

NEW ARRIVALS!

A choice selection of
**Suitings and
Overcoatings.**

These fabrics cut in
Our Styles,
for Fall and Winter,
and made at our store
give our patrons an
exclusively
Well Dressed
appearance. Ne w-
foundland's Store for
**Fashionable
Tailoring.**
Personal attention
given to Mail Orders.



**JOHN MAUNDER, TAILOR and
CLOTHIER,**
281-283 Duckworth Street, St. John's.

HOCKEY STICKS,

ALL THE LEADING MAKES.
Rex, Micmac, Special, Empire, Imperial
Champion, Red, etc., 15c. to 80c. each;
Hockey Pucks, 15c. to 40c. each.
MARTIN HARDWARE COMPANY.

PLANK

FOR ANY SIZE BOAT OR SCHOONER.

Long Lengths,
Clear and Wide.

HORWOOD

Lumber Company, Limited

PLANK

W. A. SLATTERY'S

Wholesale Dry Goods House,
Slattery Building, Duckworth & George's Sts.

GRAND OPENING SEASON 1911.

We present to the Trade and Outport Dealers this
Spring the largest, most varied, and best selection of
English and American Cotton and Wollen Goods,
as well as a complete line of all classes of Pounds,
Remnants and Seconds
Balbriggan and Fleece-Lined Underwear a specialty
See our Stock of Muslins, Embroideries and Laces.
Please See Our Prices and Terms

Job Printing Executed.

REID NEWFOUNDLAND COMPANY.

**Keep Your Display Windows
Free From Frost**

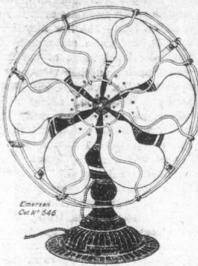
For preventing the frosting of
Display Windows in Winter time,
there is nothing simpler or more
effective than the air blast of an

ELECTRIC FAN
directed against the glass.

**The Philosophy of
the thing is plain.**

The evaporative effect of the
air current simply prevents conden-
sation of moisture upon the window,
and affords relief from an annoy-
ance which generally is sought but
only imperfectly attained through
various awkward means.

By Using This
Little Preventer



Reid Newfoundland Company

For Sale!

Schr. "LELIA E. NOR-
WOOD," 78 Tons Regis-
ter," built in Essex, U.S.A.,
all oak and in perfect con-
dition. Can be sent to sea
without any expense.

Apply to
G. M. BARR.

127, 121

"Man's inhumanity to man,
Makes countless thousands mourn."—BURNS.
So does the frosty weather, especially those who are not well provided
with suitable clothing to keep themselves warm.
Your ears will not suffer if you invest in one of the warm

Winter Caps

We are selling at **REDUCED PRICES.**
Men's Fur Lined Caps, from \$1.10 to 90 cts.
Men's Fur Lined Caps, from 90 cts. to 70 cts.
Men's Fur Lined Caps, from 80 cts. to 60 cts.
Men's Fur Lined Caps, from 50 cts. to 35 cts.
The shape and patterns of these Caps cannot be beaten, they are the
LATEST.

R. TEMPLETON, 333 Water St.

**FURNITURE
—AND—
FURNISHINGS!**

One can readily make a satis-
factory selection of **Furniture,
Linoleums and Rugs, etc.**
from our exceptional assortment
of the **Newest and Best** in every worthy grade of these goods.

Artistic Designs, Superior Quality and Moder-
ate Prices are the distinctive features of our Ware-
house.

We offer many
Special Styles in
every line on our
floors at Marked
Down Prices.

U. S. PICTURE & PORTRAIT COMPANY,
Complete House Furnishers.

Job Printing Executed

Get the Most for Your Money.

QUALITY amounts to little unless the PRICE be fair,
LOW PRICES are not Bargains unless QUALITY is there,
SATISFACTION in QUALITY and PRICE will be yours if you purchase our

Boys' Fl'c'd Lined Underwear,

—AT—
35 cents per garment.

Full assortment of sizes, to fit Boys of all ages,
from 4 to 15 years.

Reliable, Serviceable Goods, at a
Price within the reach of ALL.

S. MILLEY, Water St.

MERIT MUST WIN!

TO INTRODUCE OUR TAILORING BUSINESS and to get rid of
stock on hand we offer the following, made in the Latest Style
and Best Workmanship:

\$22.00 Black Melton Overcoats, now	\$19.00
\$20.00 Best Tweed Overcoats, now	\$17.50
\$18.00 Good Tweed Overcoats, now	\$15.50
\$22.00 Best Tweed Suits, now	\$19.00
\$20.00 Good Tweed Suits, now	\$17.50
\$18.00 Good Tweed Suits, now	\$15.50

NOTE THE ADDRESS:
WM. SPURRELL, The Reliable Tailor.
174 Duckworth Street, on the Beach. Phone 727.

PIANOS!



ORGANS.
OLDEST HOUSE IN THE TRADE.
CHESLEY WOODS.
Old Instruments taken as part payment.

PRIME Timothy HAY

We have a Big Stock of No. 1 Hay in
Store and are prepared to fill your
Orders at Low Prices.
See Us before you buy.

