

De Luxe Ice Cream Co'y.

FREDERICK SQUIRES, Manager.

Factory :
PRINCE OF WALES' STREET.

TO THE PUBLIC,—

The above Company is now prepared to supply Ice Cream to the trade at reasonable prices. All Ice Cream leaving the factory is guaranteed to be absolutely pure, as nothing is used in the manufacturing which is not first submitted to closest inspection as to purity and quality.

Special attention devoted to orders for dances, parties, etc., at the shortest notice. Your order is respectfully solicited, and if placed with the Company will receive the very best consideration.

may26,29 **WHOLESALE ONLY.**

JAMS, JELLIES, LIME JUICE, etc.

- 100 cases PURE FRUIT JAMS—16 oz. glass jars.
- 100 cases WEST INDIA LIME JUICE.
- 50 cases DATES—Bulk, 70 lbs. each.
- 150 cases EASY JELL—3 dozen each.
- 200 cases LIBBY'S PICKLES and CHOW.
- 100 boxes WINE SAP APPLES.
- 150 sacks EGYPTIAN ONIONS.
- 1000 sacks P. E. I. POTATOES.
- 20 cases LEMONS.

Lowest Prices.

GEO. NEAL, Ltd.



No Matter How the Fire is Caused

If you're not insured, you're a loser. Take time to see about your policies. We give you the best companies and reasonable rates.

PERCIE JOHNSON,
Insurance Agent.

GOOD VALUES!

- Flannelette Rompers 45c. pair
- Black Blouse Material 40c. yard
- Pink Muslin 10c. yard
- Middy Blouses \$2.70 to \$3.25
- Boys' Shirtwaists \$1.30 to \$1.50
- Girls' Princess Slips \$1.10 to \$1.70

SMITH'S Dry Goods Store
RAWLINS' CROSS.

FIRE INSURANCE. FIRE INSURANCE.

SCOTTISH UNION & NATIONAL INSURANCE COMPANY OF EDINBURGH, SCOTLAND.
GENERAL ACCIDENT, FIRE & LIFE ASSURANCE CO., LTD., OF PERTH, SCOTLAND.

The above Insurance Companies carry on a successful and extensive business, and always have maintained the highest character for the honourable and liberal discharge of their obligations.

Our first aim in every policy we issue is to ensure the holder complete protection, our second to grant the lowest possible rate. Write or phone us.

Nfld. Labrador Export Company, Limited,
s,t,tf Agents, Board of Trade Building.

Boston Woven Hose & Rubber Co., Boston, U.S.A.

- RUBBER BELTING
- RUBBER SHEETING
- RUBBER MATTING
- RUBBER HEELS
- GARDEN HOSE
- STEAM HOSE
- FIRE HOSE
- RUBBER SOLES

WM. HEAP & CO., Ltd.
AGENTS FOR NEWFOUNDLAND.

mar25,th,s,tu,tf



The Best Is Not
Too Good for
a Fisherman.

**Mustad's Hooks
Never Miss.**

Ask for Mustad's.
apr10-oct30,s



Libby's New York State Solid Pack TOMATOES.

Put up in Tins 2's and 2 1-2's.
AT ALL GROCERS.

Libby, McNeill & Libby.

mar18,lyr

PAIGE

The Most Beautiful Car in America

A New Development in Light Sixes

Before we began experimental work on our new six-cylinder motor three years ago, we made a very thorough investigation of the light six field.

We found out just what qualities car owners desired in the power plants of their motor cars and then we designed an engine to meet these requirements.

The wisdom of our method is attested by the unanimous approval given our five-passenger "Glenbrook" model. With its first appearance, it immediately won the enthusiastic support of motorists.

And, by its dependable and economical performance, it has so clearly demonstrated its high character as an investment value that our production schedule is already proving unequal to the demand.

The "Glenbrook" is a truly remarkable development in five-passenger cars. Won't you arrange for a demonstration while our dealer is in position to meet your requirements as to delivery?

