



Opening Announcement!

We have pleasure in announcing the opening of our **OPTICAL DEPARTMENT**, where we are fully equipped with the most modern and approved methods for the examination of the eye. No guess work. Glasses carefully fitted and adjusted by a competent Optician.

T. J. DULEY & CO., Jewellers and Opticians.

We're Easy!

Five Dollar Greenbacks are Burning Holes in our Pockets.

Do You Want One?

Save the Alphabet Cards in all pound packets of Union Blend Tea, bring to us and get the money.

H. W. de FOREST TEA CO'Y.

ap21,tf

A CHANCE IN A THOUSAND

TO GET AN UP-TO-DATE ELECTRIC PORTABLE LAMP AT MANUFACTURERS' PRICE.

We have now in our office a choice selection of the VERY LATEST designs in Portable Lamps, sent to us by a manufacturer in Germany.

To give householders an opportunity of getting one of those beautiful Lamps we will sell the lot at **FACTORY PRICES**.

The above will be sold in room 11, Board of Trade Building, on Friday afternoon, between the hours of 2.30 and 5.30.

On the same afternoon we will offer to Electric Light consumers a small quantity of the famous Metalik Filament Lamps (the Lamp that saves 70 per cent. in current consumption), in 12 and 16 candle-power.

Only 50 cents each.

P. C. MARS, Board of Trade Bldg.

AT THE POPULAR BOOKSTORE.

Latest Magazines and Fashion Books!

Nash's, Royal, English Illustrated, Hampton's, All Story, Everybody's, McClure's, Strand, Windsor, New Cosmopolitan, Review of Reviews, Red, Munsey, Grand, Boynton's, London, Pearson's, Red-mouth-end, Red Book, Bystander, Sunday Strand, Lady's Realm, Woman at Home, Puck, Punch.

Girls Own Paper and Magazine, Weldon's Illustrated Dressmaker, Weldon's Child's Fashions for May, Weldon's Bazaar of Fashions, Delinquent for May, Ladies' Home Journal—May, Weldon's Home Dressmaker, Girls Own Magazine.

DICKS & Co.'s Popular Bookstore.

REID NEWFOUNDLAND COMPANY.

S. S. DUNDEE

Will leave St. John's April 29th, at 8 a.m., for Port Blandford, calling at Bonavista and usual ports of call on South Side of Bonavista Bay.

S. S. CLYDE

Leaves St. John's Friday, May 29th, at 6 a.m., for Lewisport, calling at Beaverton and regular ports of call on the South Side of Notre Dame Bay.

Passengers may take advantage of these steamers sailing direct to the above points.

Reid Newfoundland Company

Job Printing Executed

Great BARGAINS.

NEW JOB LOTS JUST OPENED AT

A. & S. RODGER'S

30 dozen Manufacturers' Sample Blouses, at Half price, Marvellous Values, in Silk, Lace Net, Lawn, Delaine, Muslin, Voile, Cashmere and Satin—all new designs.

38 dozen Ladies' Job Kid Gloves at 40 cents.

2 cases Summer Dress Material—Shades and Qualities too numerous to mention, unprecedented Values.

New Dress Muslins—Our Specialty this season.

Ask to see "TABRALCO," the Very Latest for Ladies' Wear.

A. & S. RODGER, Water Street.

New Wall Papers,

—FOR—

ROOM, HALL and KITCHEN from

6 cts. a piece.

NEW CURTAIN NETS, Ecru and White, from

9 cents a yard,

—AT—

LARACY'S

345 & 347 Water Street, ap9,tf Opp. Post Office.

Pape's Diapepsin.

Pape's Diuretic.

FOR SALE BY

PETER O'MARA,

The West End Druggist,
46-48 Water Street.
Near Railway Dept.
Telephone 334. ap1,tf

Carnations and Roses

TO ARRIVE WEEKLY.

Orders for **Wedding Bouquets** of Carnations or Roses taken if due notice be given two weeks before. Satisfaction guaranteed.

J. McNeill,
Rawlins' Cross.
ap21,ead,tf Telephone 197.

The Railway Passengers Assurance Co., of London, Eng.

(The Oldest Accident Company in the World).

Capital \$5,000,000. Reserve \$3,000,000. Claims paid over \$80,000,000.

