

Easter BACON

It is not the intention or desire of the W. P. A. or Food Control Board in advocating the restriction of the use of Bacon to ask you to do without this satisfying foodstuff altogether. It is merely a request to "let up" on your usual consumption to some extent in order that war stocks may accumulate for the Allies. Realizing the fact that most of our customers would find it

A Great Hardship To Do Without Our Delicious "Berkshire" Bacon Entirely,

we imported a small shipment to-day and are fully prepared to fill your Easter order promptly, and at Lowest Prices.

RING UP 393 NEXT TIME YOU WANT HIGH GRADE BACON.

F. McNAMARA,
QUEEN STREET.

s.tu.th

S.O.S.	ESTIMATED PROFITS.	S.O.S.
Estimated earnings of S. O. S. Garment from renting alone at \$10.00 a trip.		
CANADA.		
1,000 suits at \$10.00	\$10,000
26 trips a year	\$260,000
Operating expenses	\$85,000
Cost of suits	\$20,000
Net profit from renting	\$175,000
This would give you a dividend of about 35 per cent. yearly. Worth thinking over, isn't it?		
L. J. HARNUM, Newfoundland Representative, P. O. Box 1024. 268 Water Street, St. John's.		

ARE YOU A BIG MAN?
If you are, here is an item to interest you.
\$6.00 SWEATER COATS for \$5.00.

All wool SWEATER COATS in plain Navy shade, V. neck, very comfortable. We are headquarters for the best in this line.

Smyth's
ESTABLISHED 1875

The Young Men's Store.

Accident Insurance!

Insure against Accident and Illness in The Employers' Liability Assurance Corporation, Limited, London, England.

J. LINDBERG, Agent,
4 Prescott Street, St. John's.

Phone 236.

mar14,8i,w,s

Woodworking Factory and Construction Work.

Our Factory is modern and up-to-date. We make DOORS, WINDOWS, STAIRS, OFFICE and STORE FIXTURES, FURNITURE, and all kinds of Cabinet Work, Mantels, Balusters, and all kinds of Trim. We also build houses and do all kinds of construction work.

All work done in a first-class workmanlike manner, of good materials, and reasonable prices.

PLANS AND SPECIFICATION FREE OF CHARGE TO CUSTOMERS.

Newfoundland Shipbuilding Co'y, Ltd.,
HARBOR GRACE.

DRIED FRUIT.

Standard and Choice
APRICOTS, 25's.

Standard, Choice, Fancy
PEACHES, 25's.

30-40 TO 70-80
PRUNES, 25's.

2, 3 and 4 Crown
RAISINS, 50's.

FOOD WILL WIN THE WAR!

Consume Less,
Produce More.

HARVEY & CO., Ltd.,
WHOLESALE.

"A Household Word."

The Emerson Piano

has become a household word in Newfoundland and stands as a synonym for all that constitutes a musical and enduring Piano-forte.

CHARLES HUTTON,
Sole Agent Newfoundland.

N. B.—Within the last few months I have played on Emerson Pianos that were bought here 25 and 30 years ago, and with the exception of a small portion of the centre, which was a bit worn, the Pianos were practically as good as the day they were sold.

A SNAP!



Boys' SCHOOL BOOTS, at \$2.25

327 pairs

Boys' Gunmetal Blucher Boots,
Sizes 1 to 6. All one price, \$2.25

PARKER & MONROE, Ltd.,
The Shoe Men.

Reid-Newfoundland Co

Easter Excursion!

Excursion return tickets will be issued to all points between and including St. John's, Carbonear, Grate's Cove, Heart's Content, Placentia, and Trepassey, at

One Way and One Third First-Class Fare.

Good going Saturday and Sunday, March 30th and 31st, and good returning Monday, April 1st. Also at

One Way and Two Third First Class Fare.

Good going Thursday and Friday, March 28th and 29th, and good returning Monday, April 1st.

REID-NEWFOUNDLAND Company

J. J. ST. JOHN

Don't forget the best

TEA

to be got in Newfoundland is at our Store, retailing at **60c.** per lb.

Sun Ammonia,
10c. package.

English Breakfast COFFEE,
1 lb. tins.

Eddy's Matches.

J. J. ST. JOHN.
Duckworth Street and LeMarchant Road.

STATUTORY NOTICE.

In the matter of the Estate of George Howard, late of Bishop's Falls, Twillingate, Lumberman, deceased.

