

Special Goods for the Lenten Season

We have on hand a specially selected stock of goods suitable for the above season, including:—

- | | | |
|--------------------|-----------------|-------------------|
| FRESH CODFISH. | FINNAN HADDIE. | BONELESS CODFISH. |
| FRESH COD TONGUES. | SALT HERRINGS. | SHREDDED CODFISH. |
| FRESH HALIBUT. | PICKLED TROUT. | BONELESS CODFISH. |
| FRESH OYSTERS. | SMOKED CAPLIN. | |
| FRESH SMELTS. | KIPPED HERRING. | |
| | DIGBY HERRING. | |

Tinned Fish; all guaranteed first-class including:—

- LOBSTER, COD TONGUES, CRABBS, OYSTERS, SHRIMPS.
SALMON, CODFISH, MUSSELS, ANCHOVIES, SARDINES.

FISH PASTES—Anchovy, Shrimp, Salmon, Kipper, etc.

Don't forget when ordering from the above list to include some of our famous Teas. Empire Blend is still leading; you can't buy anything better in town.

EMPIRE TEA, 1 lb. lead pkgs., 3, 6 and 10 lb. tins, 60c. per lb.
3 lbs. or over, 57c. per lb.

Ayre & Sons, Ltd
LEADING GROCERY STORE.

INTEREST
In this SPECIAL BARGAIN Line
will Repay You well.

LADIES'
SILK LAWN
BLOUSES,
FORMER PRICE—\$1.00,

BARGAIN PRICE **79** cents EACH.
Shades—Navy, Red, Cream, White, Pale Blue,
Champagne, Tan, Sax.

Take a look at our East Window, it speaks for itself

S. MILLEY.

It's Worth While
Paying

\$1.00 or a **\$1.50**
for a

SHIRT when you can get it
perfectly spotless, with-
out a soiling mark or

blemish of any kind whatsoever, at

A. & S. Rodger's.

The Searchlights

(By Alfred Noyes)

Shadow by shadow, strip for light,
The lean black cruisers search the
sea.
Night, their level shafts of light
Revolve and find no enemy.
Only they know each leaping wave
May hide the lightning and their
grave.

And, in the land they guard so well,
Is there no silent watch to keep?
An ace la Oylar, and the bell
Rings midnight on a vaster deep;
But over all its waves once more
The searchlights move from shore to
shore.

And captains that we thought were
dead,
And dreamers that we thought were
dumb,
And voices that we thought were fled
Arise and call us, and we come:
And "Search in thine own soul," they
cry.

"For there, too, lurks thine enemy."
Search for the foe in thine own soul.
The sloth, the intellectual pride,
The trivial jest that veils the goal
For which our fathers lived and
died;

The lawless dreams, the cynic art,
That rend thy nobler self apart.
Not far, not far into the night
These level swords of light can
pierce:

Yet for her faith does England fight,
Her faith in this our Universe.
Believing Truth and Justice draw
From founts of everlasting law.

Therefore a Power above the State,
The unconquerable Power, returns.
The fire, the fire that made her great,
Once more upon her altar burns.
Once more, redeemed and healed and
whole,
She moves to the Eternal Goal.

With the Adventists.

Elder W. C. Young has returned to
this city from his visit to Catalina
where he has been holding evangelic
services during the past two weeks,
assisted by Pastor R. A. Hubley, of Bay
Roberts. A request has been made of
Elder Young to repeat the lecture giv-
en here some time ago, on our
"Greatest War" and its results to Tur-
key. He has consented to do so next
Sunday evening in the Cookstown Rd.
Church. Elder Young has lectured
over a large portion of the island
showing the righteousness of Britain's
position among the Nations in this
present struggle, and has won for
himself the praise of both press and
public for his public utterances on
this present day issue. We learn that
Elder Young contemplates leaving St.
John's next Monday evening on a
business visit to the Academies of the
denomination represented by him in
both Nova Scotia, Quebec and Ontario.

"CHARGE IT!"

By GEORGE FITCH.

Author of "At Good Old Simash."
"Charge it!" is the slogan of the
great American consumer.

Americans are great on peace but
they are also the most gallant charg-
ers in the world. An American who
cannot sleep for fear our standing
army of 60,000 will enslave the coun-
try will rise early in the morning and
charge meat, potatoes, shoes, gaso-
line, automobile tires and diamond
rings with an intrepidity which would
cause unlimited awe in a Frenchman.
"Charge it!" is the greatest substi-
tute for money ever invented. It en-
ables a man to spend his next month's
salary with ease and safety, to ride
in an automobile because he hasn't the
ready cash for street car fare and to
cash his hopes of wealth into a large
bale of "Balance Due" and "Pleas Re-
mit" statements, renewed monthly.

"Charge it!" is the modern Al. Baba
lamp. The worried citizen says
"Charge it!" and appears five minutes
later in joyful raiment, thus trans-
ferring the worry to the merchant.
Armed with these two precious words
an American citizen with a fairly good
reputation can go down town with an
empty pocketbook and return home
reeking with luxury.

