

A Live Business Requires a Live Sign!

The live merchant knows that the Electric Sign as a convincer has come to stay. It attracts: it impresses. Costs less than most merchants think. Attractive, Brilliant, Easily Maintained.

Starlight for Romance. **Electric Store Light** for Business.

Let us show you, Mr. Business-man, how to impress your name and wares on the public mind. Let ue vitalize an idea for you---

AN ELECTRIC SIGN TELLER. Red Newfoundland Company.

Bargains

FANCY WORK!

We have finished taking stock, and are now offering unprecedented BARGAINS in FANCY WORK, so as to make room for Spring shipments. Remember we have everything you need. N.B.-Linen stamped to order, and work begun.

250 PAIRS

Fresh Rabbits,

By Rail To-Day, Jan. 10, 1910. 5 cases MUSSELS,---in bottles.

Holland Rusks. Grapes. Fairy Oat Cakes, 8c. package Prem. Oat Cakes, 12c. package Midlothian Oat Cakes, 12c. package Scotch Bannocks, 12c. package,

Quaker Oats. Shredded Wheat Flaked Rice. Postum Cereal. Toasted Corn Flakes Potato Flour. Potato Fecule. Cream of Wheat. Malt Breakfast Food

Valencia Oranges Bananas. Tomatoes, Carrots, Beets, Celery.

Florida Oranges,

20 brls. Selected Salt Herring,

200 boxes Digby Herring, 15c. box.

Duckworth Street, Next Custom House, and Military Road.

50 Boxes. New Stock Just In.

10 Lbs.

25 cs. FRESH EGGS, E. I. PARSNIPS 40 cases Oranges,

For 25 cents.

20 kegs Grapes,

50 Sides Trimmed LEATHER, 50 Sides Ordinary LEATHER.

STEER BROTHERS

Only \$5.00 per case.

No. 13 HAYWARD & CO. Water St.,

"Alligator" Mahogany Chewing Tobacco

Has already won the reputation of being the best Chewing Tobacco on the market. If you doubt our word, just try a sample box and your ready sale will convince you that our statement is not exaggerated. Alligator" is put up in 5lb Caddies, 16 sticks to the pound.

F. McNAMARA, Queen St.

Has been doing your Photographic work in the past. We want you to let us show you our "Work" before you next place an order. Some other concerns are older than ours but they can't do better work, and when it comes to original ideas in Photography we don't let anybody beat us. We do all kinds of Photography and pay strict attention to amateur work entrusted

Holloway Studio

RUBBERS! GOOD RUBBERS FOR **EVERY** FOOT

RUBBER SEASON IS HERE.

have all the wanted shapes formed to fit the present styles of Shoe BUY YOUR RUBBERS NOW.

MEN'S RUBBERS............90c. to \$1.50 WOMEN'S RUBBERS 70c. to \$1.00 CHILDREN'S RUBBERS ... 45c. to 65c.

Every Man, Woman, Boy and Girl can get here exactly what they want in Rubbers. Our Rubbers are the good sort—the best we can buy.

SMALLWOOD

218 Water Street.



Skates, No. 10 Quality.

The regular price of these Skates is \$3.25, but we are selling them at the SPECIAL LOW price of \$2.50. This is a Skate of very high quality, the runners being tempered by a special process, and the tops of the very highest quality Steel Sheets, highly carbonized to secure stiffness.

MARTIN HARDWARE COMPANY.

The STAR Convex

Is entirely free from all the defects found in the present wafer or thin blade Razor. There is no metal obstruction between the cutting edge and the beard, and the Convex Curve holds the blade perfectly firm.

A Star Convex Flexible Blade Safety Razor, with seven blades will-last longer than several dezen doubleedge blades.

Do not confound this Razor with any other. Its construction is entirely new and different.



Headquarters

Account Books

OFFICE REQUISITES.

We carry the largest and most raried stock of Account Books in the city, and any ruling not in stock the speedy sale of the remainder of we can supply to order.

Cash Books, Ledgers, Journals and Day Books, from 100 to 1000 pages, in Quarto, Foolscap, Demy and medium sizes, various prices. Day Books, Journals, Ledgers and Cash Books-small sizes-in sets Cash Receipt Books, Pay Order Books, Books Bills Payable and

Receivable. Shannon, Falcon, Dove, Broadway and Apron Files. all the most popular and reliable grades of Lead Pencils.

Esterbrook's, Gillett's, Hewitt's and other favorite Pens-we have a Pen for every hand. Blotting Paper-in White, Pink and

Buff. Desk Blotting Pads. Letts' and Collins' Office and Pocket

Eberhard Faber's world-renowned Rubber Bands. Any of the above lines cannot be ad to better advantage than at

DICKS & CO'S Popular Bookstore



Now that we are finished our stocktaking we will sell all

Ladies' Furs, Hats AND Jackets, AT VERY MUCH

Reduced Prices TO CLEAR. Also, Men's

Fur Caps and Collars. **Bowring Bros.**

The balance of our Furs at a re luction of 20 per cent. will ensure our Stylish New Furs.

