

REID-NEWFOUNDLAND CO.

St. John's, Newfoundland.

Columbia Multiple Battery



For Motor Ignition & Lighting.

Absolutely reliable in any kind of service. Easy to install. No future attention needed. Economical from the start. No expense during its life, for upkeep or renewals. Exceptionally long life. One lasts a season. Waterproof. Won't freeze. No acid. Simply and strongly made. No loose or breakable parts. Adaptable to any car or boat. Any operating conditions. Any type of ignition system. Equally good for auxiliary or continuous use. Gives warning before exhaustion. Every Motorist needs it.

Reid-Newfoundland Company.

FARMERS & GARDENERS

Now is the time to order

CLOUSTON'S IMPROVED FERTILIZER.

We can supply you with Special Crop Producers suitable for

- CLASS (A)—Potatoes.
- CLASS (B)—Grains and Grasses.
- CLASS (C)—Cabbage, Celery, Parsley, Lettuce and Cauliflower.
- CLASS (D)—Turnips, Mangolds, Carrots, Parsnips, Radishes.

Price \$2.00 per sack of 150 lbs. net weight.

Circular giving directions how to apply them on application to

JOHN CLOUSTON,

Tel. 406. mar31.2m.eod 140-42 Duckworth St.

Men's SPRING SHOES in CORRECT STYLES.



Right here is where you'll find them, Sir. Patent Kid, Patent Colt, Vici, etc., are the favorite leathers.

Handsome new shape lasts; the new Military heels and all the New Spring Kinks. Every size — every width.

\$3.00, 3.50, 4.00 to 5.00 is the Price Range.

The Man who takes pleasure in wearing fine, smart, well-fitting Shoes will find here exactly the Shoes he's looking for.

PARKER & MONROE, Ltd.,
THE SHOE MEN.

DO YOU SMOKE any old Hag, or do you smoke **De Reszke Cigarettes?** In one short week all the Cigarette connoisseurs in St. John's have placed orders for DE RESZKE CIGARETTES. They know a good thing when they smoke it.

In stock:
DE RESZKE "Tenor"—Turkish.
DE RESZKE "American"—Virginian.
DE RESZKE "Soprano"—Ladies.

(The girls have all sworn off for Lent, so there hasn't been much doing in the latter.)

Telephone your order.
P. E. Outerbridge,
Sole Agent for Newfoundland,
137 WATER STREET.
Phone 60.

A Canada Life Actual Result!

NET CASH RETURN MORE THAN TWICE THE COST.
W. J. Robertson, Welland, 12th June, 1911.
Agent CANADA LIFE ASSURANCE CO.,
Port Hope, Ontario.

Dear Sir,— When acknowledging receipt of the Company's cheque for my matured Endowment Policy No. 24937, I desire to avail myself of the opportunity to express my satisfaction with the outcome of my investment.

The policy was payable to me at age 65, with ten premiums of \$48.00 each. The return under it is as follows:
Sum assured .. \$1,000.00
Dividends added .. 466.44
Total amount payable .. \$1,466.44
Deduct total premiums paid .. 480.00
\$ 986.44

That I should have insurance protection free for all these years and now have over twice the amount of my premiums returned to me in cash is a most satisfactory outcome and I heartily congratulate you on it.

Yours very truly, **GEO. ROSS,**
A CANADA LIFE POLICY PAID.

C. A. C. BRUCE, Manager, St. John's.

The Crescent Picture Palace

Monday and Tuesday, the Great Northern Film Co.'s 3 Reel Special,

The Flying Circus,

A Spectacular Film.

THE RIVAL CANDIDATES—in which a husband and wife are nominated for Mayoralty honors.

MISS LOUISE ARKANDY, Vocalist and Violinist.

On Wednesday and Thursday,

THE LIGHT WOMAN—Adapted from Robert Browning's poem.

It's So Easy

To transform every room in your home to bright and cheerful newness. A little Paint, Varnish and Wall Colour will do it, but be sure you get the right kind of material or your work will all be lost. We carry a large stock of

Brandram-Henderson
ENGLISH PAINTS
Guaranteed
100 per cent. PURE.