Later he may find it necessary to
liquidate a large number of bills at
37 per cent. plus attorney's fees. This
is what corrugates the brow of the
American merchant whenever busi-
ness slackens a minute in its mad
pace. His industrious customers may
owe him \$100,000 but he has no means
of knowing whether or not the \$100,-
000 is worth \$25,000 in real money.

It is now possible to buy food,
houses, clothing, steam threshers,
sealskin coats, pearl necklaces, thea-
tre tickets, shoe shines, corner lots,
American Beauty roses, baths, hair-
cuts, operations, publicity and bal-
loons on account. It is also possible,
though not always easy, to pay cash
for shoes, prunes, coal, water, beef-
steak and underwear. It is usually
easy to tell the difference between
the man who says "Charge it!" and
the man who says, "How much,
please?" The former is better
dressed but the latter is much more
easily visible on the first of the month.

No more useful gift for a man than
a Safety Razor. We sell the Giant
Junior Safety at 50 cents. A perfect
shaver and the wonder of all users.
CHESLEY WOODS, 146 Water Street,
Manufacturer's Agent—6618,11

St. John's Meat Co., Water St. East, Phone 800

We all hope to see better days, but you will certainly never see better value than we are offering in high-class meats during these hard times. Please observe our prices, come and inspect the quality—cuts to suit all classes, prices to suit all purses.

Finest Sirloin Roasts, 22c. lb.; Rib and other Cuts, 18c. and 20c. per lb.
Finest Beef Steak, 22c. and 25c. per lb. (ex bone); Finest Frying Beef,
20c. lb. (ex bone).

Boiling and Stewing Cuts, 16c. per lb.

Mutton: Legs and Loins, 20c.; Chops, 18c. and 20c. lb.

Pork: Finest P. E. I. Corn Fed. Prices right.

Finest imported Tripe, cooked and frozen, an appetizing meal, 20c. lb.
Beef, Pork, Oxford and Cambridge Sausages, Bologna, White and Black
Puddings, Potted Head.

Branches: Water Street East, Water Street West, Military Road.
Phone 800a Phone 98

The Danger Zone

Those whose diet is deficient in body-building powers are living in the danger zone.

Unless you nourish the body, the body will fail as surely as an army cut off from its base of supply.

Bovril

just makes all the difference between
your being nourished and your not
being nourished by your food.

Bovril is the one unique food the body-building powers of which have been proved by independent scientific investigation to be from 10 to 20 times the amount taken.

This explains why both at
home and in the fighting line

It must be Bovril

BOVRIL IS BRITISH TO THE BACKBONE.

Our Annual FEBRUARY SALE of FURNITURE Now Going On.

The items themselves tell the story in this wonderful February Sale—the Sale of all the year for low prices. If you want Furniture now—in one month or in six months—do not fail to examine the values. To young people contemplating house-keeping we extend the privilege of selecting for part payment on purchases of complete outfits, which we will store free of charge and deliver when required. Everything marked in plain figures.

We list a few of the many things offered. We have quite a line of White Enamel Beds that we offer from \$3.50 up to \$50.00. Our great leader is the Combination Lath and Spring Bed, that we offer with Wool Top Mattress for only \$7.50 out-fit.

A special line of Wool Top Mattresses, \$2.50, and a large selection of Health Mattresses, made specially for this Sale; made of pure cotton and wood-fibre filling.

Our Crescent Felt is the best money can buy.

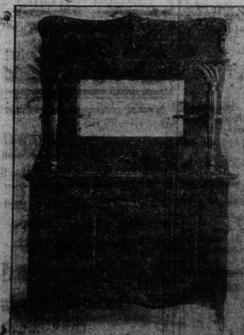
Our handsome 5 piece Parlour Suites now offered for \$29.95. Worth \$40.00 or more.

We have a splendid line of Hall Stands in quartered sawn oak from \$11.50 up.

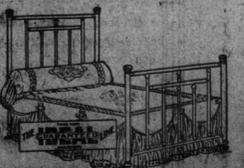
Our Upholstered Chairs certainly deserve attention; for comfort they can't be beaten.

Couches, Lounges, Rockers, Chairs and in fact everything reduced for this Great Sale. Now is the time to buy. Now is the time to get your repairing done. We can suit you in prices. Let us figure.

C. L. March Co., Limited,
HOUSE FURNISHERS.

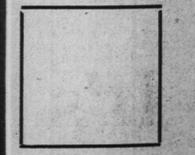


Exactly like illustration. Worth \$20.00. Now \$15.50.



STAFFORD'S LINIMENT

will treat you on the



the whole year



try a bottle and find out for yourself.

cures Rheumatism, Lumbago, Neuralgia and all Aches and Pains.

Prepared only by
DR. F. STAFFORD & SON,
St. John's, Newfoundland.
Manufacturers
of the 3 Specialties:
STAFFORD'S LINIMENT,
STAFFORD'S PRESCRIPTION
AND
STAFFORD'S PHORATONE
COUGH CURE.