

We are Headquarters for

GASOLENE,

In bris. (wood and steel) and cases.
Also, on Retail.

COLIN CAMPBELL.



Snow and Ice
cause more damage to a roof than any other weather conditions.
To protect your buildings against injury from these elements, cover them with

RUBEROID ROOFING

It insures a perfectly water-tight roof under ALL conditions. Contains no tar, rubber or paper; will not melt, rot, crack or rust. Costs less than metal or shingles and wears longer. Ready for laying. A handy man with a hammer is all that is required.
Write for Samples and Prices.

THE ROYAL STORES LTD.

Just Received,
Per S.S. "Almeriana," another shipment of

JOB Room Papers,

SELLING CHEAP.
Special Discount to Wholesale Customers.

R. TEMPLETON, 333 WATER STREET.

We carry a full line of

SHERWIN-WILLIAMS PAINTS & VARNISHES

When you require paint for your buildings come in and ask for facts and figures about S. W. P.
We also carry a full stock of Sherwin-Williams Paints, Varnishes, Stains and Enamels—"a specialty for every purpose" for every surface in and about the town or country home or the farm.

\$5.00 Saved is \$5.00 Made. If you are painting this season you will save money by using Sherwin-Williams' Paints. We are selling all, except White, at old prices, and some colors at reduced prices.

MARTIN HARDWARE COMPANY.



Good Results
are obtained when Readymade Departments are stocked with Clothing made at our Factory.

Our Clothing
enables dealers to make quick sales and gives you an ever increasing number of satisfied customers.

WHOLESALE ONLY.

Newfoundland Clothing Factory, Ltd.,
225 and 227 Duckworth Street.

J. J. HENLEY, To the Trade,--

The Leading Mattress Manufacturer.

Telephone 642.

Factory and Office, Henry Street, St. John's, - Nfld.

If you want Mattresses that will sell quickly and give satisfaction to your customers, buy none but HENLEY'S

Having enlarged our Factory and installed the latest Machinery, we are now in a position to turn out any quality or quantity at the shortest notice.

We also carry a full line of **SPRINGS, BOLSTERS, PILLOWS, COUCHES and CHAIRS.**

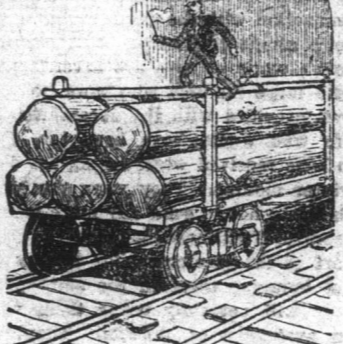
We make a specialty of Steamship Upholstery.

WE DON'T WANT TO BOAST.

But would point out to all who use Lumber that they cannot do themselves justice without consulting us. We manufacture from the stump and possess unrivalled advantages in experience and equipment. Just now we are paying special attention to

FRAMING and JOISTING.

And our yards are chock-full of this particular Lumber to meet the demands of the building season now begun.



HORWOOD LUMBER CO'Y, LTD.

JUST RECEIVED!

Beautiful Cut Glass

Vases, Bowls, Olive and Bon Bon Dishes, Jugs, Oils, etc.
Also, Handsome Silver Frames—oval and round very pretty and serviceable.

T. J. DULEY & CO., Reliable Jewellers.

PAROID ROOFING

REQUIRES NO COATING!

Sold in rolls of 108 square feet complete, with Rust Proof Tins and Nails. Also, CEMENT for laps, and full instructions for laying, which anyone can do.

SEND FOR SAMPLE.

Empire Wood-Working Co.,
Ltd., Water St., East, St. John's, Nfld.
Sole Agents for Newfoundland. ap11,lm

HOW CAN WE COUNTER-ACT THE INCREASED COST OF LIVING?

A second's reasoning will supply the answer. Beef and pork are dear and getting dearer all the time, and the cost is out of proportion with their food-value.

