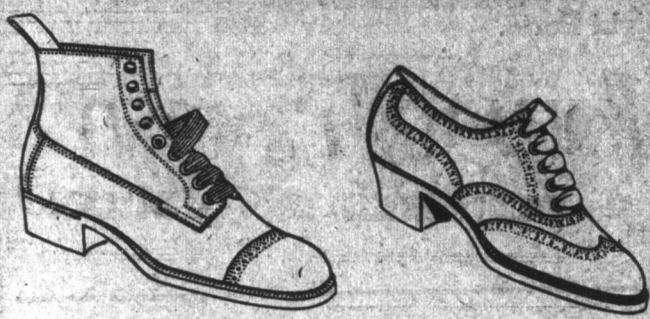


# K Famous English Footwear



Ladies and Gentlemen, secure a pair of this wonderful "K" Brand Shoes, and **Solve Your Shoe Troubles** for at least a year.

In stock Ladies and Gentlemen's Black and Tan Brogues; also Gentlemen's Black and Tan Boots in assorted Leathers.

**F. SMALLWOOD,**  
THE HOME OF GOOD SHOES  
218 & 220 Water Street, St. John's.

## The Bon Marche is Now Open Every Night

We are keeping open at night for a few weeks to give our many friends an opportunity of securing some of our Special New Goods at Lowest Prices.

- |   |  |
|---|--|
| Swiss Embroideries—<br>6c. yard up.<br>Ladies' Nightdresses—<br>\$1.35 each.<br>Ladies' White Undershirts—<br>35c. each.<br>Ladies' Summer Vests—<br>19c. each.<br>Ladies' Cotton Dresses—<br>\$1.15 each.  | Men's Wool Socks . . . . . 25c. pr.<br>Men's Cotton Socks . . . . . 19c. pr.<br>Men's Work Shirts . . . . . 85c. ea.<br>Men's Braces . . . . . 40c. pr.<br>Lacy Gingham . . . . . 19c. yd.<br>Cotton Tweeds . . . . . 30c. yd. |
| ENGLISH TWEEDS; all colors . . . . . 55c. yard.<br>Curtain Serim . . . . . 19c. yd.<br>Men's Caps . . . . . 65c. ea.<br>Flannelette . . . . . 22c. yd.<br>Pillow Cases . . . . . 25c. ea.<br>Table Cloth . . . . . 88c. ea.<br>Large Bedspreads, \$1.65 ea. | Ladies' Rose, all colors—<br>30c. pr.<br>Child's Cotton Hose, 2c. up.<br>Berg's Top Hose, 65c. pr.<br>Ladies' All-Wool Hose—<br>70c. pr.<br>Child's All-Wool Socks—<br>40c. pr.<br>Camisoles . . . . . 89c. ea.                |
| MEN'S ENGLISH TWEED PANTS<br>ALL WOOL SERGE . . . . . \$2.95 pair.<br>79c. yard.  |  |

## Bon Marché Cash Store

265 WATER STREET. OPEN AT NIGHTS.  
Mail Orders sent same day as received.

## BUY—WEAR—USE A FISH BRAND REFLEX SLICKER

Call upon it any rainy day to keep you dry and warm. You will never be disappointed in its worth and service. Backed by a record of 87 years' manufacture. What more can be said?



Satisfaction guaranteed  
**TOWER'S FISH BRAND**  
**A. J. TOWER CO.**  
BOSTON, MASS.  
PETERS & SONS, ST. JOHN'S, Agents

apr21,22,25,27

## Uses 27 Buicks

At the present time we are operating 27 Buick Cars. Some of these were purchased in 1918 and have been rendering dependable and satisfactory service.

We purchased five of the new 1924 cars with four-wheel brakes and I have driven them personally. The performance is good. In fact there is a feeling of safety that does not exist with two-wheel brakes.

The body design is a great improvement over previous models, but the most important feature is the four-wheel brakes.

**SAMUEL L. KING, JR.** General Manager,  
Equitable Auto Company, Pittsburg, Pa.

When Better Automobiles are Built, Buick will Build them.

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The Attention of Particular Housewives is Respectfully called to

# Jell-o

AMERICA'S MOST FAMOUS DESSERT.

This new dessert has proved a delightful surprise to all who have tried it. In flavors of

**Orange, Lemon, Raspberry, Strawberry, Chocolate and Cherry.**

It comes to you in sealed packages as fresh and wholesome as the day it leaves the factory.

You will not realize how delicious a dessert can be until you have tried

# Jell-o

Now at all Grocers at 20c. a Package.

F. M. O'LEARY, Distributor.

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## Optical Repairs

Prompt Service—Accurate work—Large Stocks of Lenses and Frames—and the ability to serve you well makes our **OPTICAL REPAIR SERVICE** the most desirable in the city. Mail Orders looked after just as carefully as if given to us personally.

