

April 8 -- 24
Green Cabbage
Winesap Apples
Calif. Oranges
Cranberries

Due ex-Rosalind Thursday:
100 Crates Green Cabbage
100 Boxes Winesap Apples
100 Cases California Oranges
100 Boxes Choice Cranberries

We can Book your Order for delivery on arrival

George Neal
 Limited.
 Beck's Cove Water St. East.

Wonderful Values!
LADIES' BOOTS!

BLACK ONLY \$2.75 PAIR.	MAHOGANY ONLY \$2.75 PAIR.
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LADIES' BLACK VICI KID BOOTS—Medium Cuban Heel; all sizes. Only \$2.75 Pair.
 LADIES' MAHOGANY CALF BOOTS—Medium Cuban Heel, Goodyear welt; all sizes. Only \$2.75 pr.
 LADIES' VICI KID 1-STRAP COMFORT SHOE—Rubber Heel Only \$2.50 Pair.

F. SMALLWOOD,
 THE HOME OF GOOD SHOES, WATER ST.
 feb18,m.th.s.tf

Shellac! Shellac!
 DON'T USE SUBSTITUTES.
 Ask your dealer for
"MATCHLESS"
 A PURE SHELLAC in ORANGE & WHITE.

— THE —
Dominion Life ASSURANCE COMPANY
 HEAD OFFICE WATERLOO, ONTARIO
 EXTRACT FROM 1923 REPORT:
 Business Issued \$13,903,185
 Business in Force 65,796,389
 Payments to Policyholders 700,060
 Income 2,650,093
 Assets 9,386,469
ROBERT DAWE,
 General Agent.
 mar19,131.eod

We are now delivering the
BEST COAL
 on the market, at
\$12.50 per Ton.
 This Coal is uniform size, contains no slack and no rock. This is not just Scotch Coal. This is Genuine "BURNSIDE."
 Also, North Sydney (Screened)
\$13.50 per Ton.
Anthracite Coal—all sizes.
A. H. MURRAY & CO., Limited,
 Coal Office 'Phone 1867. Beck's Cove.

The Drawing Power of Our Bargains is Stronger Than Ever!

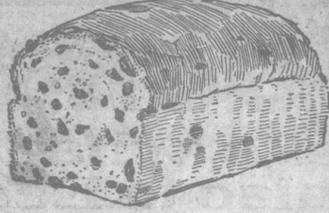
WHY NOT PROFIT BY THE EXPERIENCE OF OUR
Many Satisfied Customers
 We have a wonderful all-Wool Ladies' Sweater Coat in 9 different colors at \$1.98. A marvel.
 Our Ladies' all-Wool Silpones with half sleeves, are going fast at 98c.
 This Special Cream Flannellet, 19c. yard, was never made at the price. Only 1,000 yards left.
 The very best Ginghams and certainly the biggest variety we ever had, at 19c. yard.
 We have a wonderful range of the better lines in Print, Ginghams, Percales, from 15c. yard to 50c. yard. Wonderful designs.
 A Special Line of Ladies' Summer Vests, 19c. The ideal Vest, meantime is our 32c. with half sleeves.
 Our selection of Hosiery has never been surpassed, from the low lines at 22c. to the finest Silk Hosiery in the market at \$1.75 a pair.
 It is impossible for us to give you an idea of our Embroidery in this ad, but we cordially invite you to see our selection at once without fail. They are the talk of St. John's.

Bon Marché Cash Store
 266 WATER STREET.
 mar22,s.tu.th.tf

The Spirit of Spring
 is splendidly reflected in the exceptional attractiveness, super-quality and unmatched colorings in our line of
 SPRING and SUMMER FABRICS.
THE AMERICAN TAILOR
W. P. SHORTALL,
 300 Water Street St. John's, Nfld.
 P.O.B. 445. 'PHONE 477.
 mar25,tu.th.s

Our Winter Stock!
 7000 TONS
 Best Screened North Sydney Coal
 and 3000 TONS
 Best Welsh and American Anthracite Coal
 HAS ARRIVED
M. MOREY & CO., Ltd.
 1718.eod.tf

You be the Judge!
 It's strictly up to you to say whether our Tailored-to-Measure Clothes are any better than any other Clothes.
 We believe they are, and must prove it to you before you will want to buy; and we believe we can prove it, as we are doing it every day to men of good taste and good judgment in Clothes buying.
 Here is your trial order: We make Trousers from \$7.00 up. Suits from \$35.00 up.
E. D. SPURRELL 365 Water Street St. John's.
WM. SPURRELL 210 Duckworth St. Branch: Grand Falls.
 Have us send you samples and measuring forms if out of town.
 mar6,17.eod


