

The Secret of Economy in Building!

SEIZE OPPORTUNITIES.

Complete frameworks of steel suitable for sheds, garages, factories and storage warehouses can be purchased to-day cheaper than at any time since 1914. These buildings are fabricated and can be erected very cheaply. They can be covered and roofed with wood or any other suitable material.

WE SUPPLY, AND CONTRACT FOR ERECTION OF, STRUCTURAL STEEL BUILDINGS.

WM. HEAP & CO., Ltd.

Bank of Nova Scotia Building.
mar3,eod.tf

P. E. I. BLUE POTATOES.

CANADIAN CREAMERY.
CANADIAN CHEESE.
No. 1 "BEN DAVIS" APPLES.
O. K. TABLE APPLES—Boxes.
"SUNKIST" ORANGES.
DATES—Bulk and Packages.
PRICES RIGHT.

GEORGE NEAL, Ltd.

'Phone 264

COAL!

North Sydney Best Screened
in store and afloat

BEST ANTHRACITE,

(Lehigh Valley)

Also BIRCH JUNKS.

Nfld. Coal & Trading Company, Ltd.

At the premises lately occupied by Alan Goodridge & Sons.
a.n.th.tf

4 OUT OF 7.

Last Thursday and Friday we suggested in this paper the purchase of the following stocks:
Pure Oil, Middle States, Allis-Chalm, Studebaker
at .. \$50.50 .. \$13.37 .. \$45.00 .. \$102.00
The above Stocks have since sold
at .. \$33.00 .. \$14.25 .. \$46.87 .. \$103.12
The remaining three, Woollens, Steel and Pacific are good purchases, as well as the four already mentioned.
WE TRADE ON MARGIN.

J. J. LACEY & COMPANY, LIMITED,

STOCKS & BONDS. TELEPHONE 1154.

Plumbing and Heating.

We are prepared to handle any Plumbing or Heating job, big or small, and can guarantee satisfaction. Our prices, goods and work are all in line with Best Service.

WE STAND BEHIND EVERY JOB WE DO.
Edstrom & O'Grady.

Phone 955. 66 Prescott Street.
feb14,tu.th.s.tf



We request the opportunity to prove to your entire satisfaction the value of a hand tailored SUIT or OVERCOAT.

The American Tailor

W. P. SHORTALL, 300 Water Street.

Phone 477. P. O. Box 445.

Why waste your beauty in the wash-tub? Let MAGICAL do the work.



Gossages Magical Soap.



JOB'S STORES, Ltd.

Agents.

Jan 9, tu.

When you want to make a Gift of REALLY GOOD Silver Plated Flatware you naturally select WALLACE.

Why not use it as well in your own home?

T. J. DULEY & Co., Ltd.,
The Reliable Jewellers and Opticians.

G. P. TEA

(India and Ceylon)

This is the Highest Grade Tea packed. Exquisite quality and delicious flavour.
JOHN P. HAND & CO.,

P. O. Box 1847. Agents. 'Phone 1017.

Nitrate of Soda

Rather early in the season to talk about this commodity, but we have much pleasure in advising our customers that we secured a shipment of this great FERTILIZER a few days ago at a

Big Bargain

and are booking orders for it to arrive at very low prices for early May delivery.

GET OUR PRICES on Nitrate of Soda before placing your Spring order.

F. McNamara,

QUEEN STREET.

PHONE 393.

HOUSES! HOUSES! HOUSES!

This is the cry of the hour. Why build when you can buy much cheaper. One house at the foot of Theatre Hill, 10 rooms, stone, with all modern improvements; Bungalow, Mundy Pond Road; houses on Blackmarsh Road, William Street, Atlantic Avenue, Pleasant Street, LeMarchant Road, Saunders Place, Freshwater Road, Merrymeeting Road, Quidi Vidi Road, Hamilton Avenue, Military Road, Allan's Square; two houses on Flower Hill, one house on Gower Street, freehold; one large house on Rawlin's Cross.

