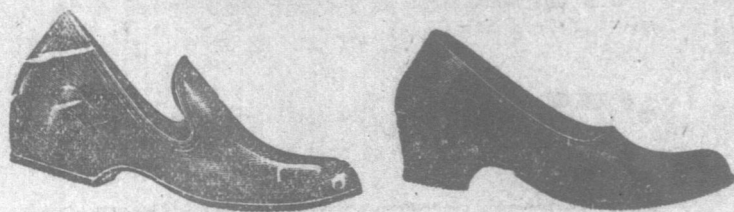


SALE Ladies' Low Cut Rubbers

10 per cent. off Regular Prices.



We are offering our entire stock of LADIES' LOW CUT RUBBERS at 10 p.c. off regular prices for cash.

Ladies, secure a pair of good, sound Rubbers, and be prepared for the sloppy weather.

F. SMALLWOOD

THE HOME OF GOOD SHOES

218 & 220 Water Street.

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STOP! YOU NEED A TONIC

and we know of no better one than to take a bottle of

Brick's Tasteless

BRICKS TASTELESS is an excellent preparation to give an appetite. No other medicine will restore lost weight so quickly. It purifies the blood, it makes the weak strong. It is so prepared that it can be taken by anyone without the least digestive effort.

Thousands of people all over the country have used BRICKS TASTELESS and find it the best all round TONIC to be had.

TRY A BOTTLE AND NOTE RESULTS IN A WEEK

You can purchase a bottle of BRICKS for \$1.20 at all General Stores in the Outports, and in the city at the following Stores:

Ayre & Sons, Water Street; J. M. Brown, Cross Roads; G. Knowling, East, West & Central; F. Lukins, Hayward Avenue; T. McMurdo & Co., Water Street; R. G. MacDonald, Ltd., Water Street; Peter O'Mara, Water Street West; O'Mara's Drug Store, Rawlins' Cross; J. F. Wiseman, Carter's Hill; or

DR. STAFFORD & SON,

(Sole Agents for Newfoundland)

DUCKWORTH STREET and THEATRE HILL.

Shellac! Shellac!

DON'T USE SUBSTITUTES.

Ask your dealer for

"MATCHLESS"

A PURE SHELLAC in ORANGE & WHITE.

THE GREAT QUESTION OF THE HOUR FIRE INSURANCE.

Are you fully protected with a first class Company in event of loss?

Insure with the Great Fire Insurance Company of the world. You will eventually insure with us.

WHY NOT NOW?

BOWRING BROTHERS, Ltd

Agents for Newfoundland.

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Only Four Days

Our \$16.00 Accident Policy was placed on a Thursday morning with a popular young business man of the city. On the following Tuesday he suffered an injury while skating, and we have since given him our check for \$50.00 covering two weeks' disability, leaving him still with over forty weeks' free insurance.

YOU DON'T KNOW THE DAY NOR THE HOUR THAT THIS \$16.00 POLICY MAY SAVE HUNDREDS OF DOLLARS FOR YOU!

U.S. FIDELITY & GUARANTY COY.
J. J. LACEY, Nfld. GENERAL AGENT.

OUR BUYERS OPPORTUNITY Means YOUR OPPORTUNITY

"Very busy those days at the Bon Marche," is the reply of all our assistants, and the reason is just this: OUR NEW SPRING GOODS ON SHOW

MEN'S SHIRTS—If it is Work Shirts or Sunday Shirts, it is all the same. We have them at the right price, and our selection from 79c. up you mustn't miss. GREY FLANNEL—You are in luck if you purchase some of our Grey Union. Our price is really not any more than Flannelette—35c. yard.

MEN'S CAPS—A better-than-ever selection, fit for a king to wear and modest in price, from 65c. each. Boys' 40c.

MEN'S COTTON TWEED PANTS—From \$1.95 to \$2.45 pair.

SPECIAL! BOYS' KNICKERS—Ages 4 to 10 years, in splendid English Wool Tweeds. Only 200 pairs—\$0c. a pair. See these at once.

COTTON TWEED—A very special line at 30c. yard.

Bon Marché Cash Store

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USE THESE

HIGH GRADE TOBACCO

SAILOR'S PRIDE PLUG SMOKING.

MOONSHINE PLUG CHEWING.

U.S. MARINE A NEW FLAKE CUT TOBACCO For Pipe or Cigarette.

ASK FOR THEM.

John Rossiter, DISTRIBUTOR.

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Our Winter Stock!

