

FIRE INSURANCE

FIDELITY (FIRE) UNDERWRITERS, of New York.
CAPITAL: \$4,500,000.00. LOWEST TARIFF RATES
Ever Ready to Meet the Largest Losses in the Least Time.
CYRIL J. CAHILL, Agent for Nfld.
Offices: Law Chambers, Duckworth Street.
O. Box. No. 8. Telephone. No. 374. oct12,th,m,f

NEW ARRIVALS!

LADIES.

GENTS.



The above cut illustrates some of the very many lines of Ladies' Fine Shoes which we are now showing in this department.

We have just opened up some of our Men's Fine Shoes. For medium price Shoes, we can safely say, we have never seen better.

In Black Leathers, viz:
Vici Kid and Box Calf,
Blucher, Button-and Laced
Styles. Price:
\$2.00 & \$2.50
SEE THEM.

**\$2.50, \$2.75
and \$3.00.**
Box Calf and Vici Kid and
Patent Leather.
Blucher and Laced Styles.
SOLID LEATHER.

F. SMALLWOOD,
THE HOME OF GOOD SHOES.

FUSSELL'S
FULL CREAM
CONDENSED MILK
IS THE
CREAM OF MILKS

SLATTERY'S

WE OFFER to our Customers, the Trade in the City and Outports, this Spring, the finest assortment of Regular Dry Goods, English and American, of all kinds, specially selected.
We also have a very complete assortment of POUNDS and REMNANTS that will satisfy all classes of Customers.
We Invite the Outport Trader to Inspect the Stocks
PRICES are set with the view of giving our Customers a chance of doing good business.
SEE our Stock of Muslins, Embroideries, Dress Goods, Fleece Underwear and Overalls, Pants and Jackets.

W. A. SLATTERY, Slattery Building,
Duckworth and George's Streets.
mch30 P. O. Box—236. Phone—522.

BENSENDORP'S
ROYAL DUTCH
COCOA
Is used by all students of economy. Its double strength saves 1/2 your cocoa.
Try Bensedorp's Cooking Chocolate (Blue Label)

"It is stronger and of much better flavor than any other kind."
BENSENDORP'S
ROYAL DUTCH
COCOA
Is used by all students of economy. Its double strength saves 1/2 your cocoa.
Try Bensedorp's Cooking Chocolate (Blue Label)

Try Bensedorp's Cooking Chocolate (Blue Label)

Spring Attractions!



New DRESS GOODS,

IN THE NEWEST FABRICS:
Amazon Cloths, Satin Cloths, 20c. to
Lustres, Eoliennes, Cashmeres, \$1.20
Taffetas, FANCY Emb. Nuns
Velling and Tweed Suitings. per yard.

NEW MILLINERY!

Ready-To-Wear, Untrimmed
and Millinery
HATS, 50 cts. to \$4.00.
NEW PRINTS, MUSLINS, FOULARDS, LINENS,
ZEPHYRS, etc., COLLARS and JABOTS.

STEER Brothers.

Shoe Repairing

Rubbers, Gaiters, etc., repaired with O'Sullivan's Rubber. Boots and Shoes neatly repaired. We send for and deliver work without extra cost. Terms: CASH. Phone 94.
L. J. CHANNING, 169 New Gower St., opp. Brazil's Square.
ap18,3p,eod

RED CROSS LINE!

The S.S. "Stephano" will sail for Halifax and New York on SATURDAY, April 20th. For freight or passage apply to
HARVEY & CO'Y,
ap18,3p,eod Agents.

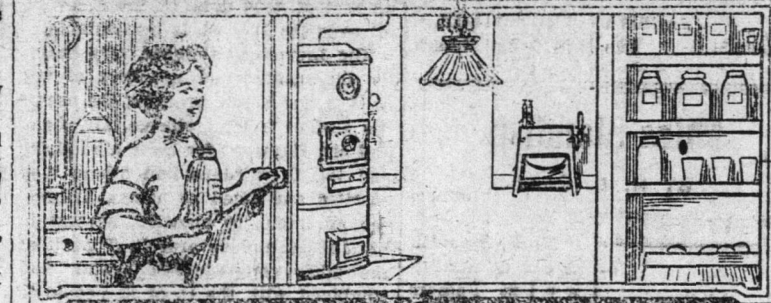
NEW GOODS

- Laundry Baskets,
- Market Baskets,
- Clothes Wringers,
- Washing Tubs,
- Wash'g Machines,
- Butter Churns,
- Ice Cream FREEZERS.
- Bowring Bros.,**
Limite 1.
- Hardware Department

