

The Higher Form of Dress!

Instead of wearing a blanket like an Indian, civilization prescribes a certain style of clothes—it's a higher form of dress. Society by the same token won't tolerate a man with shabby, untidy garments.

We are ready to help you meet the demands of society. Our Dry Cleaning process keeps your apparel immaculate.

NICHOLLE, INKPEN & CHAFE, St. John's, Nfld., Agts.
UNGAR'S LAUNDRY & DYE WORKS, Halifax.

See These!

LADIES' Fast Black FINE RIBBED Fleeced HOSE,
Only 35c. pair.
These are very Special Value.
The Right Weight,
Colour, Price.

HENRY BLAIR.

FOR SALE!

Schooner 'Greenwood,'

Built 1901 in Shelburne.
Oak top sides, hardwood bottom, size 71 tons net. Sails, Ground Tackling and running gear in good condition. Apply to SAMUEL BENNETT, Burin, or

Robert Templeton,

St. John's.

The Eastern Trust Company.

A few reasons why an estate can be better administered by the Eastern Trust Company than by a personal executor or administrator:—

1. The Company affords the estate absolute security; it has a paid-up capital of \$81,000.00, and a reserve fund of \$229,300.00.
2. It has a long experience in the work of administering estates; it is incorporated for this business of acting as a trustee, and, unlike many other trust companies, it does no other.
3. Its existence is perpetual. Your estate, in the event of the death of a personal executor or administrator, must look around for a substitute, and the work of administration is impeded during that time, and the new executor is unfamiliar with the policy of his predecessor, and confusion results. This company's existence is perpetual, and there is a continuity of policy in its administration that the death of its officers does not break.
4. It possesses the confidence of governments, universities and prominent charities and administers their funds.
5. A number of other advantages which will appear in due course.

The Eastern Trust Company,

Fife Building, St. John's.

Ready for Your Selection

are the most popular fabrics and smartest designs. Come in and see what attractive suits

We are Tailoring for Men

at this season. We know we could fit you correctly and satisfy you in every particular with our high-class work.

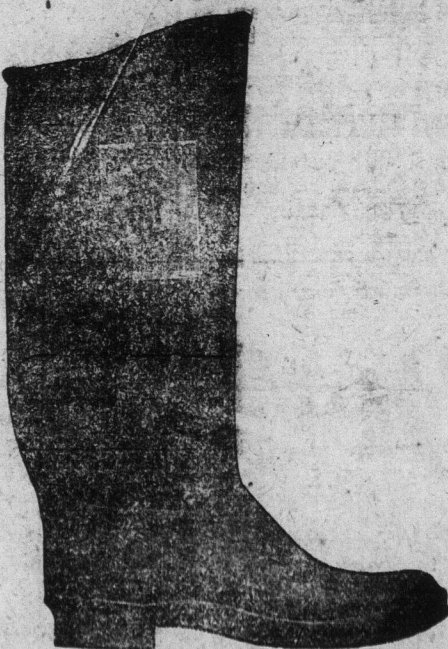
Let us take your measure this week.

J. J. Strang,

Ladies' and Gents' Tailoring.

153 Water Street, - St. John's.

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.

Oranges and Onions.

'Now due per. S. S. "Tabasco."

40 cases Sweet ORANGES 420s.

100 cases Small ONIONS 5s.

GEO. NEAL

Phone 264.

GREAT BARGAINS

THIS WEEK IN

Ladies' Fur Stoles and Muffs.

We have marked the balance of our winter stock down to Genuine Clear Out Prices. Many styles to choose from.

WILLIAM FREW.



THE FIREMEN
may save your home and belongings from utter destruction by the flames, but the smoke and heat 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.

THE RIGHT STORE
FOR
Account Books
AND
OFFICE REQUISITES.

