

OUR ANNUAL February FURNITURE Sale Starts To-Day, Feb. 5th, 1916.

This Sale will bring you into touch with the very best values ever heard of in reliable, substantial, modern furniture. The values this February will be the very climax of all our Bargain Giving. Genuine reductions from 25 to 50 per cent. See our West Windows for specials in Bedding. We list a few of same, many others offered.

Our Combination Lath and Spring Bed, with Wool Top Mattress, only \$6.95 complete. Our 731 Bed, with Woven Wire Spring and Wool Top Mattress, only \$7.50.

Our New Idea Spring, built right into the bed, is the latest out. No wood whatever, perfectly sanitary, and sells \$1.00 cheaper than with wood. We can fit it to your own bed, as we have the machines to do it with. See sample in window.

The Ideal Spring is so well known that it hardly needs recommending. It has 120 springs, fastened securely, and will not sag. Guaranteed to last a lifetime.

Our Crescent Felt Mattress is built of the best material, competes with the Ostermoor, so well known, but sells for \$5.00 less owing to duty and freight saved.

Our New Health Mattress, 6 inch bands, are perfectly sanitary. Well made by skilled workmen. We have them in 3 grades, from \$5.00 up. Other Mattresses from \$2.00 up.

We have also Pillows, Bolsters, Cushions, and can not only make but renovate any Mattress, Beds, &c., now in use; also repair Springs, as we have in our building the only weaver of wire in the country. No size too small or too large for us to handle. See our special Wire Stretchers from \$2.50 up. Just the thing for making extra beds by night and remove by day, as it shuts right up. Inspection invited.

The C. L. MARCH Co., Ltd.
Cor. Water and Springdale Streets.

Men's Overalls!

Just Received—Another shipment of the famous **Sweet-Orr Goods.** Prices from \$2.00 up. Sold only by the "Right House."

J. M. DEVINE.
OPENS FRIDAY EVENING'S TILL 9.30.

WE HAVE SOME SPLENDID
Large Labrador Cure Codfish
AND
Large Shore Codfish,
Suitable for Shopkeepers, selling at
Lowest Prices.

A. H. MURRAY,
BECK'S COVE.

The AUTOPIANO,

LEADING PIANO PLAYER
of the world. Has obtained
THE HIGHEST AWARD, THE MEDAL OF HONOR,
THE GOLD MEDAL

at the
Panama - Pacific - International
Exposition. Used extensively in the U. States Navy. Full information given on application to

CHESLEY WOODS, SOLE NPLD. AGENT.

Sugar! Sugar!

Due Per S.S. "Florizel,"

**200 barrels
Granulated Sugar.**

GEO. NEAL

Ready for Your Selection

are the most popular fabrics and smartest designs. Come in and see what attractive suits

We are Tailoring for Men

at this season. We know we could fit you correctly and satisfy you in every particular with our high-class work.

Let us take your measure this week.

J. J. Strang,

Ladies' and Gents' Tailoring,
153 Water Street. St. John's.

Boys and Girls Save the Coupons in

DEARBORN'S PERFECT BAKING POWDER

And you will get FREE a FOUNTAIN PEN.

15 cents per tin everywhere

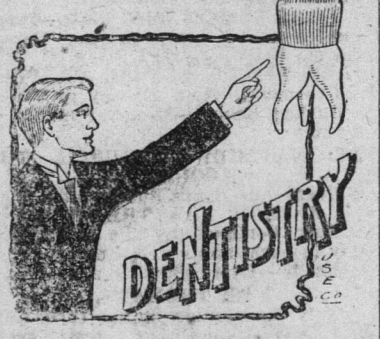
REID-NEWFOUNDLAND COMPANY.

South Coast Service.

S.S. "Glencoe"

Will sail from Placentia on Tuesday, February 8th, after arrival of 8.45 a.m. Train from St. John's, calling at the usual ports between Placentia and Port aux Basques.

Reid-Newfoundland Co.



Having enjoyed the confidence of our Outport and City patients for many years, we beg to remind them that we are "doing business as usual" at the same old office, 203 Water Street.

Remember, Lehr's Teeth stand for durability and workmanship, combined with good fit. Full Upper or Lower Sets \$12.00
Good Clean Extraction Without Pain 25c.

A. B. LEHR,
(The Senior Dentist)
s.t.u.th.tf 203 WATER ST.

J. J. ST. JOHN

GROCERIES
CHEAPER THAN EVER.

Everybody is doing it at ST. JOHN'S.

