

Northern Winter Mail Service

The S.S. STELLA MARIS will leave the Wharf of the Newfoundland Produce Co., Ltd.

At 10 O'Clock Saturday, April 13th, 1912, for the following ports, going and returning:

Bay de Verde, Old Perlican, New Melbourne, Hant's Harbor, Trinity, Catalina, Bonavista, King's Cove, Salvage, Greenspond, Pool's Island, Wesleyville, Newtown, Musgrave H., Fogo, Change Islands, Herring Neck and Twillingate. Ice and weather conditions permitting.

Freight received up to 6 p.m. Friday. Positively none received on Saturday morning.

For Freight and Passage apply at Coastal Office of

Newfoundland Produce Co., Ltd., Agents.

apl1,2in.

Phone No. 748.

Prime TIMOTHY HAY.

TO-DAY, Ex "BRUCE."

500 Bds. Prime Timothy Hay.

F. McNAMARA, Queen St.

Received by "Rosalind,"
1000 bags Finest
**Yellow
Corn
Meal.**

Send in Your
Order Early.

HARVEY & CO'Y.

WHOLESALE.

Some New Arrivals!



The Popular Quaker Girl Waist,

from one of the best American makers, made of fully mercerised Baptiste; a material possessing a splendid appearance and good wearing qualities. The newest and best in the market—twelve patterns. All same price

\$1.60.

R. TEMPLETON, 333 Water St.

The Public Demand

is for prompt settlements in times of distress—when every dollar is in value as big as a cart-wheel. Ask any of my policy holders how long it has taken me to square up their losses. I am willing to stand or fall by what they say.

PERCIE JOHNSON,
Insurance Agent.

LINOLEUM

—AND—

FLOOR CLOTH!

JUST OPENED!

A large assortment of Linoleum and Floor Cloth. All New Patterns to select from.

U. S. Picture & Portrait Co.,
House Furnishers.

REID NEWFOUNDLAND COMPANY.

S.S. "Bruce"



Will sail from Dry Dock Wharf at 12 O'Clock, MIDNIGHT, for NORTH SYDNEY, direct.

Reid Newfoundland Company

Serravallo's Tonic

(Bark and Iron Wine)

Gives Health and Strength.

Sold by Druggists throughout the Island, and

HAYWARD & CO., Distributing Agents.



To the Housewife!

We are now showing a full range of New FLOOR CANVAS, New WALL PAPER, New CURTAIN NETS, New CURTAIN MUSLINS. Newest and Most Attractive Patterns to select from.

WILLIAM FREW, Water Street.

The High Cost of Living

Makes it imperative that every man should study the CLOTHES question.

Why pay \$20 to \$30 for a Suit?

You can obtain from any reliable dealer our new American Cut Suits well fitting and carefully tailored

For Less than Half the above Prices.

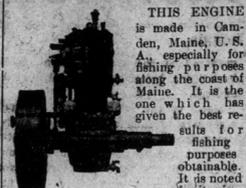
Ask for our registered Brands.

Fitreform, Truefit, Americus, Progress, Silehill, Etc.

Wholesale only.

Newfoundland Clothing Co.'y, Ltd.,
DUCKWORTH STREET.

KNOX Marine Motors.



THIS ENGINE is made in Camden, Maine, U. S. A., especially for fishing purposes along the coast of Maine. It is the one which has given the best results for fishing purposes obtainable. It is noted for its simplicity. Any person can operate it when once instructed. It will run with gasoline or kerosene. This cut represents 7 1/2 h. p. single cylinder. Make & Break Knox. Compare the description of its power with any other engine and you will find it beats most of them 25 per cent. Note: Revolutions per minute 500 Bore.....5 1/2 in. Stroke.....6 1/2 in. Weight of Motor.....500 lbs. J. LEDREW & SONS have accepted the Agency for this Engine and intend to establish a branch business at Harbor Grace, where Motors will be installed and purchasers will receive instructions, be taught to run the Engines and where all parts for repairs will be kept on hand. The principal of this concern, W. R. Ledrew, is going through a course of training in the Camden Anchor-Rockland Machine Co.'s Factory. Any person wishing to order one or more of these Engines would do well to send in their order so that W. R. Ledrew will see them tested, packed and shipped, as he wants to make up a car load so as to save freight. For Catalogues, Price Lists, etc., apply to

J. LEDREW,
Harbor Grace

eb27

An Offer Exceptional!

Stock we are proud of, and you will be pleased with. Fully Guaranteed.

English Hams, per lb., 23c.