In a Cottage Hospital

by George Trevelyan is the book that the reading public in Great Britain is most enthusiastic about now, although just published a second edition is exhausted, with a third large edition in press. It is an epoch-making novel. It is hoped that this book will do for the sick poor of Britain what "The Jungle" did for the Chicago "hined" meat packers. This is not a novel for little people nor for fools. Extra special edition in cloth only 60c. extra post paid on receipt of price only.
GARLAND'S BOOKSTORES,
177 & 253 Water St., St. John's.
b Printing of all kinds

REID NEWFOUNDLAND COMPANY.



Is your house really lighted from top to bottom or do you still have to take a candle or lamp when you go to the attic or cellar at night? A great many people who have electricity in the rest of the house have no light in the cellar or attic because it is seldom needed; but, when you do need it, you need it badly.
One Incandescent Lamp set in a Holophone Reflector will give sufficient light for the darkest cellar or attic. Holophone Reflectors are especially adapted to lighting places of this sort as they control the light rays so that every ray is utilized. Wouldn't it be a convenience if you could turn a switch and light your cellar or attic before entering? That means an end to dangerous matches and flames—it means that you no longer need stumble against misplaced boxes and bark your shins in the dark.
We would like to tell you more about electric lighting and more about the wonderful light-saving Holophone Reflectors. May we send a representative to see you?

Reid Newfoundland Company

ROSSLEY
★
THEATRE!
TO-NIGHT, TO-NIGHT.
Extra big bill, and all new
The Lovitts,
In new Specialty, Spanish Dancing (very novel) Indian Dances, and Acrobats.
Rossley, and Burkhardt
In a very funny comedy act, entitled:
ALL MIXED UP.
Percy Orth,
Refined musical act.
Bonnie Rossley
New and beautifully illustrated song.
STAR ORCHESTRA
In the latest New York song hits. On Saturday the greatest matinee yet, something very special for the children. And your money's worth all the time.
Time and prices as usual.

Ex "Galveston,"
1,500 TONS
Anthracite COAL.
IN STORE,
North Sydney Coal,
OLD TIME
OUR COAL!
There is no better Coal.
It's good Coal.
M. MOREY & CO.
The Maritime Oxyphator Co.
Is desirous of securing the services of a High Grade Man to act as Manager, and of Two High Grade Women to act as Assistant Managers, for Newfoundland, with head quarters at St. John's. To handle the Marvellous Oxyphator Machines, a very exceptional position (either salary or commission) is open. This position is both pleasant and profitable and permanent. For further particulars address the GENERAL MANAGER, Maritime Oxyphator Co., Suite 20, Robinson Bldg., 19 Market Square, St. John, N.B. ap12,6p

The Rosary Novels.
By special arrangement with the publishers we are now enabled to supply these exceedingly fascinating books, published at \$1.50, at a special price of 75c. Even if you have read them they will bear reading a second or even a third time and should find a place in your library. Note the titles:
The Rosary by Florence M. Barclay. This Mistress of Shenstone, by Florence M. Barclay.
The Following of the Star, by Florence M. Barclay.
Mrs. Barclay's new 1912 novel, entitled, "Through the Pastern Gate," will shortly be published; advance orders should be placed now so that you may have your copy from our first supply. Outport friends whose remittance accompany their order will receive these books post free. It is a well known fact that we have the best collection of books in all departments of literature to be found in any bookstore in Newfoundland. When you need a book on any special subject query us.
GARLAND'S BOOKSTORES,
177 & 253 Water St., St. John's.

F. W. COLLIER, PAINTER.
Wishes to notify his Customers and the public generally that all orders left at No. 8 Victoria Street will receive prompt attention. Owing to illness his Home, No. 6 Victoria Street is closed. a12,if
VINARD'S LINIMENT CURES DIS-TEMPER

The Latest Ideas

Spring & Summer Millinery, etc.,

To be seen at
MISS MUIR'S, THE LONDON HOUSE,
ap18,3p,th,s 305 Water Street.

POTATOES!
BEST CHOICE EATING POTATOES.
We have them when you need them.
Every customer is convinced that these Potatoes are excellent, good, and dry stock.
GEORGE NEAL.

Scotch Potatoes!

Landing to-day, ex S.S. "Carthaginian," from Glasgow,
400 Sacks
Choice Scotch Potatoes.
F. McNAMARA, Queen St.

