

REID-NEWFOUNDLAND CO.

Bargains in Motor Engines.

The following engines are ready for immediate delivery and will be sold at greatly reduced prices:—

- 1--12 H. P. Dan Engine, burns Kerosene only, hot plug ignition.
- 1--3 1/2 H.P. Fairbanks Morse Engine, burns gasoline only; battery ignition
- 1--6 H. P. Wonder Engine, burns gasoline only.
- 1--4 H. P. Buffalo Engine, starts on gasoline and runs on Kero. Oil.
- 2--6 H. P. Buffalo Engines, starts on gasoline and runs on Kerosene Oil.

For Prices and particulars apply at Water Street Stores Department.

A RARE CHANCE!

FOR SALE THAT

Well-known and Established Business of J. & T. COOK, Victualler, Water Street. Owners retiring from business. For particulars apply to J. & T. COOK, Water Street.

apr5.61

Evening Gowns at Reduced Prices!

While many of the larger social functions are—on account of the war—conspicuous by their absence this season, there are never-the-less many smaller affairs which take place where a really smart gown is not only admissable, but really necessary.

We are offering a limited number only of Evening and At-home Gowns and Blouses, in combinations of Silk and Net, Satin and Lace, Charmeuse, Ninon, Voile, etc.—in very beautiful designs and in different sizes. These Gowns and Blouses are copies of French and American models, and, owing to the depression in trade, are to be sold at heavy reductions.

This week presents an excellent chance for you to purchase a dainty Evening Gown for the coming Easter festivities at actual cost.

U. S. Picture & Portrait Co.

"Alderney" MILK.

To-day ex Tabasco from Liverpool:

200 cases "ALDERNEY" CONDENSED MILK
The Popular Milk at the Popular Price.

F. McNAMARA, Queen Street.



Footwear for Easter.

The very latest styles in Footwear are to be found here. LADIES' FINE FOOTWEAR at \$2.00, \$2.50, \$3.00, \$3.50, \$4.00, \$4.50, \$5.00, \$5.50, \$6.00, \$7.00, \$8.00. GENTS FINE BOOTS & SHOES at \$2.75, \$3.00, \$3.50, \$3.75, \$4.00, \$4.50, \$5.00, \$5.50, \$6.00, \$6.50, \$6.75, \$7.00, \$7.50, \$8.00, \$8.50, \$9.00.

See our big stock of BOYS', GIRLS' & CHILDREN'S FINE BOOTS & SHOES.

F. SMALLWOOD, the Home of Good Shoes.

FOR SPRING CLEANING!

We are now showing a large and carefully selected stock of

NEW WALL PAPERS.

Newest and most attractive patterns to choose from. Prices range from 2c. a piece up. Also special showing of New Floor Canvas, Linoleum, Hearth Rugs, etc. See our stock to-day.

WILLIAM FREW.

The Best Potatoes!

We have received an excellent quality of **Table Potatoes,** Sound, dry and well flavoured.

A particular customer of ours—a veteran potato eater—says: "These are the best imported potatoes I've ever eaten."

In sacks and half sacks—going quick.

EDWIN MURRAY.

Great Reduction in Prices. **The Big Furniture Store.**

Visit our Home Furnishing Department and examine for yourself our excellent qualities in all lines shown there: BRASS and WHITE ENAMEL BEDSTEPS, BUREAUS, WASHSTANDS, TOWEL HORSES, MATTRESSES, BOLSTERS, PILLOWS, CUSHIONS, SIDEBORDS, BUFFETS, TABLES, CHAIRS, BOOKCASES, HALL STANDS, CASE STANDS, COFFERS, LOUNGES, PARLOR SUITES, OAK CHAIRS. And a splendid variety of WICKER, BAMBOO and RATTAN GOODS.

CALLAHAN, GLASS & CO., DUCKWORTH & GOWER STREETS.



RIGHT FROM THE FARM, clean, healthful and carefully fed for the market, we get the

CHOICE MEATS we offer you. Call and tell us what you want for dinner to-morrow. We give every order careful attention and make a specialty of prompt delivery.

M. CONNOLLY, 176 Duckworth Street. Phone 420.

"Thistle" Blend Scotch Whisky

Is a First Favorite, because its the Purest Spirit Distilled For human consumption; 10 years in Oak barrels before it is bottled, and reasonable in price.

J. C. BAIRD, Water Street.

The Advent of Spring!

GREAT SALE OF LADIES' WHITE

Embroidered Underclothing AT HENRY BLAIR'S.

All garments offered below are the latest productions of leading British manufacturers, all made in England, they are all different styles, being sample garments; very good value and marked low prices to clear.

LOT 1—Ladies' White Embroidered Lawn and Muslin Nightdresses, 15 different styles, from 75c. to \$2.30 each.

LOT 2—Ladies' White Embroidered Lawn and Muslin Chemises, 7 different styles, from 60c. to \$1.50 each.

LOT 3—Ladies' White Embroidered Lawn and Muslin Princess Underskirts, some lovely goods, 10 different styles, from 90c. to \$3.00 each.

