

February 22nd, 1916,
Arrived to-day, ex brig 'Olinda,'

400 Puncheons
New Season's
Fancy Barbados
Molasses

Lowest Prices.
STEER BROS.

LIGHT, HEAT, COMFORT!

The proprietor of one of the best known multiple shopping systems is credited with saying, "Give me any old shop, in any old street, and I'll guarantee to make it in twelve months the most widely known and best frequented shop in the district." He was asked to explain. Holding up three fingers he said, "I believe in the trinity of LIGHT, WARMTH, COMFORT. I should dazzle the moths until the candle drew them, I should bring them into a warm, comfortable shop, filled with a soft, pleasing radiance, and the rest is—well, mere child's play."

Mixed metaphors, perhaps, but expressive. Now we can more than imagine the kind of shop this well-known individual would open, for we pass it in almost every town—always a landmark to the street. No one fails to notice it. There is an indefinable air of welcome and invitation as one stands for a moment on the pathway and lets one's gaze travel inside it. The subdued, restful lighting effect that so charms because of its very unobtrusiveness, the absence of dark corners, the intangible feeling that if one would step inside one would be sure of experiencing a delicious sense of warmth and comfort and cheerfulness—all these are part of its appeal. Truly a shop with an individuality.

We cordially invite all progressive business men to visit our showroom and see our latest Lighting and Heating Appliances, by the adoption of which the ideal outline in the above extract from a London paper may be easily secured. Our new RADIO X Lamp and GASTHEAM Radiators fill all light and heat requirements.

ST. JOHN'S GAS LIGHT COMPANY.
dec5.17

**The Pick of
The Packing House.**

We offer To-Day
At Lowest Prices
Light Ham Butt Pork,
70 and 80 pieces,
Selected Small Jowls,
Fancy Spare Ribs, trcs,
Fancy Spare Ribs, brls.,
Family Beef,
Plate Beef,
Boneless Beef.

F. McNAMARA,
Queen Street.

Advertise in the "Telegram."

**The Anglo-American
Telegraph Comp'y, Ltd.**

The Anglo-American Telegraph Company announces that improvement in its trans-Atlantic cable facilities enables it to reinstate its cable letter service which has been suspended since January third. The Anglo-American Telegraph Company some time ago re-established its deferred half-rate and week-end letter cable services, and resumption of its cable letter service restores its full line of supplementary services in addition to its regular fast cable service. This restoration of the cable situation to its normal basis is of the greatest importance to Newfoundland foreign trade.

H. A. SAUNDERS,
Superintendent.
feb25.2i

**SOLE
LEATHER,**
Extra Quality.

**All Selected
Stock.**

Trimmed and Untrimmed.

BOWRING BROS., Ltd.,
Hardware Dept.

**Notice of
Removal and Partnersnip**

HON. R. A. SQUIRES, K.C., LL.B.,
Announces the removal of his LAW OFFICES to the New BANK OF NOVA SCOTIA Building at the corner of Beck's Cove and Water Street, and the formation of a PARTNERSHIP for general practice as Barristers, Solicitors and Notaries, with MR. J. A. WINTER, eldest son of the late Sir James S. Winter, K.C., under the firm name of SQUIRES & WINTER.
Address: Bank of Nova Scotia Building, St. John's.
January 3rd, 1916. dec31.17

Hon. R. A. Squires, K.C., LL.B. Mr. J. A. Winter.
SQUIRES & WINTER
Barristers, Solicitors and
Notaries.
New Bank of Nova Scotia Building.
Corner Beck's Cove and Water Street. dec31.17

**THE "BIG"
Furniture Store.**

New Goods Arriving Daily

See our grand display of
Bamboo, Wicker and Rattan Goods.
A splendid variety of TABLES, CHAIRS, BUFFETS and CHINA CABINETS in Fumed and Quartered Oak. Everything for the model home: BEDSTEPS, MATTRESSES & PILLOWS, BUREAUS, WASHSTANDS and WARDROBES; EXTENSION, CENTRE, BEDROOM, HALL and PARLOR TABLES. All of the classiest design. We invite inspection.

CALLAHAN, GLASS & Co., Limited,
DUCKWORTH & GOWER STREETS.

**REID-NEWFOUNDLAND
COMPANY.**

LEATHER BELTING
For Factory or Saw-Mill

Good Real No. 1 Leather Belting,
Specially Prepared Belt Dressing,
Belt Lacing, Clipper Belt Lacers,
Clipper Laces and Pins,
Bristol Steel Lacing, Rubber Belting,
Also, on hand, a good supply of
Peavies and Peavie Stocks.

Water Street Stores.

**Kitchener
Pickles and Chow**

Hard to Beat,
Good to Eat.

Fifteen cents,
In Glass Jars.

No Preservative in them.

