

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.

Have You Seen Our

300 Candle Power

Kerosene and Gasoline LAMPS & LANTERNS?

"BRIGHT AS DAY."

Burns more air than oil. Come and see them or write for particulars.

Robert Templeton,

333 WATER STREET.

Sugar! Sugar!

Due Per S.S. "Florizel,"

200 barrels Granulated Sugar.

GEO. NEAL

Hon. R. A. Squires, K.C., LL.B. Mr. J. A. Winter.

SQUIRES & WINTER

Barristers, Solicitors and Notaries.

New Bank of Nova Scotia Building.

Corner Beck's Cove and Water Street. dec31,1f

Notice of Removal and Partnersnip

HON. R. A. SQUIRES, K.C., LL.B.,

Announces the removal of his LAW OFFICES to the New BANK OF NOVA SCOTIA Building at the corner of Beck's Cove and Water Street, and the formation of a PARTNERSHIP for general practice as Barristers, Solicitors and Notaries, with MR. J. A. WINTER, eldest son of the late Sir James S. Winter, K.C., under the firm name of SQUIRES & WINTER.

Address: Bank of Nova Scotia Building, St. John's, January 3rd, 1916. dec31,1f

New Arrivals!

Men's Mercerised

KHAKI Handkerchiefs, at 12 cts. each.

Black Velvets for Millinery,
New Black Veilings,
Ladies' White Silk Blouses,
\$1.00 and \$1.50,

White Shirtings,
White Curtain Nets,
White Sheetings,

"W. B." CORSETS,

A small lot Boys Jerseys, Buttoned Shoulders.

All at our usual Specially Low Prices

HENRY BLAIR.

THE "BIG" Furniture Store.

New Goods Arriving Daily

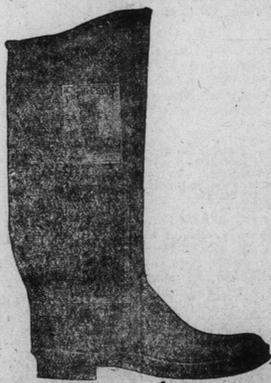
See our grand display of

Bamboo, Wicker and Rattan Goods.

A splendid variety of TABLES, CHAIRS, BUFFETS and CHINA CABINETS in Fumed and Quartered Oak. Everything for the model home: BEDSTEADS, MATTRESSES & PILLOWS, BUREAUS, WASHSTANDS and WARDROBES; EXTENSION, CENTRE, BEDROOM, HALL and PARLOR TABLES. All of the classiest design. We invite inspection.

CALLAHAN, GLASS & Co., Limited,
DUCKWORTH & GOWER STREETS.

Larragans!



This cut represents the "Snag" Rubber Boot, as worn by the American fisherman. The finest Rubber Boot on the market.

300 Pairs Men's 10 inch Larragans, with leather soles. All orders receive prompt attention.

F. SMALLWOOD,
THE HOME OF GOOD SHOES.



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.

Insure with the Good, Old, Reliable

QUEEN,

which has stood the test, promptly paying

\$541,000

in the Big Fire, 1892. Absolutely no trouble when a loss occurs.

GEO. H. HALLEY, Agent.

TORIC

There's a lot of difference between Toric Lenses and Flat Lenses besides their slight extra cost. They give you extra vision and extra comfort. They are better-looking, too. Come and see us about Toric Lenses.

LENSES

R. H. TRAPNELL, EYESIGHT SPECIALIST, St. John's.

4th November, 1915.

Now landing a choice cargo of

Screened North Sydney Coal.

BEST QUALITY.

M. MOREY & CO. OFFICE: QUEEN STREET.



THE FIREMEN may save your home and belongings from utter destruction by the flames, but the smoke and water will create a great deal of havoc.

FIRE INSURANCE will make good your damaged property and supply you with sufficient ready funds to replace destroyed articles. Have me write you an insurance policy to-day.

PERCIE JOHNSON, Insurance Agent.

At The Great Vegetable Warehouse!

P.E.I. "Blue Nose" Potatoes, 90 lb. sacks.

Swedish Turnips, 90 lb. sacks.