**T. J. DULEY & CO. LTD.**  
THE RELIABLE  
JEWELLERS & OPTICIANS.

FOR THE PAINT UP, CLEAN UP SEASON

## "MATCHLESS" the PAINT of QUALITY!

— IN —  
Inside, Outside and Gloss White; also 37 Rich Tints. White Lead, White Zinc, Paste Paints, Umbers and Siennas, Pure Orange and White Shellacs, Ships' Copper, Roof and Bridges Paints, Gold, Aluminum and Black Enamels, Floor Finishes (Stain and Varnish combined), Varnishes, Creosote Shingle Stains, Putty, etc., etc.

SPECIAL PAINTS MADE TO ORDER.  
**THE STANDARD MFG. CO'Y., LTD.**  
ST. JOHN'S, NFLD.

## Morey's Coal is Good Coal.

April 25th.  
2000 Tons BEST N. S. COAL (Screened).  
800 Tons BEST AMERICAN & WELSH ANTHRACITE COAL.  
11,000 Hhds. BEST CADIZ SALT.

Phones: Office 376. Yard 1426.

**M. MOREY & CO., Ltd.**

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## CABBAGE PLANTS.

Due the 16th of this month. **BOTH EARLY AND LATE**—Also Due ex. S.S. "WELSH" Tuesday.  
50 Brix. CHOICE GREEN CABBAGE.  
100 Boxes CALIFORNIA ALPINES—Count 125.  
50 Boxes CALIFORNIA ORANGES—Count 1100.  
25 Bags EGYPTIAN ONIONS.

**BURT & LAWRENCE**  
34 NEW GOWER STREET.

## AND THESE--

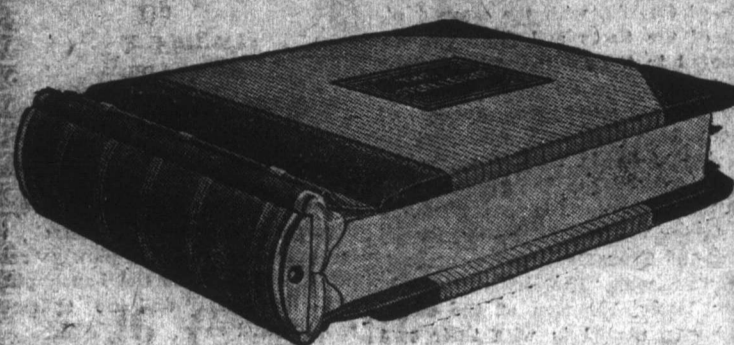
Besides Insurance against Injury and Sickness, we also insure

PLATE GLASS,  
RESIDENCE and SHOP BURGLARY,  
EMPLOYERS' LIABILITY  
and  
AUTOMOBILE COVERAGE.

This \$38,000,000 Company with a claim-paying record of \$97,000,000 in 26 years, stands behind every loss you may sustain, and settles all claims promptly and satisfactorily.

**U.S. FIDELITY & GUARANTY COY.**  
J. L. LACEY, NFLD. GENERAL AGENT.

## SHEETS FOR ANY BINDER BINDERS FOR ANY SHEET



**DICKS & CO., Limited,**  
Loose Leaf Specialists

apr20,11

## CONCEPTION BAY SERVICE

S.S. "PAWNEE"

Leaves Carbonar on Mondays, Wednesdays and Fridays, at 7:20 a.m., and Harbour Grace on Tuesdays, Thursdays and Saturdays, at 7:20 a.m. for Portugal Cove, via Bell Island. Returning, leaves Portugal Cove each evening 4:30 p.m. (Sunday excepted) for Bell Island, Harbour Grace and Carbonar.

## BELL ISLAND S. S. CO.

## Furness Line Sailings.

	From Boston	From Halifax
British Steamship <b>DIGBY</b> . . . . .	May 24, '24	May 27, '24
<b>SACHEM</b> . . . . .	May 24th, '24	May 27th, '24

Through Bills of Lading issued from U. S. and Canadian Points.  
For Freight rates and space apply to

## Furness, Withy & Co., Limited

Detroit, Baltimore, San Francisco, Norfolk, New Orleans, Philadelphia, Chicago, Seattle, Newport News, New York, Quebec, Montreal, Vancouver, St. John, N.B., Toronto.  
**BOSTON, MASS.** 10 State Street.  
**HALIFAX, N.S.** Water Street.  
**ST. JOHN'S, NFLD.** Water Street.

## The Globe Indemnity Co.

OF CANADA.

All Policies Guaranteed by The Liverpool & London & Globe, with Assets Exceeding \$100,000,000.

Automobile Insurance.  
Casualty Insurance.  
Plate Glass Insurance.  
Burglary & Robbery.  
Check Forgery.  
Hold Up.  
Workmen's Compensation.  
Liability.  
Fidelity Guarantee.

