



**Trying on  
His New Suit**

at STRANG'S tailor shop, the young man finds it very becoming and fitting. A New Year Suit, with all the new style ideas at a moderate price. Why not take the hint and order your New Year Suit here now? Fit, style, cloth, tailoring, wear and price will appeal to you.

**J. J. STRANG,**

LADIES' & GENTS' TAILOR,  
Corner Water & Prescott Streets.

ead,tf

**Grocers' Headquarters!**

IN STOCK:

- 1000 BRLS. VICTOR FLOUR.
- 1500 BAGS P. E. I. POTATOES.
- 50 BOXES CANADIAN BUTTER.
- 100 BOXES CANADIAN CHEESE.
- 150 CASES VAL. ONIONS—4's.
- 100 CASES VAL. ORANGES—300's.
- P.E.I. PARSNIPS, CARROTS, BEETS.

**George Neal  
Limited**

**Fiction at Its Best!**

- Nobody's Man, by E. Philip Eppenheim . . . \$2.00
- The Shadow of the East, by E. M. Hull . . . \$1.50
- Simon Called Peter, by Robert Keable . . . \$1.75
- The Mayaroff Murder, by J. S. Fletcher . . . \$1.50
- Babbitt, by J. Sinclair Lewis . . . \$2.25
- The Poisoned Paradise, by E. W. Service . . . \$1.50
- Where the Sun Swings North, by Barrett Willoughby . . . \$2.10
- A Man in the Twilight, by R. Cullum . . . \$2.25
- Rim of the World, by B. M. Power . . . \$1.50
- Olivia in India, by O. Douglas . . . \$1.55
- Sex and Sailer, by Charlotte Mansfield . . . \$1.25
- Jack and Jill in Lotus Land, by the author of The Lady of the Decoration . . . \$1.50
- Overshadowed, by C. Wickliffe Fuller . . . \$2.00
- Carnae, by Gilbert Parker . . . \$1.50
- The King Valley, by John Fitzgerald . . . \$1.50

**S. E. GARLAND,**

Leading Bookseller & Stationer, 177-9 Water Street.

**JUST RECEIVED!**

a shipment of  
SUPERIOR QUALITY

**SOLE LEATHER**

Trimmed and Untrimmed.  
Selling at Lowest Prices.

**BOWRING BROS., Limited**

Hardware Department

**California, Valencia Oranges and Grapes.**  
FOR XMAS TRADE.

CALIFORNIA ORANGES—Counts 176's, 216's.  
VALENCIA'S—300's.  
GREEN GRAPES—Heavy Weight.  
PRICES RIGHT.

**Burt & Lawrence.**

Did you ever notice how a  
**New Tie adds to a man's appearance?**

Maybe you need a new Suit but cannot afford it now. But one thing is certain, you cannot afford to miss the opportunity offered in our

**GENUINE FANCY SILK TIES**  
Worth \$1.20

Now 87 cents each  
to pull trade to



**CROWN LIFE!**

Some Special Features offered you under a CROWN LIFE Policy:

- (1) No Medical Examination required up to \$2,000.00.
- (2) In case of Total and Permanent Disability, the Company will pay all future Premiums under your Policy.
- (3) In addition to paying your Premiums, the Company will pay you a Monthly Income.
- (4) In case of death by accident, the Company will pay DOUBLE THE FACE VALUE OF THE POLICY—\$10,000 on a \$5,000 Policy, for example.

WE WILL BE GLAD TO SHOW YOU.

**Crown Life Insurance Company of Canada**  
Law Chambers, St. John's.  
CYRIL J. CAHILL,  
Manager for Newfoundland.



Well! It is schooltime again.  
We have learned our lesson.  
We have figured it out that the only way to succeed in this grocery business is to give you HIGH QUALITY Groceries at the LOWEST PRICES, so you will be satisfied and trade regularly with us.  
We are doing this every day. Come, see.  
Lots of nice things for school lunches.

**BOWRING BROTHERS, Ltd.**

jan30,feb1,3



**For Two Weeks Only**

we will give on our present prices a  
**DISCOUNT OF 10 P. C.**  
on all our Suitings and Coatings made to measure.

**The American Tailor**

300 Water St. W. P. SHORTALL, St. John's.

jan16,tu,th,s

**BON MARCHE.**

We have just received a large shipment of all kinds of Dry Goods at our usual Low Prices. See our Windows.