P.E.I. Parsnips, 150 lb. sacks. At Lowest Prices.

F. McNAMARA, Queen Street.

Our Annual WHITE Sale

NOW IN FULL SWING.

Everything in White Goods at Cut Prices.

WONDERFUL BARGAINS

during this Great Sale. Don't miss this great money saving opportunity. All Outport orders receive careful and prompt attention.

WILLIAM FREW.

Halifax, Nova Scotia!

Cut down your dress account by enjoying the French Dry Cleaning process. Dress better on less. If the material is good, never discard a garment, no matter how badly stained. We will give it new life, and a freshness in appearance which is unexcelled by new apparel.

See our St. John's Agents, Nicholle, Inkpen & Chafe.

UNGAR'S LAUNDRY & DYE WORKS, Halifax.

March Paper Patterns

AND SPRING QUARTERLY FASHION BOOK NOW ON SALE.

8,000 patterns to select from. You can get your pattern at once. No wait. Outport orders, cash or stamps (1c. and 2c. issues), must accompany order. Patterns 17c. Fashion Books (with free pattern), 27c. each.

CHARLES HUTTON,

Sole Agent Pictorial Review.

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 damn 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

EIGHT PAGES TO-A

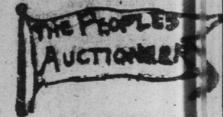
TORONTO, Noon.—The wind and rain, S. W. and becoming colder, local fall Wednesday.—Fair, colder.

ROPER'S Noon.—Bar. 30.1; ther. 35.

VOLUME XXXVII.

DO

Auction Sales



AUCTION.

On the premises, on Thursday, 10th day of Feb. at 12 o'clock noon, All that Desirable Freehold Land

situated on the Freshwater Road, which it measures 555 feet and the old Railway Line over 1250 feet, and 18 acres of land belonging to the estate of the late James Gordon.

P. C. O'DRISCOLL Auctioneer, Jan 27, 29, Feb 1, 3, 5, 8, 9.

AUCTION.

At the British Hall, on Friday, 11th inst., at 10.30 a.m., a quantity of Household Furniture and Effects, including three Superior Upright Pianos, reserved for convenience of sale, for the desirous of sending articles to the sale will please do so on Thursday and send in a list to the undersigned Thursday forenoon so that they may be advertised. No goods will be delivered without cash.

P. C. O'DRISCOLL Auctioneer, feb 8, 21.

NEYLE'S HARDWARE

Chimes for Sleigh and Carriage Pads!

3 Bell Chime for...
1 Bell Chime, with 1 top daughter...
3 Bell Chime, with 1 top daughter...
3 Bell Chime (tuned a sweet chime)...

Sleigh Bells!

We are now showing a nice selection of Open Sleigh Bells.
3 Open Bells, riveted on 10 inch straps, \$3.00 a doz. straps.
3 Open Bells, wired on 11 inch straps, \$1.20 a dozen straps.
\$5.40 a dozen straps.
\$6.00 a dozen straps.
3 Open Bells, riveted on 12 inch straps, with snap each end, \$5.10 a doz. straps.
Open Sleigh Shaft Bells—
3 Tuned Bells on frame, 60¢ for the 3 Bells.
4 Tuned Bells on frame, 80¢ for the 4 Bells.

Open Bells!

A large assortment to select from, 10c., 12c., 14c., 15c., 20c., 23c., 25c., 30c. each.
Special price given in doz. lots.
6 Batters and 3 Open Bells on straps, \$1.50 a strap.
3 Open Bells on neck strap, 70¢ a strap, \$1.10 a strap.
We also make up a good Neck Strap for hard wear, \$2.00, \$2.50, \$3.00 a strap.

NEYLE'S HARDWARE

A Nfld. NOVEL

By the author of "Only a Fisherman's Daughter," "Faithless," "Alice Lester," etc.

"The Queen of Fairy Dell"

and other tales. Bound in green cloth, with title in gold. Published at \$1.00. Now sent to any address, post paid, 25¢.

DICKS & CO., Limited Biggest, Brightest, Busiest and Best Book, Stationery and Fancy Goods Store in Nfld.