- Sapolin Varnish Stain.
- China Lac—the perfect Stain.
- Harland's White Enamel.
- Harland's Bath Enamel.
- Linoleum and Floor Varnish.
- Crack and Seam Filler.
- Copal and Furniture Varnish.
- Brunswick Black.
- Presco-Tone—a flat oil wall finish.
- Prescota—a cold water Paint.
- Marbleine.
- Gold and Silver Enamel.
- Stove Pipe Enamel.
- Vanisher—for removing old paint.
- Patent Driers.
- Knotting Shellac.

PAINT BRUSHES for all purposes at any price you like.

BOWRING BROS., Ltd., Hardware
PHONE 332.

Advertise in The Telegram.

NEW ARRIVALS!

From the world of fashion to you. Now showing:
Ladies' New Spring and Summer Hats.
Ladies' Lawn, Silk and Lustré Blouses.
Ladies' Sports' Coats in asstd. colors.
Ladies' Black & Colored Coats, leading styles.
Also Ribbons, Flowers, Laces, etc., etc.
We make and trim Hats to order.

WILLIAM FREW.

THE EASTERN TRUST COMPANY.

The business of the The Eastern Trust Company is to administer Trusts. In this work it specializes, and it does so other. But no kind of trust is foreign to its scope or beyond its power to administer efficiently.
The Eastern Trust Company never speculates. It invests. It depends for its prosperity upon the efficiency of its management of its clients' business and upon the security of its investments.
The Eastern Trust Company executes the office of executor or administrator with unexampled efficiency, and its usefulness in this field is becoming rapidly more availed of.
For instance:—In St. John, New Brunswick, where it has quite lately established a branch, the estate of James Ready, of Fairville, which has been sworn to under \$651,300.00, is being administered by The Eastern Trust Company as one of the joint executors of Mr. Ready's will.
In Halifax, Nova Scotia, again, The Eastern Trust Company has just been chosen to administer the estate of Captain William Fleming, which is valued at more than half a million dollars.
The Company now administers many estates which in value amount to several millions of dollars. Particulars will appear in later advertisements.

The Eastern Trust Company can execute this function of executor or administrator as efficiently in Newfoundland as it can in Nova Scotia, Quebec, or New Brunswick.
The Eastern Trust Company requires commodious offices on Water Street. Apply to

HERBERT KNIGHT,
Law Chambers,
Manager for Newfoundland.
nov14.2m.eod

SKINNER'S Monumental Art Works

(Estab. 1874.)
329-333 Duckworth St.,
St. John's, Nfld.



Headstones and Monuments in great variety. Any price and any size. Send post card for Catalogue of photo designs and price list. We are now booking orders for spring delivery. Genuine stone sockets supplied with all headstones.

feb14.3m.eod

Lazell's MASSATTA



A NEW AND TOTALLY DIFFERENT TALCUM POWDER

Not only softer, smoother, more satisfying than any other, but distinguished by the "True Oriental Odor," a fragrance inimitable in its subtlety and charm.

In addition to Massatta, we carry a complete line of Lazell's Famous Specialties, including the most exquisite Toilettes, delightful Toilet Waters, superb Creams, and Powders of unquestionable excellence.
At all Druggists, St. John's, Nfld.

MINARD'S LINIMENT CURES GARTER IN COWS.



Insist on Getting "WINDSOR" SALT. It is guaranteed absolutely pure.

Phone 538 Box 604.

Paschal Candles.

48 Inch. Beautifully Decorated.

GARRETT BYRNE
BOOKSELLER AND STATIONER.

NEW CABBAGE, etc.

To arrive ex s.s. Morwenna this week:
50 crates CHOICE NEW GREEN CABBAGE.
50 bbs. APPLES (Speys and Ben Davis).
And at end of week ex s.s. Almeriana:
30 cases CHOICE SWEET ORANGES.
30 cases SILVERPEEL ONIONS.

Also in stock:
Good P. E. I. PARSNIPS, OATS, HAY, etc.
PRICES RIGHT.
BURT & LAWRENCE, 14 New Gower Street