

NO DECEPTION!

Beware of the Manufacturer who sells his goods by deception.
When Buying Cream or Milk,

be sure to get the famous production of the TRURO CONDENSED MILK, Co., Ltd.,

Plain Figures that prove the superior quality of

Jersey Cream and Reindeer Milk.



BUTTER FAT:
 Jersey Cream 8.05
 Highest of other brands.. 7.10

Reindeer Milk 8.61
 Highest of other brands.. 8.00

Jersey Cream 13 p.c. Richer.

Reindeer Milk 7 1-2 p.c. Richer.

These figures are taken from Government Bulletin No. 144 and represent tests made from samples bought in retail stores in the leading cities of Canada. Do not be misled with any so-called analysis made by interested parties and from samples put up specially for the purpose.

TRURO CONDENSED MILK COMPANY, Ltd., Truro, N. S.

Telephone-444

"THE PREMIER FOOD" OF ITS CLASS.

This is what the "Medical Times" (June 26th 1909) says of

PLASMON OATS

The finest oats grown in Scotland, combined with Plasmon, no husks, no fibre, requires only 4 minutes boiling.

Sir J. C.-M.D. writes: "They are simply magnificent and I have porridge made from them every morning."

PLASMON COCOA.

The *Lancet* says: "Plasmon increases the food value enormously."
 Plasmon is used by the Royal Family.
 "The Feeding of the Nations" (Fruit) post free
Plasmon, Ltd., Farringdon Street, E.C.

P.E.I. Potatoes, Turnips!

We offer:
 200 sacks Choice P.E.I. Blues,
 50 sacks Choice Turnips,
 50 sacks Choice Parsnips,
 50 sacks White Table Potatoes.

All fine stock and Lowest Prices.

Edwin Murray.

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.

SCHOOL SHOES.

SAY, POP! It seems as if all the Boys and Girls in our School are wearing **Sage & Wallace's Shoes**, so many of them have on their shoes. Said they paid only \$1.50 a pair for them. They are just dandies, and I am sure they will wear well, 'cause all of **Sage & Wallace's Shoes** do, and I heard some of the Boys and Girls telling each other about the splendid Stout Sole Shoes that they got at Sage & Wallace's, said they sold them at \$1.25 and \$1.35 per pair, and they're beauties too. This is the way the Children talk at home about our excellent School Shoes.

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

Job Printing Executed!

BOOKS

Worth Reading
 10 cts. each.

13 cents Postpaid.

Tristram of Blent, by Anthony Hope.
 Pierre and His People, by Gilbert Parker.
 A Gentleman of France, by Stanley Weyman.
 The Star Dreamer, by Agnes E. Castle.
 The Scholar's Daughter, by Beatrice Harraden.
 The Image in the Sand, by E. F. Benson.
 Letters from a Self-Made Merchant to His Son, by Horace Lorimer.
 The Call of the Blood, by Robt. Hitchens.
 Phoebe in Fetters, by Mrs. Baillie Reynolds.
 The Seats of the Mighty, by Gilbert Parker.
 Stungaree, by E. W. Hornung.
 My Sword Lafayette, by Max Pemberton.
 The Eternal City, by Hall Caine.
 The Stark Munro Letters, by A. Conan Doyle.
 Fort Amity, by A. T. Quiller Couch.
 The Professor's Legacy, by Mrs. A. Sidgwick.
 The Captain of the Polestar, by A. Conan Doyle.
 The Courtship of Morrice Bucalar, by A. E. W. Mason.
 The Wings of Destiny, by Christopher Wilson.
 The Hollow Needle, by Maurice Le Blanc.

GARRETT BYRNE
 Bookseller & Stationer.

FREIGHT FOR BELL ISLAND

THE S.S. EUPHRATES

is at DUDER'S WHARF taking Freight for BELL ISLAND.

EUPHRATES STEAMSHIP COMPANY,
 F. McNAMARA, Agent.

REID NEWFOUNDLAND COMPANY.

S.S. "Glencoe"

Leaves Placentia every Wednesday after arrival of 8.45 a.m.
 Train from St. John's, for the following ports:

Burin,
 St. Lawrence,
 Fortune,
 Grand Bank,
 Belleoram,
 St. Jacques,
 Harbor Breton,
 Hermitage,
 Pushthrough, Balena,

Rencontre, alternate,
 Reuben's Harbor,
 Ramea,
 Burgeo,
 Grand Bruit, alternate,
 LaPoile,
 Dublin's Cove,
 Rose Blanche, Burnt Island Hr
 Port aux Basques.

