


## VICTORIA!



**The Great \$2.50 Boot for \$2.00.**

We have just placed on our shelves a complete line of the wonderful **Victoria Boot** for women. Made in Box Calf, Vic and Tan, Button, Blucher and Lace Styles—all one price, **\$2.00.**

**PARKER & MONROE, THE SHOE MEN.**



**North, South, East and West  
"Beaver" Flour**

POINTS THE WAY TO PERFECT RESULTS ON BAKING DAY. It is a blend of Ontario Fall wheat and Manitoba Spring wheat.

All the flavor and pastry making qualities of Fall wheat combined with the strength of Spring wheat. Best for all purposes. At your grocer's. 83

## At RODGER'S

A Unique Line of... **Corsets,**

at the following special prices:

**40c., 45c., 65c., 75c., \$1 and \$1.50**  
per pair.

**A. & S. RODGER.**

## Apples, Smoked Fish, etc.

Just landed ex "Almeriana,"  
160 barrels No. 1 RED APPLES—Ben Davis.  
50 boxes Kippers and Haddies.  
100 boxes Digby Herring, Prices Right.

**Edwin Murray.**

## REID NEWFOUNDLAND COMPANY.

### Reduced Rates to Pacific Coast Points!

## GEO. NEAL. You Want One?


To-Day, February 26th : This week we are showing a splendid lot of

### Men's Working Shirts.

Regatta Shirts, with Band or Collar, from	35c.
Flannelette Shirts, from	35c.
Black Sateen Shirts, from	60c.
Tennis Shirts, from	40c.
Grey Flannel Shirts, from	55c.
Also, Fancy Shirts (Negligee), soft fronts	70c.

Well worth \$1.00.

**GEO. NEAL R. TEMPLETON, 333 Water St.**



**JUST RECEIVED!**

## Beautiful Cut Glass

Vases, Bowls, Olive and Bon Bon Dishes, Jugs, Oils, etc.  
Also, Handsome Silver Frames—oval and round—very pretty and serviceable.

**T. J. DULEY & CO., Reliable Jewellers.**

Commencing March 1st and continuing up to April 15th, Tickets will be sold at Greatly Reduced Rates to Vancouver, B.C., Seattle, Washington, Portland, Oregon and various other places on the Pacific Coast.

For full information apply to General Passenger Agent, or nearest Station Agent.

**Reid Newfoundland Company**

## SLEIGHS and SLIDES

to clear at **Half-price.**



We are clearing the balance of Sleighs and Slides at **HALF-PRICE.** Only a few left **GET ONE NOW**




**U.S. Picture and Portrait Co.**



THE world's foremost scientists have proclaimed that the heavy, black soil of the Western Canada plains is the richest in the constituents or qualities required to produce the highest grade of wheat in the world.

**Operating 74 Elevators in the "Heart" of the Choicest Wheat Districts we get the First Pick of Western Crop**

The flour produced from this "choicest" wheat is the finest, most nutritious and has the greatest strength. You procure the highest quality of flour in the world when you buy




**PURITY FLOUR** Mills at WINNIPEG, GODERICH, BRANDON

Western Canada Flour Mills Co. Limited.

**"MORE BREAD AND BETTER BREAD."**

## This is the Man



Who studied the likes and dislikes of Newfoundland Tea drinkers, one of the reasons his **STANDARD** bulks, and **UNION BLEND** in packets are such good sellers.

Do You Handle Them? Wholesale by

**H. W. deForest Tea Co.,**  
Exclusive Tea Merchants.

Harry W. deForest.

## HOW CAN WE COUNTER-ACT THE INCREASED COST OF LIVING?

A second's reasoning will supply the answer. Beef and pork are dear and getting dearer all the time, and the cost is out of proportion with their food-value.

### EAT MORE BREAD.

There is more nourishment in a shilling's worth of bread than a shilling's worth of beef or pork. But the problem is not done with yet. The shilling's worth of bread is not always the same value. Breadmade from

### ROYAL HOUSEHOLD FLOUR

contains more nourishment than any other, because it contains the greatest amount of gluten, the health-giving nutriment of wheat.

## Shopkeepers!

The success of a business depends upon buying your stock at right prices. Compare price of

### GOSSAGE'S SOAPS

with other brands and you will find Gossage's cheaper. If your dealer hasn't got them apply to us.

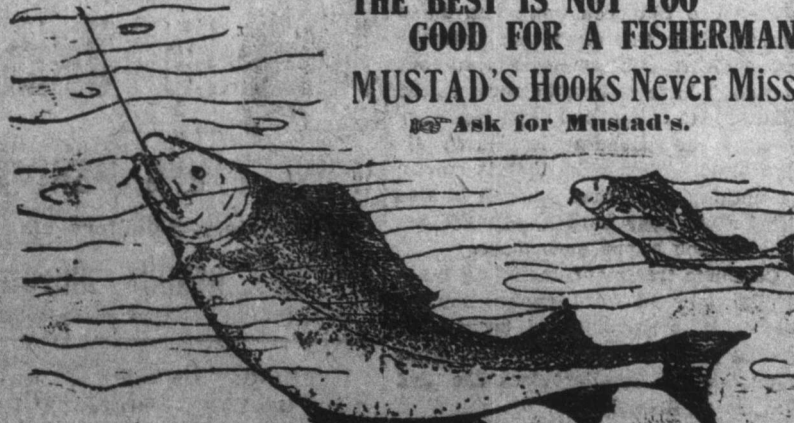
**GEO. M. BARR, Agt.**

## Job Printing Executed

## THE BEST IS NOT TOO GOOD FOR A FISHERMAN.

**MUSTAD'S Hooks Never Miss.**

Ask for Mustad's.



## SCREENED North Sydney Coal

Now Landing, ex S.S. Bonaventure. This is a special cargo, which we can safely recommend as

### GOOD ROUND COAL.

Also, in Stock, FURNACE, EGG, STOVE AND NUT COAL.

**M. MOREY & Co.,**  
deci, eod, if Office—Queen St.

Ex "ROSALIND,"  
75 carcasses

**Fresh Mutton,**  
Selling Cheap.

**JAS. R. KNIGHT,**  
fe1-22, if 311 Water St.