

ARE YOU A MAN
 who likes to be dressed well? If so, read this: It is, no doubt, **YOUR** ambition to get clothing fit for a **KING** and if you will enlist you will be able to get your uniform and great coat made by us. Our prices are right **AND** our styles and qualities are of the very best. There is no other factory throughout the **COUNTRY** where you will be better treated than by us, and where you can get better value. We are the oldest established factory in Newfoundland. If you **NEED** proof of what we say, give us a trial and **YOU** will not be disappointed. We are noted for the finest military and civil clothing in Newfoundland.

Nfld. Clothing Company, Ltd.

GRAY FERRO Falton  **Marine Engines.**

We sell the best makes of engines and can give you the best prices. We can quote you on any size from 1 1/2 H.P. to 600 H.P. Also on hand all engine parts and boat fittings, Lubricating Oil, Kerosene and Gasoline.

A. H. MURRAY, - Beek's Cove.

J. J. St. JOHN.

Received To-Day.
 1000 lbs. Fresh Halibut,
 500 lbs. Fresh Turbot,
 Pickled Salmon,
 Pickled Turbot,
 10 brls. Cranberries,
 15 cases No. 1 Eggs,

Fresh Shipment of our **Celebrated IRISH BUTTER.**

For Rheumatism, Pains or Aches use **Sloan's Liniment.**

J. J. ST. JOHN,
 Duckworth St. and LeMarchant Road.

REID-NEWFOUNDLAND COMPANY.

South Coast Service.

S.S. "Glencoe"

Will sail from Placentia on Saturday, April the 1st, after arrival of 8.45 a.m. Train from St. John's, calling at the usual ports between Placentia and Port aux Basques.

Reid-Newfoundland Co.

ENAMELWARE!

First quality, acid proof and free from poison.

STEW PANS.	CUPS and SAUCERS.
SAUCE PANS.	PLATES.
FRYING PANS.	LADLES.
MIXING PANS.	TEAPOTS.
MILK PANS.	COFFEE POTS.
BREAD PANS.	ROASTERS, &c.

Special Prices to Wholesale Buyers.

BOWRING BROS., Ltd.,
 Hardware Dept.

Motor Engines.

Regal, Palmer and Fraser
 And all Parts and Fittings.

K. W. Covered Spark Coils. Columbia Batteries. Rajah Spark Plugs.

Franklin's Agencies, Limited,
 Showroom, Commercial Chambers.

500 barrels POTATOES!

The Favorite P.E.I. Blues--splendid stock. Sound, Dry, Free from Frost or Dry Rot. Always the Best. Wholesale at

EDWIN MURRAY'S.

Horses are Particular about what they Eat. Some People are not. Are YOU Particular?

If you are, we invite you to try just one 15c. bottle of our "STAG'S HEAD" WORCESTERSHIRE SAUCE—just one bottle, to see if you like it.

WE GUARANTEE THE QUALITY, and our trade mark for this Sauce, a "STAG'S HEAD," is stamped on every bottle.

Look for "STAG'S HEAD" SAUCE.

Our capital of \$500,000 is behind our guarantee of wholesomeness.

ALART & McGUIRE, New York.

Ready for Your Selection

are the most popular fabrics and smartest designs. Come in and see what attractive suits

We are Tailoring for Men

at this season. We know we could fit you correctly and satisfy you in every particular with our high-class work.

Let us take your measure this week.

J. J. Strang,
 Ladies' and Gents' Tailoring,
 153 Water Street, - - St. John's.

Just Received,
 PER TRAIN.

800 BAGS O

Victoria Hominy FEED.

HARVEY & Co., Ltd.

SLATTERY'S

Wholesale Dry Goods House

Being in close touch with the American Markets, can quote the finest wholesale prices on all classes of POUND REMNANTS and REGULAR PIECE GOODS, FLEECE LINED UNDERWEAR, MATS, RUGS and CARPETS, etc.

Before placing this season's order, we would appreciate an opportunity to quote our prices.

SOLE AGENT for the Leader Overall Co. (Local manufacture).

Slattery Building, Duckworth and George's Streets,
 ST. JOHN'S, NEWFOUNDLAND. Phone 522.
 P. O. Box 236.

April Paper Patterns now on Sale!

IMPORTANT—Cash, 17c., which includes postage, must accompany order for Patterns. Post Office or Money Orders or Postage Stamps 1c. and 2c. issues; if coin enclosed, register your letter. Why not buy a Pictorial Review Fashion Book (27c.) which includes a free pattern. Select your pattern, always substituting another fearing the first may be temporarily out of stock. This will avoid delay.

CHARLES HUTTON, Sole Agt. Pictorial Review

TORIC 

There's a lot of difference between Toric Lenses and Flat Lenses besides their slight extra cost. They give you extra vision and extra comfort. They are better-looking, too. Come and see us about Toric Lenses.

LENSES

R. H. TRAPNELL,
 EYESIGHT SPECIALIST,
 St. John's.

Loose Leaf Equipment

If of two kinds:
 The "KALAMAZOO" Loose Leaf Binder and Equipment and the other kind.

"If you want SATISFACTION split with a Capital 'S' let me demonstrate the "KALAMAZOO" outfit to you before you buy the other kind.

Already in use by most of the up-to-date firms in town.

P. E. OUTERBRIDGE
 (Sole Agent for Nfld.)
 COMMERCIAL CHAMBERS,
 Telephone 60,
 St. John's.

Notice of Removal and Partnershp

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 Beek'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. dec51,17

Over 40,000 People
Read The Telegram

Choice Fancy Molasses.

Just Landed ex S. S. Dunure:

100 Puncheons Choice Barbados Molasses--Fancy.

At Lowest Prices.

GEO. NEAL
 'Phone 264.

Insure with the Good, Old, Reliable

QUEEN,

which has stood the test, promptly paying

\$541,000

in the Big Fire, 1892. Absolutely no trouble when a loss occurs.

GEO. H. HALLEY,
 Agent.

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 Beek's Cove and Water Street. dec51,17

TEN PAGES TO-DAY.
 WEATHER FORECAST.

TORONTO, Noon.—Light to moderate winds, fair and mild to-day and on Saturday.

ROPER'S, Noon.—Bar. 29.5 ther. 43.

VOLUME XXXVIII

Auction Sale

AUCTION SALE

At Beek's Cove on **SATURDAY, April** at 12 o'clock.

One Good General Purpose Horse.

M. A. BASTON

mar30,21 Auction

FORCED

to move into larger quarters beg to announce that on after April 1st the business the

ROYAL STATIONERY

will be conducted at

180 Water S

(East of Court House)

where we will be glad to see old friends and welcome new ones.

C. E. Meehan. W. R. Meehan. w.r.m.t.f

A Choice Assortment of

Easter Cards

All this season's important Easter Post Cards in variety, 2c., 3c. and 5c. Special prices for wholesalers. Send in your orders to ensure delivery.

DICKS & CO., Ltd.
 Biggest, Brightest, Busiest Best Book, Stationery and Fancy Goods Store in Nfld.

Whisky

Don't be careless and simply ask for Whisky

Ask for

House of Lords

a mellow full strength

10 Years Old

Scotch — a favourite with the public.

J. C. BAIN



THE FIREMEN

may save your home and life from utter destruction, but the smoke will create a great deal of trouble.

FIRE INSURANCE

will make good your loss party and supply you with ready funds to buy new articles. Have you an insurance policy?

PERCIE JOHN
 Insurance Agent