# |f You Require INSURANCE on sctoomen ounrir met SUPPLIES. 







This week we have opened several new lines which we are offering at very how prices. Compare values and be convinced of their merit

## Wall Papers

NEW STOCK JUST CIPENED OF AMERICAN and BRITISH PAPERS
Oatmeal, Tapestry and other Designs, and Borderings, very artistic. SANITARY PAPER-Tile Pattern. BEAUTIFUL FLOWE: EFFECTSSpecial from
PLAIN WHTE CEILING-Special PLAIN OATMEAL-FED
LAIN OATMEAL--.-Bawn
SELF Coloured- ${ }^{-G r e e n}$

-     - Blue
---Pink
PICTURE and ROOM MOULDINGSPlain White Entmel Wall Mouldings White Enamel Wall Mouldings, Gold Stripe
NATURAL WCiOD PLATE RAIL Gilt Picture Friming, from . Rosewood and Gilt Framing, from Oak Picture Framilıg, from .


## Showroom Specials



## Gent's Tweed Suitings

54 inches wide, very low price. See this before ordering YOUR SPRING SUIT.

## Window Furnishings

WHITE LACE CURTAINS$21 / 4$ yds. long
$21 /$ yds. long
$21 / 2$ yds. long
Theec have been all reperied for quikc ate WHITE CURTAIIN SCRIMWhite CURTAIN NETS WHITE CURTAIN NEIS
All re-priced: 25 c. 28 c. 35 c .
CREAM CASEIENT CURTAINS CREAM CASEIIENT CURTAINS-
 CASEMENT CLDTHS Merceriz
Cream, Crim son, Rose, Sky . CREAM MADRAS MUSLIN-
40 inch wide. Special value. CREAM CURTAIN NETS All CREAM LACE CUPTATNG $21 / 2$ yde long 155
CRU LACE CURA Weather Forecast Showery

## OIR. UMBCYL4A Psepare for this weather by

 $(4)=$${ }_{10}^{1.080}$ pair
Boys' Wear

. 65 c . pr,
.95 c.
155 pr .

## . 1.5

1.20 yd .

21c
1c. $\begin{aligned} & \mathrm{C} \\ & \mathrm{F} \\ & \mathrm{G}\end{aligned}$

## up

## TOLLET GOODS

 COLGATESS
TOOTH PASTE 14c. to 35c. tube


## Silk Offerings

## 

 Georgerte crepe-All shades 38 ineh wide Good quality . 1.75CREPE-DE.CENE


 sinhly and wool Móriociain. 3.350
 coido imed suik tuius - 40 c.
 DRESS NETS Suitable for Evening
Dresses, in shades of Champagne,
Pink, Jade, Rose, Sky and Black 44 inch wide Special .... 1.75 yd .
SATIN CHARMEUSESATIN CHARMEUSE-
Ivory, 38 inch wide ..

GINGHAMS


|  |
| :---: |
| WU, Limited. |

## Smallwares

LADIES' IDEAL HANDKERCHIEFS-
Self shades and White coloured borde Sefly shades and White coloured border.
Only HANDKERCHIEF SACHETS-. 23 Cl . ea. Containing 3 Handkerchiefs. Only.
LADIES' SILK HANDKERCHIEFSThe prevailing fashion for neckwear. Only 3.50 ea. TEA COSHintz...
-Black Satin E
SPUN MENDING SILK.
BROWN CHENILLE Right shade for Habits. Only ESPLEN D. OR ROPE SILK-2 Slips for2Reels for
ABSORBENT COTTON-Good quality. In 1 oz. packages up. From
 Special
ESPLEN. D. OR MINGLED KNITTNG SLi
Special BARTON'S BIAS TRMMMING
As advertised in all Ameriean Fashion Papers, As advertised in all American Fashion Papers,
for trimming Children's and Women's Gingham
Dresses; 3 yard pieces

 SCHOOL CRAYONS FOUTHER TOBACCO POUCHESLEATHER TOBACC POUCEES
RUBBER TOBACCO POUNESE
SANTTARY PIPE CLEANERS RUBBER PBAAC CLEANERS
SANITARY PPE
SPONGE BAGS ............

