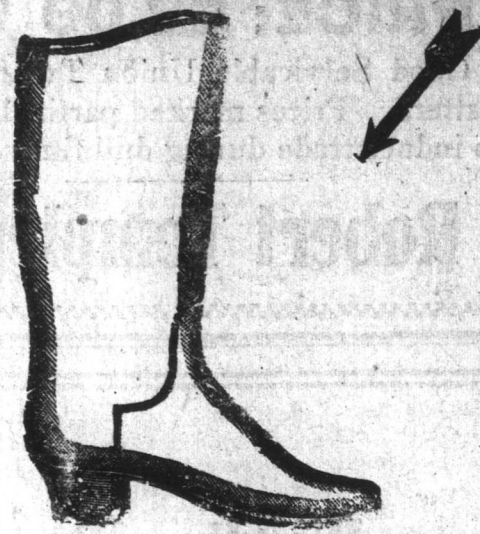


Double Wear in Each Pair.



Fishermen! Why wear Rubber Boots when one pair of Smallwood's Hand-made Waterproof Boots will outwear at least 2 pairs of the Best Rubber Boots on the market to-day?

Fishermen! Encourage Home Industry by buying Smallwood's Hand-made Boots, and by doing so you will be dollars in pocket at the end of the voyage.

Mail Orders receive prompt attention.

F. Smallwood,

218 & 220 Water St., St. John's,
Newfoundland.

Newfoundland Manufacture Victory Brand Clothing.

FOR MEN—Stylish well-made suits in pinch and plain backs, with cuff bottom pants in Serges, Fancy Worsteds and Tweeds.
FOR BOYS—Rugby, Pinch-back and Suffolk Suits, strongly made from hard wearing Tweeds and Worsteds.

INSIST
On your Dealer showing you this popular line.
MADE BY

The White Clothing Mfg. Co.,

Limited.

A Big Plate of Home Made ICE CREAM.



This Freezer is small, but it will make two quarts of Ice Cream, enough for quite a large family. It weighs only 2 1/2 lbs., and may be kept on the pantry shelf. It saves ice, for it requires about half as much as a freezer with a wooden tub. It can be placed in an ordinary refrigerator after the cream is frozen.

This saves ice and time and labor in packing.

Two Quart Sizes, \$2.00 each.

Bowring Brothers,

LIMITED,

HARDWARE DEPARTMENT.

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 that protection at the lowest possible rate. Write or phone us.

Nfld. Labrador Export Company, Limited,

s.t.f. Agents, Board of Trade Building.

YOU SHOULD ENTRUST

the administration of your Will only to those experienced in such matters. Administration of Estates is this Company's business, and its officers are especially trained for all the duties involved and will be glad to discuss the subject with you. Appoint this Company to act as your sole Executor or jointly with your friends.

Montreal Trust Company

Sir Herbert S. Holt, President. A. J. Brown, K.C., Vice-Pres.
F. G. DONALDSON, General Manager,
11 Place d'Armes Square, Montreal.
St. John's, Nfld., Branch, Royal Bank of Canada Building.
sep28,19,ood. C. E. JUBIEN, Manager.

P.E.I. Potatoes

To-Day ex "Kyle" and Rail,
One Carload, 500 Sacks,
"Blue Nose"
Potatoes,
90 lbs. each.

We are Selling this shipment at extremely Low Prices.

Get Our Quotations.

F. McNamara,

QUEEN STREET.

Passengers and Freight.

ST. JOHN'S, Nfld.—HALIFAX, Nova Scotia. Steel Steamship Sable I.—First class passenger accommodation; sailings every ten days during winter.

S. S. SABLE I. will sail from Halifax about May 5th, and from St. John's about May 10th for N. Sydney.

The fastest, most frequent and direct steamship service between St. John's, Nfld., and Canada. Route your freight to Farquhar Steamships, Halifax.

Wire Agents for passenger reservations or space carload shipments.

Through rates quoted to Canadian, United States and West Indies points.

For further information apply
HARVEY & CO., Ltd. FARQUHAR & CO., Ltd.,
St. John's, Nfld. Halifax, Nova Scotia.
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North Sydney and Anthracite Coal

To arrive in a few days:
SCREENED NORTH SYDNEY
and
BEST AMERICAN ANTHRACITE COAL
all sizes, at
\$27.00 while discharging.
M. Morey & Co., Ltd.
april,10,d.t.f

BOX APPLES AND ORANGES!

We have now in stock:
100 Boxes CHOICE TABLE APPLES.
100 Boxes CHOICE CALIFORNIA ORANGES—all counts.
50 Sacks SILVERPEEL ONIONS.
PRICES RIGHT.

