


VICTOR FLOUR

"Becomes a Habit"

Jan w.f.m.17

EVERY \$1000!

Invested in United Towns Electric Company 7 p.c. Preference Shares



Can put ten to fifteen electric horse power to work for you, lighting, cooking, cleaning, sewing, drilling, sawing, turning the wheels of industry, tirelessly, unceasingly, year after year.

THINK IT OVER!

Particulars, Prospectus, etc., on application to the

Company's Office,
Telephone Bldg., St. John's

feb19,61,eod

INDIVIDUAL EXECUTORS

who find that the duties which they have assumed under Wills take up too much of their time are invited to consult this Company. The fees charged for acting as Attorney or Agent for Executors, holding the securities of the Estate for safe-keeping, collection of interests, etc., are very moderate. The laws of this Colony permit Executors to appoint Agents whose fees form part of the cost of administration of the Estate.

Montreal Trust Company,
ROYAL BANK BUILDING

Mr Herbert S. Holt, Pres. F. G. Donaldson, Gen'l Manager
A. J. Brown, K.C., Vice-Pres. E. B. McInerney, Mgr., St. John's

Reid-Newfoundland Co., Limited

NOTICE!

Express train will leave St. John's at 1 p.m. Thursday, February 22nd, going as far as Millertown Junction.

FREIGHT NOTICE.
PLACENTIA BAY STEAMSHIP SERVICE.

No more freight will be accepted for the above route (both West and Bay Run) until further notice.

Reid-Newfoundland Co., Limited

BON MARCHE SPECIALS

We have some splendid lines to offer, many of which we cannot repeat owing to advance in prices. These are only a few of our Specials:

98" Flannelette . . . 25c. yd.	Ladies' Wool Hose . . . 45c. pr.
London Smoke . . . 25c. yd.	Children's Hose . . . 16c. pr.
26" Shirting . . . 27c. yd.	Ladies' Wool Pants, 80c. gar.
White Flannelette . . . 19c. yd.	Fleece Lined Pants, 85c. gar.
English Wool Blankets—	Ladies' Full Overs, \$1.15 ea.
\$10.50 pr.	Embroideries 3c. yd.
Cotton Blankets . . . \$2.75 pr.	Children's F. Lined . . . 32c. up.
Men's Overcoats . . . \$3.50 ea.	Ladies' Gloves . . . 19c. pr.
All Wool Serge . . . 35c. yd.	Blay Towels 25c. ea.
Men's Wool Sox . . . 60c. pr.	Children's Hkts 3c. ea.
Blay Calico 20c. yd.	Sideboard Covers . . . 45c. ea.

BON MARCHE,
268 WATER STREET. SEE OUR WINDOWS.
Jan20,17

People With Defective Vision

Are about as well equipped to fight life's battle as an army of soldiers supplied with wooden guns.

WHY CONTINUE FIGHTING
under these conditions when you can have all your wants supplied at the

OPTICAL HEADQUARTERS?

R. H. TRAPNELL, Ltd.
Jewellers & Opticians, 197 Water Street.



Winter TONIC

When you feel draggy, listless, lazy, not really sick, but far from well, what you need is a new supply of rich red blood.

Winter listlessness is only an effort of nature to adjust the body to the changed condition of the temperature and season.

BRICK TASTELESS

helps the system and aids nature. It is a safe medicine that makes good blood, sound digestion and builds up the system.

BRICKS TASTELESS can be purchased at almost any general store where medicines are sold, or at **STAFFORD'S**.

Price \$1.20 per Bottle.

If your appetite is poor try a Bottle and note difference within a week.



Face Powders
Face Creams
Rouge

JUST RECEIVED, per S.S. Rosalind, a large assortment of **FACE POWDERS** (flesh and white).
Prices: 10, 20, 25, 35, 40c. per box.
FACE CREAMS 25, 30c. per crock.
ROUGE (medium and dark) 20c. per package.

STAFFORD'S
Duckworth Street and Theatre Hill

RED CROSS LINE!

NEW YORK HALIFAX ST. JOHN'S
PROBABLE SAILINGS FOR FEBRUARY, 1921

From St. John's, Nfld.	From New York
S.S. SILVIA February 21st S.S. ROSALIND	S.S. ROSALIND February 28th S.S. SILVIA
S.S. ROSALIND February 28th S.S. SILVIA	S.S. SILVIA March 7th S.S. ROSALIND

Through rates quoted to all ports.
Winter passenger rates now effective.
Special rates quoted on return tickets with six months stop-over privileges.
For further information re passage fares or freight rates, etc., apply to

HARVEY & CO., LTD., St. John's, Nfld., Agents
BOWRING & COMPANY, 17 Battery Place, New York, General Agents.
G. S. CAMPBELL & CO., Agents, Halifax, N.S.

