

SCHOOL SHOES!



This House of Good Footwear is strong on School Shoes—we make a Specialty of them.

We've studied the School Shoe problem carefully and we believe that we have mastered it at every point.

If you have Children who need School Shoes this Spring, bring them here and see how well we meet every requirement for style, fit and durability!

BOYS' SHOES
Box Calf, Gun Metal Calf and Tan leathers. Solid soles and heels. Lace or Button style. Perfect fitting and durable, but not clumsy.
\$1.50, \$2.00, \$2.50, \$3.50.
According to size.

GIRLS' SHOES
Patent Calf, Vici, Gun Metal Calf and Tan leathers. Medium or Low Heels. All the styles. Button or Lace. Trim looking Shoes, but form-fitting to fit the foot perfectly.
\$1.30, \$1.50, \$2.00, \$3.00.
According to size.

Our Shoe Prices are not striking, but we can certainly impress you with the Special values and goodness of our Shoes, at any Stated Price!

PARKER & MONROE, Ltd.
THE SHOE MEN.

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.

Just Received,

PER TRAIN.

800 BAGS OF
Victoria Hominy FEED.

HARVEY & Co., Ltd.

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.

"Finest We Ever Ate"
Verdict of our happy Potato Customers.

The Scotch Potatoes

imported by us last week per "Durango" from Liverpool are the CHOICEST we ever handled.

Let us have your next order for this indispensable vegetable.

F. McNAMARA,
Queen Street.

New Cabbage!
New Cabbage!

To arrive ex "Stephano," due about Wednesday next.

Also, a Large Shipment of **SUGAR.**

GEO. NEAL
'Phone 264.

Telegram Ads. Pay



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.

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.saf

The Queen's Gift Book.

The Best Collection of Stories and Pictures We Have Ever Sold for 50c.; if mailed, 90c.

CONTENTS:—

Foreword by John Galsworthy.
The Pleasures of Reading—Arthur James Balfour.
The New Dramatist—J. M. Barrie.
Jill's Cat—E. F. Benson.
Divus Johnston—John Bucan.
Mr. Porter's Intentions—J. E. Buck-rose.
Woman—Hall Caine.
The Heroic Age—Joseph Conrad.
The Magic Circle—Evel M. Dell.
Ypres, September 1915—Arthur Conan Doyle.
The Journey's End—Jeffrey Farnol.
The Scot Fairies—Bentrie Harraden.
The Failure—Joseph Hocking.
The Fairy Poodle—Leonard Merrick.
The Portrait of a Lady—Jerome K. Jerome.
Victory Day—John Oxenham.
Norah—Gilbert Parker.
A Man of Words—Mrs. Henry De La Pasture.
Old Brand—Neil Munro.
Also a story by Martin Ross, one by "Sapper," one by Marjory Royce, one by "Sapper," one by Maud Diver, one by Ernest T. Seton, one by Mrs. Humphrey Ward.
Portraits of Queen Mary, King George and the Prince of Wales, together with a number of pictures reproduced from famous paintings. We have only a limited number of copies in stock.

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

Just Received from England and America all the latest

Magazines and Fashion Books!

Latest Illustrat'd War News, 18c.
News of the World, 5c.
Tit-Bits, 5c.
John Bull, 5c.
Answers, 5c.

Also the latest American and Canadian Papers. Come in and look them over.
GARLAND'S Bookstore,
177 Water Street.

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.

CHRISTIAN'S
Borax Soap.

Sold by all Grocers.
\$10.00
will be given to the person saving the most wrappers for 1916.
Ask for Christian's and be sure you get it.
Christian's Borax Co.,
New York.

English and American Magazines,

ILLUSTRATED PAPERS AND FASHION BOOKS.
Lot of Fun and Comic Life, latest quarterly division, 25c.
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.
Museum, 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 Fires—Morice Gerard, 65c.
Eitham House—Mrs. H. Ward, 50c.
The Fortunes of Garin—Mary Johnson, 50c.
The Temple in the Tone—Guy Fokett, 60c.
The Greater Power—Guy Thorne, 25c.
The Research Magnificent—H. G. Wells, 65c.
The Kangaroo Marines—Capt. R. W. Campbell, 35c.
The Thirty-nine Steps—John Buchan, 35c.

GARRETT BYRNE,
Bookseller & Stationer.

We Have Now Received THE GREAT WAR BOOK!

Every man and woman should read this book, "Hindenburg's March Into London," translated from the German. See what the British Navy has saved us from.
Price **45 cents.**
Post Paid.
GARLAND'S Bookstore,
177 Water Street.
Per S.S. "Stephano,"
New York Chicken.
New York Corned Beef.
New York Sausages.
Bananas, Oranges.
Lemons, Pears.
Tomatoes, Celery, Beetroot.
JAMES STOTT

5c. The Crescent Picture Palace. 5c.

"THE STRAIGHT and NARROW PATH."

A Kalem production in 2 parts.
"HARVEST-SELIG NEWS PICTORIAL"—All the news from all the world.
"ON THE BORDER"—A Selig western drama.
"THE HOSEYMOX BABY"—A Vitagraph comedy with Mr. and Mrs. Sidney Drew.
GOOD MUSIC AND EFFECTS—A COMFORTABLE AND WELL VENTILATED THEATRE.

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 23rd, 1916. dec5,1f

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. dec31,1f

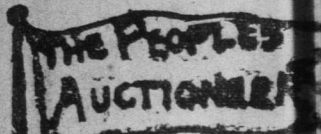
LIGHT, HEAT, COMFORT!

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 the 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 GASTHEM Radiators fill all light and heat requirements.
ST. JOHN'S GAS LIGHT COMPANY.
dec6,1f

EIGHT PAGES TO WEATHER FORECAST
TORONTO: (Midnight) S and N.W. winds, fresh, slight local snow, but no fair.
ROPER'S—Bar. 29.50; 7:30.

VOLUME XXXVII

Auction Sale



AUCTION.
At the Reid-Newfoundland Freight Sheds, on Thursday next, 23rd at 10:30 a.m., for the benefit of whom in concern,
199 brls. VINOLA F (Slightly-damaged). Will be sold in lots to suit purchasers.
P. C. O'DRISCOLL
mar21,21 Notary

AUCTION.
At the Dry Goods Store, **MR. WILLIAM FRIE** Water Street, on FRIDAY NEXT, 24th at 10:20 a.m., 1 Case HABERDASH No. 102. Landed in a damaged condition on board s.s. Stephano from York; surveyed and ordered for the benefit of whom in concern.
P. C. O'DRISCOLL
mar22,21 Notary

PUBLIC AUCTION

At the Stables of **P. C. O'DRISCOLL** Queen's Road, on SATURDAY, March at 11 a.m., 1 Good General Purpose Horse.
Fine Roadster, kind and gentle about 900 pounds.
P. C. O'DRISCOLL
mar22,21

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 Celebrated **IRISH BUTTER.**

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

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

Brick and Cement

Hard Brick,
Soft Brick,
Fire Brick,
Cement,
in brls. and sacks.
H. J. Stabb