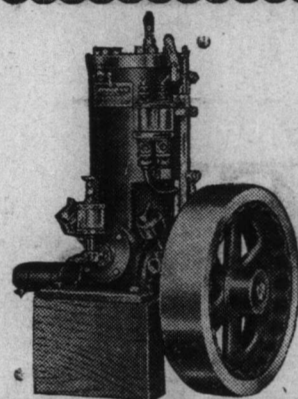


Bedroom Furniture Season 1917.

We are now displaying in our large Showrooms some elegant designs in Bedroom Furniture for the 1917 Season. This Furniture is the product of some of the most high-class Furniture Manufacturers.

We extend a cordial invitation to all lovers of the beautiful in Furniture to visit our store and see this handsome stock, and we are prepared to accept orders for partial or entire Bedroom Furnishing. Satisfaction guaranteed.

U. S. Picture and Portrait Co.
House Furnishers.



LATHROP

Make and Break
Kerosene Engines,
Strong, Heavy and Reliable.
Also
Gray, Ferro and Fulton
The Fulton is self-sparking; no coils or batteries required.
SCRIPPS 4 CYCLE.
The standard in 4 cycle engines.

A. H. MURRAY, St. John's, Agent.

REGAL SHOES

are the most stylish, comfortable and serviceable ready-to-wear shoes made—and every man in town can prove this by coming to us and selecting a pair from the new styles we have just received.

A Smart Regal Style For Dressy Men

Every one of these Regal styles is built exactly after a high-priced New York custom model. Exact fit is assured you by Regal quarter-sizes—just double the usual number of shoe-fittings. Do not put off paying us a visit—drop in today.



Our Spring Styles in Regal Shoes just opened. In our large selection of Regal Shoes we have a last and style for every foot.

PARKER & MONROE, Ltd., Sole Agts.

Just Arrived:
Two Cars
Windsor Table Salt.

Special prices ex wharf.

T. A. MACNAB & Co.

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

Keep Down the H. C. of L.

HAMS and BACON are the cheapest and most economical MEAT at present obtainable, and you will to some extent help to solve the high cost of living by buying and using MORE of these commodities and "LETTING UP" on your consumption of the higher priced Pork and Beef products. A large supply of our delicious "BERKSHIRE" Brand SMOKED MEATS always in stock at lowest prices.



PHONE 393.

F. McNAMARA,
Queen Street.



Sextants,
Quadrants, Logs, etc.

A large assortment of Binoculars, all prices, Chronometers cleaned, repaired and rated. Your instruments covered by an insurance policy while in our care.

W. & R. ENGLISH,
Jewellers & Marine Opticians.
P. O. Box 447. 404 Water St.
dec19.3m.eod

Fresh Beef & Mutton.

Just Arrived:

400 Quarters
Choice Fresh Beef.
40 Carcases Fresh Mutton.

GEO. NEAL

New Cabbage

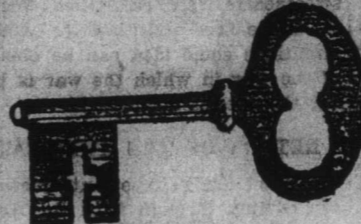
To arrive:
50 Crates New Cabbage.
50 Barrels Cranberries
BURT & LAWRENCE

THE EMERSON PIANO and THE CARPENTER ORGAN

I have been selling for 35 years. Ask any musician what they think of them.

CHARLES HUTTON,
The Reliable Piano and Organ Store.

O. Mustad's



Brand Hook

Is the best tinned hook made and will not rust. Fishermen should see the Key Brand is on each package they buy. dec14.eod.tf

J. J. St. John.

SOAPS.

Have your choice:
KIRKMAN'S BORAX.
VIRGINIA LAKE.
OLD HOME.
TIGER.
SUNLIGHT.
PERFECTION.
GOODWIN'S ASSORTED.
HERB.
GALETTY.
DUCHESS.
SAPONE-CARRARA.
TAR.
LATHERITE.
TWIN IVY.
SYLVAN SERIES.
LILAC.
ROSE.
CARNATION.
HELIOTROPE.
MAYER'S SHAVING.

J. J. St. John,
Lackworth St. and LeMarchant Road.

VALUABLE WORKS OF REFERENCE.

The Who's Who for 1917.
Whittaker's Almanac, 1917.
Hazel's Annual Almanac, 1917.
The Newfoundland Year Book, 1917.
Pear's Cyclopaedia, new edition. Over one million already sold.
Nelson's History of the War by John Buchan. Volume 15.
DICKS & CO., LTD.
Biggest, Brightest, Busiest and Best Book, Stationery and Fancy Goods Store in Nfld.

GORKWOOD

For Sale by
H. J. Stabb & Co.
200 BUNDLES
Corkwood.
Thick, Medium and Thin.

