

REID NEWFOUNDLAND COMPANY.

A LAMP For Every Requirement

If you wire your place of business or home for Electricity and find that your lighting requirements are of a special and difficult nature, you have at your disposal various types of Lamps in all shapes and sizes—Lamps made particularly for your individual conditions.

It is this ability to specialize—make illumination to order—that has made Electricity the STANDARD, to which all other lighting methods are compared.

We will plan an Electric Light Installation to suit your individual requirements and furnish complete wiring estimates without charge. A post card or phone call for further information will receive immediate attention.

Reid Newfoundland Company

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. Bread made from

ROYAL HOUSEHOLD FLOUR

contains more nourishment than any other, because it contains the greatest amount of gluten, the health-giving nutriment of wheat.

J. J. ST. JOHN.

HALIFAX SAUSAGES,
Valencia Onions,
Valencia Oranges,
Choice Canadian Butter,
Carrots, Parsnips, Beets,

10 BAGS

NEW TIMOTHY HAY SEED.

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

PORTRAIT WORK

IS THE MOST IMPORTANT BRANCH OF PHOTOGRAPHY, but

Copying, Enlarging, Reducing, Landscape Work, Lantern Slide Making, Framing, Amateur Work, all require the best possible attention, and we give everything we do our best attention.

THE HOLLOWAY STUDIO,

Corner Bates' Hill and Henry St. 134, 135

SEED POTATOES

Just landed ex "Durango,"

25 sacks New Brunswick Seed Potatoes.
50 sacks "Beauty Hebron" Seed.
20 boxes Canadian Cheese.
20 bunches Ripe Bananas.
50 sacks P. E. I. Parsnips. CHEAP and GOOD.

Edwin Murray.

PAROID ROOFING

REQUIRES NO COATING!

Sold in rolls of 108 square feet complete, with Rust Proof Tins and Nails. Also, CEMENT for laps, and full instructions for laying, which anyone can do.

SEND FOR SAMPLE.

Empire Wood-Working Co.,

Ltd., Water St., East, St. John's,
Sole Agents for Newfoundland. ap11,1m

Typewriting Paper and Ribbon.

Invincible Typewriting Paper is the most satisfactory paper on the market. We keep it in laid, wide and linen finish, light, medium and heavy weight. Letter and Foolscap size.

Ribbons for the Smith Premier, in
Black Record,
Purple and Red Record,
Blue,
Purple Copy,
Purple Non Copy,
Auto Purple Copy,
Purple Non Copy.

Ribbons for Remington,
Purple Copy,
Purple and Red,
Purple Non Copy,
Blue.

Ribbons for Empire,
Purple Copy,
Purple Record.

Dan's Special Ribbons for Duplicators,
Dan's Duplicators—\$7.50 each.

DICKS & Co.'s Popular Bookstore.

LOBSTER PACKERS.

We carry in Stock everything necessary for LOBSTER PACKERS.

ANCHOR BRAND CANS—1 lb. and ½ lb.
Sheet and Ingot Tin, Pig Lead.

Bar Copper, Soldering Irons.

FLUX in pint, quart, half gal. and gallon tins.

Parchment Sheets, Bags and Linings.

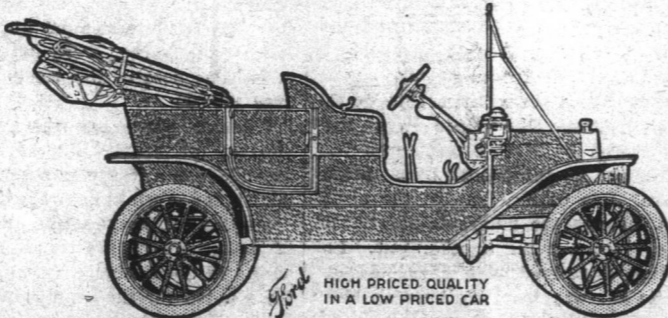
Rope, Twine, Nails and other requisites.

ROBERT TEMPLETON.

may2,1f

FORD CARS!

High Priced Quality in a Low Priced Car.



Cheap as a Horse and Carriage to run, will travel 30 miles on a Gallon of Gasoline; will climb any hill on the high gear; Low cost of maintenance; simplicity of control; smart appearance; efficient service.

Price with Windshield, Speedometer, Top and Tools, Five Lamps and Generator—\$1,250 landed. Don't mind what others say, ask the owner of a Ford. For further particulars apply to Auto Ville Garage, King's Road, which will be open for business on or about April 21st. New Iron Building, new ideas, new accessories, plenty of assistants. Cars stored and cleaned; repairs executed properly and promptly at reasonable rates. Garage up to date in every particular. Electric light, gas, water and telephone; fine large entrance, open the year round, all night service. Will be at the Garage personally all time. Storage batteries charged by our own plant. Agent for Ford Cars, Rapid Motor Trucks, Ambulance and Fire Cars, etc. Republic Tires, and Woodworth Treads.

A Complete Line of Accessories on hand, consisting of:—Horns, Horn Bulbs, Horn Recs, Lamps, Lamp Tubing and Gas Burners, Jacks, Grease Guns, Goggles—Ladies' and Gents, Tires and Tubes, Tire Powder, Pump Connections, Inside Tire Patchers, Reliance Spark Plugs, Red Head Spark Plugs, Splitfire Spark Plugs, Sizes A, L, A. M., Metric ½ in. standard; Battery Boxes and Clip Terminals, Tire Lugs and C. O. T. Tire Specialties, Panhard Transmission Grease—can be put in with Grease Gun, Best Calcium Carbide.

