



Horses! Horses!

To arrive about May 25th,
20 Horses,
Particulars Later.

GEO. NEAL

Our New Shoes!



Our New Shoes are now on display. It will pay you, ladies and gentlemen, to visit our stores.

**SMALLWOOD'S
BIG Shoe SALE**

We are clearing out about two thousand pairs of Boots and Shoes at greatly reduced prices.

MEN'S FINE BOOTS, Button and Laced Styles,
**\$3 00, \$3.50, \$4 00,
\$4.50 and \$5.00.**

200 pairs **LADIES' LOW SHOES,** worth \$3.50 & \$4.00.
Now only \$2.50 and \$3.00

200 pairs **LADIES' VELVET BUTTON BOOTS,**
worth \$2.50 per pair.
Now only \$2.00.

A large stock of **BOYS' and GIRLS' BOOTS** at greatly reduced prices.

Secure your Shoes now.
Mail Orders receive prompt attention.
Special prices to outport buyers.

F. SMALLWOOD
THE HOME OF GOOD SHOES.

ALWAYS GOOD!

**JOHNSON'S
Cakes, Pastry, Buns, etc.**

TWO STORES! **TWO PHONES!**
J. T. Calver, **Oyster Bay Parlors,**
'Phone 739. **'Phone 710a.**

The "Evening Telegram" is read by
over 40,000 People daily.

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 N. Y. Corned Beef.
Boneless Corned Navels.

**Fresh Halibut.
Fresh Salmon.**

New Asparagus.
New Green Peas.
Artichokes.
Fresh Celery.
Fresh Lettuce.
New Cucumbers.
Fresh Tomatoes.
New Onions.
New Cabbage.


**Fresh Smoked
Finnan Haddies.**

Bananas.
Bartlett Pears.
California Oranges.
Dessert Apples.
Grape Fruit.
New Rhubarb.
California Lemons.

**American Beauty
Butter, 1-lb. blocks.**

Stone's Graham Flour.
Flake Tapioca.
Fresh Post Toasties.
Self Raising Buckwheat.

Remember OUR Telephone,
482 and 786.



**TORIC
LENSES**

ARE MORE BECOMING THAN
FLAT LENSES.

The edges of Toric Lenses do not show as prominently as those of flat lenses. They fit close to your eyes. You will find Torics much more becoming and useful. They give you a wider, clearer field vision. You should know about Toric Lenses. Let us explain them.

R. H. TRAPNELL,
Eyesight Specialist.
St. John's.

**Lazell's
MASSATTA**



**TALCUM
POWDER**

Not only softer, smoother, more satisfying than any other, but distinguished by the "True Oriental Odor," a fragrance inimitable in its subtlety and charm.

In addition to Massatta, we carry a complete line of Lazell's Famous Specialties, including the most exquisite Perfumes, delightful Toilet Waters, soaps, Creams, and Powders of unquestionable excellence.

at all Drugists, St. John's, N.S.

**IT'S
EXTRAVAGANCE**

TO BUY FLOUR OF UNCERTAIN QUALITY
AT PRESENT PRICES WHEN

A FEW CENTS MORE

WILL BUY YOU THE BEST FLOUR IN
THE WORLD—

Royal Household
OR
Windsor Patent
(BOTH MADE BY THE OGLVIE FLOUR MILLS.)

SOLD EVERYWHERE.

**Immediate Sale High-Class
Carriages,
Waggons,
Sleighs, etc.**

We will sell at very low prices a number of excellent **SECOND-HAND CARRIAGES**, including Landaus, Victorias, Broughams, Cabs, etc., all rubber tired and in perfect order. In this lot is a very fine Landau, cost \$2,000.00, very roomy and comfortable; also 1 Victoria, seats four, almost new, cost \$1,400.00. Our price on either is \$300.00. These were the property of the Governor of Nova Scotia. Have a number of Carriages as above, which need some repairs, at prices from \$70.00 to \$125.00. Also three Buckboard Wagons with canopy tops, steel tires, seating nine, twelve and fifteen persons, light but of strong construction, excellent for sight-seeing wagons or picnics. Also three large comfortable Sleighs, each seating twenty persons. Honest description and fullest information. Write, ask questions about them; you'll get a square deal.

FRASER BROTHERS, Limited,
may14,6i,eod 124 Hollis St., Halifax, N.S.

**Smart
Blouses!**

Our Ladies' Dept. is now displaying a remarkably choice selection of Blouses in Crepe de Chine, Silk and Georgette Crepe. These Blouses are distinctly characteristic in style and illustrate Fashion's latest fancy in sleeves and collars, the former are all long with dainty cuffs, while the latter are very deep and quaintly cut.

The new surplice neck is very much in evidence and the entire stock is as charming and up-to-date as it can possibly be.

The leading colors are Flesh, Coral and Blue, but there is a wide choice of lovely colors, also Black and Black and White.

U. S. Picture & Portrait Co.

**Hodder & Stoughton's
35c. Novels,**

Containing some of the best books ever published. Come in and see them.

