

JOHNSON'S LAYER CAKE,

Handled by the following:—
 J. J. WHALENcorner Colonial and Gower Streets
 MRS. T. J. RYANTheatre Hill
 M. G. LASHNew Gower Street
 MRS. BYRNEcorner Water and Queen Streets
 A. WALKER27 Charlton Street

TWO STORES! TWO PHONES!
J. T. Calver, Oyster Bay Parlors,
 Duckworth Street. 172 New Gower St.
 'Phone 739. 'Phone 710a.

Rossley's British Theatre.

Complete Change of Programme.
 All New Pictures.

A Big Time is Promised on
 St. Patrick's Day.
 Announcement Later.

Country Store Next Tuesday Night.
 Bigger and Better than ever.

5c. The Crescent Picture Palace. 5c.
 EVERY AFTERNOON 2.15—EVERY NIGHT 7.15.

"The Gold Ship."

A Selig Diamond special feature in 2 reels.
"IN DEATH'S PATHWAY"—An episode of the "Hazards of Helen" railroad series, with darling Helen Gibson.
"DREAMY DIED AT THE 200"—A film of comic cartoons.
"UNDER A BARREL"—A one act Lubin comedy.
"HEAD WATERS OF DALALVEN, SWEDEN"—A scenic travelogue.
PROFESSOR MCCARTHY playing the Newest and Best Music—Drums and Effects.
 Send the Children to the Great Big Saturday Matinee—Extra Pictures.

THE BEST INSURANCE

Against Colds, Pleurisy and Pneumonia, at present so prevalent, is

GOOD WOOL UNDERWEAR.
 AND THE BEST IS THE BEST.

Stanfield's Unshrinkable Wool Underwear

is therefore what you require. It has been tried out in the wash in more ways than one. It will not shrink, go out of shape, or get hard, and is the best Underwear for hard wear. You can benefit now by our

SPECIAL Sale Prices,

and you will find that our prices are lower than procurable elsewhere. Also that we have a full assortment both of weights and sizes for Men, Women and Boys. Buy the good Stanfield Wool Underwear from us and save on your pocket and health both.

HENRY BLAIR.

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.

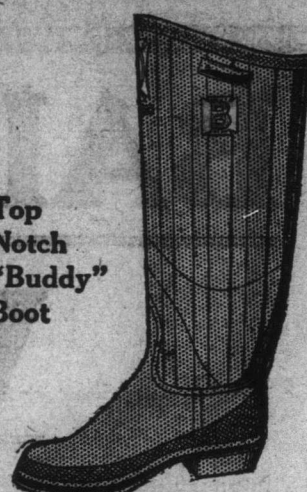
NOTICE!

MR. S. B. KESNER, Proprietor of

The White Shoe Store,

begs to announce to the public that, as he has sold out his entire stock of Boots, Shoes and Rubbers to The Royal Stores, Ltd., the sale advertised for the next 10 days is closed from this date. mar3,6i

Top Notch "Buddy" Boot



The Wonderful "Boot With The Muscles"

Uncle Sam granted a patent on the legs of this famous boot. It is the lightest, strongest and best-looking short boot ever made. The "muscles" greatly strengthen the leg and at the same time keep the weight down. No other boot on the market has this "muscle" leg.

TOP NOTCH RUBBER FOOTWEAR

The wonderful boot shown above is only one member of the Top Notch family of rubber footwear that is just what its name implies—top notch in every way. Top Notch rubbers and anoles are the best-fitting, the best-looking and longest-lasting goods you can buy. We sell them.

Cleveland Rubber Co.

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FOR THE LENTEN SEASON.

- Lenten Meditations, 55c.
- Sermons—Rev. Dr. O'Rourke, 95c.
- Confessions of St. Augustine, 35c.
- Confessions of a Convert—R. H. Benson, \$1.35.
- Dr. Hay's Sincere Christian, \$1.10.
- The Path of Perfection in Religious Life, \$1.15.
- Short Answers to Common Objections Against Religion, 35c.
- History of the Catholic Church—Mac Caffrey, 55c.
- The Catholic Ready Answer—Rev. M. P. Hill, S.J., \$2.00.
- A Journal of Meditations for Every Day in the Year, \$1.10.
- The Life of St. Anthony of Padua, 15c.
- The Poor Man's Catechism, 20c.
- Catholic Bellef, 25c.
- Sermons for Sundays and Festivals—Rev. N. T. McCarthy, \$1.75.
- The True Spouse of Christ—Rev. Dr. Lanan, 55c.
- The Way of Salvation—St. Lignori, 35c.
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J. J. ST. JOHN.

