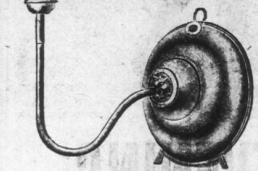


The Little Beauty Night Lamp

This is by far the handsomest, safest, most economical and odorless Night Lamp ever invented. It burns ordinary Kerosene Oil, and from one filling will burn 40 hours or 5 nights without odor. The oil will cost you less than 2 cts. for the 5 nights.



The lamps are made of brass, handsomely nickel plated and look like an electric lamp when lighted.

For entries, doorways, stairways or anywhere, and in case of sickness this Lamp will be found of great value. Will stand or hang.

PRICE, 75 CTS. POST PAID, 80 CTS.
Wholesale and Retail.

STEER BROTHERS.

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.

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,
281-283 Duckworth Street,
Newfound's Store for Fashionable Tailoring.

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 to alterations which we are making in connection with our Show Room and for which work 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.

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 Tobacco in all its charms. The supreme luxury of smoking is attained only by using the **Cartridges and Pipe Filter.**

For Sale at **CASHES TOBACCO STORES.**

Job Printing Executed

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.

CHEAP APPLES!

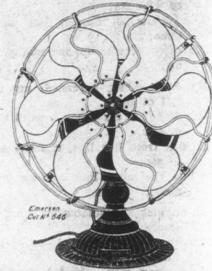
We are sold out of number one grade Apples, but offer **50 BARRELS** of sound fruit, Winter brands, at **LOW** price to clear. Those don't look as well as ones, but are all right for cooking and eating. See them and get our price.

Edwin Murray.

REID NEWFOUNDLAND COMPANY.

Keep Your Display Windows Free From Frost

By Using This Little Preventer.



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.

Cheese, Cheese

February 4th. Just landed.

100 boxes Choice CANADIAN CHEESE.

Lowest Prices.

GEO. NEAL

FUSSELL'S FULL CREAM CONDENSED MILK IS THE CREAM OF MILKS

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, Stilefitt, Progress, Truefit, Faultless, American, Fit Reform.

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

Notice.

THE STEAMER



'Prospero'

Will leave the Wharf of **BOWRING BROS., LTD.,**

—ON—
Saturday, 18th February, at 10 a.m.

Calling at the following places:

Cape Broyle, Ferryland, Fermeuse, Trepassey, St. Mary's, Salmonier, Placentia, Marystown, Burin, St. Lawrence, Lamaline, Fortune, Grand Bank, Belleoram, St. Jacques, Harbor Breton, Pass Island, Hermitage, Gaultois, Pushtrough, Francois, Cape La Hune, Ramea, Burgeo, Rose Blanche Channel.

Freight received until 6 p.m. Friday.

For freight or passage apply to the Coastal Office of

BOWRING BROTHERS, Limited,
Telephone, 306.

CUT FLOWERS!

Carnations and Hyacinths.

J. McNeil,
Hawkins' Cross
Telephone 197. jan 18, 11

NOTICE!

THE Annual Meeting of the MASONIC HALL JOINT STOCK COMPANY, LIMITED, will be held in the Masonic Temple on **MONDAY next, 20th instant, at 8.30 p.m.**

W. N. GRAY,
Sec.-Treas.
Feb 13, 1911, 50, 5p

EUROPEAN AGENCY

WHOLESALE Indents promptly executed at lowest cash prices for all kinds of British and Continental goods, including—

Books and Stationery, Boots, Shoes and Leather, Chemicals and Druggists' Sundries, China, Earthenware and Glassware, Cycles, Motors and Accessories, Drapery, Millinery and Piece Goods, Fancy Goods and Perfumery, Hardware, Machinery and Metals, Jewellery, Plate and Watches, Photographic and Optical Goods, Provisions and Oilmen's Stores, etc., etc.

Commission 2 1/2 per cent. to 5 per cent. Trade Discounts allowed. Special Quotations on Demand. Sample Cases from £10 upwards. Consignments of Produce Sold on Account.

