

See West End Window.

Special purchase of
Men's Light Fancy Shirts,
 Soft Bosom, any size,
70 cents each.
 well worth one dollar.

Also, **MEN'S CAPS, Fur-lined**
 Formerly worth 65 cents, 85 cents and \$1.
 Now one price.
50 cts.

Those are two decided Bargain Lots and worth looking after.
R. TEMPLETON, 333 Water St.



Beaver Flour

Both an Ontario wheat flour and a Manitoba wheat flour

Both a "Bread" flour and a "Pastry" flour

As good for one as for the other. Best for both.

At Your Grocer's
 Dealers—write us for prices on Feed, Coarse Grains and Cereals. The T. H. Taylor Co., Limited, Chatham, Ont.

WHAT PEOPLE SAY!

We are giving Big Value at a Small Price.
 Here are some genuine Bargains:



MEN'S Box Calf Blucher,
\$2.50.



We Lead in Good Rubbers.

SPECIAL:
 500 pairs Men's \$4.00 and \$3.50 Boots, now **\$3.00.**
 500 pairs Men's \$2.75 Boots, now **\$2.50.**
 500 pairs Ladies' Dongola Kid, Patent Tip, Blucher Cut, Regular price \$2.00, now **\$1.80.**

These prices are for two weeks only. We can guarantee all these goods as being solid throughout. See Our Window.

F. SMALLWOOD,

feb12,8,tn,th,tf **THE HOME OF GOOD SHOES.**

Valentines and Valentine Post Cards.

Our Trade Journals report an unprecedented demand for Valentines this season. Orders to the Publishers exceed many millions, and to supply the demand here in Newfoundland we have imported over 146,000 Comic and Fancy. This is probably the largest shipment ever imported into Nfld. by any one firm.

Do not miss Special Ordinary Comics, 5c dozen prices
 Trade Comics, 3c dozen per gross
 8 by 14 Large Comics, 12c dozen,
 8 by 14 Long Comics, 25c dozen,
 Elite Art Comics, coloured, printed on thick toned paper, smart cut, not vulgar, 25c dozen,
 Children's Fancy Valentines, 2c to 6c ea.
 Miniature Pocket Editions, Illustrated Art Books and New Novels in bright colour bindings very suitable as "Valentine" gifts.

A nice line of Fancy and Floral Valentines for adults—all bright, from 10c to 90c each,
 Comic Valentine Post Cards, 2 & 3c ea.,
 Children's Valentine Post Cards, 2&3c ea.,
 Sentimental do do 2 & 3c ea.,
 Song & Hymn, do do 3c ea.,
 Greetings from Nfld. Post Cards, 3c ea.,
 Greeting from St. John's Post Cards, 3c.

GARLAND'S Bookstores,
 177, 180, 353 Water Street.

Beautiful Colored Post Cards---FREE!

Samples of Coffee Essence Free

The LIPTON Agency

TO ADVERTISE the superiority of LIPTON'S COFFEE ESSENCE over all other similar preparations, we will this week (or while they last) give upon request to any adult a small sample bottle of this celebrated and delicious preparation.

Lipton's Coffee Essence makes a delicious Cup of Coffee in a minute; only 15c. and 25c. bottle.

Beautiful Post Cards---FREE.

to any purchaser at our store this week. These consist of very prettily colored views of Lipton's Various Tea and Cocoa Estates and Plantations in Ceylon—The Garden of the World.

The word LIPTON means high-class goods at a low price.
 Lipton's Pure Cocoa—equal to any; 1-4-lb. tins, 20 cts.; 1-2 lb. tins, 35 cts.; 1 lb. tins, 70 cts.

Lipton's Confectionery has a name for delicacy above every other brand, and the prices for Lipton's are wonderfully low. Then Lipton's Confectionery is always fresh, shipments coming to St. John's every fortnight from London.

Lipton's Assorted Chocolates, (every Chocolate Tin Foiled), 1 lb. box 35c. ea.; 1 lb box 90c. ea.; equal to any brand at 90c lb.
 Lipton's Famous Caramels in 1 lb and 1/2 lb tins—10c & 20c ea.
 Lipton's Delicious Walnut Toffee in 1/2 lb tins—20c tin.
 Lipton's Unsurpassable Milk Chocolate (The best of all Milk Chocolates,) 8c cake.

TRY LIPTON'S TEA at 44c. lb.; the Tea that has held thousands of customers in Newfoundland throughout 18 years. If down town have a look at our Window Display of Lipton's Goods this week.

