

3 STAR LAGER

Distributors in practically every
section of Newfoundland.

SEND YOUR ENQUIRIES TO
Bavarian Brewing, Ltd.
ST. JOHN'S.

— OUR AIM —

To make well and trade fairly. To profit not alone in dollars but in the good will of those with whom we deal. To correct our errors. To improve our opportunities and to rear from the daily work a structure which shall be known for all that's best in business.

THE AMERICAN AERATED WATER CO.

Barter's Hill, St. John's, Newfoundland

MANUFACTURERS OF AMERICAN ALE, DUBLIN STOUT
AND OTHER HIGH-GRADE CARBONATED
BEVERAGES

Also SYRUPS and VINEGARS

'Phone 912

P. O. Box 1333

Baine, Johnston & Co.,

ESTABLISHED 1780.

Merchants, Ship-Owners, &c.

Agents

The Alliance Assurance Co., Ltd.

LONDON.

Total Assets exceed \$120,000,000.
Fire Premiums for 1912 exceeded. . \$6,500,000.

Agents

Newman's Celebrated Port Wine

In Hhds., Quarter Casks, Octaves and Cases.

"I hope they
keep a good
supply of



**INDIA
PALE ALE**

on Hand . . . Its mighty Good"

(Not inserted by the B. of L. Control)

NFLD. BREWERY LTD.

OKA

CHAS. R. POOL,

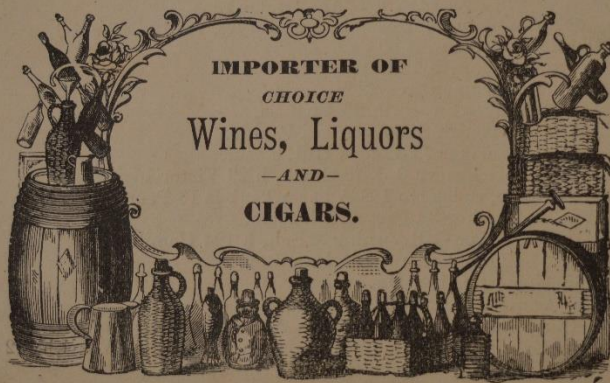
WINE & SPIRIT MERCHANT.

(Next door to Court House.)

190 Water Street, - St. John's, Newfoundland.

Always in stock: **ALES, WINES** and **SPIRITS** of
the Finest Quality and **CHAMPAGNES**, also
CHOICE HAVANA CIGARS.