Ledgers, Foolscap & Demy, 100 to 1000 pages.
Journals, Foolscap & Demy, 100 to 1000 pages.
Day Books, Foolscap and Long Folio, 100 to 1000 pages.
Cash Books, Foolscap and Long Folio, 100 to 1000 pages.
Blank Demy Books, 100 to 600 pages.
Blank Demy Books, 100 to 600 pages.
Pocket Ledgers & Journals, 100 to 400 pages.
Pocket Cash and Day Books, 100 to 400 pages.
Indexed Price Books from 20c. up.
Invoice Books, 200 to 500 pages.
Counter Books and Diaries.
Books of Account and Invoice Forms.
Books of 100 Order and Memo Forms.
Books of Parcel Delivery Forms.
Copying Letter Books from 250 to 1000 pages.
Memorandum Books from 2c. to 60c.
Manifold Order Books, all sizes.
Files, Clips, Binders, Inks, Pens, Holders, etc.

GARLAND'S
BOOKSTORES,
177 & 353 Water Street.



Not only softer, smoother, more satisfying than any other, but distinguished by the "True Oriental Odor" of a fragrance imperishable in its subtlety and charm.

In addition to Massatta, we carry a complete line of Luxal's Famous Soaps, including the most exquisite Perfumes, Toilet Waters, Hair Creams, and Powders of excellence.

At all Druggists, St. John's, Nfld.

Brick and Cement!

Hard Brick,
Soft Brick,
Fire Brick,
Cement,

in brls. and sacks.

H. J. Stabb & Co.

REID-NEWFOUNDLAND COMPANY.

South Coast Service.

S.S. "Glencoe"

will sail from Placentia on FRIDAY NEXT, January 28th, after arrival of morning train from St. John's, for the usual ports of call between Placentia and Port aux Basques.

Reid-Newfoundland Co.

Notice of Removal and Partnershp

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 26th, 1916. dec31.1f

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

JUST RECEIVED,

BY "STEPHANO,"

100 CASES OF

2 Crown Raisins,

100 CASES OF

3 Crown Raisins

Wholesale only.

HARVEY & Co., Ltd.,

Agent

Cabbage, Apples, Oranges!

40 brls. CHOICE CABBAGE.
40 cases ORANGES—Californias, Floridas and Valencias.
30 crates SILVERPEEL ONIONS.
100 brls. APPLES—Baldwins, Starks' & Wagners.

Burt & Lawrence, 14 New Gower St.

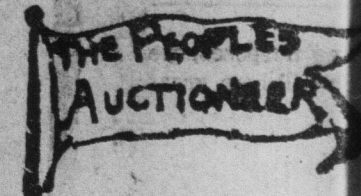
TEN PAGES TO-DAY WEATHER FORECAST.

TORONTO. Noon.—Northern winds, fair and a little colder.
ROPER'S. Noon.—Bar. 29.8 therm. 54.

VOLUME XXXVIII

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 on the old Railway Line over 800 feet; in all 18 acres of land belonging to the estate of the late James Gordon.

P. C. O'DRISCOLL, Auctioneer.

Auction Sale

For sale by Public Auction, on the South Side Premises of

JOB BROTHERS & CO., Limited,

Saturday Next, 29th inst. at 11 o'clock a.m.

Sealing Gear and Utensils

belonging to S. S. NASCOPIE, to be sold in lots as follows:—

LOT No. 1.—2nd Hand Thwars and Galley Utensils.

LOT No. 2.—2nd Hand Pries, Flapjoles, Gaffs, Hatchets, etc.

LOT No. 3.—2nd Hand Stoves.

LOT No. 4.—2nd Hand Sealing Pumps, Oars, etc.

LOT No. 5.—2nd Hand Life Belts, etc.

LOT No. 6.—2nd Hand Bunk Fittings, Deck Sheathing, etc.

LOT No. 7.—2nd Hand Iron Paint. Inventory can be seen on application to

A. S. RENDELL & CO., Auctioneers.

JOB BROS. & CO., LTD., Managers for Liquidators

Nascopie Steamship Co., Ltd. Jan 27, 21

Satisfaction and Reason

Satisfied, because our sales for "House of Lords" Scotch Whiskies increased 219 per cent. during 1915.

Reason—The people who drank it were satisfied, because of its exceptional quality, and reasonable price.

\$1.50 per bottle.

Try one.

J. C. BAIRD



THE FIREMEN
may save your home and belongings from utter destruction by the flames, but the smoke and heat 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.