

REID-NEWFOUNDLAND CO.

Wonder Marine Motors!

SWIFT, STRONG, SAFE and SATISFACTORY.

You want a Marine Motor that is swift enough for racing, strong enough for Cruisers, safe enough for a family launch and satisfactory at all times.

Write to-Day for a copy of our Free Illustrated Catalogue.

WATER STREET STORES DEPARTMENT.

U. S. ARMY SHOE!



We have just received another shipment of

American Army Shoes.

We sold a number of pairs of these Boots to the boys of the 1st Nfd. Regiment.

F. SMALLWOOD,
THE HOME OF GOOD SHOES.

Spey Royal, 10 YEARS OLD.



Finest procurable.
Pure Malt Scotch Whiskey.
J. C. BAIRD,
Water Street.

Here is a New Game for the Children, AMUSING AND INSTRUCTING.

The Fox Educational Board for good boys and girls. Educate your children while they play.
The Sentence and Wordbuilder consists of 48 letters and pictures from which the groups of words and sentences may be built, separate, and rebuilt, while the child plays until his interest in spelling and in writing, as well as in the meaning of words, is forever rightly fixed.
Introduce the Letters and easy Words slowly. As soon as the child gets acquainted with a few letters and words, and the process of Word Building, he will be able to build his own thoughts into words and sentences.
The board is in the form of a circle, is strongly made, of a bright color and is nicely decorated. A most attractive looking game and one that will stand a lot of hard wear.
The price is \$1.75 each, and there are only ten in stock.

DICKS & CO., LTD.,
Biggest, Brightest and Best Book, Stationery and Fancy Goods Store in Nfd.

J. J. ST. JOHN.

January month the general topic was the War, next to it was the handsome pieces of Silver got free at St. John's Grocery Store for Coupons.

We are doing the same this 1915 and are finding all our former customers buying more freely than ever, and are making new customers every day. And why not?—when we are giving to every customer 10c. on the dollar spent on groceries. And again, we use our best energies to please our patrons. In fact ours is the store of satisfaction. Every 10c. spent you get one cent; every dollar spent you get ten.

J. J. ST. JOHN,
DUCKWORTH ST. & LEMARCHANT ROAD.

SPECIAL!

During the Lenten Season we can supply



Watered Fish
of No. 1 quality, and
Watered Herring,
Labrador.

The above also obtainable at my store on Wednesdays and Fridays throughout the year.

JAS. J. WHELAN,
Cor. GOWER & COLONIAL STS.,

Solid Comfort In Our Chairs

is a marked feature, and has built us a reputation for reliable and luxurious furniture that can not be beaten. Any Chairs, upholstered and otherwise, purchased at our store are guaranteed in every particular.

This week we are offering special values in Arm Chairs and Morris Chairs, real Rest Chairs, built for ease as well as ornament. We are showing Arm Chairs all upholstered, or with mahogany frames, and upholstered in Leather, Tapestry and Plush; also a fine grade of Morris Chairs, fully upholstered in Leather or Plush, and with adjustable padded leg rests. If you want "Solid Comfort" Chairs, you can get them at the

U. S. Picture & Portrait Company.



MR. CUSTOMER—

Probably you've economised by doing without your usual suit and overcoat during Fall of 1914. Are you going to have that down-and-out look in Spring 1915? The Allies have millions of men on the firing line, each requiring thirteen pounds of wool every six or eight weeks. The British Government are keeping British Mills turning out army contracts.
Spring quotations for woolsens are sky high. We have on hand a particularly fine range of Serges, Tweed Suits and Overcoats. Order now as you will have to pay considerably higher in the Spring.

John Maunder's
Tweed Suits
St. John's, N.F.

ROSSLEY THEATRES!

EAST END.

Not prohibited by the Ecclesiastical authorities.
GREAT

PATRIOTIC PRODUCTION
All this week.
PROFITS FOR THE POOR

WEST END—"OURS."

Always a capital show.
NEW PICTURES and SONGS.

GREAT BENEFIT CONCERT 26th. inst. for to buy bread for the deserving poor.



19 Ford Cars sold in Newfoundland last year.
Satisfied Owners of last year's Ford.

Notwithstanding the great increase of duty, Ford Cars will be the same this year as last.

5 Passenger Touring Car. . . \$800.00
Torpedo Runabout \$725.00
Coupelet \$1150.00
Sedan \$1600.00

CATALOGUES FROM

GEO. G. R. PARSONS, King's Rd.
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Best Grade Local WOOL,

In White, Grey, Grey and White, at

80c. a pound,

Is soft, warm and pure, best for soldier's socks.

Robert Templeton.

Furness Line Sailings!

From	St. John's	Halifax	to	St. John's	
Liverpool	to	Halifax	St. John's	to	Liverpool
S. S. "Durango"	Feb. 17th	Feb. 28th	Mar. 10th	Mar. 14th	
S. S. "Queen Wilhelmina"	Feb. 26th	Mar. 8th	Mar. 20th	Mar. 23rd	
S. S. "Tabasco"	Mar. 3rd	Mar. 13th	Mar. 27th	Mar. 30th	

For rates and other information apply to

FURNESS WITHY & Co., Ltd.,
City Chambers, Water Street.

Better Values Than Ever!

Never before did we offer better values in

Men's and Boy's Readymade Clothing.

Every garment perfect in style, fit and finish, and at prices that will be sure to interest you. Mail Orders receive our best and prompt attention.

WILLIAM FREW.

MILL SUPPLIES, ETC.,

Rubber Belting, 4 and 5 ply.
Leather Belting, Single and Double.
Belt Lacing.

Circular Rip Saws.

Circular Cross-Cut Saws.

Steam Jointing, Rubber Insertion.

Rubber Sheet, Asbestos Gaskets.

Asbestos Sheet, Asbestos Cement.

Steam Packings, High and Low Pressure.

Superheat, Babbit Metals.

Magnolia Metals, Rubber Fire Hose.

Cotton Mill Hose, Condenser Tubes.

Hex Bolts and Nuts, American Axes.

Axle Handles, etc., etc.

SELLING AT LOWEST PRICES.

BOWRING BROS., Ltd.,

'Phone 332.
HARDWARE DEPARTMENT.

CABBAGE, CABBAGE!

To-Day ex S.S. "Stephano."

30 barrels

Choice Cabbage.

GEO. NEAL

STREET BOOTS!



Every Woman that shops—and what woman doesn't—should have a pair of our good Street Boots. Good, durable leathers, made over stylish and comfortable lasts. Artistic and handsome. Bluchers, Lace or Button. The Blucher style is a great favorite this season with Smart Dressers.

We call attention to our

\$2.50 and \$3.00 STREET BOOTS.

We've never seen the equal of these Shoes for the money.

We're sure that we can fit perfectly and suit exactly any Woman that wants a Street Boot.

Parker & Monroe, Limited,
THE SHOE MEN.

EIGHT PAGES TO-

TORONTO, Noon.—N. winds, fair; not much change temperature. Tuesday—continued fair.
TORONTO, Noon—Bar. 29.7 ther. 33.

VOLUME XXXVII

RE

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AND BRASS WORK

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Saw Mill Machinery.

KITSON-EMPIRE LIGHTING

High Power Kero Oil Lamps

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Stationary and Marine.

We carry in stock:

Shafting, Shaft Couplings,

Bearings, Saw Mandrels,

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'PHONE 252.

Jan 13, 6m. eod



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Windows Cleaned and
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Dec 7, 6m. eod

Whelan's Liniment Cures