SOAPS.

- Have your choice:
- KIRKMAN'S BORAX.
 - VIRGINIA LAKE.
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 - SUNLIGHT.
 - PERFECTION.
 - GOODWIN'S ASSORTED.
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 - SAPONE-CARRARA.
 - TAR.
 - LATHERITE.
 - TWIN IVY.
 - SYLVAN SERIES.
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 - HELIOTROPE.
 - MAYER'S SHAVING.

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

Just Received a large supply of
Hodder & Stoughton's 35c. Novels,

Containing some of the best books ever published. Come in and see them.

GARLAND'S Bookstores
 177-9 Water Street.

REID-NEWFOUNDLAND COMPANY.

St. Patrick's Day Excursion.

Excursion return tickets will be sold between St. John's and Carbonear, Placentia, Heart's Content and Renewa at ONE WAY FIRST CLASS FARE.

Good going Friday and Saturday, March 16th and 17th, and good returning up to Monday, March 19th.

Reid-Newfoundland Co.

NOTICE

TO
Sealers!



- 200 pairs SKIN BOOTS, hand made.
- 200 pairs TONGUE BOOTS, hand made.
- 200 pairs WELLINGTON BOOTS, hand made.
- 200 pairs TONGUE WELLINGTON BOOTS, hand made.
- 200 pairs HIGH THREE-QUARTER BOOTS, hand made.
- 200 pairs LOW THREE-QUARTER BOOTS, hand made.
- 900 pairs SNAG RUBBER BOOTS the same Boot as worn by the American Fisherman.

All Leather Boots are hand made and waterproof, and as usual can be relied upon to give the best of wear. Mail orders receive every attention.

F. SMALLWOOD,
 THE HOME OF GOOD SHOES.

Just Received

Per S.S. "Florizel,"

800 SACKS VICTORIA FEED.

HARVEY & CO., Ltd.

WHOLESALE ONLY.



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.

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 Insurance Agent.

Fall and Winter Suitings and Overcoatings made in the MAUNDER Style.



If you can't find what you want come here. Our Serges are guaranteed dyes, and very reasonable in price.

Samples, style sheets and measuring forms sent to any address.

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 281 and 283 Duckworth Street, St. John's, Nfld.

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Always in stock a large assortment of

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At Lowest Possible Prices.

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is worth your while to make a run in here and examine our

Ten Cent Counter.

Special values for the next few days as long as the supply of good snappy articles last. We have always been noted for the special values we give at our TEN CENT SALES, and this year we have the goods to please.

Robert Templeton,

333 WATER STREET.

TEN PAGES TO WEATHER FORECAST TORONTO, Noon Free strong N. W. to Wind and moderately cold on Sunday. USE PURE GOLD VOLUME XXXI

Bargain

Ladies' Cloves Untrimmed FELT HATS Reg. \$2.00 to \$4.00 Now all one price 70c. each—only

Lot of FANCY BLANKETS A lucky source which we can sell \$2.80. These can be specially used making Dress Gowns for Ladies Gentlemen.

Henry

A Royal Smoke



Bengal Little Cigar The man who smokes this is the Best Cigar Value in the World 10 for 25c. CASH

Tobacco Store, (No. 85, 1917)

In the Supreme Court

In the matter of the alleged incompetency of Isaac LeDrew as of St. John's, Carpenter. Upon reading the Petition of Isaac LeDrew, of the firm of Dawe & Sons, Creditors, named Isaac LeDrew, and upon hearing Mr. Black, I do order that the said Isaac LeDrew and his creditors appear in Chambers at the House in St. John's on Wednesday the 28th day of March at ten o'clock a.m. to be examined and I do further order that William Dawe be appointed of the Estate and effect of Isaac LeDrew as of St. John's, March 8th, 1917. W. H. B. mar10,11