The Newfoundland Year Book.

Just off the press, full of valuable and authentic information relating to Newfoundland Public Offices, Institutions, Banks, etc. of the Colony. Only 42c. post paid.
GARLAND'S Bookstores
177-9 Water Street.

REID-NEWFOUNDLAND COMPANY.

Easter Excursion!

Between St. John's, Carbonear, Heart's Content, Placentia and Renew's.

One Way Fare.

Good going Saturday, April 7th, and good returning Monday, April 9th.

One Way and One Third Fare.

Good going Thursday and Friday, April 5th and 6th, and good returning Monday, April 9th.

Reid-Newfoundland Co.

Bargain News.

Ladies' Coloured Untrimmed

FELT HATS.

Reg. \$2.00 to \$4.00 ea.
Now all one price,
70c. each only.

Sample Lots Ladies' White Cambric

CAMISOLES, COMBINATIONS, KNICKERS and NIGHTDRESSES, etc., and a small assortment of New **BLOUSES,** including some out-size Women's Black Blouses.

Lot of FANCY BLANKETS.

A lucky purchase which we can sell at \$2.80. These can be specially used for making Dressing Gowns for Ladies or Gentlemen.

Lot of Infants' Dainty SWANSDOWN WRAPPERS at \$2.00 each.

Swansdown, as you are perhaps aware, is at present very difficult to get.

Henry Blair



Waterman's Ideal Fountain Pen
ALWAYS READY.

Saves half the time dipping, blotting and changing pens. We have just received a full assortment in **Self Filling, Safety & Regular Types.** Fine, medium and coarse points, \$2.50, \$3.50, \$4.00 and up. Get one and be up to date.

T. J. DULEY & Co.,

Reliable Jewellers.

EIGHT PAGES TO-DAY

WEATHER FORECAST.

TORONTO, Midnight.—Moderate winds; clear; not much change in temperature. Drink Welch's Grape Juice.

VOLUME XXXIX.

FOR SALE

AT
Griffin's Harbor
Labrador,

That desirable and well known Waterside Premises and Fishing Property lately occupied by Capt. Patrick Hickey, consisting of—

STORES, STAGE, DWELLING HOUSE, Etc.; also

40 hds. CADIZ SALT.

2 COD TRAPS and GEARS.

2 HERRING NETS.

1 LARGE BARK POT.

2 BOATS, Etc.

Full particulars on application to

Alan Goodridge & Sons
Limited.

mar9.91.eod

SHERIFF'S SALE

Under and by virtue of a writ of Fieri Facias to me directed by a Justice of the Peace for the County of Newfoundland wherein George Roberts in his own name and George Roberts Assignee of Bishop, Scis Co., Ltd., Horwood Lumber Co., Ltd. and Obadiah Hodder are Plaintiffs and the Atlantic Fishery and Supply Co., the Great Northern Development Co., Assignees of the Great Northern Mining and Supply Co., are Defendants, I will sell by Public Auction my office at the Court House, St. John's, on Thursday, March 22nd, 1917, at 10.15 o'clock in the forenoon ALL the land, mining rights, premises, machinery, goods, and other contents of the Defendants situate at Twillingate, Notre Dame Bay, Newfoundland. For further particulars apply to J. FOOTE, Solicitor for Plaintiff.

JAMES CARROLL,
Sheriff of Newfoundland
St. John's, March 19th, 1917.
mar19.31

FOR SALE

For sale, two Dwelling Houses situated on McFarlane Street. Both houses were built in 1900 and at present bring in a net income of \$228.00 a year.

Further particulars apply to

GIBBS & BARRON,
Solicitors,
Bank of Montreal Building
mar15.41.th.m.w.f

FOR SALE!

That desirable Residence on King's Bridge Road, known as "Bemister Place", the residence of the late Hon. H. J. Bayly. Immediate possession. For particulars apply to

A. MARSHALL,
mar20.31 75 Cochrane St.

NOTICE

It has been called to our attention that certain retail dealers who are substituting Kipper Brand for an inferior kind for our goods. Some of those dealers even go so far as to place inferior kippers in boxes bearing our brands so as to deceive the purchasers.

Our Kippers can be known by the fact that the head and tail are left and they are a light bronze color. In addition to our stock consisting of large, fat, Placentia Bay herring, they are processed and sent daily from smoke ovens at Bay Bulls. We guarantee the quality. If you find an imperfect box, please return it to us. We will refund the purchase we ask him to return a perfect one.

NEWFOUNDLAND-AMERICAN PACKING Co., Ltd.
mar12.tf

RED WING

THE
GRAPE JUICE
with the best
flavor.

BAIRD & CO.,

Agents,
181 WATER ST.
P. O. Box 157.