

## Spring Opening



**The English and American High Class Tailoring Store**  
will open for business  
**Saturday, March 23rd,**  
with a  
**FULL STOCK of SPRING GOODS**  
of the most up-to-date designs.

We have no old stock, all 1912 patterns. Our Cutter is direct from New York City, and is of exceptional ability, with both English and American experience, our Workshop Staff under Mr. Wm. Perry as foreman, consists of some of the best help in the city; we can thus guarantee our patrons satisfaction in Fit and Finish.

A visit to our store will convince you that **We Have the Goods**, and it will be a pleasure to show our stock, or supply patterns on request.

Not How Cheap—But How Good.

**CHAS. J. ELLIS, 302 Water St.**

## Leather! Leather!

In Store and to Arrive:  
**1000 Sides**  
**American Sole Leather.**  
WHOLESALE ONLY.  
**COLIN CAMPBELL.**

## ANTHRACITE COAL!

Just arrived per schooner "General Laurie," from New York, and now landing:

**326 Tons Egg and Nut Lehigh,**  
at \$8.80 per Ton sent home.  
Phone No. 20 and 718.

**Newfoundland Produce Co., Ltd.**

A Beautiful Waltz:  
**Look Down, Dear Eyes.**

By HOWARD FISHER.  
The Rage of London and New York.

**CHARLES HUTTON,**  
The Reliable Piano and Organ Store.

## 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**

**GOOD FRAMING.**

Protect your Pictures and Photographs and at the same time add to the beauty of your Rooms.

**THE HOLLOWAY STUDIO,**  
Corner Bates' Hill and Henry Street.  
Phone—768. Post Box—602.

Advertise in the TELEGRAM

## REID NEWFOUNDLAND COMPANY.

# S. S. "BRUCE"

Will Sail from the Dry Dock Wharf To-morrow, SATURDAY, at 12, Midnight, for North North Sydney Direct.

**Reid Newfoundland Company**

Just arrived per "Durango,"  
**300 sacks**  
**"Climax" Molasses Meal.**  
**CEO. NEAL,**  
Phone 264.



"It is stronger and of much better flavor than any other kind."

## BENS DORP'S

ROYAL DUTCH  
**COCOA**

Is used by all students of economy. Its double strength saves 1/2 your cocoa.

Try Bensdorp's Cooking Chocolate (Blue Label)

## SLATTERY'S

Wholesale Dry Goods House.

WE OFFER to our Customers, the Trade and Outport Buyers, this Autumn, the best selected Stock of Dry Goods of all kinds—American and English—yet put on the market.

See our Stock of Pileced Underwear, Muslins Embroideries and Dress Goods before purchasing elsewhere!

**W. A. SLATTERY, Slattery Build'g,**  
Duckworth and George's Street—near City Hall.

## American ROOM PAPERS,

16 yard rolls, clearing at  
**10 cents per piece; also,**  
English Job Lot BORDERINGS and PAPERS, while they last  
**5 cents per piece.**

This is a very special lot and worth your inspection.

**R. TEMPLETON, 333 Water Street.**

We are clearing these lots so as to make room for Spring purchases.

## ROSSLEY THEATRE!



Grand Change of Programme, Thursday, Friday & Saturday.

### Big Double Bill.

JOE BURKHARDT,  
The popular favourite, in one of his very best specialties, Songs and Dances.

PERCY ORTH,  
In a refined and up-to-date musical act, all new.

MARIE ROSSLEY  
will recite for the first time in St. John's, G. R. Simms' beautiful poem, "Christmas Day in the Poor House," also, "A Strange Bird."

BONNIE ROSSLEY,  
Beautiful Illustrated Ballad Star Orchestra, all new selections.

Matinee on Saturday. Time and Price as usual.

## BOOKS OF INSTRUCTION

Everyone His Own Mechanic, 924 pages, \$1.80.  
The Amateur Carpenter and Builder, 90 cts.  
The Doctor at Home, by George Black, M. B., 90 cts.  
Anatomy and Physiology for Nurses, Diana Clifford Kimber, \$2.75.  
The Woman Beautiful, or Maidenhood Marriage Maternity, \$1.50.  
Home Nursing, by Sister Grace, 30 cts.  
The Young Wife's Advice Book, by G. Black, M. B., 30 cts.  
The Open-Air Treatment of Pulmonary Tuberculosis, \$1.50.  
The Culture of Infancy, by Andrew Combe, M. D., 30 cts.  
What a Young Boy Ought to Know, \$1.00.  
What a Young Man Ought to Know, \$1.00.  
What a Young Husband Ought to Know, \$1.00.  
What a Man of Forty-Five Ought to Know, \$1.00.  
What a Young Girl Ought to Know, \$1.00.  
What a Young Woman Ought to Know, \$1.00.  
What a Young Wife Ought to Know, \$1.00.  
What a Woman of Forty-Five Ought to Know, \$1.00.  
Mrs. Beeton's Book of Household Management, containing over 2000 pages, \$2.00.  
The White House Cook Book, \$1.00.  
The Culture of Vegetables and Flowers, by Sutton & Sons, \$1.00.  
Poultry and Profit, by W. W. Broomhead, 25 cts.  
Nelson's Encyclopaedia, 21 vols. now issued, 25 cts. per vol.  
Everyman's Library, 561 titles, cloth, 25 cts.