EAT MORE BREAD.

There is more nourishment in a shilling's worth of bread than a shilling's worth of beef or pork. But the problem is not done with yet. The shilling's worth of bread is not always the same value. Breadmade from

ROYAL HOUSEHOLD FLOUR

contains more nourishment than any other, because it contains the greatest amount of gluten, the health-giving nutriment of wheat.

Great BARGAINS.

NEW JOB LOTS JUST OPENED AT

A. & S. RODGER'S

30 dozen Manufacturers' Sample Blouses, at Half price, Marvellous Values, in Silk, Lace Net, Lawn, Delaine, Muslin, Voile, Cashmere and Satin—all new designs.

38 dozen Ladies' Job Kid Gloves at 40 cents.

2 cases Summer Dress Material—Shades and Qualities too numerous to mention, unprecedented Values.
New Dress Muslins—Our Specialty this season.
Ask to see "TABRALCO," the Very Latest for Ladies' Wear.

A. & S. RODGER, Water Street.

We have received another shipment of the well-known

Capstan Mixture,
in medium and full strength, 1/2 lb. tins and 2 oz. pkts. And in stock:

Capstan Navy Cut Tobacco,
in mild, medium and full strength 2 oz., 1/2 lb. and 1 lb. tins.

Player's Navy Cut, medium strength, 1/2 lb. tins.

Traveller Brand, 2 oz. pkts. and 1/2 lb. tins.

Pioneer Brand, 2 oz. pkts. and 1/2 lb. tins.

Old English Curve Cut, in tins.

Mayo's Cut Plug, in pkts.

Old Chum, in pkts. Also, **Capstan Cigarettes,** mild and medium, 10s and 50s, tins.

Three Castles Cigarettes, medium, 10s and 50s, tins.

Ogden's Guinea Gold Cigarettes, 10s and 50s, tins.

Wild Woodbine Cigarettes, 5s. And all other brands of Tobacco and Cigarettes.
Wholesale and Retail.

Onions are Cheaper

Due Friday per "Durango,"

50 sacks New Egyptian Onions—Cheap and Good.
30 cases Sweet Valencia Oranges.
20 cases Large Lemons. And arrived to-day:
50 barrels No. 1 Apples—fresh packed stock.
25 barrels Choice Cabbage. 10 bris. Am. Cranberries.
Choice Goods. Bottom Prices.

Edwin Murray.

REID NEWFOUNDLAND COMPANY.

Are You Going to Canada or the United States?

Take the shortest route; only six hours at sea. Quickest, Shortest, Cheapest and Best Route.

Dining and Sleeping Cars on Express Trains leaving St. John's 6 p.m. Sundays, Tuesdays and Thursdays.

Shore Line Passengers connect with express train at Brigus Junction at 8.10 p.m.

Always travel by the

Reid Newfoundland Company's System
and advise your friends to do the same.

BOWRING BROS.,
Limited,
Grocery Department,
Phone-332.

New Goods

Ribbons, Laces,
Flowers, Velvets, etc.
New Blouse Silks,
Newest Shades in Stripes, etc., at only

40 cts.

a yard, at

LARACY'S
345 & 347 Water Street,
Opp. Post Office.
ap9,tf

NOTICE!
S.S. ROSALIND will leave St. John's for Montreal, via Sydney, about the 23rd inst.
For Freight and Passage apply to
ap12,tf **HARVEY & CO.**

Reid Newfoundland Company

This is the Man

Who studied the likes and dislikes of Newfoundland Tea drinkers, one of the reasons his **STANDARD** bulks, and **UNION BLEND** in packets are such good sellers.

Do You Handle Them?
Wholesale by

H. W. deForest Tea Co.,
Exclusive Tea Merchants.

Harry W. deForest.



FUSSELL'S

FULL CREAM CONDENSED MILK

IS THE CREAM OF MILKS

Advertise in the "Tele-gram."