

## Usefulness Prolonged!

Before the Dry Cleaning Process was introduced, when wearing apparel had become soiled, it had to be cast aside as useless; household Draperies, Laces and a thousand and one items of personal wear and domestic use were similarly treated; but to-day with the vastly improved method of Cleaning and Renovating, they can be restored from time to time to their pristine freshness, and their beauty and usefulness thereby prolonged threefold.

NICHOLLE, INKPEN & CHAFF, Agents for St. John's, Nfld.

UNGAR'S LAUNDRY & DYE WORKS, Halifax.  
mar22.w.f.m

## JUST IN: NEW FRESH GOODS.

SILVERPEEL ONIONS in small crates.  
NEW PALERMO LEMONS.  
VALENCIA ORANGES, SWEET GREEN GRAPES.  
LOOSE RAISINS—50 lb. boxes.  
SEDED RAISINS—25 lb. boxes.  
BEST PRUNES—25 lb. boxes.

EDWIN MURRAY.

## Just Received,

PER TRAIN.

800 BAGS OF  
**Victoria**  
Hominy  
**FEED.**

HARVEY & Co., Ltd.

## BEAVER BOARD

Walls & Ceilings

mean solid comfort—satisfying in looks, warmth, cleanness and permanence. Easily and quickly put up. Moisture-proof.

Use Beaver Board instead of lath and plaster in home, office or store.

Ask us for sample and information.

COLIN CAMPBELL

Distributor.



## New Cabbage.

To arrive Tuesday:  
CHOICE NEW GREEN CABBAGE.  
CHOICE SILVERPEEL ONIONS.

Also in stock:  
FLORIDA and NAVEL ORANGES. Good stock.

Burt & Lawrence, 14 New Gower St.

## THE EMERSON PIANO!

MAGNIFICENT TONE, HIGHEST GRADE ACTION.  
N.B.—Everyone is talking just now about the "Emerson." We know something about Pianos and we sell nothing but what is reliable.

CHARLES HUTTON,

The Reliable Piano and Organ Store.

## LENTEN GROCERIES!

### Fish - in Tins.

No. 1 LOBSTER.  
ASSTD FISH PASTES—  
Anchovy,  
Sardine,  
Lobster,  
Salmon & Anchovy.

### No. 1 Salmon.

French Sardines,  
Skipper Sardines,  
Anchovies (in oil),  
Kipper Herring,  
Fresh Herring,  
Findon Haddock,  
Oysters.

### Halibut.

Cream-Lucea Oil,  
Princess Olive Oil,  
Peanut Butter.

### Marmalade.

Hartley's 1 & 2 lb. crocks and  
7 lb. tins.

Robertson's Golden & Silver  
Shred.  
HARTLEY'S JAMS in 1 and 2 lb.  
crocks.

### Coffee.

Seal Brand, White House,  
Caranna, Camp (bottles).  
For Something Good in  
**TEA.**

try our Brands of  
**OUR BEST, CROWN, ROYAL.**

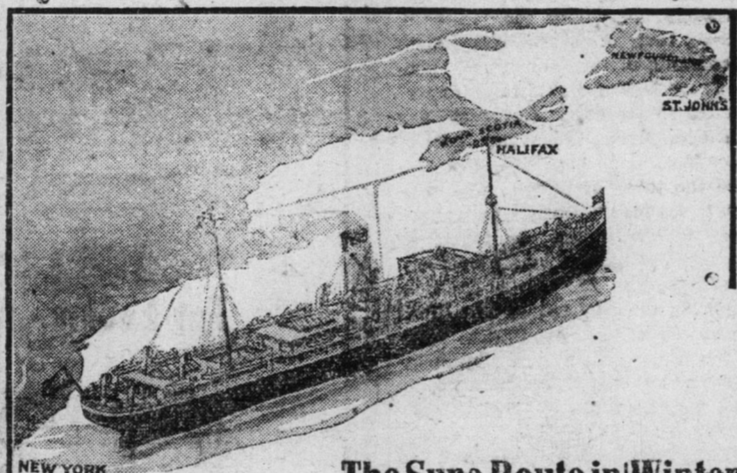
### Fruit Pulp.

Apricot, Peach,  
Crushed Pineapple,  
Cranberries,  
Partridge Berries,  
Date nut Butter.

## Bowring Bros., Ltd.

GROCERY.

### RED CROSS LINE.



The Sure Route in Winter

Tickets Issued to New York, Halifax & Boston.

INTENDED SAILINGS.

From New York: From St. John's:

STEPHANO... Mar. 27th STEPHANO... April 5th

HARVEY & CO., LTD., AGENTS.

## NEW MILLINERY

We are now showing the very latest in Ladies' and Children's

Trimmed and Untrimmed Spring Hats

Also a large variety of NEW FLOWERS, MOUNTS, FEATHERS,  
RIBBONS, ETC.

WILLIAM FREW.

## PERFECTION.



When you buy from us you get

Fine Gold,  
Good Weight,  
Bright Finish,

and every Ring is carefully examined before going out.

Out of town orders receive every attention from

T. J. DULEY & Co.,

THE RELIABLE JEWELLERS, ST. JOHN'S.

