

Prepare to be Pleased

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

COLORS:
Navy, Cardinal,
Myrtle, Ruby.

COLORS:
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.

Greatest HAT Bargain

EVER OFFERED

To the Ladies' of Newfoundland.
Women's Untrimmed Felt Hats,

This Season's Leading Styles,

Worth \$1.00 to \$2.50 each,

(The majority of them being worth not less than \$1.80 each.)

All For 60 cts. each, only,

to (clean up) previous alterations which we are making in connection with our Show Room and for which we need room.

This is a Great Sacrifice, as is also Our Sacrifice of

GIRLS' Newest FELT UNTRIMMED HATS,

All magnificent quality and splendid colours, at the same Low Price of

ONLY 60 cents EACH.

Slaughter of Prices of Ladies MOTOR CAPS, in Serge and Felt Cloth makes, in all the leading colors, and also Tweed makes. Regular 70c. Caps only 45c. each. Regular 50c. Caps only 35c. each.

Women's Tweed Motor Hats, only 25c. ea.

HENRY BLAIR.

Terms: Cash,—No Appropriation on these Goods.

Amatite Roofing!

The New Roofing THAT WILL NEVER need Painting.

AMATITE costs no more than Roofing that needs continual coating.

AMATITE gives 100 per cent. more value than any of the so-called "Rubber" or "Gum" Roofs.

If you want the best value in Roofing ask your Merchant for AMATITE and take no other.

Send to us for Samples and Literature.

COLIN CAMPBELL Wholesale Agent.

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 20c.

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,
feb17,11 177-353 Water St.

Phoenix Stores,
Cavendish Square.

JUST RECEIVED,

100 Choice

P. E. ISLAND

CHICKEN

In Excellent Condition.

A. H. MARTIN, AGENT.

PHONE 698.

4th FEBRUARY!

Now landing a choice cargo,

NORTH SYDNEY

COAL.

In Store:

ANTHRACITE COAL.

We are sure to please you.

Morey's Coal is good Coal.

M. MOREY & CO.

Office Queen Street.

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.

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.

PARKER & MONROE, Ltd.



PRICE,
\$4.50

CHEAP APPLES!

We are sold out of number one grade Apples, but offer 50 BARRELS of sound fruit, Winter brands, at LOW price to clear. Those don't look as well as ones, but are all right for cooking and eating. See them and get our price.

Edwin Murray.

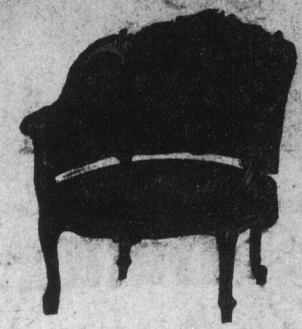
Notice to Smokers.

It may be confidently asserted that until the advent of the PATENT CARTRIDGES and PIPE FILLER smokers have never experienced the true flavour and taste of a Tobacco in all its charms. The supreme luxury of smoking is attained only by using the Cartridges and Pipe Filler.

For Sale at CASH'S TOBACCO STORES.

FURNITURE

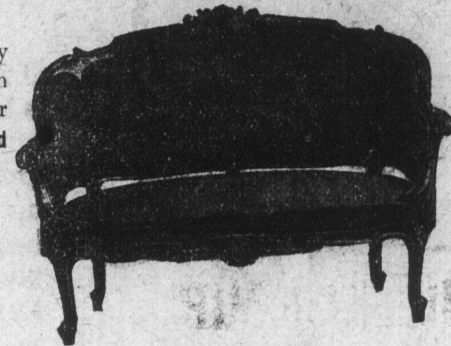
—AND—
FURNISHINGS!



One can readily make a satisfactory selection of Furniture, Linoleums and Rugs, etc., from our exceptional assortment of the Newest and Best in every worthy grade of these goods.

Artistic Designs, Superior Quality and Moderate Prices are the distinctive features of our Ware-room.

