

April 8 -- 24

Green Cabbage
Winesap Apples
Calif. Oranges
Cranberries

Due ex-Rosalind Thursday:

100 Crates Green Cabbage
100 Boxes Winesap Apples
100 Cases California Oranges
100 Boxes Choice Cranberries

We can Book your Order for delivery on arrival

George Neal
Limited.
Beck's Cove Water St. East.

\$175.00 for \$12.50.

Last October, a prominent executive business man who had never had an injury in 50 years, took out an accident contract with us, costing \$12.50. Late in January he sustained a fractured leg causing seven weeks total disability and his claim cheque from us is \$175.00.

Accidents are no respecter of persons and give no notice of their coming.

Why not protect YOURSELF to-day?
Claims paid in 1923 alone, exceeded \$16,300,000!

U.S. FIDELITY & GUARANTY CO'Y.
J. J. LACEY, Nfld. GENERAL AGENT.

We are now delivering the

BEST COAL
on the market, at

\$12.50 per Ton.

This Coal is uniform size, contains no slack and no rock. This is not just Scotch Coal. This is Genuine "BURNSIDE."

Also, North Sydney (Screened)
\$13.50 per Ton.

Anthracite Coal—all sizes.

A. H. MURRAY & CO., Limited,
Coal Office 'Phone 1867. Beck's Cove.

The Drawing Power of Our Bargains
is Stronger Than Ever!

WHY NOT PROFIT BY THE EXPERIENCE OF OUR
Many Satisfied Customers

We have a wonderful all-Wool Ladies' Sweater Coat in 9 different colors at \$1.98. A marvel.

Our Ladies' all-Wool Slippers with half sleeves, are going fast at 98c.

This Special Cream Flannellette, 19c. yard, was never made at the price. Only 1,000 yards left.

The very best Gingham and certainly the biggest variety we ever had, at 19c. yard.

We have a wonderful range of the better lines in Print, Gingham, Percales, from 15c. yard to 50c. yard. Wonderful designs.

A Special Line of Ladies' Summer Vests, 19c. The ideal Vest, meantime is our 32c. with half sleeves.

Our selection of Hosiery has never been surpassed, from the low lines at 25c. to the finest Silk Hosiery in the market at \$1.75 a pair.

It is impossible for us to give you an idea of our Embroidery in this ad., but we cordially invite you to see our selection at once without fail. They are the talk of St. John's.

Bon Marché Cash Store
266 WATER STREET.
mar22,s,tu,th,f

Works Marvels!

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.
mar25,tu,s

COAL

A. E. HICKMAN CO., Limited.
DEALERS IN ALL KINDS OF COAL

IN STOCK:

English Screened Household
and
North Sydney Screened
LOWEST MARKET PRICES.
mar28,tf

The Spirit of Spring

is splendidly reflected in the exceptional attractiveness, super-quality and unmatched colorings in our line of

SPRING and SUMMER FABRICS.
THE AMERICAN TAILOR

W. P. SHORTALL,
200 Water Street St. John's, Nfld.
P.O.B. 448. 'PHONE 477.
mar25,tu,s

— THE —

Dominion Life ASSURANCE COMPANY
HEAD OFFICE WATERLOO, ONTARIO

EXTRACT FROM 1923 REPORT:—

Business Issued \$13,903,185
Business in Force 65,796,389
Payments to Policyholders 700,060
Income 2,650,093
Assets 9,386,469

ROBERT DAWE,
General Agent.
mar18,tu,s

FREE

Beautiful Caskets of Fry's Delicious Chocolates

In every tin of FRY'S BREAKFAST COCOA you will find our Gift Scheme and 4 COUPONS as a FREE START

For one of these dainty Caskets you collect 28 Coupons (24 in addition to 4 given free).

a 1/2 lb. tin contains 1 coupon
1 " " " 2 coupons
1 " " " 4 "

BEGIN NOW—TO-DAY—TO COLLECT COUPONS AND SECURE ONE OF THESE DAINTY GIFTS.