SPRING

MOST MEN are keen on Style in their Clothing. They want Clothes that look Stylish and stay so. We agree with that idea, as it is the kind we are making.
Together with Style, you will find that we have the Classiest Goods in the City.
When ordering your Spring Suit or Over Coat, let us make them, and we will convince you that our name on a garment is a small thing to look for but a big thing to find.
Our Cutter direct from New York.

CHAS. J. ELLIS, 302 Water St.
Telephone No. 230.

BONA FIDE CHEAP SALE,
—AT—
CHARLES HUTTON'S,
For One Week Only.
Real Genuine Bargains
N.B.—The Canadian Bank of Commerce have rented our lower flat. Before moving the Fancy Department into the 2nd flat we will have a Genuine Bargain Sale, commencing on TO-MORROW, WEDNESDAY, April 17th.

TO the HOUSEWIFE.

-
- Enamelware, Hollowware,
 - Polishes of all kinds, Stove, Shoe and Scrub
 - Feather and Cloth Dusters, Brushes
 - Spring Balances, Wringers and Carpet
 - Clothes Washers and Wash Tubs, Sweepers
 - Hair and Corn Brooms.
- MARTIN HARDWARE COMPANY.**

Serravallo's Tonic
(Bark and Iron Wine)
Gives Health and Strength.
Sold by Druggists throughout the Island, and
HAYWARD & CO., Distributing Agents.

WEATHER FORECAST.
TORONTO, Noon.—Strong E. winds with rain or sleet. Saturday—Clearing with W. winds.
ROPER'S, Noon.—Bar. 29.40; ther. 31 above.
VOLUME XXXI

AUCTION SALES!

THE PEOPLES AUCTIONEER

At the Residence of Mrs. W. H. Turnbull,
No. 2 Hamilton Street, on
MONDAY NEXT, 22nd inst., at 10.30 a.m., part
Household Furniture and Effects.
Particulars in Saturday's papers.
P. C. O'DRISCOLL, Auctioneer.
ap18,2p

Auction-Freehold.
On the Premises,
on Saturday next, 20th inst., at 12 o'clock, noon.
All that desirable Freehold Land situated on the South Side of Waterford Bridge Road, immediately west of McKean's Tannery and measuring thereby about 440 feet. The above is one of the most desirable building sites obtainable, being situated in a most convenient and pleasant spot, above the double purpose of country and town. For further particulars apply to
WOOD & KELLY, Solicitors, or P. C. O'DRISCOLL, Auctioneer.
ap15,5p

Business Block.

ON the premises, Thursday, May 16th, at 12 o'clock, noon, all that piece or parcel of Land, situated on the South side of New Gower Street, together with the large Store, lately occupied by E. M. Jackson. The property measures 42 ft. 6 ins. on New Gower St., and extends back 43 George St., measuring on Adelaide St. 85 ft. 6 ins., and on George St. 42 ft., and on the Eastern portion by a lane, by which it measures about 50 ft. 6 ins. more or less. The above property may be sold either in one or two lots. It is a choice stand for first-class Wholesale or Retail Premises. Further particulars may be had from
P. C. O'DRISCOLL, Auctioneer.
ap17,13m,eod

T. J. Murphy,
SOLICITOR.
Office:
Renouf Building.
ap17,1m,eod

NEW APRON OVERALLS

55 to 80 cents.
White Lawn Blouses,
60 cts. to \$1.50.
White and Black Silk Blouses.—Newest Styles.

LARACY'S

345 & 347 Water St., opp. Post Office.

Tasker Educational Fund.

An emergency meeting of the St. John's, Avalon, Tasker and White-way Lodges will be held in the Mission Temple on SUNDAY afternoon next, at 3 o'clock, preparatory to attending Divine Service at the Gower Street Methodist Church.
Rev. Dr. Rogers has kindly consented to preach, and a collection will be taken up in aid of the Tasker Educational Fund.
Transient Brethren are cordially invited to attend.
J. S. CURRIE, W.M.,
St. John's Lodge, 279, R.E.
J. MUNN, W.M.,
Avalon Lodge, 776, R.E.
W. E. WARREN, R.W.M.,
Lodge Tasker, 451, R.S.
H. RENDELL, W.M.,
White-way Lodge, 341, R.E.

John Collins
Old Scotch Whisky.
The kind you get at home in Scotland. Keep on asking for it everywhere.
COLLINS, TODD & CO.,
3, Main St., Glasgow, Scotland.
J. b Printing of all kinds