**DICKS & Coy.**  
Popular Bookstore.

## 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.

## NOW LANDING,

Ex "Galveston,"  
**1,500 TONS**

## Anthracite COAL.

IN STORE,  
**North Sydney Coal,**  
OLD MINE.  
OUR COAL!

There is no better Coal. It's good Coal.

**M. MOREY & CO.**

## 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.

## THE BIG FURNITURE STORE!

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.

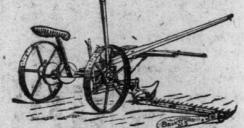
Unquestionable Den Furniture, High-Class Parlor Furnishings, Numerous Styles in Dining Room Chairs, Pretty Showing of Office Furniture.

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, eod  
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.,**  
meh21  
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.**

## The Public Demand

is for prompt settlements in times of distress—when every dollar is in value as big as a cart-wheel. Ask any of my policy holders how long it has taken me to square up their losses. I am willing to stand or fall by what they say.

**PERCIE JOHNSON,**  
Insurance Agent.

WEATHER FORECAST.

TORONTO, Noon.—Strong winds & gales. W. and N. W. continued cold, with local snow flurries. Sunday—N. W. winds, fair and cold.

VOLUME XXXIV.

## AUCTION SALES!

**THE PEOPLES AUCTIONEER**

AUCTION—FREEHOLD!

On Thursday next, 28th inst., at 12 o'clock, noon.

**One Freehold Building Lot.**  
Adjoining property lately sold belonging to Family E. Estate, situated on Central Street, and belonging to Estate of the late H. Tapper.

**P. C. O'DRISCOLL, Auctioneer.**  
m22, 4fp

**Timber Land for Sale**

THAT large area of wooded Land, about eight miles from St. John's, and bounded by the Topsail Road, by which it measures 12 chains and 40 links, North 31 chains and 20 links, South 12 chains and 20 links, East 28 chains and 50 links. No. 2 Lot measures, North 21 chains, East 12 chains and 20 links, South 21 chains, West 12 chains and 20 links. Two acres of property are cleared. Apply to F. J. MORRIS, Solicitor; or,

**P. C. O'DRISCOLL,**  
Exchange Building.  
mar21, 6fp, eod

## STAMPS!

Stamp Collectors, Attention!

WHOEVER sends me 50-100-200 Postage Stamps of Newfoundland, will receive same number and varieties from Canada and United States. Always good.

**A. N. RIVET, M.D.,**  
166 Rachel St. East, Montreal, Canada.  
mar25, 30, 31p

**Seal Skinners!**

THE 55th Annual Meeting of the St. John's Seal Skinners' Society will be held in the T. A. Hall on Tuesday, March 26th. Chair to be taken at 8 p.m. A full attendance is requested. By order,

**J. R. COOK,**  
Secretary.  
mar23, 1fp

*John Collins*

## Old Scotch Whisky.

The kind you get at home in Scotland. Keep on asking for it everywhere.

**COLLINS, TODD & CO.,**  
5, 3rd, m, w, f, s  
Glasgow, Scotland.

## NOTICE.

ALL PERSONS claiming to be creditors of HENRY TAPPER, late of St. John's, Grocer, deceased, are requested to send particulars of their claims, duly attested, to the undersigned Assignee for the benefit of the Creditors of the said Henry Tapper, on or before the 30th day of March next, after which date the Assignee will proceed to distribute the estate having regard only to the claims of which he shall then have had notice.

St. John's, February 24th, 1912.  
**GERGEE NEAL, Assignee.**  
Address:—Beck's Cove, St. John's.  
feb24, m2, 9, 16, 23

## 'White's' Cement

Now landing ex S. S. Rappahannock,  
**1,500 BARRELS**

## White's Best Portland Cement

Engineers, architects and users of cement requiring a sound, reliable and genuine article of uniformly high quality should specify "WHITES" Brand.

**H. J. STABB & Co.**  
—MEN'S—  
**Hard Felt Hats,**  
at 60c. each—worth \$1 to \$1.50.  
**Men's String Ties,**  
at 10c. each.  
**Men's Linen Collars,**  
Wing and Stand Up. Clearing at 10c. each, at

## LARACY'S

345 & 347 Water St., opp. Post Office

JOB PRINTING Neatly EXECUTED