GEO. PARSONS, Proprietor and Manager.

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.

NOW is the TIME FOR Spring Cleaning!



SEE OUR

LACE CURTAINS

50c. to \$10.00

per pair. Also,

CURTAIN NETS,

12 cts to 40 cts

per yard.

BOWRING BROS.,

DRAPERY DEPT.

BOOKS on COOKING

By MRS. De SALIS,
Author of the "A La Mode" series of
Cooking Books, &c.

Dressed Game and Poultry—A la mode, 45c.
Dressed Vegetables—A la mode, 45c.
Entrées—A la mode, 45c.
Floral Decorations, 45c.
Savouries—A la mode, 45c.

Sweets and Supper Dishes—A la mode, 45c.

Mrs. Beeton's all-about Cookery Book; new edition, 585 pages, illustrated with colored plates; cloth, 90c.

Mrs. Beeton's every day Cookery Book, 750 pages, illustrated with colored plates, \$1.20.

Mrs. Beeton's Family Cookery Book; entirely new edition, 865 pages, illustrated with colored plates, in half leather binding, \$1.50.

Mary Ronald's Century Cook, containing a group of New England Dishes, by Susan Coolidge; 580 pages, fully illustrated, \$2.00.

Mrs. Beeton's Household Management: "The best cookery book in the world." As a gift or presentation volume for any purpose, or at any period of the year, Mrs. Beeton's "Household Management" is entitled to the very first place. The book will last a life time and be a constant help; 2,056 pages, with colored illustrations, \$2.10.

GARRETT BYRNE

Bookseller & Stationer.

25 TONS

No. 1 HAY,

BRAN.
HOMINY FEED.
CORN MEAL.
OATS.
CORN.
CLIMAX FEED.
SUCRENE.
CORN, BARLEY and OATS (mixed.)

FLOURS:

ROBINHOOD.
FIVE ROSES.
VERBENA.
BUFFALO.
ROYAL HOUSEHOLD.
QUEEN OF ROSES.
STOCKS PATENT.

FRESH EGGS, 20c. Doz.
3 lb. TIN BEET, 15c.
3 lb. TIN CARROTS, 15c.
3 lb. TIN PARSNIPS, 15c.

Ex S. S. Durango.
8 Kegs HALIFAX SAUSAGES.
10 Bbls. RED APPLES.

T. J. EDENS

REMOVAL NOTICE.

The subscriber has removed his residence from No. 1 Carnell Street to No. 143 Hamilton Street, and is prepared to attend to all calls, day or night, with the same promptness as heretofore.
S. G. COLLIER,
Funeral Director.
Night Phone, 614. Day Phone, 253.
ap30,61



All of the Latest British and American Novelties.

STEER BROTHERS.

FARMERS!--You Are Interested.

Improve your worn out Land and make it both PROFITABLE and PRODUCTIVE by using the right kind of Fertilizer.

We have Just Landed

326 Bags Best Nitrate Soda.

ORDER NOW—We guarantee the price will suit you. BE SURE you have it in order that you will begin your season's work early.

George NEAL.

FOR ONE WEEK ONLY

We will offer to Electric Light Consumers in St. John's the following Bargainings in the now famous METAL FILAMENT LAMP, which gives a much better light than the old type, and saves 70 per cent. on your Electric Light Bill:

150—12 Candle-Power, for 50c. each
250—16 Candle-Power, for 50c. each
100—25 Candle-Power, for 75c. each
100—32 Candle-Power, for 75c. each
100—50 Candle-Power, for 75c. each

In addition to above we have a few Electrical Portable Lamps, in the VERY LATEST designs, which we will clear out at Factory Prices.

THIS OFFER HOLDS GOOD FOR ONE WEEK ONLY.

Phone 696.

P. O. Box 296.

P. C. MARS, Board of Trade Bldg.

We're Easy!

Five Dollar Greenbacks are Burning Holes in our Pockets.

Do You Want One?

Save the Alphabet Cards in all pound packets of Union Blend Tea, bring to us and get the money.

H. W. de FOREST TEA CO'Y.

ap21,1f



GENTLEMEN.—Our shelves are now replete with the choicest goods that the West of England can produce. All parts of Old England are famed for the excellence of their goods, but more especially the West, and, as regards that undecidable "thing" called style we know how, and can give full expression to that elusive quality. We please both young and old. You can have your choice of either English or American cut. Personal supervision given each order. Give us a trial and we have a customer. Thirty years experience in the tailoring line.

JOHN MAUNDER, 'THE' TAILOR,
281-283 Duckworth St., St. John's.

Free Lessons to Purchasers

Celebrated Columbia Zither,

At the Albion House, 13, New Gower Street,

Arthur B. Walker, Sole Agent for Newfoundland and Maritime Provinces.

No shop worn goods.—Imported direct from factory.
NOTE—The Columbia Zither is an improvement over the Autoharp and Regent Zither, and is also cheaper, size and durability being taken into account.
FOR SALE—A few Secondhand Autoharps, in good condition. ap27,61