American Bacon, per lb., 23c.

JAMES C. BAIRD,
Grocer and Wine Merchant,
Water St., St. John's.

LIPTON'S ESSENCE of COFFEE & CHICORY

THE FIRST of its kind, and still remains FIRST in its kind.



Four Reasons for its popularity are:

- 1--High Quality.
- 2--Delicacy of Flavour.
- 3--Simplicity of Making.
- 4--Low Price.

A trial will convince anyone who may not have previously used it.



HENRY BLAIR.

Wholesale and Retail Agent for Lipton, Limited.

Onions, Sausages, Turnips

30 cases Choice Silverpeel ONIONS,
50 sacks TURNIPS,
10 kegs SAUSAGES.

BURT & LAWRENCE, 14 New Gower St.
F. O. Box-245. Telephone-759.

For EASTER DAY



YOUR resolution should be to "Live Better and Dress Better." The former will help you to accomplish the latter, and the English and American High-Class Tailoring Store can help you to keep your resolution to "Dress Better" more so than any of our competitors, for the following reasons:—

1. Our Cutter is direct from New York City, with the latest ideas;
2. We have the Goods, personally selected in the world's metropolis;
3. We now have a large thoroughly competent staff of help;
4. Every customer receives personal attention, and has his individual ideas catered to.

Not How Cheap—But How Good.

CHAS. J. ELLIS, 302 Water St.

Telephone No. 230.

FIRE INSURANCE

FIDELITY (FIRE) UNDERWRITERS, of New York.
CAPITAL: \$4,500,000.00. LOWEST TARIFF RATES.

Ever Ready to Meet the Largest Losses in the Least Time.

CYRIL J. CAHILL, Agent for Nfld.

Offices: Law Chambers, Duckworth Street. O. Box, No. 8. Telephone, No. 374. oct12,th,m,4f

FINISHED WORK.

Tray Cloths, Centres, Duchess Sets, Pillow Shams, etc., worked in colored and white. Selling at marvellously low prices.

ALSO:
A few Voile Blouses for braiding with coronation braid.

THE VERY LATEST.

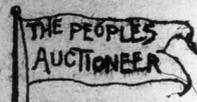
CHARLES HUTTON.
FANCY WORK DEPARTMENT.

WEATHER FORECAST.
TORONTO, Noon.—Moderate to fresh S. W. and W. winds, clear to-day and on Saturday; not much change in temperature.

ROPER'S, Noon.—Bar. 29.20; ther. 49 above.

VOLUME XXXIV

AUCTION SALES!



AUCTION.

At the Residence of
MRS. A. H. MARTIN, 25 Forest Road.

PART HOUSEHOLD FURNITURE,
On Tuesday Next, 16th inst., at 10.30 a.m.

Particulars in Monday's papers.

P. C. O'DRISCOLL, Auctioneer.
apl2,2p

Auction Notice!

There will be no further articles taken for disposal at the Prescott Street Store after this date. The place will be closed May 1st.

P. C. O'DRISCOLL, Auctioneer.
in28,6p,th,8

"Woman is only a Woman,
but a good Cigar is a Smoke."

ELLIS & Co., Ltd.,

203 Water Street.

Direct from Havana,
One Case 10,000 Havana's
Choicest Cigars,
Flor Fina.

Regalia Reina Fina,
Panetelas Extra,
Deliciosos,
Puritanos Finos,
Regalia Nueva,
Invencibles,

Conchas Fina Especial,
Eminentes,
Belvederes,
Panetelas,
Exquisitos,

Reina Victoria
Choice Jamaica Cigars—
"La Sabrosa."
Conchas Especiales,
Governors,
Flor,
Aromaticos.

SPECIAL!

Silk Moire and Satin Ribbons,
6 in. wide, at 12c. a yard.

Flowered and Striped Silk Ribbon, reg. 30c., now 20c.

Stripe Blouse Silks, 40c. a yard.

LARACY'S

245 & 247 Water St., opp. Post Office.

John Collins
Old Scotch Whisky.

The kind you get at home in Scotland. Keep on asking for it everywhere.

COLLINS, TODD & CO.,
53m,m,w,fe Glasgow, Scotland.

FOR SALE!

Schooner "Elsie R.,"
30 Tons, built in 1908.

Fast sailer, well built, sails and rigging in good order. Apply to

Z. COX, Water St.
apl10,3p,eod

H. J. STABB & Co.

Money to Loan.

On good security.

A. J. HERDER, B.A.,

Barrister-at-Law,
Solicitor, &c.

Renouf Building.