Henry Blair,
 Agent for Lipton, Ltd., London.
 Largest Tea, Coffee, Cocoa and Provision Dealers in the World.

Real Bargains in Table Covers!

6-4 TAPESTRY TABLE COVERS:	
Regular \$1.25, sale price.....	\$1.05
Regular \$1.80, sale price.....	1.50
8-4 TAPESTRY TABLE COVERS:	
Regular \$1.20, sale price.....	1.10
Regular \$1.50, sale price.....	1.30
Regular \$2.00, sale price.....	1.70
Regular \$2.50, sale price.....	2.10
Regular \$3.00, sale price.....	2.50
Regular \$4.00, sale price.....	3.50
8-10 TAPESTRY TABLE COVERS:	
Regular \$2.75, sale price.....	2.30
Regular \$4.00, sale price.....	3.50
Regular \$4.30, sale price.....	3.65

Chenille and Velvet Pile Covers Reduced at same rate.
 feb19,tf

STEER BROTHERS.



Good Results

are obtained when Readymade Departments are stocked with Clothing made at our Factory.

Our Clothing

enables dealers to make quick sales and gives you an ever increasing number of satisfied customers.

WHOLESALE ONLY.

Newfoundland Clothing Factory, Ltd.,

225 and 227 Duckworth Street.

This is the Man



Harry W. deForest.

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.

Job Printing Executed!

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.

A Clean Sweep.

To effect a thorough clearance of the following lines we have decided to clear them at 1/2 price.

Genuine 1/2 Price Sale.

Ladies' Fur Necklets

in Marten, Squirrel and Black Caracule,
 \$2.20, \$2.90, \$4.70, \$5.50
\$1.10, \$1.45, \$2.35, \$2.75

LADIES' and MISSES

Ermine
And Astrachan Muffs,
 70c, \$1.00, \$1.20, \$1.70
35c, 50c, 60c, 85c.

CHILD'S

Grebe & Ermine Sets.

90c, \$1.40, \$1.60
45c, 70c, 80c.

Ladies' Felt Hats,
 Children's Cream Bear Hats and Bonnets,
 Ladies' Wool Squares.

LADIES' GAITERS.
 We offer Special Value in 2-Buckle Gaiters at \$1.20.

ALEX. SCOTT,
 feb17,tf **18 New Gower St.**

WE ARE Clearing Out

The balance of our **Ladies' Felt HATS.**

Prices from \$1.00 to \$4.00 all at

75 cts

each to clear.

Bowring Bros.

Limited. DRAPERY DEPT.

REID NEWFOUNDLAND COMPANY.

Change of Schedule.

SOUTH COAST ROUTE,

Commencing WEDNESDAY, March 2nd, 1910, S.S. Glencoe will leave Placentia every Wednesday Afternoon instead of Saturdays, and Port aux Basques every Sunday instead of Wednesday as heretofore.

PLACENTIA BAY ROUTE,

Commencing MONDAY, February 28th, 1910, S. S. Argyle will leave Placentia for Western Trip, and every Monday thereafter instead of Wednesday, and on Merasheen and Red Island Routes every Thursday instead of Monday as heretofore.

Reid Newfoundland Company

A PROBLEM SOLVED

Flannelettes.

Where to get **BEST POSSIBLE VALUE** is a question to which at present is attached considerable interest.

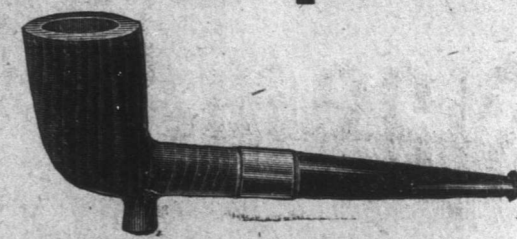
MILLEY'S FLANNELETTES possess the qualification in the highest degree. From

10 to 25c.

per yard. Pink, Sky, Cream, White, Scarlet and Striped.

S. MILLEY

BRIAR PIPES!



WE OFFER A SPECIAL LOT OF **BRIAR PIPES** WHICH WE WERE FORTUNATE IN SECURING AT A **LOW PRICE** ALL SIZES AND SHAPES. **EXCEPTIONAL VALUE.**

WE CALL THE ATTENTION OF WHOLESALE BUYERS TO THIS LOT.
MARTIN HARDWARE COMPANY.