## Ladies' Hosiery

LADIES' ARTIFICIAL SILK HOSE-
All sizes, all shades. Our Special. Only .... 1.25 All sizes, all shades. Our special. Only, Liste, and Articial Silk.
This Hose is plated Lisle, LuSted Hose. Regular 2.40. Sale Price
LADIES' HEAVY RIBBED CASHMERE COLOUR- 1.80 LADDES HOSE SELFCOLOURED PLAIN CASHMERE LADIES' TAN CASHMERE HOSE--


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 Another View Of An Old Topic.




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## Grand Concert and Danded


2-Passenger Coupe
$\$ 1250.00$ dellvered.
Chenrolet is the lowest priced
most fully equipped car in the
world.
SEE CHEVROLET FIRST.

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BERT HAYWARD,

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& \text { (Opp. Ayre \& Sons, Ltd.) } \\
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& \text { BRUSHES, } \\
& \text { Serubbers, Stove, Daub. } \\
& \text { Whisks. } \\
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"SAN-O-SPRAY"



## CLIS \& C0.

203 WATER STREET.


 some before the arrival of the
Weak-End Excursion

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Preliminary Enquiry


## Goverment Boats

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## From Capo Race

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our Cands Countor re havo



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## Employment About Fifteenth May



Rare Economy Opportunities on New Spring Merchandise at The Royal Stores

The something new for whicht people search so constantly-at this season-is displayed The question of price need never deter you, for as much or as little as you care to spend,
will find the best outlet for your money at the Royal Stores-always and more particulary so during our week-end sate.
Take Advantage of These Bargains for FRIDAY and SATURDAY

## New Spring





 Shantung Sikg



## Dress Goods

 Sedan Cloth. Sill Amazon Cloth


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## /s

New Showroom Arrivals







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The New Hosiery at Sale Prices orim Hatet seition is bisuig

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 Child Hose


## Smallwares











## fer Sisters Get

Big Ovation



In the Supreme Court等 mat mina






> NOTICE
0 our friends and cestombres




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 1924.
ST. LARREVCE TMIBER PTIP \&
STBAMSHIP COMPANY, LIITIED,
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 Write now and avold disappotint Skinner's Monumental Works,
 The Maritime
Dental Parlors


Your Health Depends Upon Your Teeth.
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 fonable prices.
Fan Upper or Lower Sets ....sin.,00
 M. S. POWER, D.D.S.


| We have in stock: <br> TAYLOR'S <br> Toilet Preparations. Infants' Delight Soap. Olive Oil \& Cucumber Soap. Tooth Paste. Shaving Powder and Shaving Sticks. BAIRD \& CO, LTD. Water St., East Agents. |
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## STAFFORD'S Sarksparilla Blood Purifier

for the cure of
Skin Diseases, Anemia, Clacks of Blood, Paleness, Tripure Blood, Lack of Ambition and Vigor,
Debirty, Weaknes, Tired Feeling, Boilis,
Pimples,





THIS SARSAPARILLA

 Oe Bottle of this Blood Purifer is all that
you will need to take to produce results. tRY A bottle.
PRICE 50C POSTAGE 20c. EXTRA.
Dr. Stafford \& Son
Duckworth Street \& and - Theatre Bill.

## Fire! Fire! Fire!

 Insure your property againgt loss by Fire with afirst-class British Fire Office. Losses Liberally and The Liverpool \& London \& Globe Insurance Company, Limited.

## NEW SPRING FOOIWEAR

 $S^{4}$ W $\quad$ W In the alterations recently made to our Store, our Boot and Shoe Depart.meat has been removed to the space formerly occupied by the Showroom, at mate rear of the building,
the
our New Spring Stoc

B

| Best Values Since 1914 |  |
| :---: | :---: |
| Latiee, Black Cal |  |
| Laced Orfords | dies' Brow |

Ereres a Real Bargains
Boys' Brown Calf Boys' Brown Calf Biucher Style.
Rubber heel

| Rabber heel. |  |
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| 9 | to |
| 1.3 |  |
| $\$ 2.95$ |  |

$\$ 2.95$
$\$ 3.35$
Black Calf
Bucher
Rubber heele.


