

PORK!

ON THE SPOT:
**300 Brls.
 H. B. PORK**
**200 Brls.
 FAT BACK**

Lowest prices to the trade

George Neal

Beck's Cove
 Phone 264

Limited.

Water St. East.
 Phone 17

65,263 Deaths from Accidents

American census for 1923 show the above figures against 60,896 in 1922. These figures include only fatalities. How many thousands lost limbs or sight, or suffered other injuries?

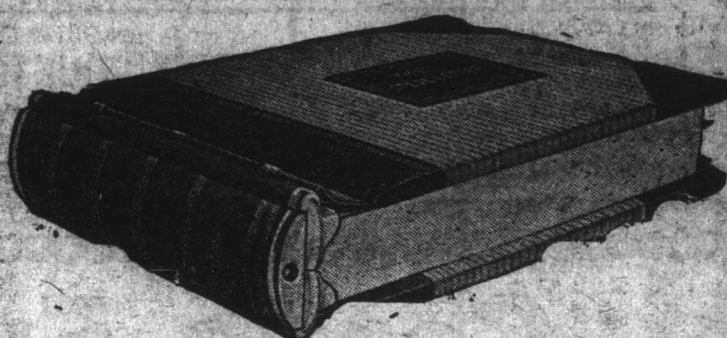
You may not be able to prevent the accident, but you can protect those dependent on you.

Our Income Policy offers the surest, easiest way to protect yourself and others against a money loss. The cost is trifling compared with the protection.

Chat five minutes with our agent.

U.S. FIDELITY & GUARANTY COY.
 J. J. LACHY, FIELD GENERAL AGENT.

SHEETS FOR ANY BINDER BINDERS FOR ANY SHEET



DICKS & CO., Limited,
 Loose Leaf Specialists

BON MARCHE OPEN EVERY NIGHT!

It will pay you to study our Price List, and see how by shopping at this Store you can save money.

English Work Shirts . . . \$1.35	Embroideries . . . 5c. yd.
English Wool Socks . . . 22c.	Nightdresses . . . \$1.25 ea.
White Curtains . . . \$1.35 pr.	Ladies' Knickers . . . 85c. pr.
Curtain Net . . . 25c. yd.	Ladies' Vests . . . 19c. ea.
Shk Ties from . . . 35c. ea.	Camisoles (Shk) . . . 35c. ea.
Summer Underwear, 50c. gar.	Co'd Undershirts . . . 35c. ea.
Men's Caps . . . 65c. ea.	White Undershirts . . . 55c. ea.

JOB LINE WOOL SLIP-ONS . . . \$1.98 each

All Wool Serge from 79c. yd.	Coloured Hose . . . 30c. pr.
English Tweeds . . . 65c. yd.	Children's Hose from 16c. pr.
Braces . . . 40c. pr.	Boys' Wool Hose . . . 35c. pr.
Cotton Sox . . . 19c. pr.	Child's Wool Sox . . . 40c. pr.
Blky Towels . . . 55c. ea.	All Wool Ladies' Hose . . . 70c. pr.
White Towels . . . 75c. ea.	Shk Hose . . . 65c. pr.

45" EMBROIDERY . . . 98c. yd.

BonMarché
 WATER STREET ST. JOHN'S

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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.

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EXPERT ADVICE!

Is what you are entitled to when investing in Life Insurance. I offer it to you freely and gladly.

Remember, there is no obligation on your part. Just drop into my office and we will talk the matter over together.

CALL AND SEE ME.

GIRYL J. CAHILL
 Manager for Newfoundland.
CROWN LIFE INSURANCE COMPANY.
 (Head Office: Toronto, Canada).
 Offices: Law Chambers Duckworth Street.

oct29.tf

FOR THE PAINT UP, CLEAN UP SEASON

"MATCHLESS" the PAINT of QUALITY!

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 Bridge 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. COY., LTD.
 ST. JOHN'S, Nfld.



Gossages
Magical Soap.

HARD WEARING

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

WILLIAM GOSSAGE & SONS LTD. WIDNES

JOB'S STORES, Ltd.

Agents.

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.

Fire! Fire! Fire!

Insure your property against loss by Fire with a first-class British Fire Office. Losses Liberally and Promptly settled.

The Liverpool & London & Globe Insurance Company, Limited.

BOWRING BROS., LTD., Agents for Nfld.

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Nfld. Government Railway.

Freight Notice.

NORTHERN STEAMSHIP SERVICE.

