

## Oranges and Onions.

Per S.S. "Almeriana,"  
 30 cases SWEET ORANGES,  
 50 cases SMALL ONIONS.  
**George NEAL.**

## Grace & Beauty

Are the main attributes of  
 Our NEW SPRING MODELS in

## Ladies' Coats.

The Fine Quality,  
 Splendid style, and  
 Low Prices of our Coats make a  
 Combination that is hard to beat.

## S. MILLEY.

JUST IN TIME!  
 APRIL and MARCH MAGAZINES.

The Very Latest Paris, British and American  
 Fashion Journals.

American Illustrated, Argosy,  
 Ansley's, Cosmopolitan, Munsey's,  
 McClure's, Broadway, Strand,  
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 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.; Deli-  
 neator, 10c.

Ladies' Home Journal, 18c.; Woman's  
 Home Companion, 18c.  
 Weldon's Illustrated, 6c.; Mrs. Leach's  
 Child's Dressmaker, 5c.  
 Jose Lille's Prac. Dressmaker, 6c.  
 Jose Lille's Juv. Fashions, 6c.  
 Delineator, 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.**

## VICTORIA!



The Great \$2.50 Boot for  
**\$2.00.**

We have just placed on our shelves  
 a complete line of the wonderful  
**Victoria Boot** for women.  
 Made in Box Calf, Vici and Tan,  
 Button, Blucher and Lace Styles—all  
 one price, **\$2.00.**

PARKER & MONROE, THE SHOE MEN.

## Onions, Oranges, etc.

Due to-day (MONDAY) per "Almeriana,"  
 50 cases Silverpeel ONIONS,  
 25 sacks Silverpeel ONIONS,  
 40 cases Sweet ORANGES,  
 20 cases Sweet ORANGES—extra large;  
 10 cases Large LEMONS.  
 Our shipment of New American Cabbage will be due  
 about Thursday next.

**Edwin Murray.**  
 Job Printing Executed!

## Metzler's Nineteen Ten Dance Album.

1. LA DANSE DES APACHES.....Cuthbert Clarke.
2. BOATING—Waltz.....Archibald Joyce.
3. INVITATION—Waltz.....Theo. Bonheur.  
 On Kathleen Barry's Popular Song.
4. CARMEN—Lancers.....Chas. Godfrey.
5. A DAY IN PARIS—Two Step.....Cuthbert Clarke.
6. ROMPING—Quadrilles.....Warwick Williams.
7. SILVIA—Waltz.....F. Peixoto da Silveira.
8. FUNNY PACKET—Barn Dance.....Leonard Gantier.
9. COUTE QUE COUTE—Polka.....E. Waldeufel.

Price—25 cents.

CHARLES HUTTON, Sole Agent for Nfld.



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## LUMBER

That is what happens when you  
 buy Lumber from our yards. We  
 aim to sell the best at the LOWEST  
 figure, and our patrons are all satis-  
 fied that we do it.

HORWOOD LUMBER CO., LTD.

## J. J. HENLEY, To the Trade,--

The Leading  
 Mattress  
 Manufacturer.

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 612.

Factory and Office,  
 Henry Street,  
 St. John's, - - Nfld.

If you want Mattresses that  
 will sell quickly and give satis-  
 faction to your customers, buy  
 none but HENLEY'S

Having enlarged our Fac-  
 tory and installed the latest Ma-  
 chinery, we are now in a posi-  
 tion to turn out any quality or  
 quantity at the shortest notice.

We also carry a full line of  
 SPRINGS, BOLSTERS, PILLOWS,  
 COUCHES and CHAIRS.

We make a specialty of  
 Steamship Upholstery.

## "What Relish is in This."

- 2 lb. Tins Lima Beans ..... 10c. tin.
- Baltimore Cove Oysters ..... 12c. tin.
- Mussels ..... 14c. tin.
- Assorted Soups ..... 9c. tin.

## Scotch Oat Cake.

- Mince Meat ..... 10c. pkt.
- Epp's Cocoa ..... 10c. tin.
- Cadbury's Cocoa, Van Houten's Cocoa,  
 Milk Cocoa, Coffee and Milk.

J. J. ST. JOHN, 136 & 138 Duckworth St.

## This is the Man



Harry W. deForest.

Who studied the likes and dis-  
 likes of Newfoundland Tea  
 drinkers, one of the reasons  
 his STANDARD bulks, and  
 UNION BLEND in packets  
 are such good sellers.

Do You Handle Them?  
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Best and Cheapest Wholesale House in the City.

A complete stock of the newest American and  
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**Goods- Top Shirts Flannellettes, etc.,** and  
**Fleece-lined Underwear—special make.**

Please See Our Prices.

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## 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 Acme of Style and  
 Cheapness.

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## GENUINE BARGAINS

## 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 60c.,  
 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.

PULSISSE 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 un-  
 satisfactory "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 ex-  
 change. 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 Ex-  
 hibits appointed by the General  
 Committee of the "Festival of Em-  
 pire," 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 Exhi-  
 bits intact is guaranteed.

A. H. SEYMOUR, Convener,  
 Sub-Committee on Sporting Exhibits.  
 mar23, 6p

## 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 shil-  
 ling's worth of bread than a shilling's  
 worth of beef or pork. But the prob-  
 lem is not done with yet. The shil-  
 ling'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.

## S. S. "ARGYLE"

Leaves Placentia, To-morrow, Thursday, March 31st  
 after arrival of 8.45 a.m. Train from St. John's, for the following  
 ports:—

- |                 |               |
|-----------------|---------------|
| SHIP HARBOUR    | SOUND ISLAND  |
| RAM'S ISLAND    | BLACK RIVER   |
| RED ISLANDS     | WOODY ISLAND  |
| INDIAN HARBOUR  | BARRON ISLAND |
| ROSE AU RUE     | TACK'S BEACH  |
| HARBOUR BUFFETT | BUR'GO        |
| HAYSTACK        | ST. LEONARD'S |
| BRULE           | ISLE VALEN    |
| NORTH HARBOUR   | MERRASHEEN    |

Freight received daily for above Ports.

## Reid Newfoundland Company

## THE ROYAL CIGAR STORE,

UNDER NEW MANAGEMENT,

IS NOW WIDE OPEN for BUSINESS.

## Telegram Ads. Pay