



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.

Great Bargains in PIANOS!

CASH OR EASY TERMS.

Three Second-Hand Pianos going very cheap to suit learners. Also, one slightly used \$400.00 PIANO with latest improvements—an up-to-date instrument—warranted 10 years. Price only \$260.00—will stand the strictest test.

NOTE.—If desired either of the above bargains delivered on a 30 days free trial. Call early to avoid disappointment.

W. E. KEABLE, Expert Organ Builder,

febl8,8in

Late Head Tuner with Neumeyer, Germany.

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

Farmers! Attention!

We are booking orders for Fertilizers for Spring delivery:

**Imperial Superphosphate,
Special Potato Phosphate,
Bone Meal, Floral Life,
Nitrate of Soda.**

Get our prices before placing your orders.

COLIN CAMPBELL,

febl6

12 Board of Trade Building.

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 the Special prices on the following: 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 5c ea. A nice line of Fancy and Floral Valentines for adults—all bright, from 10c to 50c 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.

Miniature Pocket Editions, Illustrated Art Books and New Novels in bright colour bindings very suitable as "Valentine" gifts.

GARLAND'S Bookstores,

febl0

177, 180, 353 Water Street.

Job Printing Executed.

CURRANTS!

We still have a few Cases of the 1-lb. Packages left out of our big shipment of 2000 cases. Get Our Prices before they are closed out.

T. A. Macnab & Co.,

febl21

Wholesale Fruit Importers.

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.

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



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.

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 \$1.30, 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.

febl9,tl

STEER BROTHERS.

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.

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. Bread made from

ROYAL HOUSEHOLD FLOUR

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

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.



READYMADES!

Men's Tweed Pants.....	\$1.00, 1.20, 1.40 up
Men's Tweed Jackets, from.....	\$2.00 up
Men's Tweed Vests, from.....	.70 cts. up
Men's Tweed Suits.....	\$3.50, 4.50, 5.00, 5.50 up

Also—A Big Stock of Boys' Suits.

Outport Orders carefully and promptly attended to.

WILLIAM FREW, WATER STREET,
(Nearly Opposite Court House.)

JOB PRINTING Neatly EXECUTED

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,
febl7,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.