Recent Arrivals

**Roofing Felt, Oats, Oatmeal,
Flour, Soap, Pork, etc.**

600 rolls 2-PLY "H" BRAND ROOFING FELT
400 rolls 1-PLY "H" BRAND ROOFING FELT
150 brls. ROLLED OATS.
30 brls. OATMEAL.
40 1/2s OATMEAL.
400 brls. "REX" FLOUR.
300 bags BLACK OATS.
50 cases SUNLIGHT SOAP.
100 brls. HAM BUTT PORK.

HARVEY & Co., Ltd.

**CABBAGE!
CABBAGE!**

Due Thursday, per S.S. "Stephano."

**50 Barrels
FRESH GREEN CABBAGE.**

'Phone 264.

GEO. NEAL

Let Us Fill Your
Order from
**FRESH
SUPPLIES.**

**ELLIS & CO.,
LIMITED.**
203 Water Street.

Fresh New York Turkeys,
Fresh New York Chicken,
Fresh New York Ducks,
Fresh New York Sausages,
Fresh N. Y. Corned Beef.

PLYMOUTH ROCK CHICKEN.

Fresh Garlic,
Brussels Sprouts,
Fresh Celery,
Ripe Tomatoes,
Sweet Potatoes,
American Cabbage,
Carrots, Parsnips, Beet.

**FRESH
SMOKED FINN HADDIES,
FRESH KIPPERS.**

Dessert Apples,
Tangerines,
Bartlett Pears,
Bananas,
Grape Fruit,
Navel Oranges,
California Lemons,
Limeria Grapes,
Cooking Apples,
Russet Apples.

**FRESH
BLUE POINT OYSTERS,
FRESH CODFISH,
FRESH HALIBUT,
FRESH HERRING.**

Irish Hama,
Irish Bacon,
Scotch Beef-Ham,
Ayrshire Bacon,
First Prize Cheddar Cheese.

Fresh Eggs.

Fresh Supply
**Knights' CONFECTION-
ERY.**

**REMEMBER OUR
TELEPHONES.
Nos. 482 and 786.**



OUR MEAT MARKET
is patronized by the best people,
and they all speak well of us.
We carry a variety of the
finest

MEATS AND POULTRY
and we understand cutting and
sanitary handling.
Try ordering of us for satisfac-
tion in Meats.

M. CONNOLLY.
Jan6,16,t.h.s.17

NOTICE.

Would the lady who ordered
De Reszke Cigarettes to be sent
to Private W. Crooke, 2nd Cana-
dian Ammunition Department,
for Christmas kindly call at my
office as the package was re-
turned owing to insufficient ad-
dress.

I have received the London
Registered Parcel Receipts for
all other Cigarettes sent to men
on Active Service, so if any other
Cigarettes sent through me
have not been received, it is due
to the constant shifting around
of our boys at the front.

A large shipment of De Reszke
Cigarettes is on the "Dromore"
and will be on sale in St. John's
as soon as her freight is received
from Halifax.

P. E. OUTERBRIDGE
(Agent for Newfoundland)
150 WATER STREET.
(Telephone 60.)
Feb24.17

**TEN PAGES OF
WEATHER FORECAST**

TORONTO, Noon.—Clear,
rain or sleet. Wind
strong westerly wind,
colder.
ROBERT'S, Noon.—Bar
Ther. 34.

VOLUME XXXI

**Auction Sale
AUCTION**

On Thursday, March 2nd,
at 1 o'clock noon, on the premises
substantially built brick building
Green House, Coach and
grounds, situated on
Road, and known as
"HOUSE," belonging to
of the late Alexander
The property fronts on
Road, measuring 50 ft. wide
and extends to Mountain
measuring thereon 60 ft. wide.
Property can be inspected
between the hours of 10
3 to 6 p.m. For further
apply to J. C. MARSHALL,
SHALL, and H. J. B. NEW-
tors of the Estate of the
der Marshall, or

feb23.71, eod



Even the connoisseur
make a miss occasionally
never a man with

**THE "WELLINGTON"
PIPE.**

You never saw a better

50c
ALWAYS CLEAN.

J. C. Baird
Agent.



THE FIREMEN

may save your home and
ings from utter destruc-
hance, but the smoke and
will create a great deal of

FIRE INSURANCE
will make good your insur-
policy and supply you with
clest ready funds to repli-
stroyed articles. If you
you an insurance policy

PERCIE JOHNSON
Insurance Agent.

Do It Now

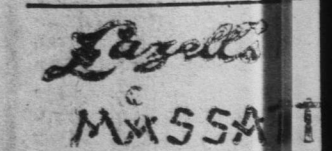
Ring up, write or send
instructions to call for you

Laundry

when next you require
done.

**EXPERT WORKERS.
LATEST MACHINES.
PROMPT SERVICE.**

**Globe Steam Lau-
Co., Limited.**
Phone 148. P. O. Box



Not only after, smoother
than any other, but dis-
"True Oriental Odor," un-
table in its subjects and

At all Druggists, Sph...