GARLAND'S Bookstores
477-9 Water Street.

Butter!

Ex rail, in 2 lb. blocks,
Very Choice
P. E. I. NEW BUTTER.
Send your order to
JAMES R. KNIGHT

**REID-NEWFOUNDLAND
COMPANY.**

EMPIRE DAY,
Thursday, May 24th, 1917.

For all regular trains of Wednesday and Thursday, May 23rd and 24th, round trip tickets will be issued between all stations at

**One and One Third First
Class Fare,**

For going passage on above-mentioned dates, and for return passage up to and including Friday, May 25th.

Reid-Newfoundland Co.

GADIZ SALT FOR SALE!

Ex Steamer, Hulk or Store,
AT LOWEST CASH PRICE.
Orders can now be taken.

BAINE, JOHNSTON & CO.
apr28,9i,s.w

AMMUNITION NEEDED
FOR THE DAILY DRIVE.

Cereals Roman Meal, Cream of Wheat, Force, Corn Flakes, Quaker Oats, Puffed Rice, Shredded Wheat Biscuits, Grape-Nuts.

Bacon Beechnut, Honey, Swift's Premium.

Ham Honey, Cedar Rapids, Elm City.

HARTLEY'S MARMALADE.
LYLE'S GOLDEN SYRUP.
MAPLE SYRUP.
Carrots & Parsnips in Tins. **SUMMER VEGETABLES.**

Meats Ox Tongue, Glass Mincee Collops, English Meats, Stewed Kidneys, Camp Rations, Beef-steak and Onions.

Soups In Glass and Tins. Early June Peas, String Beans, Small Beets, Spinach, Asparagus, Sweet Corn.

BLUENOSE BUTTER **CHEESE.** Canadian, MacLaren's, Cream Cheese in tins. **THICK ENGLISH CREAM.**

TEAS. Our Best, Crown and Royal Brands will surely make a hit.

BISCUITS. Huntley & Palmer, Carr, Jacobs and Christie Brown Biscuits and Wafers.


FRUITS. In Glass and Tins. Calves' Feet Jelly, Aspic Jelly, Bird's Custard Powder, Leaf Gelatine, Pine Gold Jellies, Knox's Gelatine, **SLICED PINEAPPLE, 20c tin**

BOWRING BROTHERS, Limited,
Phone 332 GROCERY DEPT. Phone 332.

Do You Know

That our stock of Room Papers is the most up-to-date selection in town?

All with Borderings to match. Prices range from 25c. to \$1.40 per roll. Bordering to \$2.50. Unfortunately a shipment of \$2,000.00 worth of the cheaper grades was lost on a schooner coming from Boston. But our shipment of 54 bales of the best grades of papers has come to hand this week. Come and see them.



Robert Templeton

TEN PAGES TO-LA
WEATHER FORECAST.
TORONTO, Noon.—Strong S.W. winds and for the most part fair and cool. Sunday—N.W. and W. winds, fair, with little higher temperature.
Drink Welch's Grape Juice

VOLUME XXXIX.



SCHOONERS FOR SALE
20 to 68 Tons.

Several of these are suitable for barges or lighterage purposes.

And One Cod Trawl and Gear.

All at reduced rates.

Alan Goodridge & Sons
Limited.
may8,3w,eod

FOR SALE
AT
**Griffin's Harbour
Labrador,**

That desirable and well-located Waterside Premises and Building Property lately occupied by Capt. Patrick Hickey, consisting of—

STORES, STAGE, DWELLING HOUSE, Etc.; also
40 hds. CADIZ SALT.
2 COD TRAPS and GEAR.
2 HERRING NETS.
1 LARGE BARK POT.
2 BOATS, Etc.

Full particulars on application.

Alan Goodridge & Sons
Limited.
may8,3w,eod

FOR SALE

1 Farm, Torbay Road; new house, 6 acres land, \$2,500.
1 Farm, near Marconi Station, 10 acres, \$500.00.
1 Farm on Torbay Road, 30 acres, \$1,000.00.
1 Farm on Long Pond Road, 100 acres, stable, barn and house, 9 acres, \$2,500.00.
1 Farm, South Side, with new house, 10 acres, \$1,500.00.
1 Farm, Logy Bay Road, 100 acres, \$800.
1 Farm, with Bungalow, 100 acres, Road, 14 acres, \$4,000.00.
1 Farm, Thorburn Road, 100 acres, \$400.

J. R. JOHNSTON
apl19,eod,tf

FOR SALE

**One Superior
STEAM ENGINE
ONE DYNAMO**

Will furnish current lights. Both in perfect condition. Apply to

T. A. PIPNEY
may17,9i Waldegrave St.

FOR SALE

**100 Rolls of
Player Piano**

Will suit any of the mentioned instruments. Lot contains all the Popular Airs & Selections two-steps and operas. To be sold at a bargain. Apply at this office. may18,9i

MINARD'S LINIMENT
EVERYWHERE.