- White Shirting . . . 25c. up.
- Embroideries, from . . . 2c. yd.
- Children's Hose . . . 16c. pr.
- Children's Underwear 33c. up.
- Ladies' Underwear . . . 65c. up.
- Men's Underwear . . . 67c. up.
- Cotton Blankets . . . \$2.75 pr.
- 30" Sheetings . . . 65c. yd.
- Men's Neglige Shirts . . . \$1.55 ea.
- All Wool Navy Serge 95c. yd.
- Men's Polio Braces 40c. pr.
- Men's Silk Ties . . . 25c. ea.
- Men's Felt Hats . . . \$1.95 ea.

**BON MARCHE,**

308 WATER STREET, 308 WATER STREET.

Jan20,tf

**Brunswick Records!**

PLAYED ON ANY GRAMOPHONE.

- Quartet in F major (Instr.)
- Isle of Sweethearts (Waltz.)
- March of the Toys (Orch.)
- Kashmiri Song (Vocal.)
- Temple Bells (Vocal.)
- Broken Hearted Melody (Waltz.)
- Hawaiian Nightingale (Waltz.)
- The Trail to Long Ago (Vocal.)
- He Loves It (Comedienne.)
- Pianofage (Piano Solo.)
- Who Loves You Most After All (Fox Trot.)
- Some of These Days (Fox Trot.)
- When the Leaves Come Tumbling Down (Fox Trot.)
- You remind me of my Mother (Fox Trot.)
- Clover Blossom Blues (Fox Trot.)
- Arlesienne Minuet (Instr.)
- Air for G String (Violin.)
- April Showers (Fox Trot.)
- Because (Vocal.)
- Gypsy Love Song (Vocal.)
- Spanish Dance (Violin Cello Piano.)
- Hungarian Dance (Violin.)
- 'Neath the South Sea Moon (Vocal.)
- Stumbling (Fox Trot.)
- Melody of Old-Fashioned Waltzes (Orch.)
- Melody of Old Southern Melodies (Orch.)
- Autumn and Winter (Instr.)

**CHARLES HUTTON**

THE HOME OF MUSIC.

**JUST LANDED**

2600 Tons

**BURNSIDE  
SCOTCH  
LUMP COAL**

The Best Coal

**\$13.50**

**A.H. MURRAY & CO., Ltd.,**  
Beck's Cove.

jan15,tf

**LOOSE LEAF**

**BINDERS**

and  
**Accounting Forms**  
for every purpose.

**Dicks & Co., Ltd.**

jan12,ead,tf

**CONTINENTAL**

**Electric Light Bulbs**

save you annoyance and inconvenience.

**They Last Longest**



**Some People Know It!  
EVERYBODY SHOULD**

That right here in St. John's we have one of the FINEST LENS GRINDING PLANTS in the world, where lenses of any description can be made at shortest notice, doing away with the old-time waiting for weeks for lenses to be ordered from Canada or the United States.

WE CAN GIVE YOU THE BEST OPTICAL SERVICE IN NEWFOUNDLAND

**R. H. TRAPNELL, Ltd.**  
Jewellers and Opticians, 197 Water Street.

**Reid-Newfoundland Co., Limited**

**NOTICE!**

S.S. KYLE will sail from St. John's direct at 8.00 p.m. Saturday, February 3rd, taking passengers for Canadian and American points.

**SOUTH COAST STEAMSHIP SERVICE**

Freight for the above route will be accepted at the Freight Shed to-day, Thursday, February 2nd, 9.00 a.m.

**Reid-Newfoundland Co., Limited**

**'BLUE NOSE' POTATOES  
BUTTER, CHEESE.**

To-Day Ex S. S. Silvia at  
Lowest Prices:

**P. E. I. BLUE POTATOES--**  
90 lb. sacks

**"GILT EDGE" CAN. CREAMER  
BUTTER--**

56 and 28 lb. boxes

**CAN. COLORED CHEESE--**  
Large, 70 lbs. average

**CAN. COLORED CHEESE--**  
Twin, 35 lbs. average

**F. McNamara**

'Phone: 393 Queen Street



When you are "waiting around again" or in functions where full dress is usually worn, don't feel out of place with a jacket on? Now is the time to leave your order for Full Dress or Tuxedo. Our prices for these Suits are remarkably reasonable. For special parades, or social calls, we can give you something within your means in a Prince Albert or Morning Coat. We specialize in these garments.

**JOHN MAUNDER,**  
TAILOR & CLOTHIER,

281-283 Duckworth Street