NOTICE IS HEREBY GIVEN that all persons claiming to be creditors of, or who have any claim or demand upon or affecting the estate of above-named deceased, are required to furnish particulars, in writing, of such claims, duly attested, to H. F. FITZGERALD of Grand Falls, Supt. Magistrate, the Administrator of said estate, on or before the 6th day of April next, after which date the said Administrator will proceed to distribute the said estate, having regard only to the claims of which he shall then have had notice.

St. John's, the 28th day of February, A.D. 1918.

JAS. P. BLACKWOOD,
Solicitor for Administrator.

mar5,12,19,26,apr2

Just One Teaspoonful OF O'Mara's Syrup of White Pine and Tar

will protect you from coughs and colds. It is the best thing we have to offer you. The most obstinate cough is quickly relieved and cured by its timely use.

Two sizes: 25 and 50c. bots.
Peter O'Mara, The Druggist,
46-48 WATER ST. WEST.

MINARD'S LINIMENT CURES GARGET IN COWS.

'Tis Strenuous Shopping These Days

But our ads. will help you some (at least we intend them to do so). The buying and getting of goods is for us difficult, and sometimes we are short of some items. Just now we have received some things, long expected, that you may want. They are:

LADIES' BLACK RUBBER COATS.
LADIES' BLK. & WHITE BUCKRAM HAT SHAPES.
A Small Selection of MILLINERY VELVETS.

Don't Wear Out Your Boots

tramping the town looking for

LADIES' WOOL GLOVES (barring White ones).
LADIES' KID GLOVES.
BLACK BEE HIVE, 4-ply fingering.
BLACK CRESCENT, 4-ply and 5-ply fingering.
RIVERSIDE FINGERINGS in Brown, Heather, Black and Navy.
BOYS' NAVY SERGE SUITS.

We can give you the best values in these and many other items you may be searching for. We have been thinking about you. As a matter of fact we are trying to make your shopping excursions

A Pathway of Flowers

as far as possible. With this end in view we are this week showing

A Job Line of Flowers,

Prices only

10c., 12c. and 15c.

Get in amongst these early and pluck the best, don't wait for the last rose of summer. Be one of the wise crowd that watches the buying opportunities here.

Henry Blair



NO MATTER HOW FIRE IS CAUSED

If you're not insured, you're a loser. Take time to about your policies. We'll you the best companies at reasonable rates.

PERCIE JOHNSON
Insurance Agent

TEN PAGES TO-DAY

WEATHER FORECAST.

TORONTO, Midnight—Strong breeze to moderate gales, shifting to N with some snow.

VOLUME XL.

W. P. A.

The Work Rooms at Headquarters, Sutherland Place will not be open on Good Friday.

A. N. GOSLING,
mar27,li Hon. Sec.

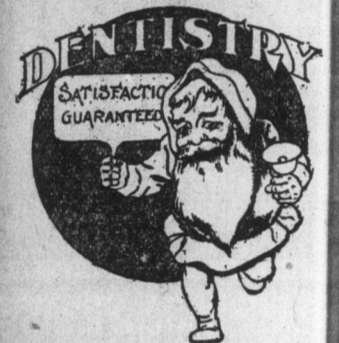
For Sale.

8 x 60

Gallon Casks.

Special "French make." Suitable for Ships' Water Casks.

BAIRD & Co.
WATER STREET.



The Maritime Dental Parlors

(The Home of Good Dentistry.) Give the matter of your teeth some thought. They deserve it. If you require dental advice consult us. It will cost you nothing, and any work you may entrust to us will be done in such a way as to give entire satisfaction. We are specialists in extraction and plate work. Our painless method of extraction, used solely and exclusively by us, cannot be surpassed. Our artificial sets, which are the best quality, fit perfectly and do not loosen. Crown and Bridge work and filling at reasonable prices. Plates repaired and made strong as ever.

Painless Extraction \$2.00
Full Upper or Lower Sets . . . \$12.00

PHONE 62.
M. S. POWER, D.D.S. (Graduate of Philadelphia Dental College, Graduate of Hospital of Oral Surgery and Philadelphia General Hospital).

176 WATER ST. (opp. M. Chaplin's, nov24,s,w,tf



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.

CHAS. F. GAMBERG,
PAINTER, DECORATOR

Orders for Sign Painting, Graining, Glazing, Paper Hanging, Painting, Plain or Ornamental, will receive prompt attention.
Residence: FLAVIN ST.
feb25,12,ccc