Keep the Kiddies Nourished
 by giving them a slice of
WALSH'S SWEET BREAD
 Made solely by
THE CENTRAL BAKERY,
 Central Street.
 mar27,131,th.s,m

\$175.00 for \$12.50.
 Last October, a prominent executive business man who had never had an injury in 50 years, took out an accident contract with us, costing \$12.50. Late in January he sustained a fractured leg, causing seven weeks total disability and his claim cheque from us is \$175.00.
 Accidents are no respecter of persons and give no notice of their coming.
 Why not protect YOURSELF to-day?
 Claims paid in 1923 alone, exceeded \$16,300,000!
U.S. FIDELITY & GUARANTY CO'Y.
 J. J. LACEY, Nfld. GENERAL AGENT.

YES, WE INSURE CHILDREN!
 In fact we pride ourselves on the liberality of our Child's Policy, with its guarantee of return of all premiums with 5 p.c. Compound Interest up to 10 years of age.
 I will be glad to explain further.
 CALL AND SEE ME.
CYRIL J. CAHILL,
 Manager for Newfoundland.
 CROWN LIFE INSURANCE COMPANY.
 (Head Office: Toronto, Canada).
 Offices: Law Chambers Duckworth Street.
 oct19,tu.th.s

FREE
 Beautiful Caskets of Fry's Delicious Chocolates
 In every tin of FRY'S BREAKFAST COCOA you will find a leaflet giving full particulars of our Gift Scheme and 4 COUPONS as a FREE START
 For one of these dainty Caskets you collect 28 Coupons (24 in addition to 4 given free).
 a 1/2 lb. tin contains 1 coupon
 1 " " " 2 coupons
 1 " " " 4 "
BEGIN NOW—TO-DAY—TO COLLECT COUPONS AND SECURE ONE OF THESE DAINTY GIFTS.
Fry's PURE SOLUBLE **BREAKFAST COCOA**
 Coupons redeemed by
T. A. MACNAB & CO., Water Street, St. John's Distributors.

Nfld. Government Railway.
SOUTH COAST STEAMSHIP SERVICE.
 S.S. PROSPERO will sail from Dry Dock Wharf 10.30 a.m. Tuesday, April 15th, and will call at the following ports, taking freight and passengers:
 Trepassey. Hr. Breton.
 St. Mary's. Pass Island.
 St. Joseph's. Hermitage.
 Marystown. Gaultois.
 Burin. Pushthrough.
 St. Lawrence. Richard's Harbor.
 Lamaline. Francois.
 Fortune. La Hune.
 Grand Bank. Ramea.
 Belleoram. Burgeo.
 St. Jacques. LaPoile.
 English Harbor. Rose Blanche.
 Port aux Basques.
 Freight will be received at the Dock Shed from 9 a.m. to 5 p.m. Saturday, and on Monday, up to 1 p.m.
Nfld. Government Railway.

ROYAL
 TYPEWRITERS
 The light-running, quiet-running Royal Typewriter, by its smoothness & quietness of operation, assists the stenographer in the attainment of that flawless technique which means work accomplished with a minimum of effort.
DICKS & CO., LTD.
 Agents.
 Compare the Work
 mar8.eod.tf

Cabbage, Oranges, etc.
 ON THE WAY
 from New York, and due Thursday forenoon ex S.S. "Rosalind";
NEW AMERICAN CABBAGE—(Crates)
CALIFORNIA "SUNKIST" ORANGES.
"WINESAP" APPLES—(Boxes)
CRANBERRIES—
 (Boxes) 10 to 12 gallons each.
 — Also, —
 Our usual weekly shipment of Guaranteed
NEW LAID EGGS—Cases, 30 doz. each
LOWEST PRICES.
F. McNamara
 'PHONE 393 QUEEN STREET
NEW GREEN CABBAGE
 To arrive ex ROSALIND, April 10th.
 25 Crates CHOICE GREEN CABBAGE.
 70 Boxes APPLES "WINEAP"—Count 138.
 70 Boxes CALIFORNIA ORANGES—Count 176, 216.
 100 Bags ONIONS (EGYPTIAN)—112 lbs.
BURT & LAWRENCE
 14 NEW GOVER STREET