(Established 1814.)

WILLIAM WILSON & SONS,
25, Abchurch Lane, London, E. C.

THE LONDON DIRECTORY

(Published Annually)

ENABLES traders throughout the World to communicate direct with

MANUFACTURERS & DEALERS in each class of goods. Besides being a complete commercial guide to London and its suburbs, the Directory contains lists of

EXPORT MERCHANTS with the goods they ship, and the Colonial and Foreign Markets they supply.

STEAMSHIP LINES arranged under the Ports to which they sail, and indicating the approximate sailings;

PROVINCIAL TRADE NOTICES of leading Manufacturers, Merchants, etc., in the principal provincial towns and industrial centres of the United Kingdom.

A copy of the current edition will be forwarded, freight paid, on receipt of Postal Order for 20s.

Dealers seeking Agencies can advertise their trade cards for 2s., or large advertisements from 2s.

THE LONDON DIRECTORY Co. Ltd
25, Abchurch Lane, London, E. C.

JUST RECEIVED, BY TRAIN

A Choice Lot of

Fresh P.E.I. Geese,

Low Prices to clear.

JAS. R. KNIGHT,
311 Water Street,
Commission Merchant.
Jan 12, 11

THIS IS THE FLOUR FOR YOU MADAM!

ROBIN HOOD FLOUR
MOOSE JAW SASK.

If You Can Afford to use the BEST buy Robin Hood Flour

"The Flour that is different." If you do you will find that the cost of ROBIN HOOD is smallest after all. The bigger loaf is one difference. Easier assimilations of the bread is another difference. The sweeter flavor is a third difference. There are other points of difference. Any one of them worth the extra cost.

THE SASKATCHEWAN FLOUR MILLS Co., Ltd.
Moose Jaw Sask.

ROBIN HOOD FLOUR IS DIFFERENT

WEATHER FORECAST
TORONTO. Noon.—West fine and mild. Saturday—winds and comparatively...
VOLUME XXXI

AUCTION SALE
Auction-Pigs' Heads

THE PEOPLES AUCTIONEER
ON SATURDAY NEXT, 18th Feb at 11 o'clock.
At the Prescott Store 10 Tierces **PIGS' HEADS.**
Ex S.S. Almeriana from pool. Will be sold in lots to purchasers.
P. C. O'DRISCOLL, Auctioneer
Feb 16, 2p

Notice

THE STEAMER
'Prospero'
Will leave the Wharf of **BOWRING BROS., LTD.**
—ON—
Saturday, 18th February, at 10 a.m.

Calling at the following places:

Cape Broyle, Ferryland, Fermeuse, Trepassey, St. Mary's, Salmonier, Placentia, Marystown, Burin, St. Lawrence, Lamaline, Fortune, Grand Bank, Belleoram, St. Jacques, Harbor Breton, Pass Island, Hermitage, Gaultois, Pushtrough, Francois, Cape La Hune, Ramea, Burgeo, Rose Blanche Channel.

Freight received until 6 p.m. Friday.

For freight or passage apply to the Coastal Office of

BOWRING BROTHERS, Limited

Telephone, 306.

This Week's Fresh Supply.

ELLIS & CO., Ltd.,
203 Water Street.

Fresh New York Turkeys, Fresh New York Chickens, Fresh New York Ducks, Fresh New York Corned Beef.

FRESH HALIBUT.

Sweet Potatoes, New Cabbage, Parsnips and Carrots, Ripe Tomatoes, Brussels Sprouts, Fresh Lettuce, California Celery.

FRESH CODFISH.

Bananas, Dessert Apples, Cooking Apples, Grape Fruit, Naval Oranges, Tangerines.

FRESH TURBOT.

New Rhubarb, Bartlett Peas, Valencia Oranges, Palermo Lemons.

FRESH SMELTS.

Fresh Supply

Highly CELEBRATED

Confectionery
1-2, 1 and 2 lb. boxes.

Remember Our Telephone, **No. 482.**

JOB PRINTING