A few Misses' White Embroidered Lawn and Muslin Princess Underskirts, from 75c. to \$1.25 each.

LOT 4—An immense variety in Ladies' White Embroidered Lawn and Muslin Camisoles and Corset Covers, 18 different styles, from 25c. to \$1.30 each.

LOT 5—Ladies' White Embroidered Lawn and Muslin Underskirts, 9 different styles, from 55c. to \$1.90 each.

MAIL ORDERS FOR ANY OF THESE GOODS WILL HAVE SPECIAL ATTENTION.

HENRY BLAIR

'Seadog' Matches

15 GROSS CASES | 50 GROSS CASES

GEO. NEAL

New Easter MILLINERY

— AT — **TEMPLETON'S.**

(See Window.)

CHILDREN'S HATS Specially Attractive

Owing to hard times we have marked our Goods Very Low.



I, personally "decorated" my new cottage with NEPONSET WALL BOARD FOR WALLS AND CEILINGS.

It was no trouble at all and took me a very short time. You see, anyone can apply it.

I simply gave my dealer the dimensions of the cottage and he sent me up enough bundles of this new material to cover the walls and ceilings—I did the rest with hammer, nails and saw.

It cost me a great deal less than lath and plaster, and there was no dirt and mess or delay of drying-out. NEPONSET WALL BOARD comes in sheets, all decorated; 7 to 10 feet long, and to fit across standard studding. It is ideal for unfinished rooms in houses, camps, garages, and for partitions anywhere—makes wonderfully attractive interiors. Surfaces waterproofed.

The Direct Agencies, Ltd., SOLE AGENTS.

MINARD'S LINIMENT—FOR SALE EVERYWHERE.



Great improvements in 1915 models—Coul Dash, Electric Lights, Circular Rear Guards, Speedometer, all included in regular equipment. See photograph of New Cars at Garage.

Get your order in early and avoid disappointment.

First shipment to arrive by "Stephano."

TOURING CAR \$800.00

RUNABOUTS \$725.00

GEO. G. R. PARSONS, King's Road
mar30.151

J. J. St. John.

Our TEAS have nearly doubled their sales the past few months. We are not surprised as we are selling at old prices, notwithstanding three advances the past few months. Our ECLIPSE and TIP-TOP are our two leaders, 40c. and 55c. lb. We find buyers for these from Petty Harbor to Bauline and from Freshwater to Signal Hill.

PURE IRISH BUTTER is another leader; in fact we can't keep enough stocked, as ours is the only real Irish in the market. Price now 45c. per lb.

BEANS, 5c. lb. PEARL BARLEY, 7c. lb. Make your purchases from us, get your free Coupons and see how pleased you will be at Xmas.

J. J. ST. JOHN, DUCKWORTH ST. & LEMARCHANT ROAD.

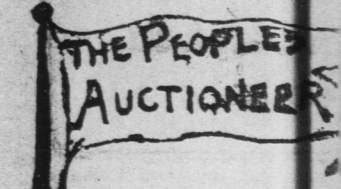
TEN PAGES TO
WEATHER FORECAST,
TORONTO, Noon.—A. F. R.
N. to N.W. winds, clearing &
cold. Saturday —Fair with
little higher temperature.
ROPER'S Noon.—Bar. 29.6
ther. 50.

VOLUME XXXIII

RE

1--12 H. P. D
1--3 1/2 H.P. Ma

Auction Sale



AUCTION—WITHOUT RESERVE.
At the Coach House of MR. JOHN RIDOU, just off Carter's Hill on Wednesday Next, 14th at 11 a.m.
2 AUTOMOBILES which may be seen for inspection the day before sale.
P. C. O'DRISCOLL
apr9.41

Secret Sale House

We have a number of Residences in the City that owners are willing to dispose of at exceptionally low prices, which we are not permitted to advertise. Prices ranging from \$500.00 to \$6,000.00. Easy terms if you are in the market. Solicit your enquiries and will our utmost to assist you in curing a home which will meet your requirements.
LISTINGS SOLICITED.
NO SALE NO CHARGE.
Fred. J. Roll & Co.
—REAL ESTATE—
SMALLWOOD BUILDING,
Duckworth St.

T. A. PIPP

Machinists AND BRASS WORKERS
Waldegrave Street

Agents for
E. LEONARD & SONS, LTD. Engines and Boilers.
LLOYD MFG. CO., LTD. Saw Mill Machinery.
KITSON-EMPIRE LIGHTING High Power Kero Oil Lamps.
REMINGTON KERO OIL ENGINE Stationary and Marine.
We carry in stock
Shafts, Shaft Couplings,
Bearings, Saw Mandrels,
Pulleys, Iron Pipe,
Pipe Fittings, Valves.
PHONE 252.
113.6m.eod

"Thistle" Blend Scotch Whisky

Is a First Favorite because its the Purest Spirit Distilled For human consumption; 10 years in Oak barrels before it is bottled, and reasonable in price.

J. C. BAIRD, Water Street.