

Serravallo's Tonic
 (Bark and Iron Wine)
Gives Health and Strength.
 Sold by Druggists throughout the Island, and
HAYWARD & CO., Distributing Agents.




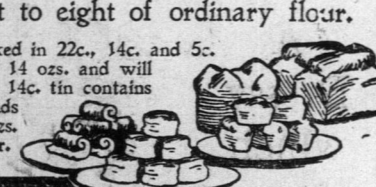
J. J. ST. JOHN.
Sloan's Liniment is the Great Seller.
 "WHY?"
Because its the Only Cure for Rheumatism.
 We Sell it. Price—25 cts. bottle.
 Ask your Druggist for it—but see that you get Sloan's.
J. J. ST. JOHN, - - - Agent.

Why
"Paisley Flour"
 marks an advance in
 home baking.

It eliminates the time and trouble taken when using yeast.
 Takes away the uncertainty of ordinary baking powder.
 It is always fresh and pure, and retains its raising power very much longer than self-raising flour and cake mixtures.
 It gives improved results in lightness, fineness and digestibility.

"Paisley Flour"
 The SURE raising powder.
 —is mixed one part to eight of ordinary flour.

"Paisley Flour" is packed in 22c, 14c, and 5c tins. The 22c tin contains 14 ozs. and will raise half a stone of flour, the 14c tin contains 7 ozs. and will raise 3 1/2 pounds of flour, the 5c tin contains 2 ozs. and will raise 1 pound of flour.

Apples, Onions, Oranges.
 JUST RECEIVED.
 200 Barrels Choice RED APPLES—(fresh packed).
 To-day, per "Durango,"
 50 Cases Valencia Onions, 30 Cases Valencia Oranges, 20 Cases Choice Lemons.
 Apples getting scarce and high—order quickly if wanted.
Edwin Murray

WHERE ARE YOU GOING TO-DAY?
 I am going down to
G. T. HUDSON'S,
 367 and 148 Duckworth Street.
 They have just opened a Splendid Line of
Pound Serges
and Pound Tweeds,
 Good and Stylish Patterns.
 I would advise you to come with me as they are
 Selling Fast.

POTATOES!
 We offer To-Day,
 200 Sacks ENGLISH POTATOES,
 Choicest Quality.
F. McNAMARA, Queen St.

Spring Sewing

Sewing Machines.

We offer the Famous
EXPERT--B
 BARGAIN FIGURES,
 To keep step with the times.
CHESLEY WOODS

BOVRIL
 IS ALL BEEF.

Questions we are often asked.
 Q.—What is the sediment at the bottom of a cup of Bovril?
 A.—That is a valuable portion of the nourishment, and should never be left.
 Q.—Are you serious when you say that Bovril is more nourishing than ordinary Meat Extract or Home-made Beef Tea?
 A.—Certainly! and we have for years offered large rewards to anyone who can prove the contrary.
 Q.—But can you prove your statement?
 A.—Yes—from the pen of Baron Liebig himself, who told the world that the man who managed to get the nourishing, as well as the stimulating properties of Beef in a liquid form, would produce something far better than Liebig's Extract, and would be a public benefactor.
 Q.—And you have done this?
 A.—Yes. By a special process, the entire nutritious constituents of prime ox beef are separately treated, pulverized and added to specially-prepared Meat Extract, and that is Bovril.
 Don't experiment with artificial imitations of dubious quality (which are dear at any price) when such a tried and proven nutritious food-beverage "made in England" is within your reach.

T. J. EDENS,
 feb8,th,m,tf Agent for Nfld.

ME-MALTO
 Tonic Wine.

Now is the time, if you are run down and weak, begin this Tonic Me-MALTO today.
 No other Tonic has the same all round good effect or recuperative power.
 Try one bottle and judge.
 Price: 80c. & \$1.30 pr bot.

JAMES C. BAIRD,
 Grocer and Wine Merchant,
 Water St., St. John's.

A YEAR BOOK and ALMANAC
 Of Newfoundland, 1912.
 30 cents.

Containing a Calendar and Nautical Intelligence for the year.
 Authentic and valuable information relating to Public Offices, Institutions, Banks, etc., of the Colony, together with a carefully revised

DIRECTORY
 of all Towns, Villages and Settlements in the Island, and

The Customs' Tariff
 (Official) corrected to date.
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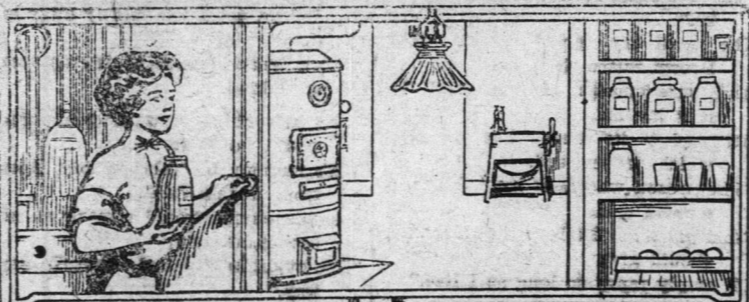
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 500 barrels
Best Portland CEMENT,
 Selling at Lowest Market Prices.
Colin Campbell.

