

THE CAUSE OF HIGH ELECTRIC LIGHT BILLS.

The daily outcry against high Electric Light Bills is the outcome of consumers persisting in using Old Fashioned High Current Consuming Carbon Filament Lamps.

THE REMEDY:
Install wherever possible the **NEW METALLIC FILAMENT LAMP**—and watch your bill go down.

Hundreds of satisfied customers testify to the saving we have effected in this direction.

FREE TO CUSTOMERS.
Suggestions as to how and where money can be saved on **ELECTRIC LIGHT BILLS.**

P. C. MARS, Board of Trade Building.
Phone 696. P. O. Box 296.

Winter Coastal Service!

The S.S. STELLA MARIS will leave the wharf of the Newfoundland Produce Co., Ltd., Agents,

This TUESDAY, the 21st inst., at 10 p.m.,

On the Winter Coastal Service, calling at the following ports—Bay de Verde, Trinity, Catalina, Bonavista, Salvage, King's Cove, Greenspond, Pool's Island, Wesleyville, Seldom-Come-Eye, Fogo, Change Islands, Herring Neck, Twillingate—ice and weather conditions permitting.

Freight for the above mentioned ports ONLY, received not later than **6 o'clock this evening.** To facilitate the handling of freight we respectfully ask all shippers to send freight along as soon as possible. For Freight or Passage apply at office of the

Newfoundland Produce Co.,
LIMITED, Agents,
Phone No. 748. WEST END PREMISES.

EYE ERRORS
can be corrected by
PROPERLY FITTED GLASSES.



EYE STRAIN
causes more HEADACHE than all other causes combined. The above cut represents three kinds of Eye. The Normal Eye; the Near Sighted Eye; the Far Sighted Eye. These two last can be made as good as the first by correct lenses placed in front of them.

Eyes Tested Free of Charge.

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

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.



SUITS. AND OVERCOATS

If there is one characteristic more than another which marks our
"Ready for Service Clothing"

It is the Fine Tailoring that is put into every garment we handle. We are never satisfied—we are constantly striving for finer work, and every successive season is improving the make and finish of our clothes. Our success has never been so striking as with the **New Models** we are now showing.

Ask Your Dealer for The Mode, Stilenfit, Progress, Truefit, Faults, Americas, Fit Reform.

Nfld. Clothing Factory, Ltd.,
225 and 227 Duckworth Street

JOB PRINTING Neatly EXECUTED.

Prepare to be Pleased

There is no room for improvement in the Bargains we offer this week.

COLORS: Navy, Cardinal, Myrtle, Ruby. COLOR: Navy, Cardinal, Myrtle, Ruby.

GIRLS' MOTOR HATS!



AT
33
cents each.

We make them Low to sell them Quick.

No question about you being pleased with the goods and prices.

S. MILLEY, Water St.

NO THOUGHT READER

Can foretell the day or the hour when your property may burn. Most people are aware of this and make provision for the disaster by insurance. Why are you not so insured? I offer the lowest rates and strongest offices. The promptness and liberality of my settlements are well known.

PERCIE JOHNSON, Insurance Aet.
Office: corner Duckworth and Prescott Streets

IN STOCK:

MOLASSINE MEAL,
(Best for keeping all Animals in good health.)

'HERCULES' FEED,
(An excellent all-round Feed—splendid for poultry—Crushed Oats, Corn and Barley.)

WHOLE CORN.
Yellow Cornmeal. To arrive.
White Hominy Feed.
Bran. Ogilvies—the best. Diamond O
OATS. Finest Fat White Oats.
HAY. Good quality Ba'ed Hay.

HARVEY & COMPANY
WHOLESALE

Just A FEW LEFT.

We have just a few more

Job Curtain ENDS

Left and will clear them at from 10 cents each up while they last.

WM. FREW, Water St., Nearly Opp. Court House.

New Valentines and Valentine Post Cards.

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

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 2c.
Valentine Post Cards, Sentimental, from 2c.

Very handsome embossed, satin, plush and floral post cards, without mottoes, 5 to 30c.
Envelopes and mailing wraps given "free" with all "valentines" at 5c. and upwards.
A nice line of booklets and illustrated novels very suitable for St. Valentine's Gifts.

Garland's Bookstore,
feb. 11. 177-353 Water St.

Phoenix Stores,
Cavendish Square.
JUST RECEIVED,
100 Choice
P. E. ISLAND CHICKEN
In Excellent Condition.
A. H. MARTIN, AGENT.
PHONE 608.