CHARLES R. POOL,



190 WATER STREET, ST. JOHN'S, NEWFOUNDLAND.

WILLIAM CULLEN,

IMPORTER AND DEALER IN

Choice Wines, Spirits, Groceries,

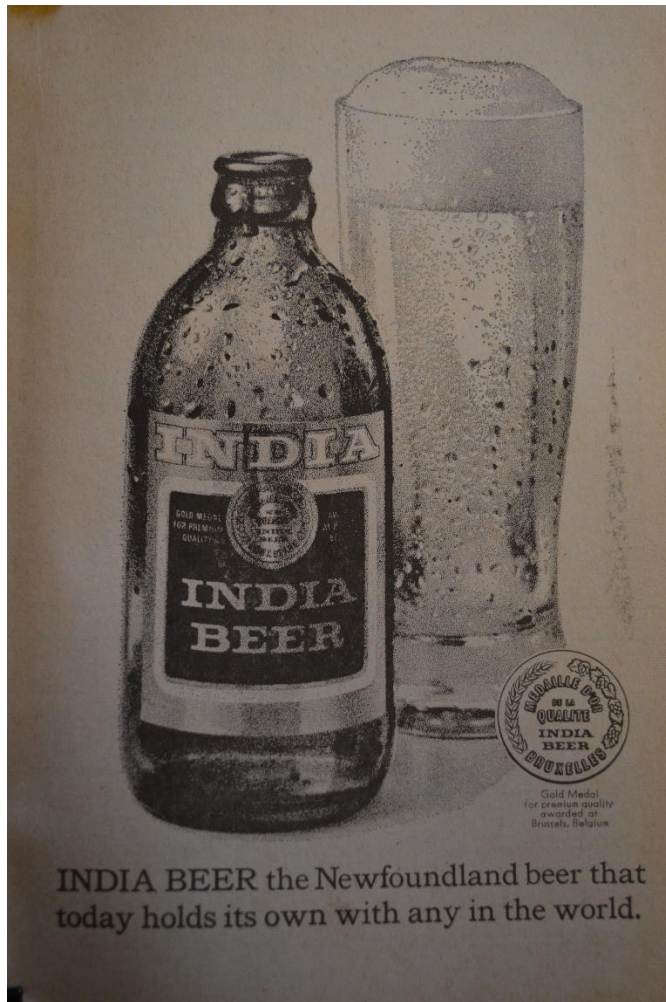
PROVISIONS,

AND

SHIP CHANDLERY,

No. 348 WATER STREET,

ST. JOHNS, N. F.



MICHAEL FARRELL,
DEALER IN
LIQUORS AND GROCERIES,
AND
Snuff and Candle Manufacturer,
161 DUCKWORTH ST.,
ST. JOHNS, N. F.

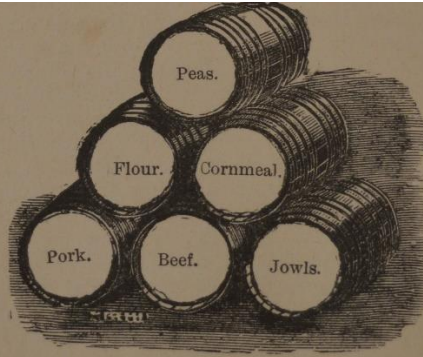
GEORGE O'REILLY,

Wholesale and Retail Dealer in

**PROVISIONS, -
- GROCERIES,
WINES, LIQUORS,
CIGARS, Etc.**

198 WATER STREET,

St. John's, Newfoundland.



HAIG ALE AND STOUT

We are the largest distributors of light beers in Newfoundland, established by the quality of our products. Brewed by a Brewer whose reputation has made Haig Ale and Stout the leading drinks in Newfoundland.

BREWED AND BOTTLED ONLY BY

THE BENNETT BREWING CO., LTD.

St. John's Nfld.

Phone 159.

Have a Drink . . .

OF THE LEADING BEERS IN NEWFOUNDLAND.
Particular People Demand

DOMINION PALE ALE AND STOUT

Why? Because those Beverages are Refreshing, Nutritious
and Satisfying.

No Meal is complete without a Bottle of

DOMINION PALE ALE OR STOUT

For Sale at all Popular Hotels and at the
Government Bondstores.

Brewed, Bottled and Sold by

The Bennett Brewing Co., Ltd.,

St. John's, Newfoundland.

'Phone 159

Happy Christmas and Prosperous New Year

FROM

The Hill Top Inn,

29 COOKSTOWN ROAD.

(TABLE LICENSE)

Phone 2320.

M. J. WHEELER, Manager.

IN PERSON

at the

Horseshoe Club

Every Thursday, Friday and Saturday Night
Radio, Television, and Recording Star

JOHN WHITE

and featuring

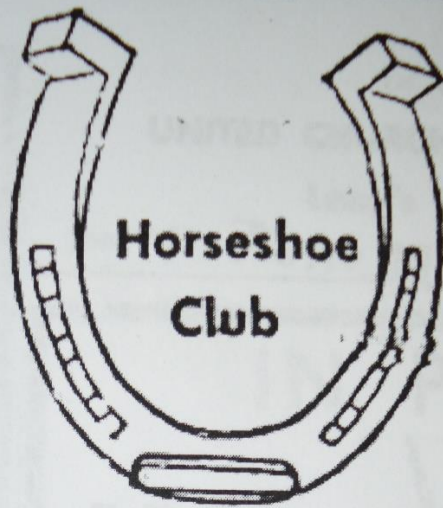
RAY WALSH

PIANO ACCORDIANIST

For the best in NEWFOUNDLAND, IRISH and
SCOTTISH songs plus waltzes, jigs and reels.

