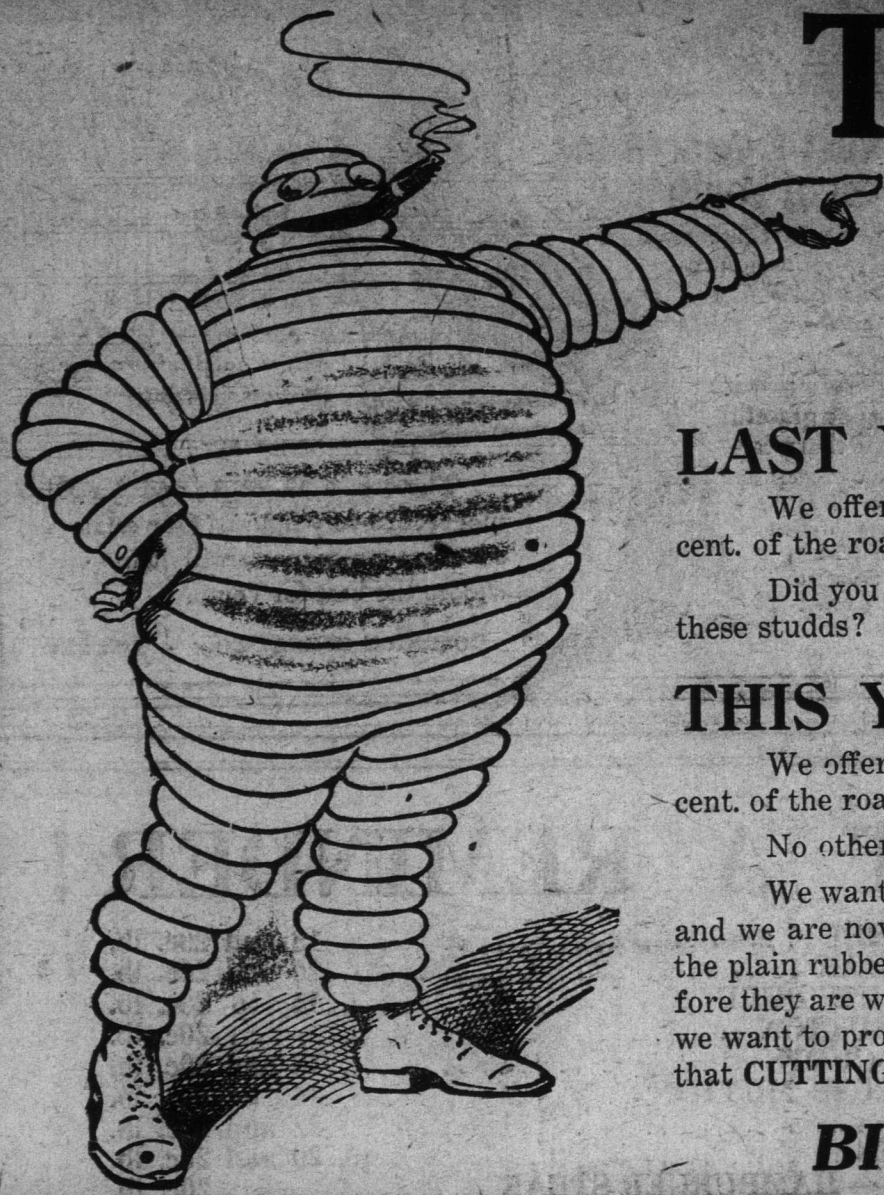


# The New Michelin Tyre!



*This Tyre is as far in advance of last years as the leather thread was in advance of the old all rubber cover.*

## LAST YEAR

We offered you a cover with steel protection on 30 per cent. of the road surface or four rows of studs.

Did you ever have a flint cut the side of your cover outside these studs?

## THIS YEAR

We offer you a cover with full steel protection on 100 per cent. of the road surface or 8 to 12 rows of steel studs.

No other manufacturer can offer this.

We want to sell the best tyre made for Newfoundland roads and we are now sure we have it. We know that 70 per cent. of the plain rubber tyres used in Newfoundland are cut up long before they are worn out. We therefore contend that the first thing we want to protect against is **cutting**, then **CUTTING**, and after that **CUTTING**.

**BIBENDUM.**

## WE OFFER YOU

The only tyre manufactured specially for Newfoundland roads.

A protected tyre at the same price as our competitors want to sell you a Plain Rubber Cover.

We guarantee you satisfaction.

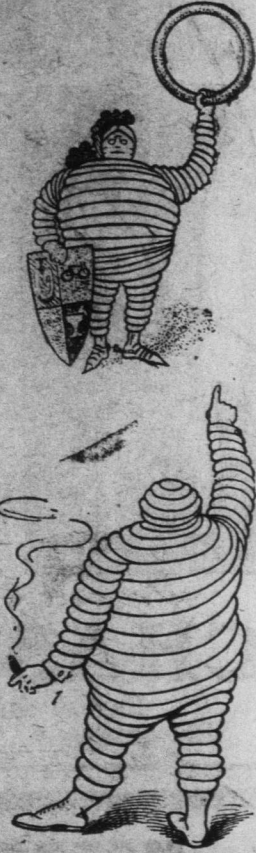
We keep a full stock.

## PLAIN RUBBER COVERS.

We would much rather sell you a plain rubber instead of a protected cover, because we would sell you twice as many at least and on each would make more.