All the above property will be sold on the very best terms in the city. Why not avail of this opportunity? Also one 45 horse power Marine Engine, only used about three days. Apply to

J. R. JOHNSTON,

Real Estate Agent, 30 1/2 Prescott Street.
mar13,eod.tf

Our Annual 25 cent Sale.

We will commence our 25c. Sale on

Wednesday, March 1st.

Our list of bargains is as numerous as ever and the goods are clean and attractive.

We have many attractive items, including splendid value in Hosiery, selected by a resident New York buyer, who knows where to get good value. Other items:

- Men's Braces, Flannellettes, London Smokes, Boys' Braces, Mittens, Bootees, Towels, Bibs, Bracelets, Ladies' Gloves, Ribbons, Table Napkins, Millinery Flowers, Belts, Scrim, Calico, 36"; Shirting, Sateen, Stair Oil Cloth, 16", 2 yards for twenty-five cents, Window Blinding, Wool Caps, Forks, Spoons, Tea Spoons, Lamps, Back and Side Combs, Links, Ink, Paper, Etc., and all Bargains.

TEMPLETON'S.

JUST RECEIVED: Latest Records,

Brunswick and Gennett, 75c. and upwards.

A bundle of New Music given with each Record.

CHARLES HUTTON,

The Home of the Gramophone.

ELECTRICAL MEN!

Let us add the theoretical to your practical knowledge, thereby greatly increasing your efficiency and qualifying you for the first vacancy "Higher Up". DAY AND NIGHT CLASSES.

British Radio & Electrical Engineering Institute
C. I. R. ARMOURY. ST. JOHN'S.

Reid-Newfoundland Co., Limited

FREIGHT NOTICE!

Placentia Bay Steamship Service.

Freight for Merasheen Route, Bay Run, will be accepted at the Freight Shed to-day, Tuesday, from 9 a.m.

Reid-Newfoundland Co., Limited

NOTICE!

Effective January 15th, there will be certain changes of schedule in train services on the Canadian National Railways.

For further information apply to

J. W. N. Johnstone,

General Agent, Board of Trade Bldg
eod.tf

Spring Showing of Dining-room Needs!

Delightful Golden Oak, or the more dignified Fumed Oak are here used in some of the most charming Dining-room Furniture we've ever handled. Tables, Chairs, Carvers, Buffets, Cabinets—everything needed to make a perfectly appointed dining-room—in beautiful designs are now to be seen in our Furniture Showrooms.

If your dining-room looks worn or shabby, let us give you special prices on Dining-room Furniture. Any single piece sold.

U. S. Picture & Portrait Co.

—St. John's.—

Business!

- The Modern Business Guide by Hansford . . . \$2.25
- Book-keeping and Accounting, a complete course. \$3.00
- The U Book, selling oneself, from \$10.00 a week to \$100,000 a year . . . \$1.75
- Modern Salesmanagement . . . \$2.50
- The Making of a Merchant . . . \$1.75
- Private Companies, their utility and the exemptions they enjoy . . . 35c.
- Practical Banking (complete) . . . \$2.25
- Handbook of Sterling Exchange, a book which every office should have . . . \$2.75
- Commercial Advertising by Thomas Russell . . . \$3.75
- The Psychology of Management . . . \$2.75
- Advertising as a Business Force . . . \$2.75
- Brookes Notary Public . . . \$10.50

Garland's Bookstore,

Leading Bookstore, 177-9 Water Street.

THE NEW EDISON DIAMOND AMBEROLA.

You owe it to yourself to hear this Master Product of a Master Mind before you buy a "talking machine." It is within the range of everyone's pocket, plays the latest music from a record that can be dropped without fear of breakage, and lastly, it requires no needles.

THE BEST VALUE IN THE PHONOGRAPH MARKET.
ARTHUR R. STANSFIELD,
Edison Dealer, 178 Water St.
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MAR 20, 1914.
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