

SATISFACTION!

A seemingly-low price is always attractive but frequently misleading. How often is heard the remark, "I would rather pay a little more and get the best."
As a matter of fact, that "little more" was necessary to obtain the BEST. Good things require a higher price to be good. There may be cheaper policies than ours, but would you be satisfied with their so-called protection?

U.S. FIDELITY & GUARANTY COY.,
CANADIAN HOME OFFICE—TORONTO.
J. J. LACEY, Nfld. GENERAL AGENT.

**HOWARD'S
Edinburgh Borax
SOAP!**

Admitted to be the finest piece of SOAP on the market. It is becoming more popular day by day. Use no other. Stocked by all the leading grocers both in the CITY and OUTPORTS.



The American Tailor.

CLOTHES SHOULD BE DESIGNED FOR YOU TO EXPRESS YOUR OWN PERSONALITY.
The vogue this season requires a Suit that appears to follow the lines of your figure comfortably. We tailor clothes to express refinement and character—and at reasonable prices.

BOX 445. **W. P. SHORTALL** PHONE 477.
300 WATER STREET. Nfld.
St. John's, Nfld.

**OFFICE
DESKS.**

For up-to-date efficiency your office must have correct equipment in every detail—The first and foremost its Desk—or Desks.

Here we offer our services with the very newest and most complete Desks ever built.

Of finest quality Oak, light commercial finish, very massively made, these Desks, besides giving the maximum of convenience to the user, lend an air of solid dignity to the most severely furnished office.

Get Our Prices on Office Desks.

U. S. Picture & Portrait Co.
Water St., St. John's.

STOCK for Week May 21st to 26th

CABBAGE PLANTS—Early and Late.
POTATOES—P.E.I.
CABBAGE—New in Crates.
BANANAS—Green and Ripe.
ORANGES—California, 176's & 216's.
ORANGES—Valencia's, 300's.
ONIONS—Egyptians, 42 cts.

PRICES RIGHT.
BURT & LAWRENCE
14 NEW GOWER STREET.

"RIM LAC"

THE LATEST THING IN OPTICAL SCIENCE.

Rim Lac on the edge of a lens greatly improves its appearance, leaving a smooth glossy finish which is most attractive, and prevents chipping of the edge, also cutting out the usual reflection of light from the edge of lenses.

MAY WE SHOW YOU THE ADVANTAGES OF RIM LAC?

R. H. TRAPNELL, Ltd.
Jewellers and Opticians, 197 Water Street.

Grocer's Headquarters

JUNE 4th.

WHITE'S MIXED PICKLES—16-oz. Bottles.
WHITE'S CHOW-CHOW—16-oz. Bottles.
DRIED APRICOTS—25" Boxes.
DRIED PEACHES—25" Boxes.
DRIED APPLES—40" Boxes.
PRUNES—70 to 80"—25" Boxes.
"EASTER" BRAND SEEDED RAISINS.
CANNED APRICOTS and PEACHES.
BOYER'S and SILVERDALE TOMATOES.
—GET OUR PRICES ON JUMBO TOBACCO—

GEORGE NEAL, Ltd.,

Biscuits 37 Varieties Crackers



For the Family
**HARVEY'S
JELLY WAFERS.**

Rich Strawberry and
Cocanut Filling between
delicious Lemon flavo-
red Wafers.

Whatever the occasion show the daintiness of your taste by serving HARVEY'S WAFERS at your table. There is nothing more delicious or more exquisitely dainty that you can serve your guests.

A. HARVEY & CO., Ltd.,
MANUFACTURERS.

**Opportunity
Knocks at Your Door**

Wall Papers at Unusually Low Prices.

The papering season is nearly over. Many have not decorated as they would like to have done, because of the expense. The following will be good news to all such.

We find our stock is nearly sold out. We only have a few thousand pieces, eighty-four patterns in all. We have decided to reduce the price and effect a real clean-out to make room for new Fall Patterns.

Our Reduced Prices are:

12c. 16c. 20c. 25c. 40c. 50c.
50c. Line are Varnished Papers. Reg. \$1.00 per roll.
40c. Line are Oatmeals, 30" wide. Reg. 80c. per roll.
25c. Line are Tapestries, etc., worth 70c. to 90c. per roll

ROBT. TEMPLETON, Wall Paper Specialists

The Globe Indemnity Co., of Canada.

— Affiliated with the

**Liverpool and London and Globe
WITH ASSETS OF \$100,000,000.**

We have recently been appointed General Agents for the above Company, to transact Personal Accident, Sickness, Automobile, Fidelity Guarantee, Burglary, etc., and Plate Glass Insurance.

Our Motto—Service, Courtesy, Liberality in settlement of Claims.

