

ALWAYS ROOM AT THE TOP
We are now commencing at the bottom, watch us climb!

We are rapidly selling our production of high class Men's and Boys' Clothing as we are keeping in mind the returned fighter.
On plunging destroyers at sea, in Scottish forests, by the flare of guns on the Western Front, men came to judge things and character by the test of true worth.
They will not now forget that War-taught lesson, they will continue to demand Worth, Value, in all things.
That is why they are waiting for

Victory Brand Clothes

Up-to-date Dealers who wish to supply them must place their orders at once to secure deliveries.

THE WHITE CLOTHING MFG. CO., LTD.

June 6, 1917

Ice! Ice! Ice!

We can supply the trade with any quantity of ice put up in three hundred pound blocks.

Nfld. Atlantic Fisheries, Ltd.

June 21, 1917

Opening Announcement.

MRS. PETER STEWART, opposite Seamen's Institute, Water Street East, has opened **FIRST-CLASS TEA ROOMS** on the second floor of her Restaurant and Bakery.

Light Lunches, Salads, Cold Meats, Homemade Bread and Fresh Butter, Meringues and Whipped Cream a specialty; Pies, Cake, Pastry, Cookies and all the Dainties that mother used to make.

Visitors to the city will find Stewart's Tea Rooms light and airy, well furnished, in fact a home away from home.

STEWART'S RESTAURANT,

Opposite Seamen's Institute.

June 20, 1917

"Mont Royal,"
The New Flour.

It's beautifully White and makes the most delicious bread. The first shipment is due by the Montreal direct steamer this week.

The Trade supplied by

HARVEY & CO., Ltd.

The Winsor Rigging Works,

Workshop: Adelaide Street. Office: 26 Water St. West.

We invite you to get our prices on any Rigging work you may have. We have competent tradesmen to do our work.

ORDERS PROMPTLY ATTENDED TO.

May 17, 1917

GRAND PEACE NUMBERS OF

THE SPHERE,

Beautifully illustrated in Colour and Black and White.

- No. 1—The British Army's Part in the Great War.
- No. 2—The Overseas Forces in the Great War.
- No. 3—The Allies' Part in the Great War.
- No. 4—The Navy's Part in the Great War.

Splendid souvenirs of this the greatest historical event in the World's history.

70c. each post-paid.

DICKS & COY, LTD.,
The Booksellers.

STRIKE!

Blacksmiths and Boilermakers are out on strike at Reid Newfoundland Company, shops. Men will keep away; others are expected to do the same.

(Signed),—

C. WHITTEN,
Sec. Boilermakers.
F. HEALE,
Sec. Blacksmiths.

June 9, 1917

Nyal Talcum Powder

In nothing are women to-day more exacting and discriminating than in their choice of Talcum Powder. The superb quality and the exquisite fragrance of those bearing the Nyal name have made them great favorites. Your choice in the following odors:

- Nyal Red Rose Talcum.
- Nyal Mayflower Talcum.
- Nyal Violet Talcum.
- Nyal Lilac Talcum.

PRICE 50c. TIN.

PETER O'MARA,

The Druggist,
46-48 WATER ST. WEST.

Your Favorite Author,
Edgar Rice Burroughs.

- Tarzan of the Apes, 90c.
- The Return of Tarzan, 90c.
- The Beasts of Tarzan, 90c.
- The Son of Tarzan, \$1.50.
- Tarzan and the Jewels of Opar, 90c. and \$1.50.

Never has such a character come to you from the pages of a book. Never has the human brain conceived so strange a creation as "Tarzan the Ape Man." **BY THE SAME AUTHOR.**

A Princess of Mars—An absorbing tale of adventure and romance forty three million miles from earth. Price \$1.50.

Read these now. You have never read anything like it before.

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

TEA!

TEA—Direct from Ceylon—selected to captivate the most critical of tastes. In the value and quality unexcelled.

BAIRD & CO.,
Agents,
St. John's.
Telephone 438.

KEEP MINARD'S LINIMENT IN THE HOUSE.

SLATTERY'S
Wholesale Dry Goods

are now offering to the trade the following **English and American Dry Goods.**

- English Curtain Net.
- English Art Muslin.
- White Nainsook.
- Children's White Dresses.
- Misses' Colored Dresses.
- Gent's White Handkerchiefs.
- White Curtains.
- Valance Net.
- White Seersucker.
- Children's Gingham Dresses.
- Ladies' Handkerchiefs.
- Gent's Colored Handkerchiefs.

Also a very large assortment of **SMALLWARES.**

SLATTERY'S DRY GOODS STORE,
Duckworth and George Streets.

IN STOCK!

30 Gallon Galvanized Range Boilers
with Stands.

The Direct Agencies, Ltd

May 17, 1917

G. Washington's Prepared Coffee

Made in the cup at the table.

- Shelled Walnuts—Halves.
- Cherries in Marachno.
- Anchovies in Oil.
- Browning for Gravies.
- Celery Salt.
- Bird's Custard Powder.
- Mango Chutney.
- India Relish.

No. 1 **LOBSTER SARDINES.**
OYSTERS.

- Campbell's Soups.
- Welch's Grape Juice.
- Evangeline Cider.
- Rose's Lime Juice.
- Rose's Lime Juice Cordial.
- Schwepes Ginger Beer.
- Soda Water, Ginger Ale.

Citron & Lemon Peel.

EGG YOLKE.

One pound equal in volume to 4 doz. eggs.
\$1.60 lb.

BACON.

Beechnut, Fidelity, Cedar Rapids, Canary.

PINEAPPLE.

Extra Sliced, Broken Slices, Grated.

BOWRING Bros., Limited,
GROCERY DEPARTMENT.

Admiration

Get the sensation by using

VERBENA FLOUR.

Jan 25, 1917

Reid-Newfoundland Company

Labrador Steamship Service.

Freight Notice!

Freight for S.S. "DIANA" will be received at the Dock Shed on **WEDNESDAY, July 2nd,** from 9 a.m. until sufficient cargo received.

Reid-Newfoundland Company.

MISSSES & CHILDS' White Canvas Goods



Misses' Wht. Canvas Buttoned Boots, sizes 11-2. Price \$1.90 to \$2.20

Misses' White Canvas 2-strap Shoes, sizes 11-2. Price \$1.60 to \$1.80

Child's White Canvas Buttoned Boots, sizes 6-11. Price \$1.65 to \$1.85.

Child's White Canvas 2-strap Shoes, sizes 6-11. Price \$1.40 to \$1.60.

ALSO,

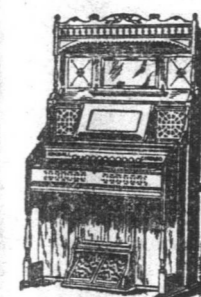
Infants' White Poplin Buttoned Boots, 4 1/2 to 8, \$1.65 to \$1.85.

Infants' White Poplin Strap Shoes, 3-6, \$1.10 to \$1.25

F. SMALLWOOD,

THE HOME OF GOOD SHOES.
Mail Orders Receive Prompt Attention.

Bargains
— IN —
Organs.



We have a number of 5 and 6 Octave Organs by the best Canadian makers, such as Bell, Thomas, Doherty, Goderich, etc., which we are offering at greatly reduced prices. Be sure and get our list before purchasing. Also one slightly used Kohler and Campbell Piano.

MUSICIANS' SUPPLY COMPANY,
Royal Stores Furniture.
St. John's.

USE

Libby's

Unsweetened Milk

TO MAKE YOUR ICE CREAM.

SOLD BY ALL GROCERS.

Advertise in The Telegram