

100,000
and more purchasers of the



KHOLER PIANO

testify to the wonderful qualities this Instrument possesses. This Firm celebrated the making of their 100,000th Piano last June. Agencies are all over the world. Styles on view at

The White Piano and Organ Store,
CHESLEY WOODS,
Sole Agent for Newfoundland.

Mourning Goods!

Men's Black Silk Paris (or String) Ties, 15c, 17c, 25c, 30c and 40c ea.
Men's Black Silk Knitted Ties.....25c and 45c each.
Men's Black Silk Handkerchief Scarfs.....40c.
Men's Black Silk Knot Scarfs—Pin Fasteners—20c, 25c, 30c & 40c ea.
Men's Black, and Black and White Check Knot Scarfs, narrow shape Stud Fasteners.....25c each
Men's Black and White Check Silk Paris Ties.....25c each
Note—All our Men's 25c Ties are extra special value, and of best appearance.
Men's Black Kid Gloves.....45c and \$1.30 pair.
Men's Neglige Shirts, Black and White, Striped or Dotted, very special value at.....80c each.
Ladies' Black Dressed Kid Gloves.....50c, 80c, \$1 and \$1.25 pr.
Ladies' White Dressed Kid Gloves, black points.....80c pr.
Ladies' Black Suede Kid Gloves.....95c pr.
Ladies' Black Fabric, Lisle and Lace Gloves.....all prices.
Ladies' Black Bordered Handkerchiefs.....7c, 10c, 17c and 20c each.
Black Double Edge Lace Neck Frilling.....8c and 10c, collar length.
Black Double Edge Chiffon Neck Frilling.....8c and 17c, collar length.
Black Chiffon and Lace Neck Frillings, ass'd.....5c, 6c, 7c and 11c—collar length.
Ladies' Black Lace Gibson and Jabot Collars.....10c each.
Ladies' Black Chiffon Collar Frames.....10c each.
Black Veilings and Black and White Veilings.
Black All Over Laces, Dress Laces and Insertions.
Black and White Fancy All Over Laces and Dress Insertions.
Black Dress Silks, Black Silk and Satin Ribbons.
Ladies' Black Silk, Sateen, Lustre, Cashmere and Muslin Blouses—in large variety.
Black Dress Fabrics—large selection from which to choose.
Black and White Check Washing Zephyrs or Gingham.....10c, 11c, and 13 cts yard.
Black and White Fancy Wash Goods.
Black and White Fancy Sateens.
Black Dress Trimmings—in all the leading styles.

NOTE—Mail Orders will be given careful and prompt attention.

HENRY BLAIR.

P. E. ISLAND POTATOES.

To-day, May 16th, per S.S. Bonavista.
300 barrels Best P. E. I. POTATOES, for eating and seed purposes.

50 barrels Beauty of Hebron Potatoes
Beauty of Hebron is one of the best EARLY SEED Potatoes that grows.

LOWEST PRICES.

George NEAL.



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.

We're Easy!

Five Dollar Greenbacks are Burning Holes in our Pockets.

Do You Want One?

Save the Alphabet Cards in all pound packets of Union Blend Tea, bring to us and get the money.

H. W. de FOREST TEA CO'Y.



THE FISH IS NO TOO GOOD FOR A FISHERMAN.

MUSTAD'S Hooks
Never Miss.

Ask for Mustad's.

THE NEW FIRM

A. D. RANKIN & Co.,

J. J. MULCAHY, Manager,

is now ready for business. We carry the finest Groceries and a complete Stock of the Purest and Best Liquors and Wines.

All Old Stock is Now Selling at less than Half Price.

It is our intention to carry the best Goods obtainable and we solicit a share of your esteemed Orders.

We would like to hear from our many friends in the Outports and can guarantee them satisfaction if they place an order with us. m11,6f

THE ROYAL CIGAR STORE,

UNDER NEW MANAGEMENT,

IS NOW WIDE OPEN for BUSINESS.

Pine and Spruce Lumber

WELL SEASONED LONG LENGTHS.

Arriving daily by Schooners from our Northern Mills. These cargoes comprise:

Fresh, Well Seasoned Pine and Spruce Boards and Timbers,

All Sizes and Lengths.

Place your orders with us and receive the best Lumber the Country Produces.

HORWOOD LUMBER CO'Y, LTD.

