

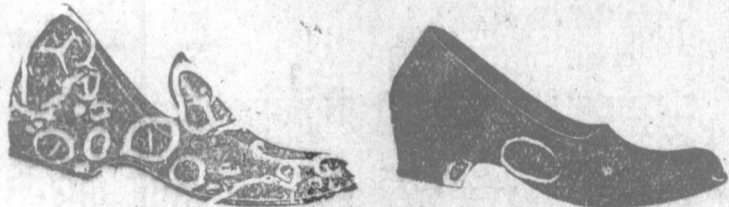
BEEF, PORK, RIBS.

IN STOCK MARCH 22nd.
SPECIAL PLATE BEEF.
SPECIAL FAMILY BEEF.
"LINCOLN" PLATE BEEF.
KINGAN'S FAMILY BEEF.
NEW YORK RONELESS BEEF.
ARMOUR'S SPARE RIBS.
LIGHT FAMILY MESS PORK.
LIGHT HAM BUTT PORK.
FAT BACK PORK.
LOWEST PRICES TO THE TRADE.

George Neal

Limited.

SALE
Ladies' Low Cut Rubbers
10 per cent. off
Regular Prices.



We are offering our entire stock of
LADIES' LOW CUT RUBBERS
at 10 p.c. off regular prices for cash.
Ladies, secure a pair of good, sound
Rubbers, and be prepared for the sloppy
weather.

F. SMALLWOOD
THE HOME OF GOOD SHOES
218 & 220 Water Street.

mar 4, 11

Shellac! Shellac!

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

Insure with the Good, Old, Reliable
"QUEEN"

Which has stood "the test" for the last 80 years,
particularly in the Big Fires of 1846 and 1892.
Losses settled promptly and without the least
hitch. Largest number of policy holders in New
foundland.

GEO. H. HALLEY, LIMITED, Agents.
P.O. Box 782. Phone 658.
ADRAIN BUILDING. 106 WATER STREET.

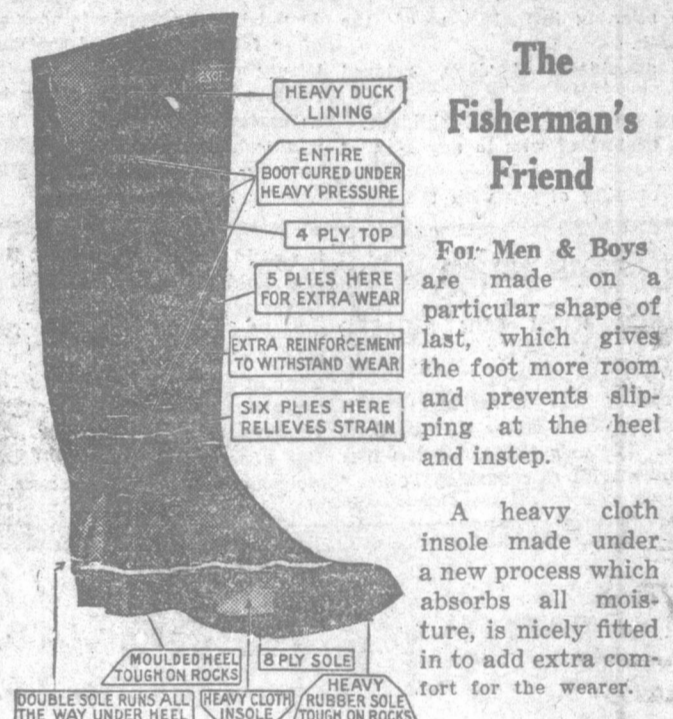
jan 2, 11, 11



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.
mar 25, 11, 11

Excel Long Rubbers



The
**Fisherman's
Friend**

For Men & Boys
are made on a
particular shape of
last, which gives
the foot more room
and prevents slipping
at the heel
and instep.

A heavy cloth
insole made under
a new process which
absorbs all mois-
ture, is nicely fitted
in to add extra com-
fort for the wearer.

ASK YOUR DEALER FOR "EXCEL" BOOTS.
Sold by all reliable dealers from coast to coast.
— Distributed by —

Parker & Monroe, Ltd.
SHOE STORES.

jan 24, 11, 11



Gossages' Magical Soap.

HARD WEARING

Made by a Firm of World-wide Reputation
for Excellence & Uniformity of Quality.

