGHT HAM BUTT PORK－
EXTRA FANCY NAVEL BE possible quality
SYCAMORE PLATE BEEF． FAVORITE PLATE BEEF． BONELESS FLANK BEEF． BEEF ENDS－Lare pieces


J．J．ST．JOHN．




J．J．ST．JOHN，
136 and 138 DUCKWORTH STREET


earth，this realm，this England，together with
its Overseas Dominions．As Newfoundland is
one of its Overseas Dominions，every citizen one of its Overseas Dominions，every citizan
should read this very interesting and onily ton
true book．Price 35 c．；postage，2c．

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Men＇s Winter Underwe
Get your supply of Woolen Underwear 5
us now．We carry full lines of the Famous New Knit and Other Brand in Liight，Medium and Heary Weight．Sizas
Prices to suit everybody
William Erem

THE MENACE OF THE EMPTY CRADLE，
（By Father Bermard Vaughan．） WHERE IT IS，WHY IT IIS，AND WHATI ITS CURE．
The object of this book is to recall his fellow citizens to a sense of the ruinous decay which
is sapping the foundations of

Beef．
LOWEST PRIC

QUEEN STR

uction Sales ：
papace
anctera
auction．
Wednesday next，30th mentila

## F．McNAN

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In Wednesday，30th inst．，
F．McNAMARA， 101 Barrels inter Keeping Apples．J． 20，3：M．A．BasTow，
Large Store to Let ！䢒



## NOTCIE！

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