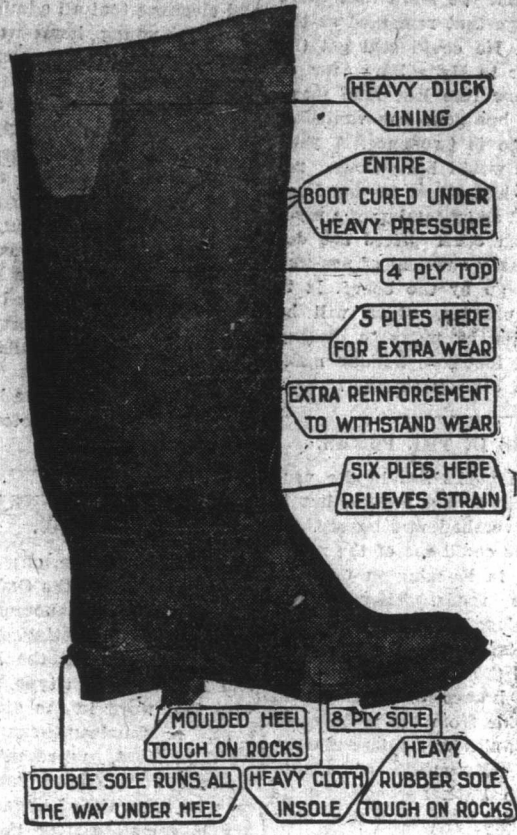
BURT & LAWRENCE.

14 NEW GOWER STREET.

BOX 44. TEL. 750.

Advertise in the "TELEGRAM."

THE FISHERMAN'S FRIEND, 'The Excel Boot'



Specially constructed. Made all in one piece with tire tread soles. Reinforced vamp and heels. Wear-proof uppers. Double wear in each pair. Best in the world. For terms and prices write to

Parker & Monroe, Ltd.,

DISTRIBUTORS.

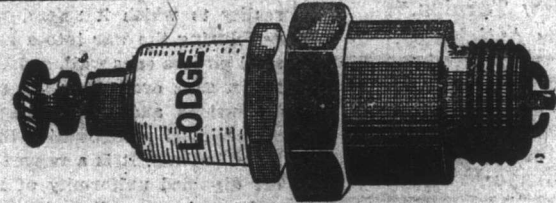
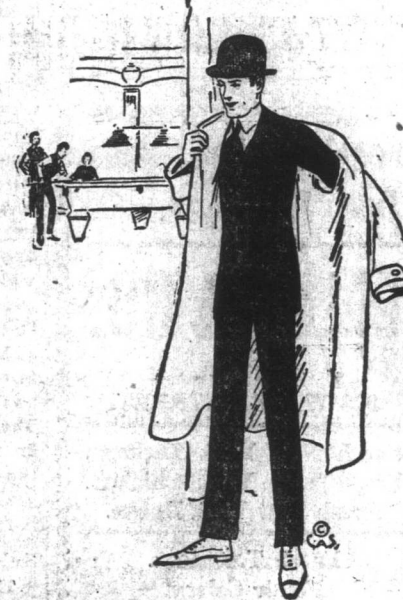
Ellis Make Clothes

Have that REAL STYLE that MEN recognize at a glance. They are carefully TAILORED by FIRST CLASS workmen, from the BEST ALL WOOL British Fabrics, and the latest LONDON and NEW YORK STYLES.

All goods have been marked down to meet the drop in prices. Order your SPRING SUIT and OVERCOAT now.

CHARLES J. ELLIS,

English and American Tailor,
302 WATER STREET.



LODGE SPARK PLUGS.

British manufacture. Packed in sealed boxes and a guarantee with every plug for Automobiles and Fishermen's Engines. Sold by all dealers. ASK FOR LODGE.
WM. HEAP & CO., Ltd.
Bank of Nova Scotia Building.
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To Whom It May Concern:

DEAR MADAM,— Many diseases have been caused by unsanitary methods of handling linen. Have you ever considered how your linen is being treated in this respect? We take great care that linen entrusted to us is made Clean, Pure and Wholesome. We use only the strictest sanitary methods. Our work is done by careful and efficient employees and our soaps and other ingredients are the purest made. THE PRICE IS 10 CENTS A POUND. Give us a trial, you'll not regret it.
EMPIRE STEAM LAUNDRY, LTD.,
King's Road, St. John's.

Government Railway Commission.

Freight Notice!

SOUTH COAST STEAMSHIP SERVICE.

Freight for S.S. "Meigle" will be accepted at the Freight Shed on Wednesday, May 11th, from 9 a.m.

Government Railway Commission.

We are now booking orders for best grade Hand Made

TINWARE.

Boost Local Industries By Buying from Us.

