

# "DIAMOND" GLUTEN MEAL

## White Oats

## Bran

## "Victor" Flour

### Wholesale at Lowest Prices

# George Neal

Beck's Cove Phone 264      Water St. East Phone 17

## The History of \$30.75

One day last Fall \$30.75 was in the pocket of a popular postal official and it suddenly decided that it could purchase an Income Guarantee for its owner. So it induced its owner to see our agent, the necessary arrangements were made, and our Policy went to the gentleman and \$30.75 came to our office to pay a while before visiting our Home Office. Last month he became ill, causing four weeks' disability, and when we paid \$30.75 about it, at Toronto, it immediately multiplied itself to \$100.00 and we have just given that amount to the gentleman.

"A friend in need is a friend indeed."

**U.S. FIDELITY & GUARANTY COY.**  
J. J. LACEY, Nfld. GENERAL AGENT.

# FANCY MOLASSES

Direct from Barbados, ex schooner "Hankinson" and ready for immediate delivery:

NEW CROP FANCY MOLASSES (PUNCHEONS)

NEW CROP FANCY MOLASSES (TIERCES)

NEW CROP FANCY MOLASSES (BARRELS)

### Lowest Prices

## F. McNamara

PHONE 393      QUEEN STREET

# Spring Overcoatings!

It is now time to leave off your Winter Weight. You can't go in your Jacket: so MAUNDER'S for yours. We have something sober and stylish and can also give you the "snappy" in Spring Overcoatings. If you want to fix up until you get your next Suit, we can match you with trousers or any other garment.

*John Maunder*  
TAILOR & CLOTHIER  
St. JOHN'S, N.F.

## You be the Judge!

It's strictly up to you to say whether our Tailored-to-Measure Clothes are any better than any other Clothes.

We believe they are, and must prove it to you before you will want to buy; and we believe we can prove it, as we are doing it every day to men of good taste and good judgment in Clothes buying.

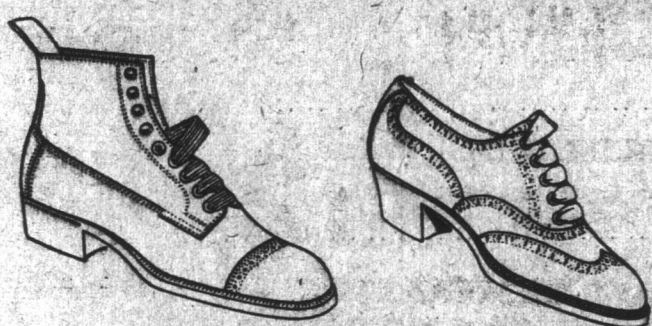
Here is your trial order: We make Trousers from \$7.00 up. Suits from \$35.00 up.

**E. D. SPURRELL**      **WM. SPURRELL**  
365 Water Street      210 Duckworth St.  
St. John's.      Branch: Grand Falls.

Have us send you samples and measuring forms if out of town.

# K

## Famous English Footwear



Ladies and Gentlemen, secure a pair of this wonderful "K" Brand Shoes, and

### Solve Your Shoe Troubles

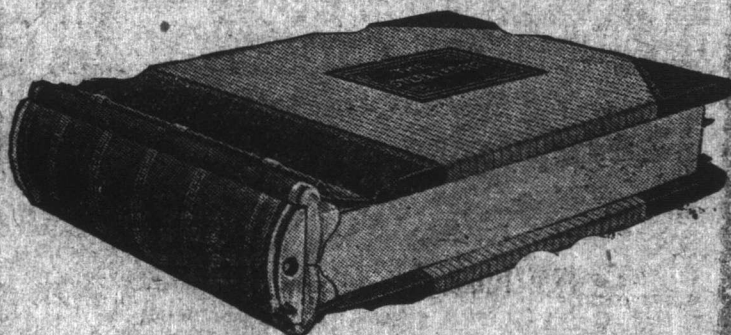
for at least a year.

In stock Ladies and Gentlemen's Black and Tan Brogues; also Gentlemen's Black and Tan Boots in assorted Leathers.

## F. SMALLWOOD,

THE HOME OF GOOD SHOES  
218 & 220 Water Street, St. John's.