F. McNAMARA, QUEEN STREET.

Job Printing Executed

WRITING TABLETS, Or Letter Pads.

Writing Paper put up in the most
useful and convenient form. We carry
an immense stock of the most popu-
lar lines.

The Municipal Tablet (letter size),
\$1.20 per doz.

The Metropolitan, \$1.50 per doz.
The Terra Nova, \$1.70 per doz.
The Empire, \$2.00 per doz.
The Aero, \$2.00 per doz.
The Incomparable, \$2.50 per doz.
The Auto, \$2.75 per doz.
The Jeanette, \$3.30 per doz.
The Government Bond, \$4.50 per doz.
The Monastery (Blue), \$4.00 per doz.
The Monastery (Heliotrope), \$4.00 per
doz.

The Monastery (Pink), \$4.00 per doz.
The Municipal (note size), 60c. per
doz.

The Metropolitan, 80c. per doz.
The Terra Nova, \$1.10 per doz.
The Empire, \$1.20 per doz.
The Aero, \$1.20 per doz.
The Jeanette, \$2.00 per doz.
The Boudoir (between sizes), \$2.20
per doz.

The Incomparable (between sizes),
\$2.20 per doz.

We are headquarters for Envelopes.
Our Challenge at \$1.00 per thousand
is a leader.

DICKS & Co.,
1116 Popular Bookstore.
New Valentines and Valentine
Post Cards.

Just arrived from New York ex. S. S.
Florida.

Comics Trades Jokers, 5c. and 8c. doz.
Fault Finders and Long Jokers, 10
15 and 25c. doz.

The New Elite Comics, 10c. per doz.
Fancy Valentines, 1, 2, 4 and up to 25c.
each.

Fancy Valentines, in boxes, up to \$1.25
each.

Valentines daintily perfumed, 15 and
25c. each.

Novelty Valentines, from 25c. to 50c.
Valentine Post Cards, Comic, from 25c.
Valentine Post Cards, Sentimental,
from 2c.

Very handsome embossed, satin,
plush and floral post cards, with-
out mottoes, 5 to 30c.

Envelopes and mailing wraps given
"free" with all "valentines" at 5c. and
upwards.

A nice line of booklets and illus-
trated novels very suitable for St. Val-
entine's gifts.

Garland's Bookstore,
177-353 Water St.

ANYONE, anywhere
can start a mail order business at home.
No canvassing. Be your own boss. Send
for free booklet, "How to Succeed"
21612 Lockport, N.Y. 1911

WEATHER FORECAST.
TORONTO, Noon—Fresh N.W.
winds, clear and very cold, with
snow flurries.
VOLUME XXXIII.

Phoenix Stores,
Cavendish Square.

JUST RECEIVED,
100 Choice
**P. E. ISLAND
CHICKEN**
In Excellent Condition.
A. H. MARTIN, AGENT.
PHONE 608.

A MOST DESIRABLE CONFECTION.

Pure Granulated Sugar and
Choice Selected Nuts.
Clear Walnut Toffee.
Clear Almond Toffee.
Cocoanut Toffee.
Peanut Toffee.
Supplied Fresh each day.
RENNIE'S Branch Store,
Jan 28, 61, s. t. h. Rawlins' Cross.

FRESH POULTRY, FRESH FRUIT, FRESH SAUSAGES.

ELLIS & CO., Ltd.,
203 Water Street.

Fresh New York Turkeys,
Fresh New York Chickens,
Plymouth Rock Chickens,
New York Curled Ducks.

FRESH IRISH SAUSAGES.
Fresh Smoked Finnan Haddies,
Fresh Kipperd Herring,
Loch Fyne Smoked Herring.

FRESH HALIBUT.
Naval Oranges,
Ripe Bananas,
Tangerines,
Bartlett Pears,
Grape Fruit,
Desert Apples,
Cooking Apples,
Palermo Lemons.

Fresh Blue Point Oysters.
California Celery,
Fresh Tomatoes,
New Irish Potatoes,
Sweet Potatoes.

**Fresh Supply Irish
Hams and Bacon.**
Per S.S. Tobacco.

Our delayed cases of 20,000 Savory's Celebrated Cigarettes have arrived.

Remember Our Telephone,
No. 482.

Slatutory Notice.

In re Estate of John W. Collier, late of
St. John's, Painter, Deceased.
Parties claiming to be creditors of
or having any claims upon the estate
of John W. Collier, late of St. John's,
Painter, deceased, will send to Cath-
arine Collier, duly attested, to Cath-
arine Collier, of St. John's, Adminis-
tratrix of the estate of said John W. Col-
lier, deceased, on or before the 10th
day of March, A.D. 1911, after which
date the said Administratrix will dis-
tribute the estate having regard only
to the claims of which she shall then
have had notice.
And all parties indebted to the said
estate will please make payment to
the said Administratrix within the
same period.
Dated at St. John's this 6th day of
February, 1911.
CATHERINE COLLIER,
Victoria Street.
Adm. Estate of said J. W. Collier,
—Feb. 28.