

# Metals

Can now be bought  
**IN BRITAIN CHEAPER  
THAN ELSEWHERE.**

We offer for forward delivery  
**Tinplate, Block Tin,  
Pig Lead, Solder**

At Rockbottom Prices.

**WM. HEAP & CO., Ltd.**

PHONE 873

Jan 4, 1914

The Wide-Awake Stores  
ARE THOSE WHICH SELL  
**Victory Brand  
Clothes.**

Specially designed and priced  
for the exacting trade which is  
offering to-day. In spite of the  
trade depression good business  
is being obtained by the stores  
which are selling VICTORY  
BRAND CLOTHING.

Get your share of the trade  
by ordering from our big assort-  
ment of stock.

WHOLESALE ONLY.

**The White Clothing  
Manf. Co., Ltd.,**

250 DUCKWORTH STREET.

sep 24, 1913



**The Banks of  
Newfoundland**

A WONDERFUL RECORD.

No home with a Gramophone  
should be without one.

**CHARLES HUTTON,**

The Reliable Piano & Organ House.

CANADIAN NATIONAL RAILWAYS.

**Travel via the National Way.**

THE ONLY ALL CANADIAN ROUTE BETWEEN EASTERN  
AND WESTERN CANADA.

Train No. 6 leaving North Sydney at 7:10 a.m. connects at  
Truro with Maritime Express for Quebec and Montreal, making  
quickest and best connections at Quebec with Transcontinental  
train for Winnipeg, and Montreal with fast through G. T. R. night  
Train for Toronto, and with "Continental Limited" for the West.  
Train No. 8 leaving North Sydney at 9:07 p.m. daily, except  
Saturday, connects at Truro with Ocean Limited for Montreal,  
connecting with G. T. R. International Limited for Toronto and  
Chicago and with through trains from Toronto to the Pacific  
Coast. For further particulars apply to

**J. W. N. Johnstone,**

General Agent, Board of Trade Building.

**Rowntree's Cocoa  
Geo. Payne's Tea  
Kellogg's Corn Flakes**

THREE LEADERS.

**JOHN P. HAND & Co.**

## BROKERS ON MARGIN.

We have every facility to execute either buying or  
selling orders on any stock or bond listed on any Stock  
Exchange in the United States.

Frequent Quotations. Statistical Department.  
Board Room. Phone Service.

**J. J. LACEY & COMPANY, LIMITED,**

STOCKS & BONDS. TELEPHONE 1164.

## ELLIS MAKE CLOTHES

ARE RIGHT IN FIT, STYLE AND FINISH



**FALL AND WINTER OVERCOATINGS**  
in Tweed, Cheviot, Nap, Melton and All-Wool materials  
now on display. Our New Fall and Winter Suitings  
due to arrive by next steamer from England. Indigo  
Blue Serge always in stock.

**CHAS. J. ELLIS, 302 Water St.**

For Sale!

**ARMY and NAVY  
Building.**

Suitable for Club Rooms or  
Hotel.

For particulars apply to  
**P. O. Box 1286.**



**FALSE ECONOMY.**

It is often remarked by  
customers, "I must try and  
make my old clothes do for  
the winter." Perhaps the  
winter may mean very much  
longer. To protect your  
body against our cold winds  
you want warm woollens.  
An investment in a good  
Suit or Overcoat may save  
you months of illness. Dur-  
able material, cut and mould-  
ed to your figure by expert  
workmanship in the garment  
at MAUNDER'S. Samples  
and self-measuring cards  
sent to your address.



**John Maunder,**  
Tailor and Clothier, 281-283 Duckworth Street

## REAL HAPPINESS!

Watch your son scale the ladder leading to success, rung by  
rung, until, thanks to your guiding hand, he eventually attains  
the height of his ambition.

Let us teach him the finest profession in the world.

DAY, NIGHT AND HOME STUDY COURSES.

**BRITISH RADIO INSTITUTE,**

C. L. B. ARMOURY.

ST. JOHN'S.

## We Have the Goods.

Our prices are based on low cost of material and  
under new conditions.

**VALUE PLUS  
SERVICE.**

SEE OUR WINDOWS.

