

Franklin's Agencies, Ltd.
Show Room, Commercial Building.
 Palmer, Regal and Fraser Engines,
 National Cash Registers,
 Cotton Waste,
 Elastic Cement Roofing Paint.
 Get our Prices before buying elsewhere.
 feb10.1f

Good TEA
 IS IMPORTANT.
 When you buy
Lipton's Tea
 You will be sure to have good tea. It has always been a favourite on account of its purity. Lipton's Tea is put up in 1/4 lb., 1/2 lb. and 1 lb. air tight, dust proof, germ proof packages or in handsome decorated 5 lb. tins.
 Prices: 50c. and 60c. lb.
A Special Sale Bargain in Tea.
 We also offer for a limited time a limited quantity of a superior make of tea other than Lipton's at 40c. (40c.) per pound only. This is put up in 1 lb. packets only. You will find this a good tea also. Try a package at once.
HENRY BLAIR

Sample Shoes!
 100 pairs LADIES' SAMPLE SHOES, high and low cuts. Regular \$4.50 and \$5.00 value.
Price: \$3.00.
 700 pairs YOUNG MEN'S BOOTS and SHOES, sizes 5 1/2, 6, 6 1/2, 7, 7 1/2. Regular \$5.00 and \$5.50 value.
Price: \$4.00.
 36 pairs YOUTHS' GOODYEAR WELT BOOTS, sizes 9 to 13. Regular \$3.50 value. Sale Price \$2.50 per pair. The soles on these Boots are of the best Oak Leather.
 TO ARRIVE SHORTLY:
 5,000 pairs MEN'S, BOYS' and YOUTHS', LADIES' MISSES and CHILDREN'S FINE BOOTS and SHOES. Particulars later.
F. SMALLWOOD,
 THE HOME OF GOOD SHOES.


CABBAGE!
CABBAGE!
 Due Thursday, per S.S. "Stephano."
50 Barrels
FRESH GREEN CABBAGE.
 'Phone 264.
GEO. NEAL

Grove Hill Bulletin
 THIS WEEK.
 CUT FLOWERS—Daffodils, 60c. dozen.
 Flowers and Ferns in Pots.
 Wreaths, Crosses, Bridal Bouquets, etc., to order.
 Terms: Cash.
 PHONE 247.
J. McNEIL,
 Waterford Bridge Road.

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

HAVE YOU NOTICED
 that the greater number of
Fine Art Advertising
Calendars,
 for 1916, presented by Newfoundland firms, are manufactured by
The Ilos. D. Murphy Co.
 This means that up-to-date firms who want the best value in Calendars buy MURPHY Calendars and no other.
 Can't I sell you a Calendar for 1917 before the pick of the samples are gone. Prices from \$5 per hundred up. The line also contains a fine line of Advertising Blotters.
 "Phone me, you'll look at the samples, anyway."
P. E. OUTERBRIDGE
 (Agent for Newfoundland)
 150 WATER STREET.
 (Telephone 60).
 t.h.s.tu.1f

As supplied to the Admiralty and to the foremost engineering firms of the Kingdom.
Seccotine,
 the handiest and most economical adhesive known. For sticking everything of
 WOOD, IRON, BONE,
 DELPH, PAPER,
 PASTEBOARD, LEATHER
 CLOTH, GLASS,
 IVORY, Etc., Etc.
Garrett Byrne,
 Bookseller & Stationer.


 Even the connoisseur will make a miss occasionally. But never a man with
THE "WELLINGTON" PIPE.
 You never saw a better Pipe for
50c.
 ALWAYS CLEAN.
J. C. Baird,
 Agent.


Men's Overcoats!
 We have a fine selection of Men's Winter Overcoats in various colors and mixed Tweeds. Also, a special line of Chinchilla Overcoats in a few fashionable shades, and fitted with the new Bartell Pockets. These Overcoats may be had in all sizes, are perfectly cut and tailored, and range in price from \$20 to \$25.
U. S. Picture and Portrait Co.