**Broad and Liberal Policies.**  
**Prompt and Efficient Service.**  
**Losses Promptly Paid.**

## BOWRING BROTHERS, Limited

AGENTS FOR NEWFOUNDLAND.

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## WEDDING RINGS

We have a complete line of **WEDDING RINGS**, in 10k, 14k, 18k. In prices ranging from \$5.00 to \$25.00. Outport orders receive prompt attention. Ring size cards sent on request.

**R. H. TRAPNELL, Ltd.**  
JEWELLERS & OPTICIANS  
197 Water Street.

## Nfld. Government Railway. Passenger Notice

### GREEN BAY STEAMSHIP SERVICE (NORTH RUN)

Freight for the above route for the undermentioned ports of call will be accepted at the Freight Shed, Tuesday, May 27th, from 9 a.m. to 5 p.m.

Exploits, Fortune Hr., Point Leamington, New Bay Head, Leading Tickle, Triton, Pilley's Island, Boot Hr., Springdale, Port Anson, Lush's Bight, Ward Hr., Cutwell Hr., Little Bay Islands, Little Bay, St. Patrick's, Three Arms, Harry's Hr., Jackson's Cove, South West Arm, Ratling Brook, North West Arm, Nipper's Hr., Snook's Arm, Tilt Cove, Shoe Cove.

### SOUTH COAST STEAMSHIP SERVICE.

Freight will be accepted at the Freight Shed Monday, May 26th, from 9 a.m. to 5 p.m. for the following ports of call:

Marystown, Burin, St. Lawrence, Fortune, Grand Bank, Belleoram, St. Jacques, English Hr., Harbor Breton, Pass Island, Hermitage, Gaultois, Pushtrough, McCallum, Richard's Hr., Rencontre (Hermitage Bay), Francois, Cape La Hune, Ramea, Burgeo, Grand Bruit, LaPoile, Rose Blanche, Burnt Island, Port aux Basques.

Also for the following points in Fortune Bay by the S.S. WREN:

Anderson's Cove, Boxey, Brunette, Bay L'Argent, Come River, Coomb's Cove, Corbin, English Hr. East, Garnish, Great Hr., Grole, Great Jervais, Head Bay, De Esprit, Hr. Mille, Jersey Hr., Little Bay East, Little Hermitage Bay, Lally Cove, Milltown, Mose Ambrose, Miller's Passage, North Bay, Point Enragee, Pool's Cove, Raymond, Round Hr., Rencontre (Fortune Bay), St. Albans, Sagona, Seal Cove, Stone's Cove, St. Bernard's, Terrenceville.

### SPECIAL TRAIN FOR TROUTERS.

Freight train with two passenger cars attached, will leave St. John's Depot 7 p.m. to-day (Friday) to accommodate troutiers for points between St. John's and Placentia Junction. Freight train will leave Placentia Junction 7 p.m. Sunday, May 25th and pick up passengers en route to St. John's.

## Nfld. Government Railway.

## RED CROSS LINE!

NEW YORK. HALIFAX. ST. JOHN'S.

The S.S. **SILVIA** leaves New York on May 22, and St. John's on May 28th.

### THROUGH RATES QUOTED TO ALL PORTS.

Round-trip tickets issued at special rates with six month stop-over privileges.

### WINTER PASSAGE RATES EFFECTIVE.

**BOWRING & COMPANY**, 17 Battery Place, New York  
General Agents

**G. S. CAMPBELL & CO.** HALIFAX, N.S.  
**HARVEY & CO. LTD.** ST. JOHN'S, NFLD.  
Agents.

## CANADIAN NATIONAL RAILWAYS TORONTO TO-DETROIT CHICAGO.

TRAVEL BY NATIONAL LINES  
"INTERNATIONAL LIMITED"  
Leaves Bonaventure Station, Montreal, at 10.00 a.m. Daily  
Direct connection from Halifax or North Sydney by "OCEAN LIMITED."

For Fares, Reservations, etc., apply to  
**R. H. WEBSTER, General Agent.**

## STEAMSHIP "SPES"

Fortnightly Sailings.  
Leaves Boston . . . . . May 27th  
Halifax . . . . . June 2nd  
Halifax for Boston . . . . . June 2nd

Also regular Sailings:  
Leave Halifax, Nova Scotia, for other Newfoundland Ports.  
Head Office: **FARQUHAR & CO. LTD.**, Halifax, N.S.  
Local Agents: **RICE & FIELDING, Inc.**, Boston, Toronto, Montreal, New York.  
Western Agents: **J. A. BOAK & SON**, 332 South Dearborn Street, Chicago, Ill.  
Agents: **C. G. BOAK**, 301 Swinland Bldg., Cleveland, O.  
**HARVEY & COMPANY**, St. John's, Nfld.

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ADVERTISE IN THE EVENING TELEGRAM