

Ruberoid Roofing

Trade Mark Registered
Made in Canada

Stands Extremes of Heat and Cold

RUBEROID is used on houses and barns at points 1,000 miles north of Edmonton, Alberta—and the extreme cold has no effect on it.

RUBEROID is used on buildings in the West Indies, South America and the Orient,—where the thermometer registers from 90 to 100 degrees for months—and the extreme heat has no effect on it.

Could you ask for a more satisfactory roofing for your house and barn? Write for samples and prices.

The Royal Stores, Limited.

BELL ISLAND STEAMSHIP CO., Ltd.

Daily Freight Connection with Bell Island.

FREIGHT will be received daily at the Wharf of GEORGE NEAL for Bell Island, commencing To-day, March 12th.

All Freight will leave our wharf every morning at 8 o'clock for Bell Island (Sundays excepted.) Regular Summer Freight Rates will only be charged.

GEORGE NEAL,
Agent Bell Island Steamship Co., Ltd.

New Spring Millinery!

To-day we show our first shipment of

Ready-to-Wear Hats,

In all the LEADING SHADES.
Also, full assortment

Black Straws, Crinolines,

etc., etc., etc.

S. MILLEY

Sweet ORANGES! Small ONIONS.


JUST LANDED, ex "DURANGO."

20 cases Choice Sweet ORANGES, 20 cases Small ONIONS,
100 barrels No. 1 RED APPLES, 20 barrels Fresh CRANBERRIES,
20 boxes Smoked Kippers.

Fruit is advancing—Buy Now.

EDWIN MURRAY.

VICTORIA!



The Great \$2.50 Boot for \$2.00.

We have just placed on our shelves a complete line of the wonderful **Victoria Boot** for women.

Made in Box Calf, Vici and Tan, Button, Blucher and Lace Styles—all one price, \$2.00.

PARKER & MONROE, THE SHOE MEN.

The Frost Wire Fence Co., Ltd.

now make and galvanize their own wire. They have erected and equipped the most modern Wire Drawing and Galvanizing Plant in existence. The scientific Annealing Process guarantees us that the Wire is uniformly brought to the proper temper or pliancy, so that it is neither brittle nor soft; thoroughly cleansed, with a bright surface, the wire is given as heavy a coat of zinc as it is possible to retain, and still have a smooth surface; hence Frost Fence Wire is bound to last the longest, and therefore the cheapest wire made. Retail price on No. 9 coiled wire, 4c. per lb., or 1,700 feet for \$4.00. Also Frost Woven Wire fencing, Garden fencing, lawn fencing, No. 9 soft wire and staples, Frost Steel Gates, plain and fancy, all sizes, and all galvanized. For prices and particulars apply to

HENRY R. COOK,
Rocksley Farm, Outer Cove Road, St. John's, Agent for Nfld.

J. J. HENLEY, To the Trade,

The Leading Mattress Manufacturer.

Telephone, 642.

Factory and Office, Henry Street, St. John's, - Nfld.

If you want Mattresses that will sell quickly and give satisfaction to your customers, buy none but HENLEY'S.

Having enlarged our Factory and installed the latest Machinery, we are now in a position to turn out any quality or quantity at the shortest notice.

We also carry a full line of SPRINGS, BOLSTERS, PILLOWS, COUCHES and CHAIRS.

We make a specialty of Steamship Upholstery.



FUSSELL'S GOLDEN BUTTERFLY BRAND CREAM

The Real Thing at Last!

PURE RICH CREAM

Is NOT a Make-shift nor a Substitute but PURE Mountain Pasture CREAM. Put up in Sterilized Tins. Guaranteed quite Pure. Contains no Preservative. Keeps good anywhere.

NINE GOLD MEDALS.

To the Trade!

DUE THIS WEEK, ONE CARLOAD



Windsor Table Salt

ALL SIZES.

IS GUARANTEED ABSOLUTELY PURE.

T. MACNAB & CO., SELLING AGENTS.

REID NEWFOUNDLAND COMPANY.

St. Patrick's Day Excursion!

Excursion Return Tickets will be issued between St. John's, Carbonear and Placentia, including all stations on Branch Lines, good on all Trains of Wednesday, March 16th, and Thursday, 17th; returning good until Friday, March 18th.

RATE:—ONE WAY FIRST-CLASS FARE.

Reid Newfoundland Company

This is the Man

Who studied the likes and dislikes of Newfoundland Tea drinkers, one of the reasons his **STANDARD** bulks, and **UNION BLEND** in packets are such good sellers.

Do You Handle Them? Wholesale by

H. W. deForest Tea Co.,
Exclusive Tea Merchants.

Harry W. deForest.

We are showing a beautiful assortment of

The Dawn Spring.

Ladies' Spring Hats,

In all the Newest and Latest Styles.

New Neck Frillings, Lace & Embroidered Collars,

In all the Newest Styles.

Ladies' White Muslin Blouses,

At 80 cents, Wonderful Value.

200 pairs LACE WINDOW CURTAINS, Much Under the Usual Price.

A. & S. RODGER.

Almost Given Away! You Want One?

This week we are showing a splendid lot of

Men's Working Shirts.

Regatta Shirts, with Band or Collar, from 35c.
Flannelette Shirts, from 35c.
Black Sateen Shirts, from 60c.
Tennis Shirts, from 40c.
Grey Flannel Shirts, from 55c.
Also, Fancy Shirts (Negligee), soft fronts 70c.
Well worth \$1.00.

R. TEMPLETON, 333 Water St.

Bovril Wine IRISH MUSIC.

As a restorative in Exhaustion, Defective Nutrition and General Debility, it is recommended with the utmost confidence.

Bovril Lozenges,

An antidote to Mental Overstrain.

T. J. EDENS, Agent for Nfld.
CHARLES HUTTON, 222 Water Street.

The Irish Soldier. They're Faithful and True in Killarney. Shamrocks and Kisses. Barney Come Back to Erin. My Irish Home. Molly Bawn Asthore. Rory O'Moore. Shamrock, Thistle and Rose. My Little Colleen. Dermot Asthore. Oh Bay of Dublin. Irish Lullaby. Irish Weavin' Song. My Irish Sweetheart. Galway, Etc., Etc. Moore's Melodies. Irish Song Folio.

VOCAL.
INSTRUMENTAL.
St. Patrick's Day. Garryowen. Irish Washerwoman. Erin (Grand Fantaisie.) Ireland, Fantaisie. Irish Diamonds. Melodies of Ireland, etc., etc.

SLEIGHS and SLIDES

to clear at Half-price.



We are clearing the balance of Sleighs and Slides at HALF-PRICE. Only a few left GET ONE NOW

U.S. Picture and Portrait Co.