WEST END

Automobile Garage

Will Open for Business May 20th.

Building will be of all steel construction with least fire risk and located on South side Water Street, midway between Long Bridge and our own store.

Your Automobile can be stored, cleaned, and kept in constant readiness and sent to your house in response to a telephone call at any hour, day or night.

All cleaning, repairs and instruction will be under the supervision of

MR. CHARLES VEY, our Automobile Expert.

Gasoline, Lubricating Oils, Tire Patches and Repair Parts will always be on hand.

Angel Engineering & Supply Co., Ltd.

CHEAPER THAN POST CARDS

Our new Souvenir Album of Nfld. Views, series 1, size 6 x 8 in., contains 20 views in Brown Collotype, as follows:—

Water Street, Harbor Grace.
Suburban Residences, St. John's.
Grand Bank—Headquarters of the Bank Fishery.
R. C. Church, Placentia.
Railway Station, St. John's.
The Narrows, the entrance to St. John's.
St. John's, as seen from the R. C. Cathedral.
View of St. John's West.
View of St. John's East.
Iceberg off the Narrows, St. John's.
Iceberg, 200 feet high, aground outside St. John's.
Dry Dock, St. John's.
Waterford Bridge and River.
Waterford Valley, Suburbs St. John's.
Quidi Vidi, Typical Fishing Village.
Mannel's River.
Railway Bridge, Mannel's River.
Petty Harbor.
Logy Bay.
Placentia.

Only 20c. per Album of 20 Views.
(See Chronicle for No. 2 series.)

DICKS & CO.,
Popular Bookstore.



ARTIFICIAL HUMAN EYES.

Never since the arrival of the illustrious John Cabot has anybody in Newfoundland attempted to cater to the needs of those who have been unfortunate enough to lose an eye.

WHY,
Does it mean anything?

RATHER.

It means that hundreds must be kept on hand in order to match all the different sizes, shapes and colors within the range.

I have just received my first shipment of

300

In Greys, Blues and Browns, from these, no doubt, many can be matched. Come along or send and see what we can do for you.

MORE EYES
to arrive later.

R. H. TRAPNELL,
Eyeglass Specialist, Water St.

A Square Deal.

OUTPORT Customers can rest assured of a Square Deal when ordering from us. Large stocks of

**Dress Goods,
Muslins and
General
Drapery
Goods.**

Also, well equipped

**Dressmaking and
Millinery
Departments
Ready to serve you.**

Patterns of Dress Goods, Muslins, etc., gladly furnished on application.

ALEX. SCOTT,

Popular Drapery Store,
18 New Gower St.

Wanted, a Good Milch
Cow, recently calved; and a small Horse or good sized Pony, fit to drive and work in a cart. Apply to 18 MILITARY Rd. m16,6f

P. E. Island POTATOES

To-day ex steamer Bonavista:

443 sacks Choicest P. E. Island Potatoes.
from Charlottetown.

F. McNAMARA, Queen St.

REID NEWFOUNDLAND COMPANY.

S.S. HOME

Leaves Bay of Islands every Wednesday after arrival of Express Trains, for the following ports:

Birchy Cove,
York Harbor,
Lark Harbor,
Trout River,
Bonnie Bay,
Rooky Harbor,
Cow Head,
Daniel's Harbor,
Port Saunders,
Hawke's Harbor,
Old Port au Choix,
Bartlett's Harbor,
New Ferrole,
Brig Bay,
Current Island,

Flower's Cove,
Salmon Bay,
Bonnie Esperance,
Isle au Bois, North only
Blanc Sablon,
Bradore,
Forteau,
Lance-au Loup,
West St. Modiste,
Red Bay,
Henley Harbor, South only,
Chateau, North only,
Chimney Tickle, South only,
Cape Charles, South only,
Battle Harbor.

Freight received daily for above ports of call.

Reid Newfoundland Company

People Who are Hard to Please

USE

"Canada First"

CONDENSED MILK and
EVAPORATED CREAM.

COLIN CAMPBELL,
Wholesale Agent.

J. J. ST. JOHN.

Just landed per S.S. "Carthaginian,"

10 FIRKINS

IRISH BUTTER--Cork 1sts.

NO BETTER IN THE WORLD.

J. J. ST. JOHN, DUCKWORTH ST.

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.

U. S. PICTURE & PORTRAIT CO.,
HOUSE FURNISHERS.