NO COVER CHARGE, FULLY LICENSED

A Really Big Shoe at
The Horseshoe



ENTERTAINMENT

Monday Night—
MODERNAIRES

Tuesday Night—
GALAXIES

Wednesday Night—
JOHN WHITE

Thursday Night—
GALAXIES

Friday Night—
MODERNAIRES

Saturday Night—
JOHN WHITE

NO COVER CHARGE

Fully Licensed

373 Duckworth Street

mar7,tf,mon

(801)

NEWFOUNDLAND'S FINEST BEER

INDIA PALE ALE

Sold at Board of Liquor Control, Licensed Hotels and on
Newfoundland Railways and Steamers.



Newfoundland Brewery, Ltd.

ST. JOHN'S BREWERS AND BOTTLERS

Phone 575

P. O. Box 5047 E

JAMES BAIRD,

SOLE AGENT

IN NEWFOUNDLAND FOR

READ BROS., London,

World Renowned Bottlers of

DOG'S HEAD BASS' BEER

—and—

GUINNESS'S STOUT.

Wm- McEwan, Ltd., Edinburgh,

* BEER. *

W. & A. Gilbey, London,

CELEBRATED WINES AND SPIRITS.

James Watson & Co., Dundee,

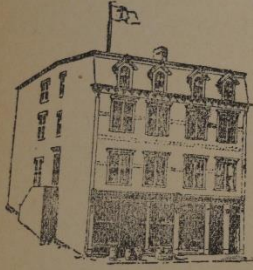
SCOTCH WHISKIES.

Baird's Royal Highland Blend
Scotch Whisky.

La Flor de y Valde's y H'no,

HAVANA CIGARS.

JAMES J. TOBIN



PROVISION, GROCERY,
TEA, WINE, AND SPIRIT
DEALER.

Beach: Duckworth Street,
ST. JOHN'S, NEWFOUNDLAND.

— CELEBRATED FOR —

Old Scotch Whiskies, Rare, Pure Wines and Choicest Teas.
All Wines and Liquors bottled on the premises. Age and Purity
guaranteed. Special and personal attention given to Bottle trade which
is one of the largest in Newfoundland.

Regina Bar-room,

In connection with Grocery is strictly first-class, where the best imported
TOBACCOES, CIGARS and CIGARETTES are to be had, also the
Best Draught ALE and STOUT brewed in Great Britain and Ireland.

LET YOUR TASTE BE YOUR GUIDE

ask for

DOMINION PALE ALE

or

GOLDEN LAGER BEER

Sold by Licensed Hotels.

HAIG ALE and HAIG STOUT

Obtainable at all stores in Newfoundland.

Over 100 Years of Uninterrupted Service is
Your Guarantee of Purity and Flavour.

The Bennett Brewing Company, Limited

Phone 159.

P. O. Box 23.

Liddy's Hotel

MRS. W. H. LIDDY, Proprietress

TORBAY,

NEWFOUNDLAND

Popular Tourist Resort. Located in one of the beauty spots of the Peninsula of Avalon and visited yearly by hundreds of tourists. Just a pleasant drive from the Capital, St. John's. Dinners and Lunches Served. Licensed to sell Beer and Wine.

Remember the name:

LIDDY'S HOTEL

TORBAY,

NEWFOUNDLAND

EDWARD MEEHAN,

Commission Merchant,

WHARF, near 153 WATER ST.,

ST. JOHNS, N. F.,


Dealer in Wines, Spirits, and General Merchandise.

Wharfage at Moderate Rates.