WILLIAM GOSSAGES & SONS LTD. WIMBORNE.

JOB'S STORES, Ltd.

Agents.

Forty-Five Years in the Service of
the Public—The Evening Telegram.

Only Four Days

Our \$16.00 Accident Policy was placed on a
Thursday morning with a popular young business
man of the city. On the following Tuesday he
suffered an injury while skating, and we have
since given him our check for \$50.00 covering two
weeks' disability, leaving him still with over forty
weeks' free insurance.

YOU DON'T KNOW THE DAY NOR THE HOUR THAT THIS
\$16.00 POLICY MAY SAVE HUNDREDS OF DOLLARS
FOR YOU!

U.S. FIDELITY & GUARANTY COY.
J. J. LACEY, Nfld. GENERAL AGENT.

New American CABBAGE, etc.

On the "Rosalind," due Thursday forenoon, and
selling at Lowest Prices.

NEW AMERICAN CABBAGE—
(Crates—Fancy Stock).
"SUNKIST" CALIFORNIA ORANGES.
"WINEAP" APPLES—(Boxes).
SILVERPEEL ONIONS (100-lb. Sacks).

— ALSO, —

Our regular weekly shipment of **NEW
LAID EGGS** (positively guaranteed) in
Cases 30 Dozen each.

Lowest Prices

F. McNamara
PHONE 393 QUEEN STREET

The Sight of a Lifetime!

Our Buyer's entry into the British markets
with a large cheque book, looking for only Job
Lines from manufacturers that they wanted to
clear, meant just the right goods for us

We are busy opening up cases every day,
and what a sight!

We only wish we had the opportunity to
show everybody in Newfoundland these won-
derful values.

General Dry Goods of every description are
included in this

THE BIGGEST BARGAINS EVER OPENED.

Bon Marché Cash Store

266 WATER STREET.

mar 22, 11, 11

GOOD NEWS FOR EVERY WOMAN

THE PICTOGRAF.

At last! Every woman who can thread a
needle can now make clothes for herself and
family! No more risk! No more doubt! No
more hesitation! The Pictograf has arrived!
APRIL PATTERNS—PICTORIAL REVIEW

CHAS. HUTTON

HOME OF MUSIC.

222 Water Street.

Nfld. Government Railway.

SOUTH COAST STEAMSHIP SERVICE

Passengers leaving St. John's on 8.45
a.m. train Thursday, March 27th, will
connect with S.S. Argyle, at Argentia, for
usual ports of call en route to Lamaline
(Western trip).

Nfld. Government Railway.



STOP! YOU NEED A TONIC

and we know of no better one than to take a bottle of

Brick's Tasteless

BRICKS TASTELESS is an excellent preparation to
give an appetite. No other medicine will restore
lost weight so quickly. It purifies the blood, it makes
the weak strong. It is so prepared that it can be
taken by anyone without the least digestive effort.

Thousands of people all over the country have
used BRICKS TASTELESS and find it the best all
round TONIC to be had.

TRY A BOTTLE AND NOTE RESULTS IN A WEEK

You can purchase a bottle of BRICKS for \$1.20 at
all General Stores in the Outports, and in the city at
the following Stores:

Ayre & Sons, Water Street; J. M. Brown, Cross
Roads; G. Knowling, East, West & Central; F. Lukins,
Hayward Avenue; T. McMurdo & Co., Water Street;
R. G. MacDonald, Ltd., Water Street; Peter O'Mara,
Water Street West; O'Mara's Drug Store, Rawlins'
Cross; J. F. Wiseman, Carter's Hill; or

DR. STAFFORD & SON,

(Sole Agents for Newfoundland)

DUCKWORTH STREET and THEATRE HILL.

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.

NOW IN STOCK:

Ex. SILVIA:
100 Bbls. CHOICE NOVA SCOTIA BALDWIN'S; No. 1's and 2's
APPLES.
50 Crates CABBAGE; good sound stock.
100 Cases VALENCIA ONIONS—6's.
50 Kegs GREEN GRAPES.
50 Cases CALIFORNIA ORANGES.
50 Boxes WINEAP APPLES—count 18's.

BURT & LAWRENCE

14 NEW GOWER STREET.

TEN P...
WEATH...
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ROPER & T...
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pyrex dishes.
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enamel cot...
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with springs...
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