

## LADIES' BLOUSES.



Never before has our Blouse Department been so replete with all the most fashionable ideas as now. We have the very latest creations in Muslin, Lawn and Silk, all purchased before advance and now selling at old prices.

## Here is a Store Full of Splendid Opportunities

which you are cordially and earnestly invited to come and see.

## Pleasure, Satisfaction, Economy

will be your reward for coming here before making purchases. To-day we enumerate a few exceptionally interesting items.

## Ladies' Reversible Silk Oil Hats.

This is an innovation just placed on the market. Can be worn in fine weather as well as rainy by reversing the crown. We have them in colors Saxe, Brown, Old Rose, Navy, White, Purple.

Good value for \$2.20. Marked ..... \$1.80 each

## MARSHALL BROS.

## LADIES' Neckwear.

A beautiful display of Ladies' Collars in Muslin, Lawn, Pique and Lace. Nicely worked in various colors; the very latest from the American markets.

Prices 14c. to 40c. ea.

## Ladies' Lawn Handkerchiefs.

A job lot of samples; no two alike, from 6c. to 18c. each.

## Ladies' Silk Underskirts.

We are offering a clearing lot here in Fancy Silk. These would be cheap at \$4.50. We mark them at

\$3.50 each.

## Efficiency and Humanity.

## RUTH CAMERON.



RUTH CAMERON.

A very ambitious and conscientious young girl who lives in our neighbourhood works as a stenographer in the city.

A few weeks ago I was calling on her mother, and she mentioned that Ellen was home in bed. When I expressed my sympathy, she said, "Oh, she's not really sick. She's just felt as if a cold were coming on."

Nothing more was said at the time, and I wondered what had come over Ellen. For she isn't the kind who stay home for a slight cold. In fact, the winter before she almost had pneumonia because she persisted in going to the office in spite of a very bad cold. Yesterday I met her on the trolley and she told me all about the new state of affairs.

He Wanted Them To Stay At Home For The Slightest Cold

At the beginning of the present winter, her employer had summoned the office force to a conference and surprised them by telling them that in the coming winter he wanted them to stay home whenever they felt the slightest symptoms of a cold.

Then he had a serious talk with them. The substance of the talk was this:

"If you go to bed when you feel a cold coming on, take some simple treatment, keep warm, and rest, you have nine chances out of ten of breaking it up in a day or two. Of course hitherto you haven't felt like taking a day off just because you were afraid a cold was coming on, and so you have come to work and the

cold has grown worse and lasted perhaps a week, perhaps longer. Maybe in the end you were sick and had to stay out a week or two. Maybe you managed to stick to your post, but felt so mean that it was a big strain to work. Probably you gave the cold to two or three others, who went through the same experiences.

Asked Them To Be Less Devoted To Duty.

"Now I thank you all for your pluck and devotion to duty" (he is a man who really inspires these qualities); "but for both our sakes I don't want you to be so plucky or devoted this winter.

"Last winter I lost some months of time from serious colds, besides the general loss of efficiency where people worked under the handicap of a cold. This winter I suggest that we co-operate in trying to nip these colds in the bud.

"Whenever any of us feels that he has a cold coming on, he is to telephone the office and stay in bed until the cold is better. Don't bring it in and get the upper hand of you. I trust in your honour not to abuse the privilege either by taking time when you don't need it or by doing anything else with the time except going to bed and working just as conscientiously to get rid of the cold as you would work in the office."

That was the substance of his talk. The results of it make Ellen, usually a quiet person, quite voluble with enthusiasm. Although this has been an unusually severe winter, only one person in the office has been out more than three days with any form of cold. In her own case she broke up two colds, one with two days' rest, another with one day's. The gain in general efficiency from stopping the

## EGGS!

## Fresh Country Eggs for Easter Sunday.

We can supply any quantity.

Phone 480

Soper & Moore, Importers & Jobbers.

leak caused by subnormal health from colds cannot be measured, but her employer is entirely satisfied with it.

There are times when the principles of efficiency seem to be pitiless and inhuman, there are other times when efficiency and humanity plainly go hand in hand. And this seems to be one of the latter.

Minard's Liniment Co., Limited.

Gentlemen,—I had my leg badly hurt, the pain was very severe and a large swelling came above the knee. I expected it would be serious—I rubbed it with MINARD'S LINIMENT, which stopped the pain and reduced the swelling very quickly. I cannot speak too highly of MINARD'S LINIMENT.

AMOS T. SMITH.

Port Hood Island.

PLOWING.

