

# REID-NEWFOUNDLAND CO.

St. John's, Newfoundland.



## EASTER EXCURSIONS.

**Excursion Return Tickets at One Way First-Class Fare**  
Will be issued to and from all Stations between St. John's, Carbonear, Placentia and Renew's.

**GOING—Good on all Trains of Thursday, Friday, Saturday and Sunday, April 9th, 10th, 11th and 12th.**

**RETURNING—Good on all Trains up to and including Tuesday, April 14th.**

## Reid-Newfoundland Company.

Ladies' Department.

### GREAT Easter Bargains

Ribbons and Ladies' Lace Collars

HENRY BLAIR'S.

Rich Brilliant Glace Ribbons in White, Cream and leading shades. Note the widths and prices.

- 3/4 of an inch wide, only . . . . . 4c. per yard
- 1 1/4 inches wide . . . . . 5c. per yard
- 1 3/4 inches wide . . . . . 8c. per yard
- 2 1/4 inches wide . . . . . 10c. per yard
- 3 1/4 inches wide . . . . . 12c. per yard

Special All Silk Mousseline Ribbon, 5 inches wide, in White, Cream and leading shades. Worth 25c. for 18c. per yard. 7 inches wide, worth 40c. for 30c. per yard.

Very latest Fancy Millinery Ribbons, from 20c. per yard up.

### Ladies' Lace Collars.

12 dozen Ladies' latest style Peter Pan Lace Collars, in White and Cream. Note the prices: 17c., 20c., 25c. and 35c. each.

HENRY BLAIR.

### Matting Time

is now here and in full swing in many homes, but if you have not yet started, or if you wish another Pretty Stamped Mat, it will certainly please us to be able to show you our large range of sizes and patterns.

We are also showing a large assortment of Matting Pieces in 5c. and 10c. bundles, and also by the pound.

We also have a very large stock of Dyes on hand, and can supply you with any color you desire.

Give us a call and let us show you our goods.

G. T. HUDSON,

367 and 148 Duckworth Streets

Where Goods and Prices are both right.



FOR SALE.

Schooner

### JESSIE,

40 tons,  
as she now lies at Cupids. Any reasonable offer will be accepted.

Apply to

BAINES JOHNSTON & CO.

mar 26, 1914



### The Big Furniture Store!

#### SPRING OPENING.

A Wonderful Display of  
BEDSTEADS, SIDEBOARDS, MATTRESSES,  
CHEFFONNIERS, QUILTS, BLANKETS, RUGS,  
BUREAUS, WASH STANDS, WARDROBES,  
TABLES, CHAIRS, BUFFETS, CLOCKS,  
PICTURES, BOOK CASES, PEDESTALS,  
WORK BOXES, JARDINIERS, CHINA CABINETS, DESKS,  
COUCHES, CARPET SQUARES, LOUNGES, ROCKERS,  
STAIR RODS, CURTAINS, COAL VASES.

CALLAHAN, GLASS & CO.,

Duckworth and Gower Streets.

### THE AUTO PIANO



PLAYS WITHOUT HANDS or with hands.  
The Choice of the United States Navy.  
Sold the world over.

CHESLEY WOODS,

Sole Nfld. Agent.

### NEW CABBAGE, etc.

To arrive ex s.s. Morvenna this week:  
50 crates CHOICE NEW GREEN CABBAGE.

50 brls. APPLES (Speys and Ben Davis).

And at end of week ex s.s. Almeriana:

30 cases CHOICE SWEET ORANGES.

30 cases SILVERPEEL ONIONS.

Also in stock:

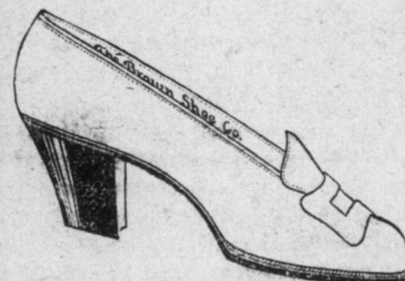
Good P. E. I. PARSNIPS, OATS, HAY, etc.

PRICES RIGHT.

BURT & LAWRENCE, 14 New Gower Street

### Easter, 1914.

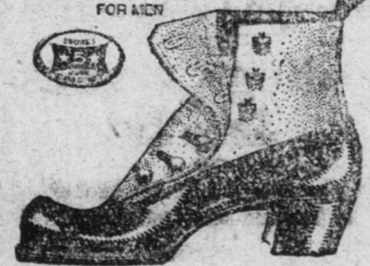
We have a pair of new, bright and handsome Easter Shoes for every foot that comes to us.



Our Ladies' Department is now stocked with the finest Boots, Shoes & Pumps you ever saw. All new fresh stock.

SEE OUR DISPLAY.

WHITE HOUSE SHOE



The White House Shoe for Men.

F. SMALLWOOD,

The Home of Good Shoes.

DO YOU SMOKE

any old Pag, or do you smoke

### De Reszke Cigarettes?

In one short week all the Cigarette connoisseurs in St. John's have placed orders for DE RESZKE CIGARETTES. They know a good thing when they smoke it.

In stock:

DE RESZKE "Tenor"—Turkish.

DE RESZKE "American"—Virginian.

DE RESZKE "Soprano"—Ladies.

(The girls have all sworn off for Lent, so there hasn't been much doing in the latter.)

Telephone your order.

P. E. Outerbridge,

Sole Agent for Newfoundland,  
187 WATER STREET.

Phone 60.

MINARD'S LINIMENT CURES DIS

### Potatoes Oranges Onions.

Due Ex. S S Eagle Point To-Morrow.

300 Bags Scotch Potatoes.

50 Cases Sweet Oranges.

50 Cases Small Onions.

GEO. NEAL.

### THE EASTERN TRUST COMPANY.

The business of the The Eastern Trust Company is to administer Trusts. In this work it specializes, and it does so other. But its kind of trust is foreign to its scope or beyond its power to administer efficiently.

The Eastern Trust Company never speculates. It invests. It depends for its prosperity upon the efficiency of its management of its clients' business and upon the security of its investments.

The Eastern Trust Company executes the office of executor or administrator with unexampled efficiency, and its usefulness in this field is becoming rapidly more availed of.

For instance—In St. John, New Brunswick, where it has quite lately established a branch, the estate of James Ready, of Fairville, which has been sworn to under \$651,300.00, is being administered by The Eastern Trust Company as one of the joint executors of Mr. Ready's will.

In Halifax, Nova Scotia, again, The Eastern Trust Company has just been chosen to administer the estate of Captain William Fleming, which is valued at more than half a million dollars.

The Company now administers many estates which its value amount to several millions of dollars. Particulars will appear in later advertisements.

The Eastern Trust Company can execute this function of executor or administrator as efficiently in Newfoundland as it can in Nova Scotia, Quebec, or New Brunswick.

The Eastern Trust Company requires commodious offices at Water Street. Apply to  
HERBERT KNIGHT,  
Law Chambers,  
Manager for Newfoundland.

### EASTER HAMS and BACON!

We are fully stocked with our Delicious "Berkshire" Brand of

### HAMS and BACON

and would like to have your Easter order. Quality positively the highest. Price positively the lowest.

F. McNAMARA, Queen Street.