

JUST ARRIVED :

(Per S. S. Rosalind.)

FRESH OYSTERS, NEW YORK C. BEEF,
BANANAS, NAVAL ORANGES,
FRESH CELERY,
TANGERINES, SMOKED HADDIES,
NEW CABBAGE, FRESH TOMATOES,
NEW YORK BALDWIN APPLES.

FRESH HALIBUT, 10 cts. lb.



THE ROYAL STORES LIMITED

APRIL and MARCH MAGAZINES.

The Very Latest Paris, British and American Fashion Journals.

American Illustrated, Argosy, Ansie's, Cosmopolitan, Munsey's, McClure's, Broadway, Strand, Barr, McIntosh, Scrap Book, Blue Book, Success, Red Book, Judge Monthly, Green Book, Puck Monthly, Red Magazine, London, Everybody's, Windsor, Hampton's, Broadway, Royal, Smart Set, Pall Mall, Sunday, Strand, Railroad, T. P's Quarterly, Family Herald, Family Journal, Something to Read, Weldon's Ladies' Journal, 10c.; Myras, 10 cents; Weldon's Home Dressmaker, 5c.; Delinestor, 15c.

Ladies' Home Journal, 18c.; Woman's Home Companion, 18c.; Weldon's Illustrated, 6c.; Mrs. Leach's Child's Dressmaker, 5c.; Jose Lille's Juv. Fashions, 6c.; Delinestor, English edition with patterns, 15 cents; Woman's Life, 5c.; Mother and Home, 5c.; Home Chat, 5c.; Our Home, 5c.; Fashions for All, 10c.; Fashions for all Children, 5c.; Ladies' Companion, 15c.; Ladies' World, 10 cents; The Young Ladies' Journal, 25c. This is the best, it contains very latest Paris Fashions, always a month earlier than other journals.

S. E. GARLAND, Leading Bookseller.



PLASMON COCOA

which YIELDS A BEVERAGE OF much GREATER NUTRITIVE value than ordinary Cocoa, was found to contain Phosphorus equal to 2.32 per cent. — British Medical Journal, 19th Feby., 1910.

Plasmon is used by the Royal Family.

Sold by Messrs. Ayre & Sons, T. J. Edens, Ellis & Co., C. P. Eagan, James Stott and P. J. Shea.

P. C. MARS, AGENT.
Phone, 696. Board of Trade Rooms.

The Maritime Dental Parlors

Recognize but ONE GRADE of work, THE BEST, and but ONE SCALE OF PRICES, THE LOWEST, consistent with faithful, conscientious service.

The MARITIME DENTAL PARLORS AND THE PEOPLE

are in Partnership and the People share the profits by having their Dental work done at these prices.

TEETH EXTRACTED WITHOUT PAIN .. 25c.

Teeth extracted and full set artificial teeth (18.00 value) supplied **\$12.00**

GOLD CROWNS (10 00 Value) .. \$6.00

All other Dental work and operations at proportionately reasonable Prices.

Whenever experience shows that these prices can be further reduced the People will share a larger benefit.

The Maritime Dental Parlors, J. W. Silliker, D.D.S.
176 Water St., St. John's. Dentist.
Phone, 62. OFFICE HOURS: 9 a.m. to 9 p.m.



To Wholesale Buyers!

Before placing your Spring order you should see our **SAMPLES.**

We manufacture

MEN'S Tongue Boots, Wellingtons, Three Quarters, Vici Kid, Box Calf, Glove and Grain Leather Lace and Elastic Side Boots.

WOMEN'S Lace and Button Boots, Oxfords and Strap Shoes. All kinds of Glove, Buff and Grain Boots.

BOYS' Grain Decks, Grain Lace and Derby, Vici Kid and Box Calf Lace Boots.

GIRL'S Glove Kid, Pebble, Buff, Vici and Box Calf Boots and Oxfords.

PARKER & MONROE, LIMITED.
The Shoe Men.

ROBIN HOOD FLOUR

IS DIFFERENT

IT HAS ROUSED THE CURIOSITY OF THE WHOLE WEST

"Do you really think" one housewife will say to another "that this new flour can be better than the flour we are using?" Madam, there is no doubt about it. But there is just one way you can be convinced. You must use it yourself.

Our claims will not satisfy you, but we back up our claims in such a way that you will lose nothing by trying Robin Hood.

Your grocer will tell you about our guarantee which gives you back your money if you are not satisfied.



THE SASKATCHEWAN FLOUR MILLS CO. LIMITED
MOOSE JAW SASK.

Just Received.

A LARGE SHIPMENT OF

Grindstones,

Sizes—12, 14, 16, 18, 20, 22, 24 ins.

Also, Scythe Stones, Selling Cheap.
Prices on application. Wholesale and Retail.

MARTIN HARDWARE 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.

Job Printing Executed!

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 Arts of Style and Cheapness.

A. & S. RODGER.

GENUINE BARGAINS

—18—
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 90c., 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.

WON'T YOU READ THIS and be one of the SATISFIED ONES!

If you buy an article in **MY STORE** and find it in any way unsatisfactory "bring it back and get your money."

I do not, at any time, want your money unless you are satisfied that you have got your money's worth in exchange. I am not sentimental about it.

"I know it will pay me to treat you well."

The West End Druggist, PETER O'MARA,
46-48 Water Street West.
Telephone 334.

FESTIVAL OF EMPIRE! SPORTING EXHIBIT WANTED.

THE Sub-Committee on Sporting Exhibits appointed by the General Committee of the "Festival of Empire," are anxious to obtain good stuffed specimens of all land and water Birds of Newfoundland, including Sea Birds. Also, Photographic Negatives of Sporting Scenes.

The Sub-Committee will feel obliged to those who are willing to lend the same if they will kindly notify the undersigned care of R. White, Esq., Light House Dept., St. John's. The return of Exhibits intact is guaranteed.

A. H. SEYMOUR, Convener,
Sub-Committee on Sporting Exhibits.
mar23,01p

New American Cabbage, Etc.

TO-BAY, ex "ROSALIND," 7.28
50 Crates New CABBAGE—1910 Crop.
50 brls. No. 1 Winter Apples, 10 kegs ch. H'fax Sausages,
10 Brls. Bologna Sausages.

F. McNAMARA, Queen St. m21,11

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.

REID NEWFOUNDLAND COMPANY.

Reduced Rates to Pacific Coast Points!

Commencing March 1st and continuing up to April 15th, Tickets will be sold at Greatly Reduced Rates to Vancouver, B.C., Seattle, Washington, Portland, Oregon and various other places on the Pacific Coast.

For full information apply to General Passenger Agent, or nearest Station Agent.

Reid Newfoundland Company