

Rice! Rice!

100 Sacks RICE, each 200 lbs.
400 Sacks RICE, each 100 lbs.

Millions of People in the World are Starving.
Hundreds of Millions are Short of Food.
CONSUME LESS
PRODUCE MORE

HARVEY & CO., Ltd.,
WHOLESALE

New American Cabbage

etc., etc.

Due per to-morrow's steamer:
New Am. Cabbage,
crates.
Silverpeel Onions,
sacks and crates.
Also, a small shipment of
**Hay, Oats, Yellow
Corn Meal, Bran.**

F. McNAMARA,
QUEEN STREET.

Reid-Newfoundland Co

FREIGHT NOTICE!

Freight for South Coast Points will be accepted at Freight Shed on Monday, April 8th.

REID-NEWFOUNDLAND Company



FOR YOUNG MEN.

It may seem a little early, but now is the time to select your Spring Shoes. Drop in and see our new models in Black, Tan and Patent Leathers, combining ALL THE NEW STYLE KINKS ALL THE NEW LEATHERS ALL THE NEWEST STYLES in Men's Classy Footwear, with a price range from **\$4.00 to \$12.00.**
PARKER & MONROE, Limited,
THE SHOE MEN.

mar28,th,am,tu

S.O.S. The Solution of a Problem. S.O.S.

How can you best prepare for the hard times that are coming?
By investing your surplus earnings in a company that will bring you the best returns.
\$100.00 invested with "Safe on Sea Ltd." now will be worth \$200.00 in two years. Can you do better than that?
L. J. HARNUM,
Newfoundland Representative,
P. O. Box 1024, 268 Water Street, St. John's.

The Newfoundland Year Book, 1918.

Containing a Calendar and Nautical Intelligence for the year. Authentic and valuable information relating to Public Offices, Institutions, Banks, etc., of the Colony, together with a carefully revised Directory of all towns, villages and settlements in the Island.

— Also —
THE CUSTOMS TARIFF, corrected up to date.
Price 40c.; Postage 4c.

S. E. GARLAND,
Leading Bookseller,
177-9 WATER STREET.

We have them at DICKS & CO'S., Popular Bookstore.

Waterman's Ideal Fountain Pen
Be Sure Your Gold Pen
BEARS THIS SIGN OF PERFECTION (WATERMAN'S IDEAL) NEW YORK
It is Waterman's guarantee.
The gold pen is the working end of a fountain pen. It must suit your particular character of handwriting; then, if it is properly made, as this trade-mark guarantees, you are permanently assured of that flexibility and evenness in writing that go to make a fountain pen a pleasure to use and an economy of time. Waterman's Ideal Pens are made of 16 kt. gold, and in every degree of fine, medium, coarse and stub. Each gold pen passes through 80 distinct operations in manufacture, assuring satisfaction and prolonged use.

All points in regular type and self fillers.
DICKS & CO., Ltd.
Biggest, Brightest, Busiest and Best Book, Stationery and Fancy Goods Store in Newfoundland.

Coughs, Colds, Bronchitis, Asthma, and various Lung Troubles can be cured by taking Stafford's Phoratorine Cough and Cold Cure. Price 30c. bl. Postage 5c. extra.—apr5,tf

Rolled OATS!

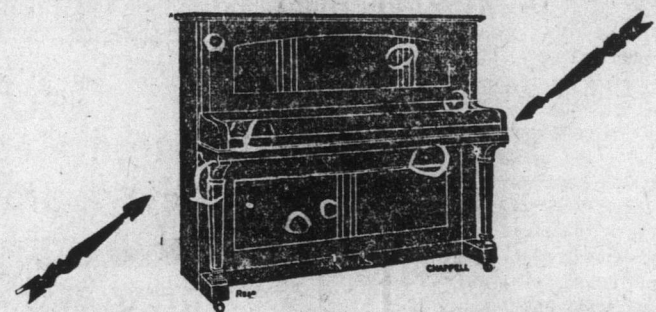
Just arrived car
Rolled Oats,
Barrels and Halves.
GEO. NEAL

Announcement!

In order to better serve the interest of our Wholesale Clients we decided going out of the retail business and offering our entire service to the Wholesale Trade.

We desire to thank our old and regular customers for their generous patronage during past years and appeal for their continued support to BAIRD & CO., who will do their utmost to merit all business committed to their charge by personal and immediate attention.

J. C. BAIRD, now
BAIRD & CO.,
Importers and Manufacturers' Agents,
apr1,61 WATER STREET, ST. JOHN'S.



Kohler & Campbell Player Pianos.