I watch the farmer plow; he's busy at it now; he deftly toils his span of mules, and whacks them with a bough. One minute he says, "Gee!" Next minute, "H a w!" says he; then he mules, they haw, and strain and draw upon the double-tree. The plow point strikes a stone; the farmer heaves a groan; and then his ribs surveys his ribs, to find the broken bone. Then, finding he is whole, he takes a ten foot pole, and prods the mules, and says, "You fools, such tricks I will not thole!" The plowshare does not scour, and he, for half an hour, suspends the rules and lams the mules with wondrous win and power. To turn the furrow over—it is the oldest chore; man's tilled the earth since Adam's birth, and will forevermore. And ever, as he walks, he picks up clods and rocks, in West and East, to pelt his beast, his horse or mule or ox.

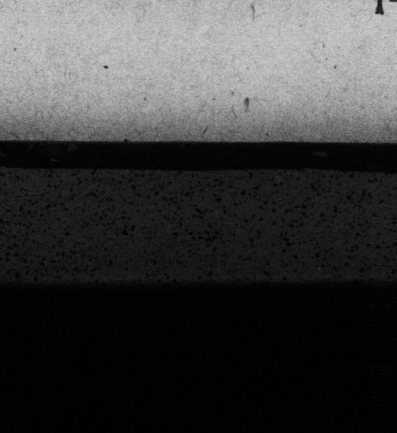
## Newfoundland Heroes Gain Carnegie Awards

Bronze Medal and \$500 for a Worthy Purpose, as Needed.

Nathaniel Sheppard, aged sixty, fisherman, helped to save Nicholas and Thomas Keefe, aged sixty and sixty-two, respectively, fishermen, from drowning, Tilting, N.F., June 28, 1912. The Keefe brothers, who were in an open fishing boat, running before a gale on the Atlantic Ocean, struck a submerged block of ice at a point about three miles from land. Their boat began to sink. Sheppard and his son were in their fishing boat about half a mile to windward of the Keefe boat and were also running before the storm in order to reach shelter. They changed their course and sailed toward the Keefes. When they were thirty feet from the Keefe boat, Sheppard's son let the jib fly in the wind, stood on the bow with his arm around the foremast, and caught the disabled boat with a boat-hook. Nathaniel Sheppard handled the tiller and mainsail. The Keefe boat had sunk so far that the Keefes were in water to their chests. Waves six or eight feet high broke over the boat. Young Sheppard pulled the bow of his boat over the submerged stern of the Keefe boat. A wave lifted his boat and let it fall violently on the corner of the stern of the other boat, and a piece of plank a foot long and five inches wide was knocked in at a point a foot above the water line. Nicholas Keefe scrambled into the Sheppard boat. Thomas fell into the water between the boats while trying to get on board. Sheppard dropped his boat-hook and pulled Thomas into the boat; then he used the boat-hook to work the bow of his boat to the lee of the Keefe boat. He nipped the hole in the side, and he and the others sailed three miles before the wind to port in safety.

Mark Sheppard, aged thirty, fisherman, helped to save Nicholas and Thomas Keefe from drowning, Tilting, N.F., June 28, 1912.

R.N.R.—The following young men have answered their country's call, and are now on board H.M.S. Briton. From April 24 to noon to-day those who have become wearers of the blue are: Vincent Hurley, Cross Roads, Brigus; George Hooper, Rocky Ht., P.B.; Jacob Pearsey, New Perlican; Robert Parsons, Shearstown; Chelsey Albert Kelland, Robert Hiscock, Wilberton, T.B.; Adam Coles, Chelsey; George Fye, Brooklyn; Percy Cupp, Bloomfield; William Alcock, John Peddie, Ernest Walter Alcock, John W. Alcock, Leading Tinklers; William C. Hourtos, Pilley's Island; Nathaniel B. Hibbs, Port de Grave; Mark Hutchings, Spaniard's Bay; Alexander Penfold, Flat Bay, St. George's; Timothy S. Delaney, Bay St. George.



## Boucher and Gregory.

In every home and hamlet upon our native Isle To-day the face of every man is lighted with a smile; with a noble son, Have met with recognition for their work against the Huns. The King, His Royal Majesty, God spare him to live long, Our curses on the vagabonds who'd dare to do him wrong. 'Twas he who praised our valiant boys who love dear Newfoundland, And on the parlor cruisers most bravely take a stand.

There's Donnelly a hero from St. John's his place of birth. And Greene, who first at Trinity trod on our native earth. They are two worthy heroes, and now we find to-day We've Boucher and brave Gregory From old Placentia Bay.

Where e'er our boys are scattered on the land or on the sea. They show a courage unexcelled, and proud of them are we; With the Union Jack above them, oh! long may the Old Flag wave. 'Tis the banner which courts freedom and defies the truckling knave.

Come, be all Newfoundlanders, send up a prayer on high That victory may be perched upon that banner by and bye. And pray long life to Boucher and to Gregory to-day. Two gallant valiant heroes from old Placentia Bay. JAMES MURPHY.

April 22nd, 1916.