We offer many Special Styles in every line on our floors at Marked Down Prices.



U. S. PICTURE & PORTRAIT COMPANY,

Complete House Furnishers.

At The Big Furniture Store.

WE LEAD!

Selling the best Furniture in Newfoundland, maintaining at all times the most efficient store service, and giving values that you find it impossible to obtain elsewhere, are features that have helped us to leadership in the Furniture business.

BUY YOUR FURNITURE HERE AND BE SATISFIED.

CALLAHAN, GLASS & CO'Y,

jan6,11,eed

DUCKWORTH STREET.

REID NEWFOUNDLAND COMPANY.

Keep Your Display Windows Free From Frost

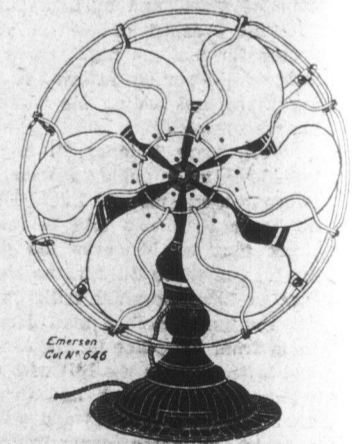
By Using This Little Preventer.

For preventing the frosting of Display Windows in Winter time, there is nothing simpler or more effective than the air blast of an

ELECTRIC FAN directed against the glass.

The Philosophy of the thing is plain.

The evaporative effect of the air current simply prevents condensation of moisture upon the window, and affords relief from an annoyance which generally is sought but only imperfectly attained through various awkward means.



Reid Newfoundland Company

J. J. ST. JOHN, Duckworth St.

CHOICE IRISH BUTTER, HALIFAX SAUSAGES, BIRD'S EGG POWDERS, JELLY POWDERS, FRUTELLA, TURKEY FIGS, HEINZ'S EUCHRED PICKLES, HEINZ'S PEANUT BUTTER, VAN HOUTEN'S COCOA, BAKER'S CHOCOLATE, Potato Flour.



J. J. ST. JOHN.

Job Printing Executed.

WEATHER FORECAST
TORONTO, Noon.—S. W. gales with light snow or Sunday—strong W. winds coming colder.

VOLUME XXXIII

THE WORLD RENOWNED

COPENHAGEN

SNUFF

In 12-ct. Packages can now be had at

CASH'S TOBACCO STORE.

LARACY'S

Heavy Black Ribbed Stocking
For Boys, Girls and Women—15 cts. a pair

LARACY'S

Rubbers for Women,
7 and 7 1/2 sizes. 50 a pair. quality.

LARACY'S

Women's High Button Waterproof Gaiters,
3, 3 1/2 and 4 sizes. \$1.50 a pair.

Goods and Prices always right
—AT—

LARACY'S

345 & 347 Water Street,
opposite Post Office.

HAYWARD & CO

Water St. East. Tel. 18.

U. S. MACKENZIE OLD MATURED SCOTCH WHISKY
James Watson & Co. Glasgow & London, Scotland.

Per S.S. "Florizel,"

Bananas, California Oranges, Grape Fruit, Pears, Dessert Apples, Tomatoes, Celery, Carrots, Parsnips, N. Y. Turkeys, N. Y. Chickens, Finner Haddies, Kippers and Bloaters, New York Corned Beef, Blue Point Oysters.

JAMES STOTT.

NOTICE!

THE undersigned begs to inform his friends and the public generally that the business hitherto carried on by his father, the late J. W. Collier, will in future be conducted by him and he respectfully solicits a share of patronage. All orders in his line will receive prompt and personal attention.

F. W. COLLIER,

Painter & Glazier, No. 6 Victoria St. feb13,11

ANYONE, anywhere can start a mail order business at home. No canvassing. Be your own boss. See for free booklet. Tell how. Head Office: 1212 Lockport, N.Y. feb16,11

Job Printing of all kinds