303—WATER STREET—303

MORTIMER G. LASH,

(Of the late Firm of J. & G. Lash.)

Baker, Confectioner  Wine Merchant,

WHOLESALE AND RETAIL.

CATERER FOR

PICNICS, DINNERS, BALLS, SOIREES.

Suppers Supplied at the Shortest Notice.

— ALSO —

FRUITS IN THEIR SEASONS.

CONFECTIONERY, ALL KINDS, WHOLESALE.

MRS. M. J. FEEHAN,

WINES, SPIRITS AND CIGARS.

58 Water Street, west, ST. JOHN'S. Opposite DRY DOCK.

NEWMAN'S



PORT

MATURED IN NEWFOUNDLAND

SHIPPED BY HUNT ROOPE & CO.
OPORTO

PRODUCE OF PORTUGAL

➤ P. J. SHEA, ⚡

—DEALER IN—

Wines, Spirits, Tobacco, Cigars, & Cigarettes.

Terra Nova Saloon,

314 Water Street, St. John's, Nfld.

PATRICK HOGAN,
WHOLESALE AND RETAIL

DEALER IN

GROCCERS' GOODS

OF ALL DESCRIPTIONS,

INCLUDING

WINES AND SPIRITS,

FAMILY PROVISIONS AND SHIPS STORES,

197 WATER STREET,

ST. JOHNS, N. F.

Be Patriotic—Buy British

AND

DRINK INDIA PALE

Newfoundland's Finest Strong Ale.

Brewed from finest quality English Malt and Kent Hops by a highly qualified English Brewer.

Ninety Percent of our Brewing Materials have been for the past ten years and are still being purchased from Great Britain—the remaining Ten per cent. from the Dominion of Canada.

**Demand this Fine Sparkling and Invigorating
Beverage at your Favorite Licensed Hotel.**

BREWED AND BOTTLED BY

Newfoundland Brewery, Ltd.

ST. JOHN'S.

Phone 575

P. O. Box 5047 E



1708



1714



1719



1725



1739



1741



1753



1768



1770



1780



1793



1807



1812

PORTHOLE
Entertainment
TONIGHT

SAM HARNUM
ENTERTAINS

No Cover—No Minimum
FULLY LICENSED.

DANCING

PROPER DRESS REQUIRED

(This means a tie)

Monday: Cabot Trio

Tuesday: Johnny Francis

Wednesday: Markham Trio

COMPLIMENTS OF THE SEASON
FROM

The Queen Tavern

QUEEN STREET

MRS. TRUSCOTT, Prop.

100

HUNTER & CO.'S RANGE,

121 and 125 Water Street, St. Johns, N. F.

RANKIN & McMILLAN,

WHOLESALE AND RETAIL DEALERS IN

Groceries, Provisions, Wines and Spirits,

SHIPS STORES SUPPLIED.

ON SALE:

Flour, Bread, Butter, Beef, Pork, Hams, Bacon, Cheese, Oatmeal, Rice,
Barley, Patent Barley and Groats, Corn Meal, Pease, Oats, Beans,
Indian Corn, Crushed Corn, Brooms, Pails, Herrings, Codfish,
Soap, Candles, Starch, Blue, Corn Flour, Tobacco, Cigars;
Sugars,—Loaf, Crushed, Bastard, Porto Rico; Mo-
lasses: Oils,—Kerosene, Seal, Cod, Olive, Lin-
seed; Sardines, Marmalades; Teas,—Congo,
Souchong, Hyson, Oolong; Coffees,
Cocoas, Pickles, Sauces, Spices,
Candied Peels, Preserved
Meats, Soups, Fowl,
and Fish; Jams,
Jellies,