- 1800 lbs. Best Icing Sugar, 8c. lb.
- 50 cases Seeded Raisins, 1 lb. full weight.
- 1/2 ton Citron Peel, 21c. lb.
- 39 boxes Dessert Raisins, 1/4 ton Lemon Peel, 17c. lb.
- 10 kegs Green Grapes.
- Best Cream of Tartar in 1/4 lb. pkts.
- 50 cases Cleaned Currants.
- 900 lbs. Real Irish Butter. No better in the world 45c. lb.
- 20 cs. No. 1 P.E.L. Eggs.
- 100 brs. Local Cabbage. (Very choice).

N.B.—Bring along your Coupons on and after Monday, 27th inst.

J. J. ST. JOHN,
Duckworth St. & LeMarchant Road.

Do It Now!

Ring up, write or send us instructions to call for you

Laundry

when next you require any work done.
**EXPERT WORKERS.
LATEST MACHINERY.
PROMPT SERVICE.**

Globe Steam Laundry Co., Limited.
Phone 148. P. O. Box 474

NOTICE!

The St. John's Gas Light Company is about to remove its Office from the Board of Trade Building to the Office recently occupied by P. N. R. Johnson, East, corner of Prescott and Duckworth Streets. The Showroom Office and Basement at present occupied by the Company, in the Board of Trade Building, will be let immediately. For particulars apply to

HAVE YOU NOTICED

that the greater number of **Fine Art Advertising Calendars,**

for 1916, presented by Newfoundland firms, are manufactured by

The Thos. 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 35 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)
180 WATER STREET.
(Telephone 60.)

ARE YOU A MAN

who likes to be dressed well? If so, read this: It is, no doubt, **YOUR** ambition to get clothing fit for a **KING**

and if you will enlist you will be able to get your uniform and great coat made by us. Our prices are right.

AND our styles and qualities are of the very best. There is no other factory throughout the **COUNTRY**

where you will be better treated than by us, and where you can get better value. We are the oldest established factory in Newfoundland. If you **NEED** proof of what we say, give us a trial and **YOU** will not be disappointed. We are noted for the finest military and civil clothing in Newfoundland.

Mfld. Clothing Company, Ltd.

Have You Seen Our

300 Candle Power
Kerosene and Gasolene LAMPS & LANTERNS?

"BRIGHT AS DAY."
Burns more air than oil. Come and see them or write for particulars.

Robert Templeton,
333 WATER STREET.

Advertise in the Telegram

TEN PAGES TO-DAY

WEATHER FORECAST.
TORONTO, Noon.—Winds increasing to gales from South East to S. with sleet or rain. Tuesday.—South East gales. ROYAL, Noon.—Bar. 29.60; ther. 28.

VOLUME XXXVIII.



AUCTION NOTICE.

All parties owing money to the deceased for goods obtained at Auction Sales will please make payment before the 25th day of February at which date all outstanding amounts will be handed over to the licitor for collection.

P. C. O'DRISCOLL
Jan 31. 61. eod

Home of Office Supplies.

We represent
The Cutler Desk Co., Buffalo, N.Y.
The Art Metal Constr. Co., Jamestown, N.Y.
OUR PRICES on Office Furniture will save you money.

ROYAL STATIONERY Co.
C. E. Meehan W. P. Meehan
Martin Bldg. Water Street
w.f.m.t.f

"The Long Labrador Trail."

Those who never read Wallace's "Lure of the Labrador Wild" and the "Long Labrador Trail" will have no excuse for price now. Only 35c. each. Bound in cloth.

GARLAND'S BOOKSTORE
177 Water Street

To the Trade

Call, phone or write for latest price list of

Clark's Pork and Beans,

The Favorite Brand.
N. B.—On and after date Messrs. Clark present the full freight on all shipments of their goods to Newfoundland.

The Public want the goods—it pays you to stock them.

P. E. OUTERBRIDGE
(Agent for Newfoundland)
w.f.m.t.f

EUROPEAN AGENCY

Wholesale Indents promptly executed at lowest cash prices for Fish and Continental goods, Stationery and Stationery, Boots, Shoes and Leather Goods, Chemicals and Druggists' Sundries, China, Earthenware and Glass, Cycles, Motor Cars and Accessories, Drapery, Millinery and Fancy Goods, Hardware, Machinery and Jewellery, Plate and Watches, Photographic and Optical Goods, Provisions and Groceries, etc., etc.

Commission 2 1/2 p.c. to 5 p.c. Trade Discounts allowed. Special Quotations on Demand. Sample Cases from \$50.00. Consignments of Produce, etc. Account.

WILLIAM WILSON & Co.
(Established 1810)
25, Abchurch Lane, London, E.C. 4.
Cable Address: "WILSONS," LONDON.

MINARD'S LINIMENT CREAMS
WREPPER.