If you want to benefit by our Bargains come early. Prices from \$1.44 up.

LADIES

warm and comfortable.

They are this season's style, large size, and are not soiled; yet we include them in our 20 per cent. re-

Reduced Prices 44c, to \$1.10.

R. TEMPLETON, 333 Water St.



HONEST

attention to the requirements of our patrons,

We have built up a business which is now too large to be conducted in our present buildings and contemplate extensions.

All reliable Dealers sell our Goods.

Newfoundland Clothing Factory, Ltd.

Strictly Wholesale. | and 227 Duckworth

Home Game Season Now On.

to Nelly Bly, 65 cents. and 45 cts. Sherlock Holmes, 60 cts Fishing, 40 cents. Scouting, 40 cents. The Bogie Man, 20 cents.

Jack in the Box, 25 cents. Table Croquet, 50 cents. Treblette Ludo and Royal Ludo, 3 games | Doctor Fusby, 25 cents. Table Hockey, 45 cents.

in Board Games, a worthy successor | Checker Men and Board complete, 25 cts, 45 cts and 80 cts. Ludo and Royal Ludo combined, 25c, 45c Tiddledy Winks, 25 cts. and 40 cts. Dominoes, 10 cts., 15 cts., 25 cts. and up. The Ever Popular Game of Nations, 45c. Combined Game of Fox and Geese, (iobang and Trivoli, \$1.00.

Snakes and Ladders, 40 cents. Anagrams, 20 cts. and 30 cts. Petter Coddle, 25 cents. Old Maid, from 20 cents.

Old Bachelor, 30 cents. Loto, 30 cts. Magic Spelling, 30 cts. A great variety of Card and Board Games, at 5c., 7c., 8c., 12c., 15c., 20c. & up each All post paid on receipt of price.

S. E. GARLAND, - Leading Bookseller.

O'BRIEN'S Sash Lifter and Lock.

NVENTED BY REV. P. J. O'BRIEN, of Tor's Cove. Newfoundland. The device is simple, the parts easily applied, and the manipulation of windows very easy. The undersigned are prepared to attach this simple and satisfactory method of ventilation to sashes on request of purchasers. The decrey method of ventilation to Sashes on request of purchasers. The design, in working order, may be seen and examined at the factory.

HORWOOD LUMBER COMPANY, Ltd.

JOB PRINTING Neatly EXECUTED.

All kinas

THE EUENIN



At the Residence o OKE, 134 Duckwort Over Dr. Stafford's Drug S

To-morrow, TUESDAY, 18th at 10.30 o'clock. Household Furniture and Effe

consisting of :-1 superior golden oak sideboar bevel plate mirror, 1 do extension table, 6 high back chairs, 1 carvers upholstered in hair cloth; 2 easy tre table, 1 cherry bookcase with golden oak refrigerator, small size some fern pot, crockery and gla coal vase, 6 venetian blinds—almost canvas and hearth rug, pictures and

Sitting Room-1 velvet couch, 1 leather covered couch, sideboard, 1 round table, 1 org stool, 1 square table, floor canvas pet, chairs, pictures and ornaments fire irons, etc.

Halls-1 golden oak hallstand mirror, 1 No. 12 eclipse stove neling, hall lamp, stair carpet,

and health mattresses, 1 g No. 2 Bedroom--1 iron

chairs and rug. No. 3 Bedroom-1 iron and

No. 4 Bedroom-I single iro stead and mattress, 2 chest drawers canvas and toilet set, etc. Bathroom - 1 ship's vashstand, canvas and mat, lockey boots with skate.

Kitchen-1 No. 7 ideal cook pots, pans, tables, etc. P. C. O'DRISCOLL, Auctione N.B.-No goods will be del ered without cash, and goods must be taken delive of day of sale-P. C. O'D.



THE STEAMER 'Prospero

BOWRING BROS, LTD

__ON-__ Wednesday, the 19th of Janua

Calling at the following pla

Ice and weather permitting :

Bay-de-Verde, Trinity, Cata Bonavista, King's Cove, Gre pond, Wesleyville, Come - By, Fogo, Change Islan Herring Neck, Twillingate, M. ton's Harbor, Exploits, Harbor, Leading Tickles, Pill Island, Little Bay Island, L Bay, Nipper's Harbor, Tilt LaScie, Pacquet, Coachman Seal Cove, Western Cove, Ja Arm, Harbor Deep, Englee, C St. Anthony, Griguet.

Freight received until 6 p.m. Tuesday.

For freight or passage app. the Coastal Office of BOWRING BROTHERS, Limi

COASTAL MAIL SERV Telephone, 306.

SURELY

the records of your b are important. You keep the of your affairs from your p Why not protect this val asset by modern and simple arrangements? I represen "Macey" and "Shannon" tems—both well known al world over. Please write for logues, or ring up 54.

PERCIE JOHNSON, Ager Office : cor. Prescott & Duckwo