## Will You Take Two At Our Risk?

So many customers who suffer from run down nervous condition with its consequent ill-effects of insomnia, indigestion and general debility are being greatly helped by Zetetic—the nerve tonic, that we wish to have every ailing person in this town try this really famous remedy. It is all that a tonic should be and more than any other tonic is. It combines the most precious of health-building substances. Glycer Phosphates are the actual element of the human body in most assimilative form. You know the value of Cod Liver Oil and the invigorating effects of tonic wine. In Zetetic these are combined into an exceedingly pleasant tonic which in two weeks will work quiet wonders in your health. If at the end of two weeks' honest trial you cannot report real progress toward health we will refund the purchase price. Doesn't this convince you that you should start trying it to-day? Sold by T. McMurdo & Co., Sole Distributing Agents for Newfoundland. (1)

## Your Boys and Girls!

Many babies suffer from squinty eyes because their eyes, when out of doors, are not properly shaded from the sun. Never allow the sun to shine directly in baby's eyes. Always screen them with the top of his coach when on the street, and in the house you can always soften the light with the window shades.

Sound, clean teeth bear an important relation to health, strength, endurance, grace and personal appearance. Children should be taught the importance of preserving the temporary teeth. Their neglect is almost sure to cause the permanent set to be defective.

A happy occupation for children on a rainy day is to cut out of magazines houses, churches, automobiles and people. Paste these on blocks of wood and stand them up, making a village.

Minard's Liniment Cures Distemper.

## 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 dazzle 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 GASTREAM Radiators fill all light and heat requirements.

ST. JOHN'S GAS LIGHT COMPANY.

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## CHAIRS for Comfort.

Chairs—being the most used articles of furniture—need to be of many designs and qualities to suit all needs. Here in our large Showrooms we have every kind conceivable, and all are the best of their particular make.

We call your attention to our fine English Easy Chairs. They are of many designs, all are heavily padded, with delightfully easy springs and handsomely upholstered in Plush, Rug, Tapestry and Leather.

This large stock of Chairs needs no recommending, their many merits can be instantly seen and form a "sure-winning" combination—sterling quality and reasonable prices.

## U. S. Picture and Portrait Co.

## The Emerson Piano

Is not a Piano of yesterday. There are Emerson Pianos in use to-day that we sold 30 years ago. They are veritable curiosities as they still retain their wonderful tone quality, and go to prove that they are easily the best Piano for the money imported into Newfoundland.

CHARLES HUTTON, SOLE AGENT.

Advertise in the TELEGRAM

## Eastm

Just arrived by express

man Roll

## TOOTON

Headquarters for

## War Ne

## Messages Received Previous to

BRITISH RECAPTURE

LONDON.

Last night the King's Light Infantry recaptured on the Ypres-Langemark which was lost on the night 19th. Our line there re-established. To-day been artillery activity about Serre Sochez, Chancy. There was some mining at Hohenzollern redoubt, north of Chapelle.

IN GERMAN EAST

LONDON.

The British Expedition against German East Africa turned Unhappily and Salva ing to an announcement by the official bureau.

GENERAL LAKE'S RE

LONDON.

General Lake (telegraph) Attack made this morning against German East Africa on the north bank, faced. The been bombarded on 20th intervals during each night. This morning, owing to the found impossible for one to attack over a very front. The leading troops brigades consisting of the 1st composite battalion advanced gallantly, and penetrated my's first and second lines bog and submerged trench got up into the third line. gade was unable to maintain the enemy's counter. Other brigades pushed upon and left to reinforce, but to reach their objectives. flooded ground and heavy gun fire. Our troops on bank were also unable to progress.

YPRES ANNIVERS

LONDON.

The anniversary of the tie at Ypres, inspires an anniversary at the Canadian Minister of Militia. One who knows his fighting-Sam's life work, in form of the Canadian Minister, referring to his early days as a writer says: "San Hughes Imperialists. There were many stalwart Imperialists but his Imperialism was not was practical, full-blooded and a definite end in view. Of his career concludes: "His fashion has Sir Sam Hughes Canada and himself before history."

REPORTED RESIGNATION

MINISTER OF MUNI

LONDON.

Reynold's Weekly says: George will unhesitatingly continue, especially as his in getting his own way on sion, has left much bitterness certain of his colleagues. count adds that then for the the public will learn the underlying the Government's blunders, including shells. tious Balkan development, responsibility for the Dardanelles. Reynolds concludes w

## Rids Poisons Clean

Sallow Skin, Pimples, Pains

Kidney

The doctor feels your pain looks at your tongue, but at time he is reading your count your face. The sallow tells him that your liver is its work, the pimples tell the kidneys are not properly ing the blood, he realizes bowels are constipated, and toner overloaded with poisons. You can apply this test own case and may be able other symptoms, such as he pains and aches through limbs, spells of biliousness digestion.

If you have not used Dr. Kidney-Liver Pills you will find to find how quickly rid your system of poisons purities and thereby remove of pains, aches and skin trou