Men's Black Kid Blucher $\$ 5.00$ \& $\$ 6.50$ Brown Calf Blucher $\$ 5.50, \$ 6.50, \$ 7.50$
CHILDREN'S SCUFFER SHOES good quality, solid leather. SCUFFER SHOES
park Tan, Pebble upper, Ulidide soles, will war better \$2.45.
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FOR THE PAINT UP, CLEAN UP SEASON "MATCHLESS" the PAINT of QUALITTY!


 SPECIAL PAINTS MADE TO ORDER. THE STANDARD MFG. CO'Y., LTD. ST, Joinns, NFLD.

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The Attention of Particular Housewives is Respectully called to

## Jell-o

## AMERICA'S MOST FAMOUS DESSERT.

 Irish Songs, Ballads and Come-All-Yees. A Selection of the Best. Price 50c. GARRETT BYRNE, Bookseller \& Stationer. FRIENDSHIP
 Company


Orange, Lemon, Raspberry, Strawberry,
Chocolate and Cherry
comes. to you in sealed pacciges as fresh and
moloceome as the day it
 Jell-o


## SHOPKEEPERS

The surest way to annoy a customer is to ask her to buy some other Soap, when she wants Sunlight Soap.
When a woman asks for Sunlight Soap, it shows that she is an intelligent woman, who wants value for her money.
When you ask such a woman to buy some other soap, it shows that you consider slie doesn't know what she wants.
When you tell a sensible woman that some other soap is as good as Sunlight, she knows you are not telling the whole truth.

## Naturally when she knows you are trying to fool her, she has a poor opinion of your

 judgment and veracity.You cannot fool any woman regarding Sunlight Soap. Every woman knows Sunlight Soap to be purest and best.
This is why selling Sunlight Soap is the easiest thing any shopkeeper has to de, Every wise shopkeeper knows this.
Every now and then shopkeepers are asked to buy soap,-said to be as good as Sumlight Soap.
Eventually such soap has to be sold at a loss, and the loss is always made by the shopkeeper. The soap agent gets his money, the shopkeeper is the goat.
When next you are asked to buy such a soap, ask the agent, - "Will it sell as well as Sunlight Soap?"
Soap which won't sell as well as Sunlight Soap isn't as good as Sunlight, it won't pay for its keep.
Don't let any slick soap agent load you up with soap which will stick to your shelves and lose money on you.

> STICK TO SUNLIGHT AND YOU WONT BE STUCK.

Have you tried Small Sunlight Soap? A case contains 200 handy cakes. Small Sunlight retails for 5 cents per cake.






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to build across the whole of the Do
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It is is anticipatee that this new tor









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ot. Johil's Meat Bo. Ltu. WHOLESALE \& RETALL MEAT MERCHANTS. CHOICE FRESH KILLED BEEF CHOICE FRESH KILLED LOCAL MUTTON. CHOICE FRESH KILLED LOCAL YEAL Choree Fresh kiled LOCAL Pork. Special Fresh Country Eggs. ..i. . . . .50c. doz.
Pure Creamery Butter, 1 lb. prints..$\quad .60 \mathrm{c}$. ib . Our Famous Cambridege Sans- Purtitan Bacone .. ..b5e. 1b.
 PRIME MILK FED CHICKEN . . . . . . .60c. Note the Address:-174 Water Street. PHONE 800.


## Pictorial Review!

SUMMER FASHIONS and
SUMMER FASHION BOOK. Every Pattern has a Pictograph-the latest invention.

A Can make a Dress.
THOUSANDS TO SELECT FROM.
CHAS. HUTMON 222 Water Streot.

Forty-Five Years in the Service of

SHEETS FOR ANY EIMDER BINDERS FOR ANY SHEET

DIGKS \& CO., Limited, Loose Leaf Specialists

PORK! PORK! PORK!
We now offre pork at following prices: BACON CUT
CHOPS ....
ROAST
PORK STEAK
SHANKS
FOSTER\& SHIELDS

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## CHINA TEAPOTS 45 cents <br> S. RICHARD STEELE,

# MARSHALL'S REALIZATION CASH SALE 

Following our Realization Sale we are now preparing a SPECIAL MAY SALE and are busily engaged opening up new imports for Spring and Summer requirements. During the next few weeks we will place before our patrons seasonable goods which should prove a splendid shopping opportunity for thrifty buyers.