Insurance against Accidents and Illness of all kinds. Employers and Public Liability, Workmen's Insurance, Passenger and Freight Elevator Liability; also, Guarantee Bonds of every description. Applications received for Sub-Agencies.

HENRY C. DONNELLY,
General Agent for Nfld.,
Board of Trade Building,
P. O. Box 116. ap12,3m,ead

An Intelligent person may earn \$100 monthly corresponding for newspapers. No canvassing. Send for particulars. Press-Syndicate 4020 Lockport, N.Y. a18,tf

NO THOUGHT READER

Can foretell the day or the hour when your property may burn. Most people are aware of this and make provision for the disaster by insurance. Why are you not so insured? I offer the lowest rates and strongest offices. The promptness and liberality of my settlements are well known.

PERCIE JOHNSON, Insurance Agt.

Office: corner Duckworth and Prescott Streets.

PAROID ROOFING

REQUIRES NO COATING!

Sold in rolls of 108 square feet complete, with Rust Proof Tins and Nails. Also, **CEMENT** for laps, and full instructions for laying, which anyone can do.

SEND FOR SAMPLE.

Empire Wood-Working Co.,

Ltd., Water St., East, St. John's,
Sole Agents for Newfoundland. ap11,1m



JOHN MAUNDER, 'THE' TAILOR,

251-253 Duckworth St., St. John's

GENTLEMEN.—Our shelves are now replete with the choicest goods that the West of England can produce. All parts of Old England are famed for the excellence of their goods, but more especially the West, and, as regards that undecipherable "thing" called style we know how, and can give full expression to that elusive quality. We please both young and old. You can have your choice of either English or American cut. Personal supervision given each order. Give us a trial and we have a customer. Thirty years' experience in the tailoring line.

CHARLES HUTTON

Sole Agent for the

CELEBRATED

Heintzman Piano.

N.B.—The Heintzman Piano is the Steinway of Canada.

ap23,tf

JOB PRINTING Neatly EXECUTED.

Free Lessons to Purchasers

Celebrated Columbia Zither,

At the Albion House, 13, New Gower Street,

BY

Arthur B. Walker, Sole Agent for Newfoundland and Maritime Provinces.

No shop worn goods—Imported direct from factory.

NOTE—The Columbia Zither is an improvement over the Autoharp and Regent Zither, and is also cheaper, size and durability being taken into account.

FOR SALE—A few Secondhand Autoharps, in good condition. ap27,6i

WE OFFER

1000 brls. BEEF,

COMPRISING:

Boneless Flanks, Foster Family, Foster Plate, Libby's Packet, Libby's Special Plate, Libby's Special Family, Beef Cuttings,

AT LOWEST QUOTATIONS.

HEARN & CO.

ap18,2w,fp

SMALLWOOD'S

A Word Sir!

BOOTS

SHOES.

\$2.00 and \$2.50,
\$3.00 and \$3.50

Ladies' and Gentlemen's Fine

STOP! LOOK! LISTEN! That's the warning at the railroad crossing. If you heed it you get over the tracks safely.

STOP! LOOK! LISTEN! To our claim, that our line of Ladies' and Gentlemen's fine Boots and Shoes, at \$2.00, \$2.50, \$3.00 and \$3.50, will give you every satisfaction.

What we offer you in the variety of newest styles and correct shoemaking will open your eyes to new and attractive possibilities in value.

SEE OUR LINES.

F. SMALLWOOD, The Home of Good Shoes.

HOW CAN WE COUNTER-ACT

THE INCREASED COST OF LIVING?

A second's reasoning will supply the answer. Beef and pork are dear and getting dearer all the time, and the cost is out of proportion with their food-value.

EAT MORE BREAD.

There is more nourishment in a shilling's worth of bread than a shilling's worth of beef or pork. But the problem is not done with yet. The shilling's worth of bread is not always the same value. Breadmade from

ROYAL HOUSEHOLD FLOUR

contains more nourishment than any other, because it contains the greatest amount of gluten, the health-giving nutriment of wheat.

Speaking of Men's Furnishings.

We are now showing a big stock of

Men's American and English Negligee Shirts, very neat patterns.

Prices range from 75c. to \$1.50.

Also, a large assortment of Collars, Ties, Braces, Handkerchiefs, Hats and Caps.

WILLIAM FREW, Water St., Nearly opp. Court House