The best player action embodied in a Piano, which has been sold in this country for over thirty years. Come in and hear it.

Violins, Bows and Strings.

We have a good stock of the above at pre-war prices.

Our booklet descriptive of MUIR VIOLINS contains information every violinist should know.

Sent Free on Request.
Musicians' Supply Co.,
Royal Stores Furniture Store.
mar23,5,tf



NO MATTER HOW THE FIRE IS CAUSED

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

PERCIE JOHNSON
Insurance Agent

5c. The Crescent Picture Palace 5c.

PRESENTS TO-DAY
"The Yellow Bullet."
A 4 part drama by the Fortune Players, featuring Lucy Payton, Robyn Adair and Bruce Smith.
"AT BACHELORS' ROOST"—A big laugh, with Ethel Teare in the leading role.
Mr. P. J. McCarthy sings "When the great red dawn is shining."
5c.—LATEST MUSIC, DRUMS AND EFFECTS.—5c.

POTATOES!

Extra Good Stock. 200 barrels just in.
50 brls. Turnips, 10 brls. Beet, 50 cases Onions.

Per S.S. "Drummond,"
60 Trcs. Sinclair's Spare Ribs.

Quaker Table Corn Meal, in packages.
Quaker Oats, large and small pkgs.
300 cases Libby's Pickles.
150 cases Libby's Evaporated Milk.

Steer Brothers.

The First Principle of Modern Business is SERVICE

That is where we shine.
Good Goods well made, moderately priced, and honest effort made to deliver on time. Expert accounting and satisfactory settlements of all claims.

The biggest clothing manufacturing organization in Newfoundland backs up its claim for Superior Service.

WHOLESALE ONLY.
Newfoundland Clothing Co., Ltd.
mar6,eod,tf

EIGHT PAGES TO-DAY.

WEATHER FORECAST.

TORONTO, Noon—Northerly winds, cold with light local snowfalls to-day and Wednesday.

VOLUME XL.

Auction Sales!

AUCTION.

On Wednesday, the 10th inst. at 11 o'clock, at the Premises of Messrs. A. Harvey & Co., Limited.

Surplus Stores,
Inherited ex S. S. Sable I.
10 barrels BEEF.
1 barrel PORK.
17 barrels FLOUR.
1 barrel OATMEAL.
3 tierces MOLASSES.
31 half bags BREAD.
2 chests TEA.
4 cases CORNED PORK.
5 bags BEANS.

A. S. RENDELL & Co. Ltd.,
apr21, Auctioneers.

FOR SALE BY PUBLIC AUCTION.

To-Morrow, Wednesday, at 12 o'clock,

At the Central Auction Mart (Beck's Cove).

A consignment of 25 brls. APPLES. A consignment of 25 brls. GOOD WHITE CABBAGE.

M. A. BASTOW,
apr9,11 Auctioneer.

For Sale or to Let!

That highly desirable Residence, known as

"Morningside,"

Regular Road, at present occupied by Mr. Stewart, Esq., Manager-Bank of Commerce. Apply to

Geo. W. B. Ayre.
apr8,tf

FOR SALE!

1 Newly Built House,

Equipped with all modern improvements; contains 4 Bedrooms, Bathroom, Dining Room, Kitchen and Shop. Shop can be changed into a Parlor if purchaser so desires. Apply to

WM. CUMMINGS,
Cor. Brazil's Field & Pleasant St.
apr6,41,eod

ESTABLISHED BUSINESS STAND

Let suitable for Ice Cream Parlor and Fruit Store. A splendid opportunity for any person with a little capital. Apply to

P. C. O'DRISCOLL,
apr3,tf Exchange Bldg.

FOR SALE.

60 Shares Empire Steam Laundry, Ltd.

(In blocks of 10)
AT PAR VALUE \$50 A SHARE. DIVIDEND, 10 p.c. 1917.

This investment should prove a good dividend payer in future.

ASK US WHY?
FRED. J. ROIL & CO.,
INVESTMENT BROKERS.

TO LET.

BUILDING on the South Side of WATER STREET,

at present occupied by MESSRS. A. & S. RODGER as a Dry Goods Store. Possession given April 1st, '18.

TWO UPPER FLATS in that building at the corner of Job's Cove and Water Street. Possession given immediately.

OFFICES. One double and one single office in Law Chambers, Duckworth St. Possession given immediately.

For further particulars apply to office of

Jas. P. Blackwood,
apr16,tf McBride's Hill.