| 80c. <br> BUCKRAN <br> The | T SHAPES |
| :---: | :---: |
| Smallwares <br> BONE HAIR PINS- <br> BARETTES- <br> SALE PRICE 8c, pkg. <br> HAR PINS- <br> SALE PRICE 9c. ea. <br> sale price bc. box: <br> HAR PINS - <br> HAT PINS - <br> SALE PRICE 15c. box <br> SALE PRICE 8c. ea. <br> SDE COMBS- <br> SAFETY PINS- <br> SALE PRICE 25c. pr. <br> sale price sc. card CUFR LINKS - <br> COLLAR PINS- <br> SALE PRICE 25c. set. <br> SALE PRICE 10c. ea. <br> TIE CLIPS - <br> SALE PRICE- 8c. ea. | COTTON SERGES- |
|  | FANCY SERGES- ${ }^{\text {Reg }}$ SALE PRICE 42 c . |
|  | Reg. 50c. SALE PRICE 45c. MERC. LININGS- |
|  | Reg. 62c. SALE PRICE 57c. <br> FANCY COL'D. VOILES- |
|  | Reg. 30c. SALE PRICE 26c. <br> N VOILS- |
|  | Reg. 25c. SALE PRICE 21c. COL'D. BATISTE- |
|  | Reg. 350. SALE PRICE 31c. GINGHAMS- |
|  | Reg. 20c. SALE PRICE 17c. GINGHAMS- |
|  | Reg. 25c. SALE PRICE 22 c. GINGHAMS- |
|  | Reg. 32c. SALE PRICE 29c. |
|  |  |
|  | 有 Reg. 22c. SALE PRICE 19c. |


| , Jeweliry |  |
| :---: | :---: |
| POWDER BOXES- |  |
| ASSORTED RING | E PRICE 19c. |
| $\text { VALUIERS }{ }^{\text {Reg. }}$ | SALE PRICE 15c. |
| RACELETS- | SALE PRICE 30c. |
| Reg. 60c. | SALE PRICE 55c. |
| $\text { R RINGS Reg. } 74 \mathrm{c} \text {. }$ | SALE PRICE 68c. |
|  | SALE PRICE 15c. |
|  | SALE PRICE 30c. |
|  | SALE PRICE 49 |
| $\text { ECKIETS Reg. } 20 \text { c. }$ | SALE PRICE 18c. |
| $\text { CKIETS Reg. } 33 \mathrm{c}$ | SALE PRICE 30c. |
| Reg. 15c. SALE PRICE 13c. NECKLETS- |  |
|  | ALE PRICE 36c. |


| WARNER CORETS | ¿ s1.80 to s6.00 Pair. |
| :---: | :---: |
| Pound Goods | Caps |

TERRY CLOTH-

## FLEECE CALICO-

 PERCALE-
## COL'D. INDIAN HEAD

 ASSTD. RATINES \& POPIINESALE PRICE 1.2

## Ladies' Vests

Regular 24c. Regular 32c. Regular 49c. Regular 64 c .
s
SALE PRICE 69

BOYS ETONBOYS' ETON- Rog. Sac. Sale price the BOYS' SAllor. OYY' SARER SALIORMEN'S MARITIMEMEN'S MARTITME- ${ }^{\text {Red }}$ MENS MARTTINE english rwey ied sale price 28 NGLISH TheedoENGLISH RWEEDEnglish Regide- WHITE LACE CURTAINSWHITE CURTAIN NETWHITE MADRAS MUSLINCREAM MADRAS MUSLIN- -
 SPRINGE FJEC SALE PRICE 62 . Reg. 85c. Sale Pricic 79a SPRING BLINDS. Fcy. . . . Reg. 95c. Sale Price 87c LADIES' Cot. CASHMERELADIES' CoETV. CASHERE LADIES Coid.


## Men's Hats

## SOFT FELT

Reg. 2.70 Sale Price 2.40 Reg. 2.70 Sale Price 4.50
Reg. 6.00 Sale Price 4.50

## Skirts




## For To-Morrow, Saturday, Only A STYLE PLUS VALUE SALE!

It really is exciting, a selling of this kind. Just look

## at the values in <br>  COATS and HATS!

For the Smarter Woman and Miss.