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 this 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 GASTHEAM Radiators fill all light and heat requirements.
ST. JOHN'S GAS LIGHT COMPANY.
 dec6.1f

Recent Arrivals
Roofing Felt, Oats, Oatmeal,
Flour, Soap, Pork, etc.
 600 rolls 2-PLY "H" BRAND ROOFING FELT
 400 rolls 1-PLY "H" BRAND ROOFING FELT
 150 brls. ROLLED OATS.
 30 brls. OATMEAL.
 40 1/2s OATMEAL.
 400 brls. "REX" FLOUR.
 300 bags BLACK OATS.
 50 cases SUNLIGHT SOAP.
 100 brls. HAM BUTT PORK.

HARVEY & Co., Ltd.
LADIES' FELT BOOTS!
 Only \$1.60 a pair.
 A warm, comfortable and durable Boot for winter wear. Don't delay but get a pair to-day.
WILLIAM FREW.
 Advertise in the "Telegram."

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.

JUST ARRIVED
per Durango:
 A splendid variety of Suits. No two patterns alike. These goods were ordered before the big jump in Woollens and our Customers can have the advantage of OLD PRICES
 Our new style sheets for Fall and Winter just to hand.

John Maundel
 TAILOR & CLOTHIER
 St. JOHN'S, N.F.
 281-283 DUCKWORTH STREET.

SOLE LEATHER,
 Extra Quality.
All Selected Stock.
 Trimmed and Untrimmed.
BOWRING BROS., Ltd.,
 Hardware Dept.

TEN PAGES TO
 WEATHER FORECAST
 TORONTO, Midnight—
 winds, moderately cold
 snow burrises.
 ROPERS, Noon.—Bar.
 ther. 20.
 VOLUME XXXV
Auction Sale
 AUCTION.
 ON THURSDAY
 Feb. 24th, at 12 o'clock
 ON THE PREMISES
Messrs. Harvey & Co.
 ABOUT
 70 boxes of 3-Crown
 AND ABOUT
 30 boxes of 2-Crown
 slightly damaged
THOMAS B. CLIFF
 feb23.11
 AUCTION.
 On Thursday, March 9th
 o'clock noon, that substantial
 brick building, with Green
 Coach House, and grounds
 on Rennie's Mill Road, and
 "KELVIN HOUSE," belonging to
 Estate of the late Alexander
 The property fronts on Rennie's
 Road, measuring 90 ft. more or
 and extends to Monkstown
 measuring thereon 60 ft. more or
 Property can be inspected any
 between the hours of 10 to 12
 3 to 6 p.m. For further
 apply to J. C. MARSHALL
 T. B. CLIFF
 feb23.13f

Shoe Sale
GOOD RUBBERS
FOR EVERY FOOT
 Sizes are being sold at
 Shop early and secure yours
 Women's Storm Rubbers only
 Women's Low Rubbers only
 Girls' Rubbers only
 Child's Rubbers only
 Men's Low Rubbers only
 Men's Storm Rubbers only
 Boys' Storm Rubbers only
 750 pairs Ladies' Patent Leather
 Box Calf Button, Black and
 Boots. Worth \$4.00 and \$5.00.
 \$2.50 and \$3.00.
 200 pairs Men's Boots. Worth
 Now \$4.00.

F. SMALLWOOD
 THE HOME OF GOOD
 Now landing a choice
Screened
North Sydney
Coal.
 BEST QUALITY
M. MOREY & Co.
 OFFICE: QUEEN STREET
Do It Now
 Ring up, write or send
 instructions to call for you
Laundry
 when next you require any
 done.
 EXPERT WORKERS.
 LATEST MACHINERY.
 PROMPT SERVICE.
Globe Steam Laundry
 Co., Limited.
 Phone 148. P. O. Box