Fry's PURE SOLUBLE BREAKFAST COCOA

Coupons redeemed by
T. A. MACNAB & CO., Water Street, St. John's Distributors.

GOOD GROCERIES

— AT —

REASONABLE PRICES.

FIVE ROSES FLOUR 58c. Stone.
NEW ZEALAND BUTTER 60c. lb.
(Extra good quality.)
WHEAT, BREAKFAST FOOD, 2 lbs. for . . . 25c.
CORN ON THE COB 40c. tin.
MAGIC BAKING POWDER, 1-lb. tins . . . 50c.
PURE LARD, 1-lb. Packages 30c.
SYMINGTON'S ESSENCE COFFEE 30c. Bot.
MORTON'S POTATC FLOUR, 1-lb. pkgs. . . 20c.
NEW LAID EGGS 50c. doz.

Just in, ex. Sackem:—
30 Sacks EGYPTIAN ONIONS.
5 Cases LARGE LEMONS.
15 Cases DESSICATED COCOANUT.
25 Boxes GLACE CHERRIES.
10 Cases SHELLD WALNUTS.

AT LOWEST WHOLESALE PRICES.

STEER BROTHERS
apr4,tu

YES, WE INSURE CHILDREN!

In fact we pride ourselves on the liberality of our Child's Policy with its guarantee of return of all premiums with 5 p.c. Compound Interest up to 10 years of age.

I will be glad to explain further.
CALL AND SEE ME.

CYRIL J. CAHILL,
Manager for Newfoundland.
CROWN LIFE INSURANCE COMPANY.
(Head Office: Toronto, Canada).
Offices: Law Chambers Duckworth Street.
oct9,tu,s

A MESSAGE FOR THOSE PEOPLE WHO HAVE NOT YET INSURED.

We represent a Company with a world-wide reputation for prompt payment of Losses and a capacity to meet all obligations no matter how large.

WHY NOT INSURE WITH SUCH A COMPANY?
We shall be glad to quote rates on application.

BOWRING BROTHERS Ltd.
Agents for Newfoundland.
feb11,tm

Nfld. Government Railway.

OPERATING:—Train Service, Coastal Steamers, Express Service, Dock Yard.

Travel and Ship your Freight via Your Own Transportation System.

PLACENTIA BAY STEAMSHIP SERVICE.
Passengers leaving St. John's on 8.45 a.m. train, Wednesday, April 9th, will connect with S.S. CLYDE, at Argentia, for usual ports en route to Lamaline. (Western Trip).

Nfld. Government Railway.

Style, Quality and Practical Convenience

Are always recognized as being associated with

POPE'S Upholstered Furniture
Furniture Manufacturers since 1860.
apr1,oct,9mos

Mud Rubbers! Mud Rubbers!

Snugs
TRADE MARK
Fit Any Last

SOMETHING NEW
footholds!

A pair of Snugs will fit perfectly three sizes and shape of shoe. Roll up small they can be carried in your handbag. Surprisingly durable.

Quick service, too. If you're in a hurry, walk in, pick your pair, put them on, pay your money and walk out. No waiting for shoes needed.

Step in and ask to see them the next time you are near our store.

In BLACK & BROWN, at 85c.
MEN'S MUD RUBBERS Only \$1.25

PARKER & MONROE
EAST END BRANCH.
apr3,th,s,tu

NOW IN STOCK:

EX. SILVIA:
100 Bria. CHOICE NOVA SCOTIA BALDWIN'S; No. 1's and No. 2's
APPLS.
50 Crates CABBAGE; good sound stock.
100 Cases VALENCIA ONIONS—5's.
30 Regs GREEN GRAPES.
50 Cases CALIFORNIA ORANGES.
50 Boxes WINESAP APPLES—count 12's.

BURT & LAWRENCE
14 NEW GOWER STREET.