

Electric Lighting for Everybody.

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| No. 1.—1 3-Light Fixture, complete with lamps and shades, oxidized copper or brass. Price | \$10.00 |
| No. 2.—1 2-Light Fixture, complete with lamps and shades, etc., oxidized copper or brass. Price | 8.00 |
| No. 3.—1 Pendant, fitted with shade lamp and dim-a-lite, oxidized copper or brass. Price | 4.00 |
| No. 4.—1 Cord Drop, with lamp and shade. Price | 2.50 |
| No. 5.—1 Cord Drop, with lamp and shade. Price | 2.50 |
| No. 8.—3 Bedrooms fitted with brackets, pull chain sockets, shades and lamps. Price | 12.00 |
| No. 9.—Bathroom Bracket, with pull chain socket. Price | 4.00 |
| No. 10.—Hall, 1 Bracket, with pull chain socket. Price | 4.00 |
| Service charge | 3.00 |
| Total | \$50.00 |

20 Candle Power Tungsten Lamp will cost you a 1-4 of a cent per hour.

Time Payments Over Twelve Months if you desire.

Handsome Shades a great variety

SIX MONTHS FREE LIGHT

That's what you get when accepting Our Special Wiring and Fitting Offer, you save money enough to light your house for SIX months.

First-Class Fittings.

Ring Up 240.

Reid-Newfoundland Company., Electrical Department.

CITY, January 29th, 1914.
MADAM—How about that New Costume that you have been waiting for so long?

SERGES and TWEEDS,

in long length pieces, and we most especially invite you to call and see our stock before purchasing. We have them at \$1.00, \$1.10, \$1.20, \$1.60 and \$2.00 per pound.

GEORGE T. HUDSON,

367 Duckworth Street.

Change in Tariff.

NOW IS THE TIME TO Buy Your Tea.

Try our 35c. and 45c. They will be worth 50c. and 60c. ere long.

10 lb. tin of real good Tea for \$2.00.

Don't miss this chance.

JAMES C. BAIRD,
WATER STREET.

Yew York Plate Beef!



F. McNAMARA, Queen Street.

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Large Five Passenger Touring Car with self-starter and electric lighting. Landed at St. John's for \$1,340.00. High tension Bosch magneto and Zenith carburetor, if preferred.

1914 MODEL.

Two Passenger Roadster Type, with deep cowl, extra width doors, twenty-five gallon gasoline supply. Equipped with the famous Zenith carburetor and high tension Bosch magneto. Landed at St. John's for little over \$1,200.00. A full line of spare parts for these cars will be stocked by me during the coming season.

JOHN R. PARSONS, Agent.

Address: 85 Military Road, or City Garage. Jan 29, 14

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A NEW AND TOTALLY DIFFERENT

TALCUM POWDER

Not only softer, smoother, more satisfying than any other, but distinguished by the "True Oriental Odor," a fragrance inimitable in its subtlety and charm.

In addition to Massatta, we carry a complete line of Lazell's Toilet Specialties, including the most exquisite Perfumes, Delightful Toilet Waters, superb Creams, and Powders of unquestionable excellence.

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NOTICE TO FARMERS.

Farmers who wish to get the best returns from their land should use Sulphate of Ammonia, the best Chemical Fertilizer obtainable.

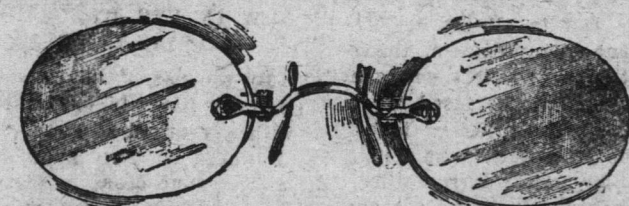
We are now booking orders for Spring delivery, and guarantee our Sulphate to be of the best quality. As our output is limited, orders should be sent in as soon as possible.

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Board of Trade Building.
Jan 23, 14

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of St. John's, Hr. Grace, Carbonear and Bell Island is now ready. Only a very limited edition issued. A Directory is indispensable in any up-to-date Business or Professional Establishment, and especially in Hotels, Law Offices, Insurance Offices, Mail Order Houses, Commission Offices. Published price \$5.00. Our special cash price \$4.00 post paid.

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stopped to think what you would do if you suddenly lost your eyesight? You can't possibly conceive of a greater misfortune, can you? While it isn't likely you will lose your eyesight, still you are impairing it every day you neglect Nature's warnings in the form of headaches, blurred vision, etc. Don't neglect it. If you want comfort to displace misery, call on

R. H. TRAPNELL, Eyesight Specialist

"THE LIGHT IS POOR"

is a remark heard very often by persons who use Kerosene other than TEXACO. Users of

TEXACO OIL

(high or low test) never have cause for complaint, as it keeps bright right down to the last drop.

GEO. M. BARR,
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Apples, Grapes, Lemons.

We offer
100 brls. WINTER APPLES—Wagner, Baldwin, etc.
50 kegs CHOICE GRAPES.
10 cases CHOICE LEMONS.
10 brls. FANCY CRANBERRIES.
30 cases VALENCIA ORANGES.
20 cases JAFFA ORANGES.
Apples and Grapes are very scarce.

Jan. 26th, 1914. **EDWIN MURRAY.**

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