John Clouston,

140-2 Duckworth Street,
P. O. Box 1243. Phone 406.

Canadian National Railways!

FROM MARITIME PROVINCE POINTS TO QUEBEC, ONTARIO AND THE WEST.

Solid steel equipment, latest type of steel sleepers, Standard dining cars, steel Colonist, also first-class coaches. For information regarding fares and reservations, etc., apply
J. W. N. JOHNSTONE, General Agent
Board of Trade Building, Water Street, St. John's, Newfoundland.
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Holmes & Edwards' FLATWARE.

Into each piece of "Holmes & Edwards'" Flatware goes Intelligence, Artistry and Skill. Behind each piece is the Fixed Purpose that the Goods shall be Superior in Design, Quality, Materials and Workmanship, and amply fill that elusive craving for
"SOMETHING DIFFERENT."

D.A. McRae

No Matter How the 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.

TORONTO (Noon) — More fresh N.W. to W. winds, falling Thursday with higher temperature.
ROPER & THOMPSON—Theor. 42. 29.30



Auction Sale



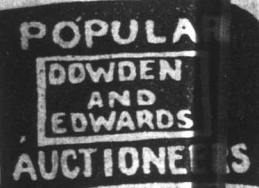
AUCTION.

New Store and Land,

Casey Street.

If not previously disposed of, Private Sale. I will offer Public Auction, on the Premises, Casey Street, at 11 o'clock, Thursday, May 13th, that newly constructed Store, together with the land which it stands, owned and lately occupied by Mrs. T. Butler. This is an ideal situation for a Grocery, Dry Goods or other business. The building is of the best material built of the best material by good mechanics, and would suit anyone requiring to secure a good business stand. For further particulars apply to

Walter A. O'D., Kelly, Auctioneer, may13,11



GRAND AUCTION.

To-Morrow, Thursday, May 19th, at 10.30

At the residence of
REV. DR. JONES,

Ordnance Street (near East End F Hall),
All the Furniture and Effects.

Thursday—Drawing Room, Dining Room, Study, Halls.
Friday—Bedrooms, Bathrooms.
Saturday—Kitchen and Balance rooms.

THURSDAY'S LIST

Drawing Room—1 magnificent piano from the well known factory of Ives and Pond; 1 piano seat, 1 carpet, 1 Chesterfield, 1 Victoria, 10 records, 10 records, 1 arm chair, 1 poker, 1 table, 1 green rocker, 1 clock, 1 brass fern stand, 1 window blind, 1 electric reading lamp, 1 brass coal bucket, 1 fire screen, 1 picture of the Colosseum, curtains, etc., etc.
Dining Room—1 very fancy buffet, 1 circular extension table, 1 ashtray, 1 sea wagon, 1 arm chair, 1 rocker, 1 clock, 1 china cabinet, 1 lamp, 1 wicker cake stand, 1 rug (same drawing room), 1 coal bucket, 1 box, silverware, china, etc., etc.
Hall—Linoletum, 1 hall stand, 1 table, 1 coat, 1 rug, 1 picture, 1 study—1 desk and chair cabinet, 1 section bookcase, 1 section other bookcases, 1 Morris chair, 1 Ford lounge chair, 1 small dining table, 2 chairs, 1 typewriter (Roman type, in good condition), 1 floor lamp, 1 rug, 1 marble top, 2 boxes, 1 W.P. basket, ornaments, pictures, etc., etc.
Plans will be sold at 10.30 on FRIDAY.

Bedroom No. 1—1 excellent brass bed, 1 mahogany washstand, 1 dressing table, 1 rug, 1 carpet, 1 Singer sewing machine (practically new), 1 wicker chair, 1 bedroom rocker, 1 occasional chair, pictures, ornaments, etc., etc.
Bedroom No. 2—1 single bed, 1 high chair, linoletum, etc., etc.
Bedroom No. 3—1 Windsor bed cabinet, 1 washstand, 1 rug, 1 picture, 1 chair, pictures, etc., etc.
Bedroom No. 4—1 mahogany bed, 1 washstand, marble top, 1 rug, 1 mattress, double and single, etc., etc.

SATURDAY'S LIST

Kitchen—1 King Edward range, 1 oil cooker, 2 tables, 3 chairs, 1 No. 1 cooking stove, 1 picture, 1 rug, etc., etc.
Also 1 wheelbarrow, 1 ironing board.

Sale will start at 10.30 on FRIDAY. Goods must be removed during afternoon of sale.

Dowden & Edwards,

Opportunity for men or women, students, teachers or others, earn \$10 per day or more, at home, day or longer; guarantee necessary expenses; no time, no money, no effort; full time; experienced; successful; write for particulars; WINSTON O. Depl. O., Toronto, may13,11