Boys' Heavy Hose, 22c.  
pair.  
Ladies' Mohr Under-  
skirts, \$1.25 each; all  
colors.  
Men's Neglige Shirts,  
\$1.60 each.  
Fey. Stripe White Shirt-  
ing, 22c.; very fine, 32"  
wide.

28" Flannelette, 22c. yd.;  
fancy stripes.  
Men's Work Shirts, \$1.25  
each.  
Men's Wool Sox, 45c. pr.;  
heavy Heather mix-  
ture.

**BON MARCHE,**

266 Water Street.

Opposite Bowring Brothers.

Jan 13, 1914



Men of  
Good Taste

Appreciate the  
choice selection of  
CAPS shown at  
our store.

Quality and style  
in bountiful  
measure.

Men of Wisdom

Appreciate the  
Wonderful Value.  
Caps from \$1.25 up



BRAND CAPS

TEMPLETON'S

**ORANGES, BOX APPLES,  
ONIONS.**

To arrive ex Rosalind around seventeenth:

CALIFORNIA ORANGES—Counts 216, 176.

SACKS ONIONS—Silverpeel.

BOX APPLES—Counts 138 and 150.

Also in stock a few barrels of NOVA SCOTIA APPLES, now  
selling off cheap to clear.

**BURT and LAWRENCE,**

Can You See To-Day as Well

As Ten Years Ago?



The eyes change so slowly  
that considerable defects occur  
before we are aware of it. An  
examination would enable you  
to correct, in the early stages,  
the defects which cause the  
change and the eyes kept at  
maximum efficiency and com-  
fort.

EXAMINATIONS FREE OF  
CHARGE.

**KARL S. TRAPNELL,**

307 Water Street, St. John's.

Reid-Newfoundland Co., Limited

## NOTICE!

The Company will endeavour as far as possible  
to forward all freight via North Sydney and Port  
aux Basques, but reserves the right, whenever circumstan-  
ces in the opinion of the Company require it, to for-  
ward freight, originally billed via North Sydney and  
Port aux Basques, and designated steamers:—

Via Halifax, or  
Via Louisburg, collecting extra charges over con-  
necting lines between North Sydney and  
Louisburg.

and also the right to forward same by any steamer  
owned or chartered by the Company from North  
Sydney or Louisburg, or Halifax, direct to St. John's  
or Newfoundland ports other than Port aux Basques.

Shippers or Consignees, when effecting Marine In-  
surance, should bear this in mind and have their  
policies cover accordingly.

Reid-Newfoundland Co., Limited

**Intercontinental  
Transports Limited**

LONDON SERVICE.

S. F. GREY COUNTY . . . . . Jan. 18

S. S. LISGAR COUNTY . . . . . Jan. 18

LONDON AND HAVRE.

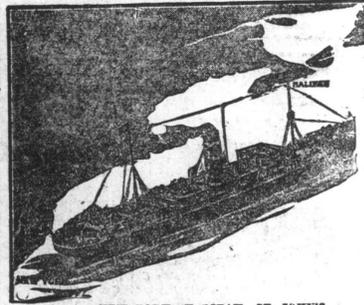
S. S. HASTINGS COUNTY . . . . . Jan. 18

S. S. WISLEY . . . . . Feb. 1

**HARVEY & CO., Limited**

Agents Canada Steamship, Limited.

**RED CROSS LINE.**



NEW YORK—HALIFAX—ST. JOHN'S.

The S. S. ROSALIND will probably sail from New York  
Wednesday, January 18th.

This steamer has excellent accommodation and carries  
First and Second Class Passengers.

Through tickets issued to Boston via The Dominion Atlantic  
Railway at considerably reduced rates.

Through rates quoted to any port.

For further information re passage, fares, freight rates,  
apply to

**HARVEY & COMPANY, LIMITED.**

St. John's, Nfld., Agents.

# COAL!

North Sydney Screened ex "David C. Rice"

Due to arrive same quality.

Schr. "PELLEEN" 600 tons.

Schr. "CATHERINE SPINDLER" 250 tons

Also same quality in store. Prices upon applica-  
tion.

Also BIRCH JUNKS.

**Nfld. Coal & Trading Company, Ltd.**

At the premises lately occupied by Alan Gooding  
& Sons,

St. John's