## Dr. A. B. Lehr

will return to  
practice on  
March 18th.

## English and American Magazines,

ILLUSTRATED PAPERS AND  
FASHION BOOKS.

Lot of Fun and Com. Life, latest quarterly division, 35c.

The latest issues of the following Magazines just in—  
Strand, London, Windsor, Cassell's, Pearson's, Captain, Nash's, Physical Culture, Wide World, Nation Picture, Novel, Green Book, Story-teller, Argosy, Royal, Red Book, Photo-Play, Popular.

Munsey, Smart Set, Everybody's.

### Fashion Books.

Weldon's Ladies' Journal, Weldon's Children's Fashions, Harrison's Fashions, Fashions for All, Weldon's Illustrated Fashions, Weldon's Home Dressmaker, The Young Ladies' Journal, The Ladies' Companion.

### Some New Books.

The Rainbow Trail—Zane Grey, \$1.25.  
Beacon Fire—Morice Gerard, 65c.  
Eltham House—Mrs. H. Ward, 65c.  
The Fortunes of Garin—Mary Johnson, 65c.  
The Temple in the Tone—Guy Fokett, 65c.  
The Greater Pyeter—Guy Thorne, 25c.  
The Research Magnificent—H. G. Wells, 65c.  
The Kangaroo Marines—Capt. R. W. Campbell, 25c.  
The Thirty-nine Steps—John Buchan, 25c.

## GARRETT BYRNE, Bookseller & Stationer.

## 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. BAIRD.



**THE FIREMEN**  
may save your home and belongings from utter destruction by the flames, but the smoke and water will create a great deal of havoc.

**FIRE INSURANCE**  
will make good your damaged property and supply you with sufficient ready funds to replace destroyed articles. Have me write you an insurance policy to-day.

PERCIE JOHNSON,  
Insurance Agent.

## Butter and Fowl.

Es train Monday:

35 Tubs New Creamery  
and Dairy Butter.  
1 Case Fowl.

JAS. R. KNIGHT.

## REID-NEWFOUNDLAND COMPANY.

## COLUMBIA IGNITOR CELLS.

We have just received a shipment of the world-celebrated  
**No. 6 Dry Cells.**

Water St. Stores Dept.

## 5c. The Crescent Picture Palace. 5c.

'The Dream Dance.'  
A Lubin 3 reel feature, presenting Velma Whitman and L. C. Shumway.

'THE PARSON WHO FLED WEST'—A Selig western drama.  
'A HAZARDOUS COURTSHIP'—An Edison comedy, with Raymond McKee and Dallas Welford.

On Friday and Saturday, a Great Comedy, featuring Billy Reeves, entitled "JUST LIKE KIDS."

## Notice of Removal and Partnership

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 27d, 1916. dec31,tf

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,tf

## 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.

dec6,tf

## TEN PAGES TO-DAY WEATHER FORECAST.

TORONTO, Noon.—Gales E., shifting to W., snow; clearing on Friday.  
Bar. 29.1; ther. 32.

VOLUME XXXVIII.

## BOW

## At the CASI

This E

Concert in A

DANCES AND SO

Children's Ballet; The Fox  
Tambourine Dance; Hind  
Skirt Dance, &c.; Goose S

CAFE

Splendid Pro  
Beautiful

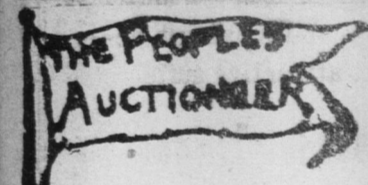
Concert begins at 8 o'clock.  
Tickets—Reserved Seats, 75c.  
Gallery, 30c. Pit, 20c.

## April Paper Patte

IMPORTANT—Cash 17c. who  
company order for Patterns,  
Postage Stamps 1c. and 2c. use  
your letter. Why not buy a Pat  
includes a free pattern. Select  
another fearing the first may be  
will avoid delay.

CHARLES HUTTON, S

## Auction Sales!



AUCTION.

At the Dry Goods Store of  
MR. WILLIAM FREW,  
Water Street, on

FRIDAY NEXT, 24th inst.,  
at 10.30 a.m.

1 Case HABERDASHERY,  
No. 102.

Landed in a damaged condition from  
on board s.s. Stephano from New  
York; surveyed and ordered to be sold  
for the benefit of whom it may concern.

P. C. O'DRISCOLL,  
Notary Public.

PUBLIC AUCTION.

At the Stable of

P. C. O'DRISCOLL,  
Queen's Road, on

SATURDAY, March 25th,  
at 11 a.m.

1 Good General Purpose  
Horse.

Fine Roadster, kind and gentle, weight  
about 900 pounds.

P. C. O'DRISCOLL,  
Auctioneer.



JUST AS YOU WANT

It, we cut the choice meats we offer  
you. Come in and tell us what you  
want and how you want it and see  
how satisfactory

OUR MEATS.

our service and our prices prove.  
You will like sanitary cleanliness of  
our market, our honest weight and fair  
dealing also.

M. CONNOLLY.

mar14tu,th,tf

MILNARD'S LINIMENT CURES  
BURNS, ETC.