Freight received daily for above ports.

Reid Newfoundland Company

LADIES'

AMERICAN SHIRT WAISTS.

The latest designs in exceedingly handsome patterns of dainty effects. Prices: 80c., \$1.00, \$1.20, \$1.30 and \$1.70 up.

This is a magnificent opportunity to secure Fashionable Shirt Waists at prices that must prove a surprise to you. Call and see for yourself.

WILLIAM FREW, Water St., Nearly opp. Court House

STATUTORY NOTICE!

In the Matter of the estate of Henry Petherick late of Carbonear, Planter, Deceased.

Notice is hereby given that all parties claiming to be creditors of, or who have any claim or claims against the Estate of Henry Petherick late of Carbonear, Planter, deceased, are required to send particulars of their claims in writing, duly attested to Mary Ann Petherick of Carbonear Administratrix of said estate or the undersigned, Solicitors of said Administratrix, on or before the 15th day of April, A.D. 1910, after which date the Administratrix will proceed to distribute the assets of the said estate, having regard only to the claims of which she shall then have had notice.

Dated at St. John's this 1st day of March, 1910.

HOWLEY & HERDER,
 Solicitors for Administratrix.
 Renouf Building, St. John's.
 mar1, 5, 15, 22, 29, ap6, 12, 1p

NOTICE!

FOUR WEEKS after the date hereof application will be made to His Excellency the Governor in Council for a grant of letters patent for new and useful improvements in electric telegraphy, to be made to Alexander Muirhead, of The Lodge, Shortlands, Kent England, Telegraph Engineer.

St. John's March 18th, 1910.
HERBERT KNIGHT,
 ml5, 4p, tu Solicitor for Applicant

FESTIVAL OF EMPIRE!

A MEETING of the General Committee of the "Festival of Empire" will be held at the Board of Trade Rooms, on TUESDAY, 5th instant, at 8 p.m. By order,

GEO. E. TURNER,
 ap4, 2p Sec.-Treas.

JOB PRINTING

RODGER'S Specials:

Ladies' White and Cream Silk Gloves,
 Ladies' New Neck Frilling,
 Ladies' New and Dainty Collars,
 Ladies' Muslin and Silk Blouses,
 Ladies' Lace and Em. Handkerchiefs,
 Ladies' Spring Hats-Perfect Creations of Beauty and the Acme of Style and Cheapness.

A. & S. RODGER.

We have received another shipment of the well-known

Capstan Mixture,

in medium and full strength, 4 lb. tins and 2 oz. pkts. And in stock:

Capstan Navy Cut Tobacco,

in mild, medium and full strength 2 oz., 4 lb. and 1/2 lb. tins.

Player's Navy Cut, medium

strength, 4 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.

GENUINE BARGAINS

HIGH-CLASS

FANCY LEATHER GOODS!

Manufacturers' Samples bought at a big discount. We now offer them at 1-3 off the regular price, every article marked in plain figures. See window.

LADIES' PEGGY BAGS-90c., \$1.20, 1.30, 1.50, 1.80, 2.30, 2.70, 3.20, 3.70, 4.50, 6.00; now 60c., 80c., 90c., \$1.00, 1.20, 1.45, 1.80, 2.15, 2.50, 2.70, 4.50.

BAG AND PURSE-\$1.50, 2.50, 2.80, 3.70; now \$1.00, 1.70, 1.90, 2.50.

PELISSE BAGS-\$1.45, 2.20, 2.85; now 90c., \$1.50, 1.90.

FITTED BAGS-75c., \$1.20, 1.80; now 50c., 80c., \$1.20.

HAND BAGS-\$1.00, 1.20, 1.80, 2.00, 2.50; now 70c., 80c., \$1.20, 1.40, 1.70.

The purchase includes a quantity of Games, etc., in Leather Cases, which we do not carry in regular stock, these we have marked at give away prices, some of them not a quarter of the regular price.

See Herald and Chronicle for continuation of Bargain List.
DICKS & Co.,
 m28 Popular Bookstore.

SPRING OPENING!

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 Cali 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 SHOES.

SPRING TIME

MEANS NEW

SCHOOL COATS

FOR THE GIRLS.

We have opened a choice selection of

GIRLS' REEFERS,

In Navy Blue with and without Sailor Collar; also, Fawns and Greys.

Don't Miss this opportunity to buy your Girl her Spring Coat.

S. MILLEY