

HEADQUARTERS

June 19th.

NEW ARRIVALS:
SPECIAL PLATE BEEF.
CHOICE SPARE RIBS—Half Sheets.
TWIN CHEESE. BANANAS.
CAL. ORANGES—216's, 200's, 176's.
VALENCIA ORANGES—300's.
EGYPTIAN ONIONS—112 lb. Sax.
VICTOR FLOUR—Barrels and Sacks.

GEORGE NEAL, Ltd.,

OFFICE DESKS.

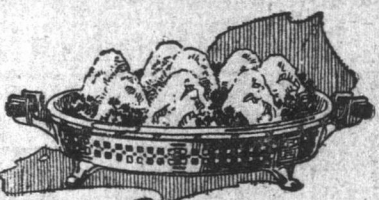
For up-to-date efficiency your office must have correct equipment in every detail—The first and foremost its Desk—or Desks.

Here we offer our services with the very newest and most complete Desks ever built.

Of finest quality Oak, light commercial finish, very massively made, these Desks, besides giving the maximum of convenience to the user, lend an air of solid dignity to the most severely furnished office.

Get Our Prices on Office Desks.

U. S. Picture & Portrait Co.
 Water St., St. John's.

Dainty Dishes
with
Cream Cheese

Why don't you try some of the dainty recipes contained in the Ingersoll Recipe Book? You've no idea how delicious dishes can be prepared based on Ingersoll Cream Cheese.

We'll gladly send you our new Recipe Book if you write us.

Ingersoll Cream Cheese is made from the softest and creamiest milk. It keeps fresh for days. Sold in a handy, easy-to-open carton—easily opened and easily closed.

It is the County of Oxford, Ontario's finest. The Ingersoll Cream Cheese Company, Limited, Ingersoll, Canada.

Ingersoll
 Cream Cheese
 "Spreads Like Butter"

Distributors:
P. F. FEARN & CO. LTD.,
 200 WATER STREET.

Box 667
June 14, 1931, the 1st

Phone 734

12,000 SIDES AMERICAN SOLE LEATHER.
 1,200 FEET BLACK UPPER LEATHER.
 Large Quantity of CHAINS & ANCHORS.
 Also, AMERICAN PLYMOUTH STEAM TARED MANILLA ROPE—All Sizes.
 And all kinds of Ships' Supplies.
North Am. Fur, Hide and Metal Co'y.,
 Water Street West (Next Door Reid Electric Store).

Biscuits Varieties Crackers

37

Varieties

ONE OF THE 37

Cocoanut Taffy Bar.

A cake of remarkable lightness and delicate taste. Flavoured with dessicated Cocoanut and Maple Syrup.

A MOST DELIGHTFUL BISCUIT

"TIP-TOP SODAS." The meal-time satisfaction in every home in Newfoundland.

A. HARVEY & CO., Ltd.,
 MANUFACTURERS.

NO POLICY FEE!

This Company does not charge a so-called membership or Policy fee. Being a responsible corporation of vast resources, we sell you high-class Accident and Health Protection for its actual cost, but there is no necessity to pay for the privilege of buying insurance. Our rates are based on the experience of many years and many companies, and we rank with the BEST of them.

Ask for an interesting folder.

U.S. FIDELITY & GUARANTY CO'Y.,
 CANADIAN HOME OFFICE—TORONTO.
 J. J. LACEY, Nfld. GENERAL AGENT.

Buying, Selling & Exchanging.

When you want TO SELL YOUR PROPERTY to the best advantage give us particulars. Cash buyers waiting for suitable houses. No sale, no charge.

When you want TO BUY PROPERTY come in and see us. The largest list in the City to select from. Prices ranging from \$600.00 to \$7,000.00.

If your house does not just suit you—either too small or too large, or the situation not convenient—make your wants known to us and we will see what can be done by way of EXCHANGE.

FRED. J. ROIL & CO.,
 REAL ESTATE & INSURANCE AGENTS,
 Smallwood Building, Duckworth Street.



The American Tailor.

CLOTHES SHOULD BE DESIGNED FOR YOU TO EXPRESS YOUR OWN PERSONALITY.

The vogue this season requires a Suit that appears to follow the lines of your figure comfortably.

We tailor clothes to express refinement and character—and at reasonable prices.

BOX 445. **W. P. SHORTALL** PHONE 477.

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St. John's, Nfld.

The Globe Indemnity Co., of Canada.

Associated with the

Liverpool and London and Globe
 WITH ASSETS OF \$100,000,000.

We have recently been appointed General Agents for the above Company, to transact Personal Accident, Sickness, Automobile, Fidelity Guarantee, Burglary, etc., and Plate Glass Insurance.