DURING OUR OPENING DAYS WE OFFERED A HAT FREE WITH EVERY COAT PURCHASED COST. ING S13.50 OR MORE, THIS PROVED SO POPULAR THAT WE HAVE DECIDED TO REPEAT THE OF. FER FOR TO-MORROW ONLY AS A SPECIAL GET-ACQUAINTED GIFT
With Every Coat Purchased Costing $\$ 13.50$ or more, a HAT GIVEN FREE--Over 400 Coats on Sale.


The Store with the Variety


Hat and Coat Specialists

## 335 Vater St. - - Bishop's Bldg.



## A Big Bargain! A Special Lot!

## JUST OPENED <br> GENTSS WATERPROOF COATS

Rubber Lined--Colors Fawn and Navy Blue


## Note the Price ONLY 5.10 and 5.30

See Them Tc-day Also a Line CHILD'S BLUE NAP REEFERS Brass Buttons, \$3.00, 3.30, 3.75 \& 4.20 each

|  | -GLITTO - <br> Cleans and polishes everything from attic cellar. (8-oz. pkgs.) 2 for 5 c. | SOLVENE <br> SHREDDED S0AP for the laundring. 20 c . |
| :---: | :---: | :---: |
|  | MONKEY SOAP 6c. \& 12c. Cake. | OLD <br> DUTCH CLEANSER <br> 15c. tin. |
|  | Use WYANDOTTE <br> For Toilet and Bath. It leaves the skin smooth, soft and white <br> 15c. Pkg. | $\begin{aligned} & \text { GOBLIN } \begin{array}{l} \text { SOOAP } \\ \text { Works wonders in } \\ \text { moving stain from hang } \\ \text { 10c. Cake. } \end{array} \end{aligned}$ |
|  | NES | 8 -oz. Bottles, 5 |
|  |  | ALOAH |
| A cleanly kept house is not only a pleasure, but a necessity. Nearly all diseases come from gerins. Our HOUSEHOLD HELPS of all kinds will lighten the work of keeping the house clean and healthy. GET YOUR REQUIREMENTS | DOMINO | Pure Clycrine TOLLET S0AP |
|  | SOA |  |
|  |  | ALM OLI |
|  | 75c. Dozen. |  |



FLORISTS' WEEDING HOOKS .
FLORISTS' PLANTING TROWELS FLORISTS' SPADING FORKS

GARDEN SHOVELS, 50c. SPADING FORKS, 95 MANURE FORKS, 75c.
RAnos, we. MATTOCKS,

ENGLISH BABY CARRIAGES $\$ 35.00 \quad \$ 45.00^{5} \quad \$ 50.00$

WIRE BOUND AND PLAIN
50 feet-GARDEN HOSE-25 feet
Collar Safes

| Collar Safes .. . . . 85c. | Sole Leather. |
| :--- | :--- |
| Draught Chains, $\$ 1.50$ pr. | Iron Lasts |


| Back Chains ..... 80 c. ea. | Cobbler Sets . |
| :--- | :--- | :--- | Harness Leather. $\quad$ Boot Protectors . . 6c cara | Carriage Lamps, $\$ 6.00$ pr. | Rubber Heels, $15 \& 25 \%$ pr |
| :--- | :--- |

 Axe Handles . . 25c. 35c. $\begin{aligned} & \text { Tar Brushes .... } 455 \text { c, } \\ & \text { Lime Brushes . . } 25 \mathrm{c},\end{aligned}$ | Axe Handles . .20c. 35c. | $\begin{array}{l}\text { Lime Brushes .. } 25 \mathrm{c} \\ \text { Paint Brushes- }\end{array}$ |
| :--- | :--- |



| GALV'D. \& BLACK | STERNO |
| :---: | :---: |
| SHEET IRON | CANNED HEAT |
| TINPLATES. | 15c. tin. |

SHEET IRON
TINPLATES.
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Co12Sfhe evening telegram, ST, jorne, nemrounduand, may 2 , 1924-14

## BEAVER BOARD

Beaver Board is better than plaster for walls and ceilings, because Beaver Board cannot crack, nor fall.
About seven dollars worth of Beaver Board will cover the ceiling of your dining room or parlor.
Beaver Board is better than pitch pine or v jointed boards. because Beaver Board shows no seams.
When your ceilings are done with Beaver Board, no dust cm come down on your furniture.
Beaver Board is water-proofed and sized, ready for the application of paint or calcimine.
To get genuine Beaver Board, look for the board with the Red Beaver Brand on the border.

