

## Grocers' Headquarters

New arrivals Saturday, April 12th  
**New Green Cabbage, Crates**  
**California Oranges, 216s**  
**"Winesap" Apples, Boxes**  
**Large Cranberries, Boxes**  
**Silverpeel Onions, Sacks**  
**Can. Table Butter, 1-lb. Blocks**  
**Choice Spare Ribs, Barrels**  
**Special Plate Beef**  
**Special Family Beef**  
**P.E.I. Potatoes, 90-lb. Sacks**  
**Amer. Gran. Sugar, Brls.**

# George Neal

Beck's Cove Limited. Water St. East.

## ROCKWOOD'S

**PURE MILK CHOCOLATE IS THE BEST**  
 NUT MILK BARS.  
 PLAIN SWEET MILK BARS.  
 SILVER DEWDROPS, Etc.

The name "Rockwood" stands for all that is best and purest in High Grade Milk Chocolate. Demand Rockwood's and see that the name is on each piece.

**O. F. PRESERVES CO.**  
 284 Duckworth Street. Sole Agents for Nfld.  
 Phone 1395

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.

## Our Winter Stock!

7000 TONS  
 Best Screened North Sydney Coal  
 and 3000 TONS  
 Best Welsh and American Anthracite  
 Coal

HAS ARRIVED  
**M. MOREY & CO., Ltd.**  
 1713, eod, tf

## Shellac! Shellac!

DON'T USE SUBSTITUTES.

Ask your dealer for

# "MATCHLESS"

A PURE SHELLAC in ORANGE & WHITE.

Cost \$27.00. Receives \$220.00  
**"It Pays to be Protected."**

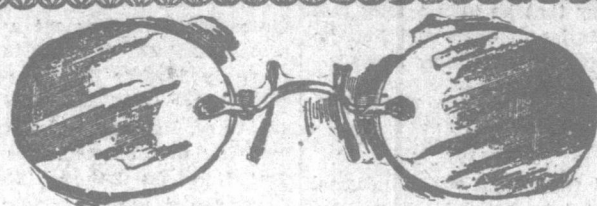
An important Government official who had the foresight to carry our Pilot Policy, suffered severe injuries in a motor accident necessitating several weeks of disability. We have already paid him a Sickness Benefit and he now draws down \$220 for his Accident.

This is only ONE of 80 claims paid in St. John's in 9 months, by a company which paid \$16,800,000 in 1923, and a total of \$97,000,000 since 1896.

ARE YOU PROTECTED?

**U.S. FIDELITY & GUARANTY COY.**

J. J. LACEY, Nfld. GENERAL AGENT.



**Newfoundland's Leading Optical House.**

We specialize on all kinds of Optical Work, and are in a position to give you the Best Optical Service.

Also, Dealers in  
**SILVERWARE, FANCY GOODS,  
 WATCHES, JEWELLERY,  
 NOVELTIES, ETC., ETC.**

THE HOUSE OF SERVICE.

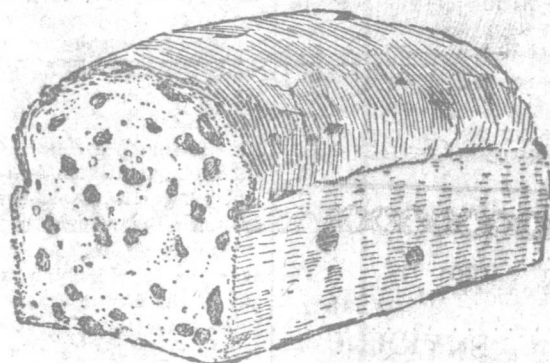
# R. H. TRAPNELL,

Limited

JEWELLERS & OPTICIANS

WHOLESALE & RETAIL

197 Water St. St. John's, Nfld.  
 feb7.eod



**Keep the Kiddies Nourished**

by giving them a slice of

**WALSH'S SWEET BREAD**

Made solely by

# THE CENTRAL BAKERY

Central Street.

mar27,131,th,s,m

## — 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 DAWES,**  
 General Agent.

mar18,131,eod

## A MESSAGE FOR THOSE PEOPLE WHO HAVE NOT YET INSURED.

We represent a Company with a world-wide reputation for prompt payment of Losses and a capacity to meet all obligations no matter how large.

WHY NOT INSURE WITH SUCH A COMPANY?

We shall be glad to quote rates on application.

**BOWRING BROTHERS Ltd.**

Agents for Newfoundland.

jan11,6m,eod

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

## Cabbage, Oranges, etc.

ON THE WAY

from New York, and due Thursday forenoon  
 ex. S.S. "Rosalind".

