

**Something New:
LIBBY'S PEACH JAM!**

Possessing the natural flavour and purity of the Choicest California Fruit. Put up in 20 oz. nett tins.

Libby, McNeill & Libby.

mar 18, 1917

How About That Office Desk?

You've been talking Office Desks for some time? Intending to renew with modern ones? To get a good Typewriter Desk for the busy stenographer? Here's your chance to select Solid Oak Desks in various designs—roll or flat tops, different sizes and finishes from a supply only just arrived from the best makers in the U. S. A.

Just remember—Your office equipment has a lot to do with the business impressions you create. Keep yours up-to-the-minute!!!

U.S. Picture & Portrait Co.



The radiant charm of lovely colour can be imparted in exactly three minutes to the woollen sweater, the dainty blouse, or the discarded garment.

Unfailing success attends the use of Majic Soap Flakes: A few minutes, a tablespoonful of Majic Soap Flakes, two glasses of hot water and your cast-off things emerge transformed exquisitely coloured without streak or spot.

No boiling. No rubbing. Does not injure the material or stain the hands.

PRICE 15 CENTS A PACKAGE.

Robert Templeton,

DISTRIBUTOR FOR NEWFOUNDLAND.

PIANO PLAYERS!

Pianos and Organs!

Gramophones!

If you want either of the above instruments it would be to your advantage to get prices and terms.

Inspection invited. No fear of competition.

Charles Hutton.

Headquarters for Musical Goods.

Grocers' HEADQUARTERS

For Easter Week:

150

Barrels New Green

Cabbage

Book Your Orders Early.

GEO. NEAL, Ltd.

BIG SALE

—AT—

SMALLWOOD'S Ladies' Department of Interest to Every Woman.



One Thousand Pairs of LADIES' HIGH CUT BOOTS, regular price \$10.00 per pair. Ladies! Here is a chance in a lifetime, secure a pair of these fine Black Kid High Laced Boots, just the thing for summer wear. Price to-day only \$8.00 per pair.

We have all sizes in stock just now. To-day is the time to secure yours.

F. SMALLWOOD,

Ladies' Department,

The Home of Good Shoes, 218 & 220 Water St.

P. S.—We are offering at the present time some 500 pairs Ladies' Sample Boots, prices \$5.00 and \$6.00 per pair. See our window.

PLACE YOUR INSURANCE

— WITH THE —

NIAGARA FIRE INSURANCE COMPANY

OF NEW YORK.

ORGANIZED 1850.

Canadian Department: Montreal.

W. E. FINDLAY, Manager.

Assets exceed \$10,000,000.

ALAN GOODRIDGE & SONS,

Agents for Newfoundland.

mar 2, 1917

FOR SALE.

Two Houses on Mullock Street, one House on Spencer Street, four Houses on Field Street, two on Military Road, one on Hamilton Avenue, one on Water Street West, one on Pennywell Road, and several Farms and Country Residence, with lots of land. For further particulars apply to

J. R. JOHNSTON, Real Estate Agent,
or 30 1/2 Prescott Street,

F. R. EMERSON,
Bank of Montreal Building.

feb 3, eod, 12

APOLLO CHOCOLATES.

Let the "Truly Great" package carry your Easter Greeting.

The dainty assortment of finely decorated pieces makes the "Truly Great" assortment a charming gift of far more distinction than the usual box of chocolates.

TRULY GREAT—"A Dainty Treat of Fillings Sweet."

PETER O'MARA,

The Druggist,

46-48 WATER ST. WEST.

THE BOOK-KEEPER'S ASSISTANT.

Hourly Wage Reckoner

for accurate and rapid calculation of payrolls. Based on wage earnings from \$1.00 to \$100.00. Calculated on a 44, 36, 40 hour week basis.

Price only 30c.

Dicks & Co., Ltd.,
The Booksellers.

Holy Week Books

New Edition.

35c, 47c, \$1.15 each.

GARRETT BYRNE,
Bookseller & Stationer.



CASH'S Tobacco Store wishes to draw Smokers' attention to their recent shipment of the famous Old English



B.B.B. BRIAR PIPES.

Also to again remind smokers that in connection with our Pipe Department we have a regular up-to-date PIPE HOSPITAL where ordinary repairs can be done and stems fitted at the shortest notice.

JAMES P. CASH,
Tobacconist.

TAYLOR'S INFANTS' DELIGHT SOAP.

Sells on its merit. Everyone who buys it once becomes a regular user. It's a White Soap—a Toilet Soap.

BAIRD & CO'Y,
Agents.

MINARD'S LINIMENT CURES DYPHTHERIA.

Reid-Newfoundland Company.

Freight Notice.

Placentia Bay Steamship Service.

Freight for the S.S. "Clyde," Mersheen Route, Bay Run, will be accepted at the freight shed on Thursday, April 1st, from 9 a. m., until sufficient received.

Reid-Newfoundland Company.
This cancels all previous advertisements.

TURKEYS, CHICKEN FRESH EGGS.

Table Raisins.
Walnuts.
Almond Nuts.
Filberts.
Brazil Nuts.
Bird's Custard Powder,
Pure Gold Jellies.
Junket Tablets.
Apple Jelly.
Calve's Foot Jelly.

Ground Sweet Almonds.
Almond Paste.
Pure Gold Icing.
Nonpareils.
Shelled Walnuts—Holland.
Shelled Jordan Almonds.
Seeded Raisins.
Seedless Raisins.
Cake Powder.
Potato Flour.
Rice Flour.

BACON—Beechnut,
—Fidelity.
BACON (in glass).

HAMS—Fidelity,
—Beechnut.
(Machine Sliced.)

CHOCOLATES IN FANCY BOXES.

Lazenby's Pickles.
Lea & Perrin's Sauce.
Mayonnaise Dressing.
Sweet Pickles.
Queen Olives.
Stuffed Olives.
India Relish.

MARMALADE—
Furnivall, Sunlist,
Shirriff's, Grandmother's,
California Sunlist Oranges.
Table Apples.
Grape Fruit.

BOWRING Bros., Limited, GROCERY.

What are They Worth?

When your eyes need attention, instead of counting the cost, consider what your eyes are worth to you.

If you suffer from eye strain, blurred vision, headaches, let us help you with a pair of smart looking and comfortable Glasses.

We duplicate broken lenses and do all kinds of spectacle repairing.

T. J. DULEY & Co., Ltd.,

The Reliable Jewellers & Opticians.

NEW SPRING MILLINER

From the leading Fashion Centres direct we have just received our first shipment of Ladies' and Children's

NEW SPRING HATS.

Also New Flowers, Ribbons, etc., etc. A charming variety of newest styles and colors to select from.

WILLIAM FREW, Water St.

Advertise in The Evening Telegram