- Beaver Board may be had 48 inches wide and in lengths of 7, 8, 9, 10, and 12 feet. Beaver Board costs only 5 cents per square foot.
Beaver Board is best for bungalows and best for bath rooms. Beaver Board is cheap enough for your kitchen and artistic enough for your parlor.



COLIN CAMPBELL, Ltd.





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soinello there! Where are you
going?" "I came home and foum
mit favorit bread was not on the
table and I
 The Central Bakery, ${ }^{\text {p }}$


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> Columbia Dry Cells

Hot Shot and Multiple Batteries

ALL FRESH STOCK Job's Stores, Ltd
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 AVING ON YARD GOODS


## Dressing Gowns. <br> 

New Findings on our
Smalluare Tahles







## Baird's for Finer Footwear

 ValuesBOOTS, SHOES and HOSTERY






## blithesome may Is with us dgain-WE WELCOME IT! <br> High in hopes of a glorious month of weather, and we have prepared for it with <br> Gorgeous Garbings for the home beautifier as well as the newest in the accepted modes from the most authentic style centres for personal adornment. <br> THE WHOLESTORE IS AT YOUR SERVIGE   <br> Friday, Sat. \& Monday



| BONS |  |
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| Sale of | Ladies' |
| :---: | :---: |
| Dresses | Jumpers |
|  |  |
|  |  |
| \$3.25 | \$3.98 |

## SNAPPY DRESS ACCESSORIES

Re-Energizing and Imparting the Real
Spring Feeling

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Savings on Sheetings
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Needfuls oncour Notion Counters








## ANOTHER RANGE of Handsome

 SILK CURTAININGS













Furness Line Sailings.
F. SMALLWOOD,

THE HOME OF GOOD SHOES
218 \& 220 Water Street, St. John's. Socomox 200000000000000000000

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 Because a Camel grows hair it doesn't follow that allCAMEL HAIR" BELTING
"CAMEL HAIR" BELTING
is made only b
F. REDDAWAY \& COMPANY, MANCHESTER.

A total of over $100,000,000$ Feet of this Belting has been manufactured. It has seen shipped to every
port in the Seven Seas, and not one failure recooded

BECOME A USER TO-DAY! "CAMEL" FIRE HOSE. SUCTION HOSE AIR HOSE WATER HOSE. "CAMELATA" BELTING. RUBBER BELTÍNG

WM. HEAP \& Co., Ltd. PHONE 1830 AGENTS for NFLD


## Spring Overcatings!

It is now time to leave of 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 "ssnappy" 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.

orty-Five Years in the Service of


English Sereened Household
North Sydney Sereened LOWEST MARKET PRICES.

Beautiful Caskets
of Fry's Delicious

T. A. MACNAB \& CO., Water Street, St. John's 1. Distributors.

## Freehold for Sale!

A. beatitu| Reidene in Whaterord Bride Road

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## You be the Judge!


We believe they are, and must prove it to you be
fore Jou will want to buy; and we believe we can provi fore 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 and good judgment in Clothes, buying.
Hore is your trial order: We make Trousers from
st.00 up. Suits from $\$ 35.00$ up?
E.D.SPURREI

365 Water Street
St. Johree.

Optical Repairs



 T. J.DULEY \& CO.LTD. тне вeluable JEWELLERS \& OPTICANs.

THIS WEEK'S FICTION!




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CANADIAN

| TORONTO |
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| NATIONAL |
| RAILWAYS | TO-DETROIT

"INTERNATMONAL by hatiol lies "INTERNATIONAL LIMITED."

Or Fares, Reeservationes Limited R. H. WEBSTER, General Agent.

## S. S. CEUTA

Will leave Montreal direct for St. John's about MAY 10th
For freight rates, apply WAL゙FORD SHIPPING CO., LTD, Agents, Montreal.
A. H. MURRAY \& CO ., limiled

AGENTS, ST. JOHN'S.