4th FEBRUARY!

Now landing a choice cargo,
NORTH SYDNEY

COAL.

In Store:
ANTHRACITE GOAL.
We are sure to please you.

Morey's Coal is good Coal.

M. MOREY & CO.
Office Queen Street.

Dressed Lambs

Ex S. S. FLORIZEL.

25 CARCASSES FROZEN LAMB.

We are Selling this small consignment at an attractive price.

F. McNAMARA, QUEEN STREET.

REGAL SHOES

are the most stylish, comfortable and serviceable ready-to-wear shoes made—and every man in town can prove this by coming to us and selecting a pair from the new styles we have just received.

A Smart Regal Style For Dressy Men

Every one of these Regal styles is built exactly after a high-priced New York custom model. Exact fit is assured you by Regal quarter-sizes—just double the usual number of shoe-fittings. Do not put off paying us a visit—drop in to-day.



PRICE,
\$4.50

PARKER & MONROE, Ltd.

A SPLENDID SHOWING

OF NEW DESIGNS IN

Cretonne, Casement Cloth, Art Sateens, Table Covers, Tapestry, Mantle Draperies, Cushion Covers, Door Mats, Hearth Rugs,

R. TEMPLETON'S, 333 Water St.



ARE YOU IN NEED OF A SUIT OR OVERCOAT and cannot get the material and design you want?

We can show the largest stock and latest patterns in Suits and Overcoats in the city. Satisfaction guaranteed. Mail orders given prompt attention. Samples and self-measuring cards sent to any address.

JOHN MAUNDER,
251-253 Duckworth Street.
Newfound's Store for Fashionable Tailoring

Sporting GOODS!

Air Rifles, 80 cents each.
Winchester Rifles, 22 Cal., \$4.50 to 10.50 each.
Punching Bags, \$4.25 to 4.50 each.
Boxing Gloves, \$3.25 to 5.00 set.
Health Exercisers, 90 cts. to \$1.90 each.
Sandow's Combined Developers, \$5.00 each.
Sandow's Spring Dumb Bells, \$3.00 to 5.00 each.
Congress Playing Cards, 50c. pack.
Rodgers' Penknives, 60c. to \$3.25 each.



MARTIN HARDWARE COMPANY

Cheese, Cheese

February 4th. Just landed.

100 boxes Choice **CANADIAN CHEESE.**

Lowest Prices.

GEO. NEAL

WEATHER FORECAST

TORONTO at midnight of the weather report for as follows: westerly, strong, by fair and cold with snow in

VOLUME XXXIII

Festival of Empire

THE POSTPONED MEETING of the GENERAL COMMITTEE called for the 21st inst., be held at 8 o'clock this WEDNESDAY Evening, in the Board of Trade Rooms. By order, **GEO. E. TURNER** Secy.

THE NICKEL

TO-DAY and TO-NIGHT

His Wife's Testimony, Drama.

Two Reels of Comedy Pictures.

WALDRON and ROSS.

BY POPULAR REQUEST

MR. J. P. KIELY will sing the Illustrated Song.

"I Miss You in a Thousand Different Ways."

THE CASINO!

To-Day! To-Night!

Special Holiday Bill, including

A Country Romance

A beautiful Rural Comedy Drama in one act.

Pictorial Ballad by

J. O'NEILL FARRILL.

Feature Film:

His Wife's Honour. Pathé Film Part.

2-COMEDIES-2

10c.—ADMISSION—10c.

FRY'S

The World-Renowned

Milk Chocolate Croquettes, small and large.

Milk Chocolate Cakes, small and large.

Milk Chocolate Bundles, 2 ounce boxes.

Nut Milk Chocolate, 1-4 lb. cakes.

Fry's Chocolate Creams, 2 ounce and 4 ounce boxes.

Fry's Chocolate Caramels, 1-4 lb. boxes.

Fry's Chocolate Cream Sticks and Chocolate Sticks.

ALSO,
Ganong's Celebrated G. B. Chocolate, 1-2, 1 and 2-lb. boxes.

Powell's Chocolates, 1-2 and 1-lb. boxes.

Bowring Bros., Ltd.

Grocery Department. Phone 332.

A Choice Lot of

Fresh P.E.I. Cheese,

Low Prices to clear.

JAS. R. KNIGHT,
811 Water Street.