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 OUR INVITATION is extended to you to come to our BIG Store look over our carefully selected stock of High Grade Furniture. It is here you will find exactly what you need.
Unquestionable Den Furniture, High-Class Parlor Furnishings, Numerous Styles in Dining Room Chairs, Pretty Showing of Office Furniture.
 If you have put off buying till now consider yourself fortunate, as we have just received a new shipment of Bureaus, Wash Stands, Extension Tables, Sideboards, Chairs, Rockers, Etc.
 Come and get convinced. This is a case where delays cost money.
CALLAHAN, GLASS & Co.,
 m1,ced Duckworth and Gower Streets.

MASSEY-HARRIS CO.'S
Farming Implements!

 We are now booking orders for those High Grade and well-known Implements, and would request intending purchasers to place their order as soon as possible.
 Catalogue and Prices on application.
MARTIN HARDWARE CO.,
 mch2f Agents.

REID NEWFOUNDLAND COMPANY.



Is your house really lighted from top to bottom or do you still have to take a candle or lamp when you go to the attic or cellar at night?
 A great many people who have electricity in the rest of the house have no light in the cellar or attic because it is seldom needed; but, when you do need it, you need it badly.
 One Incandescent Lamp set in a Holophane Reflector will give sufficient light for the darkest cellar or attic. Holophane Reflectors are especially adapted to lighting places of this sort as they control the light rays so that every ray is utilized. Wouldn't it be a convenience if you could turn a switch and light your cellar or attic before entering? That means an end to dangerous matches and flames—it means that you no longer need stumble against misplaced boxes and bark your shins in the dark.
 We would like to tell you more about electric lighting and more about the wonderful light-saving Holophane Reflectors. May we send a representative to see you?

Reid Newfoundland Company

Look at the state of our Streets! You want
RUBBER Shoes,
 Otherwise damp feet.
 In order to make room for Spring purchases, we have decided to sell at LESS THAN COST balance of Rubber Shoes.
 Men's, formerly \$1.10; now 85c. pair.
 Boys' and Youths', from No. 11 to 5, formerly 65c. to 90c., an size, now 60c. pair.
 Women's High Cut, well known as Storm Rubbers, our price, now 65 cents.
 Women's Low Cut Rubbers, now 55 cents.
 If you fail to secure a pair now during the next 10 days Your Loss.
R. TEMPLETON, 333 Water Street.

There's SOLID Comfort
IN A CUP OF TEA.

Well, that depends.
 And it all depends upon the quality of the tea. If the Tea is flat and flavorless—no comfort.
 But—if it has a deep golden brown color in the cup,
 And—a fine, rich, satisfying flavor,
 Then, you are sure of your solid comfort.
OLD HOME TEA combines a deep, golden brown color with a fine, rich, satisfying flavor, and full body in the liquor.
 If you steep Old Home Tea carefully and according to directions enclosed in each packet you will surely get solid comfort and rare enjoyment.

One Cup Means Many More.
 For sale at all Grocers.
40c. and 60c. per lb.

We can show you
THE GOODS, can give you **THE CUT** and **STYLE** and **THE EXPERT WORKMANSHIP.** The largest stock of
TAILORING GOODS
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If you have a small SNAPSHOT that is good, it would be much better if it were enlarged.
Bromide Enlargements from Original Negatives.
 Prices: 6 x 8 8 x 10 10 x 12 12 x 14 14 x 17 16 x 20
 Mounted — 55c. 75c. \$1.00 \$1.15 \$1.50 \$2.00
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WEATHER FORECAST
 TORONTO, Noon.—S. W. and W. winds, milder and for the most part fair to-day and on Friday.
 ROPER'S, Noon.—Bar. 29.65; ther. 41 above.

VOLUME XXXIV.
AUCTION SALES!

THE PEOPLES AUCTIONEER
Auction Notice!
 There will be no further articles taken for disposal at the Prescott Street Store after this date. The place will be closed May 1st.
P. C. O'DRISCOLL, Auctioneer.
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 Household Furniture and Effects, House Plants, and a lot Books, including complete sets Shakespeare, Thackeray, Dickens, Encyclopaedia Britannica, and other standard works.

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The Office of Holy Week according to The Roman Missal and Breviary, with an explanation of its Ceremonies and Observances, by the Rev. Father Crasset, S. J. New edition, in various bindings, 17c, 30c, and 60c. each.
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