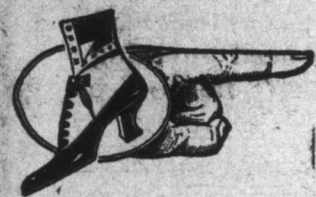


SPRING OPENING! PAROID ROOFING

HERE we are with the greatest line of LADIES' and GENTLEMEN'S FINE FOOTWEAR of sterling quality at Bottom Prices, all New, Fresh Stock.



Ladies' Fine Vici Kid \$1.80 up.
Ladies' Patent Leather Boots —\$2.50 up.



Ladies' Fine Low Shoes —\$1.20 to \$3.00.
Black and Tan, Blucher and Laced.



Men's Dongola Kid—\$2 up.
Men's Box Calf and Vici Kid—\$2.50, \$3.00, \$3.50.



Men's Black and Tan Low Shoes, \$2.50 up.
A BARGAIN—EVERY PAIR.



Girls' and Boys' Boots—the very best—\$1.30, 1.35, 1.45, 1.60, 1.70 to 2.00.



Infants' Boots, 50c. up—Laced, Button and Blucher styles.

We have the Latest Styles and every pair guaranteed.

F. SMALLWOOD,
THE HOME OF GOOD SHOE.

TIMOTHY HAYSEED!

50 sax New Timothy Hayseed.	100 sax Corn.
250 sax Oats.	200 sax Crushed Corn, Oats and Barley.
300 sax Corn Meal.	100 sax Small Pea Beans.
200 sax Hominy Feed.	50 sax Green Peas.
100 sax Bran.	

1000 sax RICE. Due this week:
60 cases SWEET VAL. ORANGES.
STEER BROTHERS.

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



**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.

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, Newfoundland. Sole Agents for Newfoundland. ap11,1m

Smart and Stylish Caps for Men.

THE GOLF CAP is the dressy cap for Men's wear, because it is shaped correctly, is light in weight, cool, comfortable, and fashionable, and are the kind as worn by men of taste and refinement.

If you want good value in a stylish Cap, why not look through our cap department to-day? Here you can get one to match your spring suit in a new and neat shape.

Our Winner Golf Cap

is special value—fitted with a calf-skin forehead sweat band, and made from high-class mixed tweeds to match the various fashionable suitings, and shaped exactly as illustrated. **PRICE 70 cts.**

We have hundreds of Golf Caps to select from in both navy, twill, serge, and fancy tweeds, ranging in price from 15 cts. up, and from our vast stock you are sure to get one to please you. Come in and see them now.



ANDERSON'S, Water St., St. John's.

\$3.00 Shoes!

We do not say that our \$3.00 Shoes are worth \$5.00, but we do say that they are the best \$3.00 Shoes in St. John's. Each pair has our personal guarantee as well as the manufacturer's full guarantee to be of the best quality.

IN LADIES' SHOES.

The styles are Extension Soles, Good-year Welt Sole, High and Medium Heel, Patent Leather, Vici Kid smart styles.

SAGE & WALLACE, The People's Shoe Store, 312 Water St.

Just Received.

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

**JOB
Room Papers,**

SELLING CHEAP.

Special Discount to Wholesale Customers.

**R. TEMPLETON, 333
WATER STREET.**

JOB PRINTING Neatly EXECUTED

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 "TABRACO," 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.

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.
ap9,1f

NOTICE!
S.S. ROSALIND will leave St. John's for Montreal, via Sydney, about the 23rd inst.
For Freight and Passage apply to
ap12,1f **HARVEY & CO.**

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 brls. Am. Cranberries.
Choice Goods. Bottom Prices.

Edwin Murray.



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LUMBER

That is what happens when you buy Lumber from our yards. We aim to sell the best at the LOWEST figure, and our patrons are all satisfied that we do it.

HORWOOD LUMBER CO., LTD.

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.

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.

Advertise in the "Telegram."