

**SIMPSON'S**  
**Clearance Sale**  
 The stock consists of Goods imported direct from England, is GOOD VALUE at regular prices. We are selling for cash only.  
**A Large Discount**  
 Is given with every purchase. You can SAVE money at our store.  
**OPEN EVERY NIGHT.**  
**COR. QUEEN'S RD. & RAWLINS' CROSS.**  
a12,6fp,ead

**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, Sole Agents for Newfoundland. ap11,lm

**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.

**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.

**F. SMALLWOOD,**  
 THE HOME OF GOOD SHOE.  
 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.

**\$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 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.**

**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.

**"EUPHRATES," AHOY!**  
 The S.S. "EUPHRATES" is at Duder's Wharf taking FREIGHT for Bell Island.  
 "Euphrates" S.S. Co., Ltd.  
**F. McNAMARA, AGENT.**  
ap11,tf

**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.

**New Books! You Will Save Money**  
 By sending your order for **Candies and Fruit Syrups** To the undersigned.  
**Guaranteed Fresh New Stock.**  
 Hard Mixtures, Cream Mixtures, One Cent Goods, Chocolates, Caramels, Bon Bons, Bottle Goods and Fruit Syrups—assorted flavours—case of 3 doz. pints, case 6 doz. half pints.  
**RENNIE BAKING CO.,**  
 ap2, 12fp, eod St. John's.  
**Per S.S. ROSALIND**  
 California Oranges & Pears, Bananas, Grape Fruit, Table and Cooking Apples, Tomatoes, Celery, Cabbage, Cucumbers, Chicken, Turkeys, New York Corned Beef, Chestnuts, Sausages, Finnan Haddies.  
**JAMES STOTT.**  
**GARRETT BYRNE**  
 Bookseller & Stationer.  
**JOB PRINTING**  
Office—Duckworth St. mac20,lf

**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.**

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**ONLY 25 CENTS.**  
 Nelson's Shilling Library makes accessible to the general public many recent copyright books of outstanding merit and interest, the price of which has hitherto put them beyond popular reach.  
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**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, Rencontre, alternate.  
 St. Lawrence, Reuben's Harbor, Fortune, Ramea, Grand Bank, Burgeo, Belleoram, Grand Bruit, alternate, St. Jacques, La Poile, Harbor Breton, Dublin's Cove, Hermitage, Rose Blanche, Burnt Island Hr Port aux Basques, Pushthrough, Balena, Port aux Basques.  
 Freight received daily for above ports.  
**Reid Newfoundland Company**

**DICKS & Co.,**  
 ap11 Popular Bookstore.  
**FEEDS:**  
 Hominy Feed, Yellow Corn, Bran, Horse Feed—Climax; Dairy Feed—Climax; Sucrene, Yellow Corn Meal, Corn, Oats, Barley—crushed; 500 bags Mixed Oats.  
**California Fruits—selected:**  
 3-lb. tin Apricots, 16c.  
 3-lb. tin Peaches, 20c.  
 3-lb. tin Plums, 16c.  
**FRESH COUNTRY EGGS,**  
 25 cents dozen.  
**HUNTLEY & PALMER'S AFTER-NOON TEA BISCUITS—12 kinds.**  
**NEW BARBADOS MOLASSES, 40 cents gallon.**  
**BY RAIL TO-DAY:**  
 596 lbs. Fresh Halibut, Smoked Fillets, Finnan Haddies, Smoked Caplin, 7c., 12c. and 20c. box.  
**T. J. EDENS,**  
 Duckworth Street and Military Road.

**GO CARTS and CARRIAGES.**  
 The new Go Carts and Carriages, all the new 1910 models are now on display. New styles and patterns. The finest line we have ever shown.  
 in Rattan, Leather and Cloth Hood Carriages, Reclining Go Carts and Automobile Carriages. We have the greatest line of low priced Collapsible Go Carts ever shown here, simple in construction and durable, lightweight. Price, from \$3.75 up. See our window display.  
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 HOUSE FURNISHERS.

**THE BEST IS NOT TOO GOOD FOR A FISHERMAN**  
**MUSTAD'S Hooks Never Miss.**  
 Ask for Mustad's.  
**Job Printing Executed**  
**PERCIE JOHNSON,**  
 Agent.