Freight for the Northern Steamship Service by the Nfld. PROSPERO, for the undermentioned ports of call, will be accepted at the Dock Shed to-day Saturday from 9 a.m. to 5 p.m.

King's Cove, Greenspond, Wesleyville, Seldom, Fogo, Chatham Islands, Herring Neck, Twillingate, Moreton's Harbor, Exploits Harbor, Port of Spain, Little Bay, Nipper's Harbor, Little Bay, Seale, Paquet, Coachman's Cove, Seal Cove, Bear Cove, W. port, Jackson's Arm, Harbour Deep, Englee, Conche, St. Anthony, Grignon, Quirpon, Cook's Harbor, Hampden.

N.B.—Steamer will proceed as far North as ice conditions will permit.

GREEN BAY STEAMSHIP SERVICE (NORTH SIDE).
 Freight for Green Bay (except Botwood, Laurenceville, Brown's Arm) will be accepted at the Freight Shed Monday May 19th, from 9 a.m. to 5 p.m. Freight for Botwood, Laurenceville and Brown's Arm will be accepted next trip.

PASSENGER NOTICE—NOTRE DAME BAY SERVICE.
 Passengers leaving St. John's on express 1 p.m. Sunday, May 18th, will connect with S.S. CLYDE at Lewisporte, for usual ports en route to Fogo (South Side of Bay).

PASSENGER NOTICE—SOUTH WEST COAST SERVICE.
 Passengers leaving St. John's on 3.45 a.m. train, Monday, May 19th, will connect with S.S. GLENCOE at Argentia, for usual ports en route to Port aux Basques.

PASSENGER NOTICE—ST. JOHN'S-COOK'S HR. SERVICE.
 S.S. PROSPERO will leave Dry Dock Wharf 10 a.m. Tuesday, May 20th, calling at usual ports en route from St. John's to Raleigh, ice conditions permitting.

Furness Line Sailings

British Steamship "DIGBY" May 24th, '24
 "SACHEM" May 24th, '24
 Through Bills of Lading issued from U. S. and Canadian Ports.
 For Freight rates and space apply to

Furness, Withy & Co., Limited

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

Yankton Sailings From Boston

The next sailing of the

FIRST CLASS

S. S. YANKTON

will be from Commercial Wharf (the most convenient and centrally located in Boston and the former berth of the Plant Service for over a quarter of a century) on

MONDAY, MAY 19th.

To avoid confusion route your Boston freight via Commercial Wharf, Boston.

For Freight bookings, apply to

A. E. Hickman Co., Ltd.

AGENTS, ST. JOHN'S.

may17.21



The Spirit of Spring

is splendidly reflected in the exceptional attractiveness, quality and unmatchable colorings in our line of

SPRING and SUMMER FABRICS.

THE AMERICAN TAILOR

W. P. SHORTALL,

200 Water Street St. John's, Nfld.

P.O. Box 445. PHONE 477.

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NORTH SYDNEY COAL!

NOW LANDING

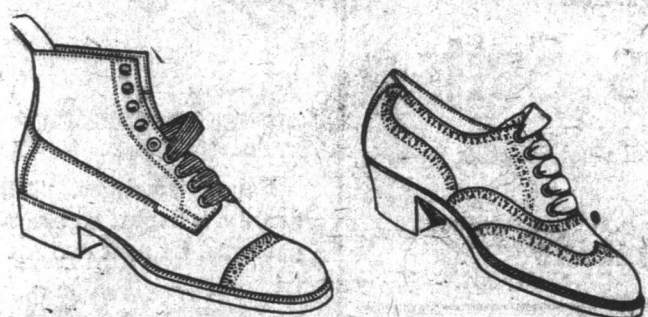
EX. SS. "WATUKA"

1000 TONS FRESH MINED SCREENED NORTH SYDNEY COAL.

H. J. STABB & CO.

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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.

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WORK WELL DONE!

No watch is too intricate for us to handle. We make and replace broken parts, and guarantee our work to be first class in every respect. Bring your watch to us and have us make an estimate on the cost of putting it in first class order.

W. & R. ENGLISH,
 JEWELLERS & MARINE OPTICIANS, 404 Water St., St. John's.
 Est. 1871. Phone 1815. P.O. Box 447.
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—BUY—
AVALON TELEPHONE COMPANY, LTD.
 7 P.C. Preference Shares.

Participating in Profits
 Tax Exempt.

For particulars, apply to the Company's Office, Duckworth Street, St. John's, or to

J. J. MURPHY, Broker.

P.O. Box 579. Phone No. 1073. 51 Power St.

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