## SHEETS FOR ANY BINDER BINDERS FOR ANY SHEET



**DICKS & CO., Limited,**  
Loose Leaf Specialists

FOR THE PAINT UP, CLEAN UP SEASON

## "MATCHLESS" the PAINT of QUALITY!

Inside, Outside and Gloss White; also 37 Rich Tints. White Lead, White Zinc, Paste Paints, Umbers and Siennas, Pure Orange and White Shellacs, Ships' Copper, Roof and Bridge Paints, Gold, Aluminium and Black Enamels, Floor Finishes (Stain and Varnish combined); Varnishes, Creosote Shingle Stains, Putty, etc., etc.

SPECIAL PAINTS MADE TO ORDER.  
**THE STANDARD MFG. CO'Y., LTD.**  
ST. JOHN'S, NFLD.

## BUY—WEAR—USE A FISH BRAND REFLEX SLICKER

Call upon it any rainy day to keep you dry and warm. You will never be disappointed in its worth and service. Backed by a record of 87 years' manufacture. What more can be said?



Satisfaction guaranteed  
**TOWERS**  
**A. J. TOWER CO.**  
BOSTON, MASS.  
PETERS & SONS, ST. JOHN'S, Agents

## WORK WELL DONE!

No watch is too intricate for us to handle. We make and replace broken parts, and guarantee our work to be first class in every respect. Bring your watch to us and have us make an estimate on the cost of putting it in first class order.

**W. & R. ENGLISH,**  
JEWELLERS & MARINE OPTICIANS, 404 Water St., St. John's.  
Est. 1871      Phone 1514      P.O. Box 447.

## Fire! Fire! Fire!

Insure your property against loss by Fire with a first-class British Fire Office. Losses Liberally and Promptly settled.

**The Liverpool & London & Globe Insurance Company, Limited.**

BOWRING BROS., LTDs. Agents for Nfld.

## EXPERT ADVICE!

Is what you are entitled to when investing in Life Insurance. I offer it to you freely and gladly. Remember, there is no obligation on your part. Just drop into any office and we will talk the matter over together.

CALL AND SEE ME.  
**AYRIL J. CAHILL,**

Manager for Newfoundland.  
**W. & R. ENGLISH LIFE INSURANCE COMPANY,**  
(Head Office: Toronto, Canada).  
Offices: Law Chambers      Duckworth Street.

## THE NAME ROCKWOOD

stands for all that is best and purest in high-grade Milk Chocolate:

NUT BARS, SWEET MILK BARS, ONE CENT BARS, DEWDROPS, METEORS, etc.

Try them and prove their quality.

## O. F. Preserves Co.,

AGENTS.

Phone 1395.



## The Spirit of Spring

is splendidly reflected in the exceptional attractiveness, super-quality and unmatchable colorings in our line of SPRING and SUMMER FABRICS.

**W. F. SEURIALL,**

300 Water Street      St. John's, Nfld.  
P.O. Box 445      PHONE 477.

## Nfld. Government Railway. Empire Day Excursion.

Excursion return tickets will be sold between St. John's, Carbonear, Grate's Cove, Placentia, Heart's Content and Trepassay, at

ONE WAY FIRST CLASS FARE.

Good going May 23rd and May 24th, and returning on May 26th, with the following exceptions:

Heart's Content Branch—Good going May 22nd and May 24th, and returning on May 26th.

Bay-de-Verde Branch—Good going May 21st and May 24th, and returning on May 26th.

Trepassay Branch—Good going May 23rd and returning on May 27th.

SPECIAL ANNOUNCEMENT.

Train will leave St. John's Depot 6.30 p.m. Friday May 23rd, stopping at all stations en route to Carbonear, in order to accommodate Empire Day excursionists. Regular train will leave Carbonear 4.15 p.m. Saturday May 24th, and 7.50 a.m. Monday, May 26th, for St. John's.

## Nfld. Government Railway.

## CONCEPTION BAY SERVICE

### S.S. "PAWNEE"

Leaves Carbonear on Mondays, Wednesdays and Fridays, at 7.20 a.m., and Harbour Grace on Tuesdays, Thursdays and Saturdays, at 7.20 a.m. for Portugal Cove, via Bell Island. Returning, leaves Portugal Cove each evening 4.30 p.m. (Sunday excepted) for Bell Island, Harbour Grace and Carbonear.

## BELL ISLAND S. S. CO.



## 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.

## NORTH SYDNEY COAL!

NOW LANDING  
Ex. S.S. "WATUKA"  
1000 TONS FRESH MINED SCREENED  
NORTH SYDNEY COAL

**H. J. STABB & CO.**