AND GROCERIES OF ALL DESCRIPTIONS,

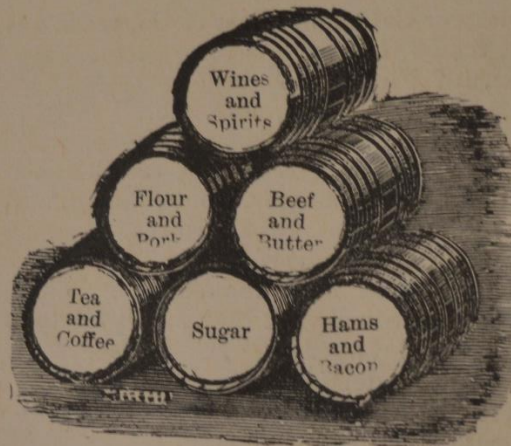
WINES, SPIRITS, &C.:

Brandy, Whiskey, Gin, Rum, Port and Sherry Wines, Madeira, Ginger
Wine, Hock, Champagne, Ale and Porter, Cordials, Raspberry
Vinegar, Bitters, Lemon Syrup, Ginger Beer,
Soda Water, etc., etc,

ALEX. D. RANKIN,
WHOLESALE AND RETAIL DEALER IN
Provisions AND Groceries

CHOICE
FAMILY
PIG PORK,

HALF BARREL.



CHOICE
FAMILY BEEF,

HALF BARREL.

ALES, WINES AND LIQUORS
SHIPS STORES SUPPLIED.
288 WATER STREET, ST. JOHN'S, NEWFOUNDLAND.

RIVERHEAD BREWERY,

E. W. BENNETT & CO., Proprietors,

MANUFACTURERS OF

ALE, PORTER, and STOUT, AERATED WATERS of all kinds, viz., Soda Water, Lemonade, Ginger Ale, Nectar, Champagne, Cider, Pine-Apple, Raspberry, &c., &c.

**WATER STREET, WEST, ST. JOHN'S,
NEWFOUNDLAND.**

E. W. BENNETT.

JOHN B. AYRE.

GEO. AYRE.

RIVERHEAD BREWERY,
E. W. BENNETT & COMPANY,
PROPRIETORS.



— BREWERS OF —

ALES, BEERS, PORTERS, MALSTERS,
AND MANUFACTURERS OF
Ærated Waters of all kinds.

E. W. BENNETT & CO..

258 and 260 Water Street (West),

ST. JOHN'S, NEWFOUNDLAND.

The Riviera Hotel

16 Water Street West

Wines and Beers

Wishing all our Patrons
A Very Happy Christmas and a Bright and
Prosperous New Year.



HAPPY CHRISTMAS
— AND —
A BRIGHT AND HAPPY NEW YEAR
FOR 1952

From

SPORTS TAVERN

ALL KINDS OF BEER SERVED and
COURTEOUS ATTENTION GIVEN.

11 Boncloddy Street

Dial 7499

The Strand Lounge

PHONE 722-5510

Nightly Entertainment — open — 12 noon daily

GENTLEMAN JIM STEAKS

— AND —

Circle Lounge

PHONE 726-2524

NIGHTLY ENTERTAINMENT AND DANCING

JOIN THE T. A. SOCIETY

AND DRINK

Red Rose Tea

YOU CAN GET IT IN THE
T. A. BUILDING

J. B. URQUHART,
AGENT

The Riviera Hotel,

"A HOME FROM HOME"

This Hotel is prepared to cater to Transient and Permanent Boarders.

Home cooking, bright and airy rooms, hot and cold running water, Rates Reasonable.

Beer and Wine License Granted.

Teas, Parties, Dinners, etc., given prompt attention.

ATTENTION! Telephone 3356, or write P. O. Box 292, St. John's, for Reservations.

**16 WATER STREET WEST
St. John's, Newfoundland.**

Two of CANADA'S FINEST...

Sportsmen Prefer..

LONDON '53

INDIA BEER

Brewed from the choicest of imported and Canadian materials.

The trend is definitely to "INDIA"

(Not inserted by the Board of Liquor Control)