Our Motto—Service, Courtesy, Liberality in settlement of Claims.

BOWRING BROTHERS, Ltd.
 may 17, eod, 6m

New Color. New Charm



MAJIC SOAP DYES!

ONCE TRIED ALWAYS USED.

Washes and Dyes at the same time. Light and Dainty shades, particularly attractive.

RENEW YOUR BLOUSE FOR TEN CENTS.

It is remarkably cheap and well worth giving a trial. Only Ten Cents a Package. Cheapest on the market.

Special Prices to the Wholesale Trade.

SEE OUR WINDOW.

ROBERT TEMPLETON.

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.

DURANT CARS

Built by W.C. Durant who made such a success of the Locomobile, Cadillac and Buick. The Durant is his latest production after thirty-five years experience, having built over Two Million Cars.

FEATURES.

Clutch or Transmission can be removed without taking off rear axle assembly. (Saves time and money). Brakes all adjusted from rear without getting under car or even soiling your hands. Overhead valves. Extra large gears in transmission and rear axle.

A demonstration will convince you that this Car is far superior to any other in its class.

IMMEDIATE DELIVERIES.

PARSONS

THE AUTO MAN.
 Tel. 109-1169.

KING'S ROAD.
 ap 6, 8m, eod

Forty-Four Years in the Service of
 the Public—The Evening Telegram.

Reid-Newfoundland Co., Limited

LABRADOR SERVICE.

S.S. SAGONA will leave Dry Dock Wharf 2 p.m. Monday, June 25th, calling at Brigus, Hr. Grace, Carbonear, Trinity, Catalina, King's Cove, Wesleyville, Twillingate, St. Anthony and usual Labrador Ports of call as far north as Holton.

FREIGHT NOTICE.

Freight will be accepted at Dock Shed, Thursday, June 21st, from 9 a.m. to 5 p.m.

Reid-Newfoundland Co., Limited

Canadian National Railway

THROUGH RAIL SERVICE ACROSS CANADA.

All steel trains of the finest equipment afford comfort to the traveller.

CONTINENTAL LIMITED.

Leaves MONTREAL Daily at 9.00 p.m.

(Bonaventure Station)

For OTTAWA, NORTH BAY, SASKATOON, EDMONTON and VANCOUVER.

Connection from Maritime Provinces Points via "OCEAN LIMITED" and Maritime Express.

For details of Service, Fares, Reservations, apply to

J. W. N. JOHNSTONE,
 General Agent,
 Board of Trade Bldg.

FURNESS LINE SAILINGS

ST. JOHN'S, Nfld.	TO	LIVERPOOL
S.S. DIGBY	July 1st	About June 15th
S.S. SACHEM	July 3rd	" "
S.S. DIGBY	July 5th	" "
S.S. SACHEM	July 7th	" "
S.S. DIGBY	July 9th	" "
S.S. SACHEM	July 11th	" "
S.S. DIGBY	July 13th	" "
S.S. SACHEM	July 15th	" "

Passengers for Liverpool must be in possession of Passports. For Freight, Passage, etc., apply to

FURNESS WITHEY & CO., LTD.
 WATER ST., ENGL.

THIS WEEK'S SPECIALS!

Ginghams . . . 19c. yd.	Bathing Costumes . . . 85c.
Checked, Striped & Plain.	Ladies' Hose . . . 19c. pair
Men's Cotton Sox . . . 19c. pair.	Black, Brown & White.
All Colors.	Curtain Serim . . . 19c. yd.
35" Flannelette . . . 19c. yd.	Special Designs.
Striped and Plain.	36" Flowered Cretonne . . . 19c.
Boys' Blouses . . . 60c.	Ladies' Vests . . . 15c.
See these.	Men's Work Shirts . . . 85c.
Ladies' White Underskirts 55c	Bathing Vests . . . 85c.

BON MARCHE SPECIALS

266 WATER STREET.

OPEN AT NIGHT.

FIRE INSURANCE!

QUEEN INSURANCE CO. of America

THE GREAT AMERICAN INS. CO.

OF NEW YORK.

Capital practically unlimited. The largest number of Policy holders in Newfoundland.

Absolutely no trouble when a loss occurs.

PHONE 668.

P. O. BOX 788

GEO. H. HALLEY, Agent,
 ADRAIN BUILDING,
 Jan 2, 1931

145 WATER STREET

HOWARD'S
Edinburgh Borax
SOAP!

Admitted to be the finest piece of SOAP on the market. It is becoming more popular day by day. Use no other. Stocked by all the leading grocers both in the CITY and OUTPORTS.