'MARVEL'

Genuine English SOAP

450 bars for
\$8.50

George Neal Limited



BURNSIDE.

These days the thrifty Housewife has to look closely at the quality, the quantity and the price.

Here, she will get the best satisfaction in these three points:

Our Coal is clean, dry, well screened and of the best Heating quality, yielding little waste.

WE GIVE YOU FULL WEIGHT AND CHARGE YOU THE LOWEST MARKET PRICE.

ALL ORDERS DELIVERED PROMPTLY.

A. H. MURRAY, & CO., Limited,
feb12,eod,tf BECK'S COVE.

Face Powders

Face Creams

Rouge

JUST RECEIVED, per S.S. Rosalind, a large assortment of **FACE POWDERS** (flesh and white).
Prices: 10, 20, 25, 35, 40c. per box.
FACE CREAMS 25, 30c. per crock.
ROUGE (medium and dark) 20c. per package.

STAFFORD'S
Duckworth Street and Theatre Hill

Furness Line Sailing

From St. John's	Halifax	Boston	Halifax	St. John's
Feb. 3rd	Feb. 12th	Feb. 16th	Feb. 20th	Feb. 24th

These steamers are excellently fitted for Cabin Passengers. Passengers for Liverpool must be in possession of Passports. Through rates quoted on cargo from all United States and Canada Ports.

For rates of freight, passage and other particulars, apply to

Furness Withy & Co., Limited
WATER STREET EAST.

A Big Mitt Bargain

A GOOD LINE OF
HAND KNIT WOOLLEN MITTS.

Just the thing for this weather. We are offering these to clear at

25c., 30c. up to 60c. a Pair.

Get a Pair before they are all gone.

LOOSE LEAF

BINDERS
and
Accounting Forms
for every purpose

Dicks & Co., Ltd
Jan12,eod,tf

THE JOY OF A RECORD

That is Virtually Noiseless.

To-night put on your Phonograph any of the Records you enjoy most. Does the surface noise intrude and prevent you from completely enjoying the music? To-morrow come in to see us and let us play for you a few of the new

R. M. S. P.

From HALIFAX to the WEST INDIES.	From NEW YORK to HAMBURG.
S. S. Chignecto . . . Feb. 16	(The Comfort Route) Calling at Cherbourg and Southampton.
S. S. Caraquet . . . Mar. 2	S. S. Orleana . . . Feb. 16
S. S. Chandlere . . . Mar. 16	S. S. Orbita . . . Mar. 16
S. S. Chaleur . . . Mar. 30	

Ships of the West India Service from Halifax call at Bermuda, St. Kitts, Antigua, Montserrat, Dominica, St. Lucia, St. Vincent, Grenada, Trinidad and Demerara, returning to St. John, N.B.

The Royal Mail Steam Packet Co., Halifax, N.S.



JUST ARRIVED

A Shipment of

Fish Hooks

14, 15 and 16 Bultow.
Small, Medium, and Large Quarter, Kirby and Round.
Extra Large Hake and Jigger; 5 & 6 Square Bultow.

SELLING AT LOWEST PRICES.

Bowring Brothers, Ltd.,
HARDWARE DEPARTMENT.
feb3,tf

Columbia

NEW PROCESS

RECORDS

Instantly you will notice that the disconcerting surface noises which have always annoyed you are absent. **COLUMBIA NEW PROCESS RECORDS** will make your Phonograph what it should be, a musical instrument of the highest, purest type.

U. S. Picture & Portrait Co.,
GRAFANOLA DEPARTMENT.

Farquhar Steamship Companies.

PASSENGER AND FREIGHT SERVICE

ST. JOHN'S TO HALIFAX.

STEEL STEAMSHIP "SABLE I."
Sailing every nine days.

Freight accepted and rates quoted to all points.
For sailing dates and other information, apply

HARVEY & CO., LTD., St. John's, Nfld.
FARQUHAR STEAMSHIP COMPANIES, Halifax, N.S.

ASK YOUR GROCER FOR—
HOWARDS EDINBURGH BORAX SOAP

Specially suited for Winter use, as it not only makes clothes white and soft, but protects the hands.

Sold by Messrs. Ayre & Sons, Ltd., Bowring Bros., Ltd., Royal Stores, Ltd., James Baird, Ltd., J. D. Ryan, C. F. Bennett & Co., T. & M. Winters, J. J. Mulcahy, East End Broadway Store, W. J. Murphy, T. Walsh, W. E. Brophy, Steer Bros. & Co.

Also well known in the principal Outports.

Jan21,17

Barrel Apples
Case Onions
Box Apples, Cal.
California Oranges, 216's
Burt & Lawrence.