7000 TONS

Best Screened North Sydney Coal and 3000 TONS

Best Welsh and American Anthracite Coal

HAS ARRIVED

M. MOREY & CO., Ltd.

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NOW IN STOCK:

100 Bbls. CHOICE NOVA SCOTIA BALDWIN'S, No. 1's and 2's APPLES.

50 Crates CABBAGE; good sound stock.

100 Cases VALENCIA ONIONS—3's

30 Bags GREEN GRAPES.

50 Cases CALIFORNIA ORANGES.

50 Boxes WINESAP APPLES—count 158's

BURT & LAWRENCE

14 NEW GOWER STREET.

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Cast Iron

Holloware

2, 2 1-2, 3, and 4 Gallon

BOILERS

Oval and Round

TINNED INSIDE.

Wm. J. Clouston, Ltd.

184 WATER STREET.

P.O.B. 2079.

jan2.th.m.ty

You be the Judge!

It's strictly up to you to say whether our Tailored-to-Measure Clothes are any better than any other Clothes.

We believe they are, and must prove it to you before you will want to buy; and we believe we can prove it, as we are doing it every day to men of good taste and good judgment in Clothes buying.

Here is your trial order: We make Trousers from \$7.00 up. Suits from \$35.00 up.

E. D. SPURRELL

365 Water Street St. John's.

WM. SPURRELL

210 Duckworth St. Branch: Grand Falls.

Have us send you samples and measuring forms if out of town.

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GOOD NEWS FOR EVERY WOMAN

THE PICTOGRAF.

At last! Every woman who can thread a needle can now make clothes for herself and family! No more risk! No more doubt! No more hesitation! The Pictograf has arrived! APRIL PATTERNS—PICTORIAL REVIEW

CHAS. HUTTON

HOME OF MUSIC.

222 Water Street.

Dominion Life ASSURANCE COMPANY

HEAD OFFICE - WATERLOO, ONTARIO

EXTRACT FROM 1928 REPORT—

Business Issued \$13,903,185
Business in Force 65,796,389
Payments to Policyholders 700,060
Income 2,650,093
Assets 9,386,469

ROBERT DAWE,

General Agent.

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Insure with the Good, Old, Reliable "QUEEN"

Which has stood "the test" for the last 80 years, particularly in the Big Fires of 1846 and 1892.

Losses settled promptly and without the least hitch. Largest number of policy holders in Newfoundland.

GEO. H. HALLEY, LIMITED, Agents.

P.O. Box 782.

ADRAIN BUILDING.

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185 WATER STREET.

Nfld. Government Railway.

CROSS-COUNTRY PASSENGER TRAIN SERVICE.

Express train will leave St. John's Depot 1 p.m. Tuesday, March 25th, going through to Port aux Basques, making connection with S.S. KYLE for Canadian and American points.

SOUTH COAST STEAMSHIP SERVICE.

Passengers leaving St. John's on 8.45 a.m. train, Tuesday, March 25th, will connect with S.S. GLENCOE, for usual ports en route to Port aux Basques.

Nfld. Government Railway.

RED CROSS LINE!

NEW YORK. HALIFAX. ST. JOHN'S. PROBABLE SAILINGS FOR MARCH.

From New York. From St. John's.

March 22nd ROSALIND March 29th
March 29th SILVIA April 5th

THROUGH RATES QUOTED TO ALL PORTS.

Round-trip tickets issued at special rates with six months' stop-over privileges.

WINTER PASSAGE RATES EFFECTIVE.

BOWRING & COMPANY, 17 Battery Place, New York, General Agents.

G. S. CAMPBELL & CO.,

HALIFAX, N.S.

HARVEY & CO., LTD.,

ST. JOHN'S, Nfld.

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Agents,

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CANADIAN NATIONAL RAILWAYS

TRAVEL ACROSS CANADA "NATIONAL WAY."

"THE CONTINENTAL LIMITED" Leaves Montreal 10.00 p.m. daily for Winnipeg, Edmonton, Vancouver.

Superior all-steel equipment, consisting of Coaches, Standard and Tourist Sleeping Cars, Dining Cars and Drawing-Room

Compartment-Observation Cars.

FROM ALL MARITIME PROVINCE POINTS

the best connections are via "OCEAN LIMITED" "MARITIME EXPRESS."

For further information, Fares, Reservations, etc. Apply to

R. H. WEBSTER, Acting General Agent.

Farquhar Steamship Company

S.S. "SPES"

Leaves Boston March 26th, and Halifax March 29th, direct for St. John's. Leaves St. John's April 2nd.

For freight space, etc., apply to

FARQUHAR STEAMSHIP COMPANY, LTD. Halifax, N.S.

HARVEY & COMPANY, LTD., St. John's, N.F.

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We are now delivering the BEST COAL on the market, at \$12.50 per Ton.

This Coal is uniform size, contains no slack and no rock. This is not just Scotch Coal. This is Genuine "BURNSIDE."

Also, North Sydney (Screened) \$13.50 per Ton.

Anthracite Coal—all sizes.

A. H. MURRAY & CO., Limited,

Coal Office Phone 1867.

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