**NEW AMERICAN CABBAGE—(Crates)**

**CALIFORNIA "SUNKIST" ORANGES.**

**"WINEAP" APPLES—(Boxes)**

**CRANBERRIES—**

(Boxes) 10 to 12 gallons each.

— Also, —

Our usual weekly shipment of Guaranteed

**NEW LAID EGGS—Cases, 30 doz. each.**

LOWEST PRICES.

# F. McNamara

PHONE 393 QUEEN STREET

The Drawing Power of Our Bargains  
 is Stronger Than Ever!

WHY NOT PROFIT BY THE EXPERIENCE OF OUR

# Many Satisfied Customers

We have a wonderful all-Wool Ladies' Sweater Coat in 9

different colors at \$1.98. A marvel.

Our Ladies' all-Wool Slippers with half sleeves, are going fast

at 86c.

This Special Cream Flannelette, 18c. yard, was never made

at the price. Only 1,000 yards left.

The very best Gingham and certainly the biggest variety

we ever had, at 18c. yard.

We have a wonderful range of the better lines in Print,

Ginghams, Percales, from 15c. yard to 50c. yard. Wonderful

designs.

A Special Line of Ladies' Summer Vests, 19c. The Ideal

Vest, meantime is our 32c. with half sleeves.

Our selection of Hosiery has never been surpassed, from the

low lines at 25c. to the finest Silk Hosiery in the market at

\$1.75 a pair.

It is impossible for us to give you an idea of our Embroidery

in this ad., but we cordially invite you to see our selection at

once without fail. They are the talk of St. John's.

# Bon Marché Cash Store

266 WATER STREET.

mar22,s,tu,th,tf

# 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.

mar5,1y,eod

Insure with the Good, Old, Reliable

# "QUEEN"

Which has stood "the test" for the last 80 years, particularly in the Big Fires of 1846 and 1892.

Losses settled promptly and without the least hitch. Largest number of policy holders in Newfoundland.

**GEO. H. HALLEY, LIMITED, Agents.**

P.O. Box 782. Phone 658.

ADRAIN BUILDING. 165 WATER STREET.

jan2,tu,tf

## Nfld. Government Railway

**SOUTH COAST STEAMSHIP SERVICE**  
 S.S. PROSPERO will sail from Dry Dock Wharf 10.30 a.m. Tuesday, April 15th, and call at the following ports, taking freight and passengers:

Trepassey.	Hr. Breton.
St. Mary's.	Pass Island.
St. Joseph's.	Hermitage.
Marystown.	Gaultois.
Burin.	Pushtrough.
St. Lawrence.	Richard's Harbor.
Lamaline.	Francois.
Fortune.	La Hune.
Grand Bank.	Ramea.
Belleoram.	Burgeo.
St. Jacques.	LaPoile.
English Harbor.	Rose Blanche.
	Port aux Basques.

Freight will be received at the Dock from 9 a.m. to 5 p.m. Saturday, and on Monday up to 1 p.m.

Until further notice, freight for points on the de-Verde Branch as far as Northern Bay only, will be accepted as heretofore.

**PLACENTIA BAY STEAMSHIP SERVICE**  
 Passengers leaving St. John's on 8.45 a.m. train Monday, April 14th, will connect with S.S. Clyde at usual ports in Placentia Bay (Merashen Route).

## Furness Line Sailing

Sailing from Liverpool to St. John's, Newfoundland:  
 S.S. DIGBY . . . . . April 17th S.S. DIGBY . . . . .  
 S.S. SACHEM . . . . . May 6th S.S. SACHEM . . . . .  
 S.S. DIGBY . . . . . May 29th S.S. DIGBY . . . . .  
 S.S. SACHEM . . . . . June 19th S.S. SACHEM . . . . .

Bookings now being made for these sailings.

**Furness, Withy & Co., Limited**

Phone 130 Water Street East



# Gossages' Magical Soap

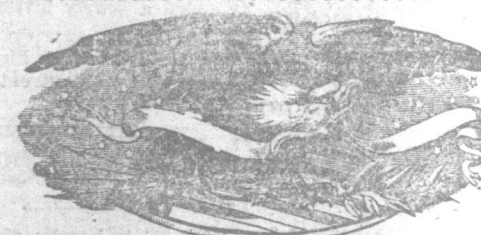
**HARD WEARING**

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

WILLIAM GOSSAGE & SONS LTD. WIDNES

# JOB'S STORES, Ltd.

Agents.



# The Spirit of Spring

is splendidly reflected in the exceptional attractiveness of quality and unmatched colorings in our line of

SPRING AND SUMMER FABRICS.

THE AMERICAN TAILOR

# W. P. SHORTALL,

300 Water Street St. John's

mar25,tu,th,s P.O.B. 445. PHONE 477.