BOWRING BROTHERS, Ltd.
may17, eod, 6m

BON MARCHE SPECIALS

ALL WOOL SERGE, 44" Wide 85c. yard.
NAVY, BLACK, COATING, GREY, CARDINAL.

Biggest Selection of COTTON PIECE GOODS at all prices from 15c. to 45c. per yard.

Men's Wool Sox . . . 30c. pair | Men's Cotton Sox . . . 20c. pair
CHILDREN'S COTTON HOSE, BLACK, WHITE and TAN at all prices from 15c. pair.

Men's Chambray Shirts . . . 89c. | Men's Cotton Tweed Pants . . . \$2.45

BON MARCHE SPECIALS

260 WATER STREET. OPEN AT NIGHT.



Gossages
**Magical
Soap.**

HARD WEARING

Made by a Firm of World-wide Reputation for Excellence & Uniformity of Quality.

WILLIAM GOSSAGE & SONS LTD., WIDNES.

JOB'S STORES, Ltd.

Agents.



When you are "waiting around again" or at functions where full dress is usually worn, don't you feel out of place with a jacket on? Now is the time to leave your order for Full Dress or Tuxedo. Our prices for these Suits are remarkably reasonable. For special parades, or social calls, we can give you something within your means in a Prince Albert, or Morning Coat. We specialize in these garments.

JOHN MAUNDER

TAILOR & CLOTHIER,
281-283 Duckworth Street.

12,000 SIDES AMERICAN SOLE LEATHER.
1,200 FEET BLACK UPPER LEATHER.
Large Quantity of CHAINS & ANCHORS.
Also, AMERICAN PLYMOUTH STEAM TARED MANILLA ROPE—All Sizes.
And all kinds of Ships' Supplies.

North Am. Fur, Hide and Metal Co'y.,
Water Street West (Next Door Reid Electric Store).

Reid-Newfoundland Co., Limited

S.S. GLENCOE I

SOUTH WEST COAST SERVICE.

Passengers leaving St. John's on 8 a.m. train, to-morrow, Wednesday, will connect with S.S. Glencoe at Argentia, her usual ports between Argentia and Port aux Basques.

Reid-Newfoundland Co., Limited

FIRE INSURANCE

QUEEN INSURANCE CO. of America

THE GREAT AMERICAN INS. CO. OF NEW YORK.

Capital practically unlimited. The largest number of Policyholders in Newfoundland.

Absolutely no trouble when a loss occurs.

PHONE 625. P. O. BOX 784.
GEO. H. HALLEY, Agent.
ADRAIN BUILDING, 165 WATER STREET.
Jan 2, tu, s, t

For Sale

NEW DURANT TOURING CARS.

FORD TOURING CAR—Starter and demountable wheels, shock absorbers, Stromberg Carburetor, perforated body, Silver Radiator Shell; perfect condition. Five practically new tires including spare wheels. Bargain.

FORD TOURING CAR—Overhauled and painted perfect condition; good tires.

FORD TRUCK—Overhauled; new tires; perfect condition.

REBUILT FORD TRUCK—Good condition. A bargain.

OVERLAND SEDAN—Thoroughly overhauled and painted; five new tires. Battery in A. 1. condition.

2 BRISCOE TOURING CARS—Overhauled and painted; good tires, etc.

PARSONS

THE AUTO MAN. KING'S ROAD.
apr 18, eod

Eggs for Hatching

The following members of the Newfoundland Poultry Association have Hatching Eggs for sale at the rate of 20c. each.

G. R. Williams, Florence Grove, City, White Leghorns.
W. D. McCarter, Merrymeeting Rd., City, White Leghorns.

S. Emberley, 14 Wood St., City, Rhode Island Red.

S. J. White, Freshwater Rd., City, Rhode Island Red.

J. Duff, Freshwater Road, City, White Wyandotte.

Dr. A. C. Tait, Patrick St., City, W. Buff Rock, Red Cap.

C. Bennett, Sulva Street, City, Anconas.

W. Wilson, 35 Casey Street, City, White Wyandotte.

H. McNeil, Freshwater Road, City, White Wyandotte.

E. Munn, Waterford Bridge Rd., City, Rhode Island Red, S.C.

F. Perry, 258 Hamilton Street, White Leghorn.

ALL EGGS GUARANTEED 80 p.c. FERTILE.
W. D. McCARTER, Hon. Secy.
may 5, 8, 12, 15, 19, 26 — jne 2, 5, 16, 23, 26, 30

Morey's Coal is Good Coal

In Stock, Best Grades of

North Sydney Screened, Scotch Household and Anthracite

COAL.

M. MOREY & Co., Ltd.