If you do insist on buying a plain, we have in Michelin Square Treads absolutely the best.

We don't gouge out pieces to save rubber and call it a Non-Skid. We give you all the tread and a cover 1-13 of an inch thicker on the tread than any other cover manufactured.



**A. H. MURRAY, Agent.**

## NEW SPRING Suitings,

—AT—  
**JACKMAN THE TAILOR'S.**

We have just opened Five Hundred Single Suit Lengths, ranging in price from

**\$18.00** to  
**\$26.00.**

This is one of the most fashionable selections of Men's Suitings ever exhibited in St. John's.

We only order one Suit Length of each pattern, because in high-class Custom Tailoring our patrons like to wear an exclusive design.

Customers who would prefer to have their suits made up later can select a Suit Length now and we will reserve it for them. We will mail patterns and measuring cards to out-of-town patrons on application.

**JACKMAN The Tailor**

Limited,  
THE MAIL ORDER HOUSE  
For Men's and Boys' Clothing.

## Here's a Chance!



Men's \$4.50 Fine Boots selling now for

**\$3.50** per pair.

Here is the greatest snap in Men's Goodyear Welted Footwear we have ever seen.

**MEN'S TAN CALF BLUCHER.**  
**MEN'S PATENT LEATHER BUTTON.**  
**MEN'S PATENT LEATHER LACED.**  
**MEN'S BOX CALF BLUCHER.**

All in the latest styles.

**Price \$3.50.**

See our Gent's Western Window.

**F. Smallwood,**

The Home of Good Shoes.



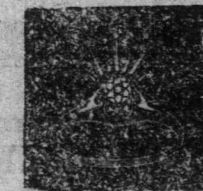
## MAKE THIS THE OCCASION

For that new Portrait you have promised yourself so long. It's an appropriate time to exchange photographs, and besides, the pretty Easter hat and frock will show you at your best. Make appointments early.

**The Holloway Studio,**

Limited,  
Corner Bates' Hill & Henry Streets.  
Phone 768.

## A Diamond Ring



is the ideal Gift for an April Birthday. This beautiful and sparkling gem is the token for this month, and set in a Ring is a present that will give untold pleasure. You can get it in the ever-popular Solitaire or Half Hoop, or, if you prefer, have it combined with another stone, such as the Ruby or Sapphire. Our stock of these Rings has been selected with every regard to quality of the stone, distinctness of design and the best possible value. We ask you to call and see them.

**T. J. DULEY & CO.,**  
THE RELIABLE JEWELLERS.

## 15 DAYS YET

Left to get your Bargain in a Piano, Organ or Sewing Machine.  
All the Stock to be sold and Store closed.

**CHESLEY WOODS Co.**

## Interesting to Farmers.

Landing ex S.S. "Morwena."

**60 Tons BASIC SLAG.**

Selling CHEAP from ships side.

**Colin Campbell,**

Late S. March & Sons Premises.

## The BIG Furniture Store.

You can save money now by spending it.

Here are a few suggestions, picked at random:

Arm Chairs.  
Morris Chairs.  
Reception Chairs.  
Sideboards.  
Book Cases.  
Couches.  
Clocks.  
Blankets.  
Foot Stools.  
Umbrella Stands.  
Card Tables.  
Music Cabinets.

Extension Tables.  
Sewing Machines.  
Curtains.  
Curtain Muslin.  
Desks.  
Pedestals.  
Pictures.  
Fire Irons.  
Coal Vases.  
Lounges.  
Quilts.  
Linoleum.

We have furnished hundreds of homes. Let us furnish yours now. We are in business to help every one start a new home, or make the old one more inviting.

**CALLAHAN, GLASS & Co., Duckworth and Gower Sts.**

Advertise in the TELEGRAM

## TIMELY Advice!

When Spring housecleaning, we advise you to see our New Stock of

**Wall Papers and Floor Canvas.**

The newest and most up-to-date collection of patterns to choose from

**WILLIAM FREW.**

## WIRE NETTING, FENCING, ETC.

We have in stock the following:

WIRE NETTING, 50 yd. rolls.	GAL. SQ. MESH NET- TING.	FIELD FENCING, 107 yds. to roll.
24 x 5/8 x 23G.	36 x 3/4 x 18.	53 x 20 x 12 stay.
30 x 3/4 x 20.	36 x 3/4 x 18.	
36 x 1 x 18.		
42 x 1 1/2 x 18.	Barbed and Plain Wire	Brass, Gal. and Jap'd
30, 36, 42 x 2 x 18.	in 100 lb. coils.	Wire Gauge.
48, 60 x 2 x 18.	Staples, etc.	
75 x 2 x 16G.		

**Martin Hardware Co.**

## Cleans, Scours, Scrubs and Polishes.

For Spring Cleaning.

LUX.  
SWIFT'S PRIDE CLEANSER.  
VIM.  
NO RUB.  
ZOG.  
SIXIS.  
MONKEY BRAND SOAP.  
DON AML.  
STANDARD SOAP.  
PERFECTION SOAP.  
SUNLIGHT SOAP.  
LIFERCOY SOAP.  
SWIFT'S PRIDE SOAP.  
EXCELSIOR SOAP.  
THISTLE SOAP.  
OLD HOME SOAP.  
Sutton's Furniture Cream.  
Matchless Silver Polish.  
Wondershine.

Telephone 191.

**A. E. CANNING**