

**Where You Get
Lowest Prices
at Headquarters**

In Stock Mar. 27th:

- 1000 Bags Bran
- 2000 " White Oats
- 500 " Whole Corn
- 500 " Crushed Corn
- 1500 " Cornmeal
- 500 " "Diamond" Gluten
- 2000 Bales No. 1 Flax

Phone 264---17---1420

George Neal

Limited.

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.

mar 4, 11

Shellac! Shellac!

DON'T USE SUBSTITUTES.

Ask your dealer for

"MATCHLESS"

A PURE SHELLAC in ORANGE & WHITE.

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.

mar 6, 17, eod

**New American
CABBAGE, etc.**

On the "Rosalind," due Thursday forenoon, and selling at Lowest Prices.

- NEW AMERICAN CABBAGE—
(Crates—Fancy Stock).
- "SUNKIST" CALIFORNIA ORANGES.
- "WINESAP" APPLES—(Boxes).
- SILVERPEEL ONIONS (100-lb. Sacks).

— ALSO —

Our regular weekly shipment of **NEW LAID EGGS** (positively guaranteed) in Cases 30 Dozen each.

Lowest Prices

F. McNamara

PHONE 393 QUEEN STREET

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. Beck's Cove.

**Spring
Overcoatings!**

It is now time to leave off your Winter Weight. You can't go in your Jacket: so MAUNDER'S for yours. We have something sober and stylish and can also give you the "snappy" in Spring Overcoatings. If you want to fix up until you get your next Suit, we can match you with trousers or any other garment.

John Maunder
TAILOR & CLOTHIER
St. JOHN'S, N.F.

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.

jan 11, 6, eod

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.

Optical Repairs

Prompt Service—Accurate work
—Large Stocks of Lenses and Frames—and the ability to serve you well makes our OPTICAL REPAIR SERVICE the most desirable in the city.

Mail Orders looked after just as carefully as if given to us personally.

T. J. DULEY & CO. LTD.
RELIABLE
OPTICIS & OPTICIANS.

**Wonderful Values!
LADIES' BOOTS!**

BLACK ONLY \$2.75 PAIR.



MAHOGANY ONLY \$2.75 PAIR.

LADIES' BLACK VICI KID BOOTS—Medium Cuban Heel; all sizes. Only \$2.75 Pair.

LADIES' MAHOGANY CALF BOOTS—Medium Cuban Heel, Goodyear welt; all sizes. Only \$2.75 pr.

LADIES' VICI KID 1-STRAP COMFORT SHOE—Rubber Heel. Only \$2.50 Pair.

F. SMALLWOOD,
THE HOME OF GOOD SHOES, WATER ST.

feb 18, m, th, a, 11

— THE —
**Dominion Life
ASSURANCE COMPANY**

HEAD OFFICE - WATERLOO, ONTARIO

EXTRACT FROM 1923 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.

mar 18, 18, eod

Forty-Five Years in the Service of
the Public—The Evening Telegram.

**Newfoundland
Government Railway**

Operating TRAIN SERVICE.
COASTAL STEAMERS.
EXPRESS SERVICE.
DOCK YARD.

Travel and Ship Your Freight via
Your Own Transportation System

**The Sight of a
Lifetime!**

Our Buyer's entry into the British markets with a large cheque book, looking for only Job Lines from manufacturers that they wanted to clear, meant just the right goods for us.

We are busy opening up cases every day, and what a sight!

We only wish we had the opportunity to show everybody in Newfoundland these wonderful values.

General Dry Goods of every description are included in this

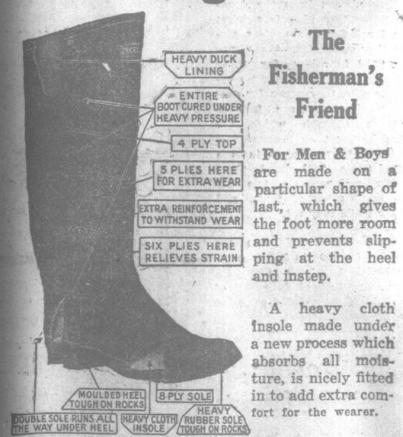
THE BIGGEST BARGAINS EVER OPENED.

Bon Marché Cash Store

266 WATER STREET.

mar 22, s, tu, th, fr

Excel Long Rubbers



The
**Fisherman's
Friend**

For Men & Boys are made on a particular shape of last, which gives the foot more room and prevents slipping at the heel and instep.

A heavy cloth insole made under a new process which absorbs all moisture, is nicely fitted in to add extra comfort for the wearer.

ASK YOUR DEALER FOR "EXCEL" BOOTS.

Sold by all reliable dealers from coast to coast.

— Distributed by —

Parker & Monroe, Ltd.
SHOE STORES.

jan 24, th, s, tu

NOW IN STOCK:

- 100 Bbls. CHOICE NOVA SCOTIA BALDWIN; No. 1's and 2's APPLES.
- 40 Crates CABBAGE; good sound stock.
- 100 Cases VALENCIA ORANGES—5's.
- 50 Kegs GREEN GRAPES.
- 20 Cases CALIFORNIA ORANGES.
- 50 Boxes WINESAP APPLES—count 187's.

BURT & LAWRENCE
14 NEW GOWER STREET.

mar 28, 11