Essex, Six-55; Larchmont, Six-55; Glenbrook, Six-42. Complete Line of Enclosed Cars.

PAIGE-DETROIT MOTOR CAR CO.
DETROIT, Michigan

Anglo-American Garage,
J. COCKER, Proprietor.

apr12,th,s,tu,tf

Pure Gold Goods!

ICINGS.

We have in stock only 30 cases of Icings and further supplies for the moment are unobtainable. Firms requiring any part of this lot should let us know promptly.

JELLIES.

We are expecting daily a large shipment of Jellies which left the factory in March. We are now booking orders but are unable to quote prices until we know what the freight is going to be.

Orders for less than five gross of either Jellies or Icings must be placed through your jobber.

P. E. Outerbridge,

Sole Agent,
King's Rd., cor. Gower St.
Telephone 60.

ANNOUNCEMENT.

The Clothes Doctor wishes to announce to his customers and the public generally that he has installed a real Dry Cleaning Machine that can clean twenty-five Raglans and Trench Coats every day. This is a chance for every man, woman and child to save money on a Trench Coat or Raglan. Now is the time to see the Doc. about having your sick Raglan, Trench Coat, Overcoat or Suit French Dry Cleaned, Washed, Spotted, Dyed, Altered, Cut Down or Repaired.

The Clothes Hospital,
200 Duckworth St. East (opp. T. & M. Winter's).

C. J. O'KEEFE, Clothes Doctor.



Dr. Lehr,

DENTIST,
Has removed to
Strang's Building,
329 Water St.,

Three Doors West of
A. Goodridge & Sons.
jan6,t,th,s,tf

J. J. St. John.

At Our Meat Counter.

- NEW SPARE RIBS.
- FAMILY STYLE PORK.
- HAM BUTT PORK.
- FAT BACK PORK.
- PORK LOINS.
- VERY CHOICE BEEF at 18c. lb.
- SUPERIOR HAMS and BACON.
- ASHLAND HAM.
- FRESH SALMON every morning.

J. J. St. John,

136 - 138 Duckworth
Street

EMPIRE HALL (formerly Blue Puttee Hall), cor. Gower Street and King's Road, may be hired for small dances or meetings. Rates: Evenings \$13 up. Afternoons \$8. Apply W. F. POWER, Manager. jan2,lyr

MINARD'S LINIMENT CURES GART IN COWS.

Reid-Newfoundland Company.

Notice.

Passengers leaving St. John's on Express Train at 1.00 p.m. To - Morrow, Sunday, will connect with S.S. "Glencoe" at Humbermouth, for points in Straits of Belle Isle.

Reid-Newfoundland Company.

THE STAMP OF APPROVAL



The women who know say there is no Dye that is quite as satisfactory as **MAGIC DYE SOAP FLAKES**. And "the woman in the home" is as infallible as the "man on the street".

When you are in need of Dye get the best. Ask for **MAGIC DYE**. Price 15 cents.

ROBERT TEMPLETON.

PLACE YOUR INSURANCE

WITH THE
NIAGARA FIRE INSURANCE COMPANY
OF NEW YORK.

ORGANIZED 1850.
Canadian Department: Montreal.
W. E. FINDLAY, Manager.
Assets exceed \$10,000,000.

ALAN GOODRIDGE & SONS,
Agents for Newfoundland.

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 84 years' manufacture. What more can be said?



Satisfaction guaranteed



A. J. TOWER CO.

BOSTON, MASS.

PETERS & SONS, ST. JOHN'S, Agents

Ideal Winter Vacation **BERMUDA**. Resort. Service to be resumed in Decem-ber, 1919, by Furness Bermuda Line fast twin screw palatial steamers.

S. S. "FORT HAMILTON", 11,000 tons displacement, sails from New York December 5, 17, 27.

S. S. "FORT VICTORIA", 14,000 tons displacement. "No passport" required for Bermuda.

Particulars of rates, cabin plans and sailing dates will be announced later.

FURNESS BERMUDA LINE,

Furness House, Whitehall Street, New York.

tu,t,tf