

Fresh Shipment of the Famous REPUTATION CHOCOLATES for Easter 1/2 lb. to 5 lb. boxes.

To Arrive for Easter, TURKEYS, CHICKEN, N. Y. BEEF, PEARS, ORANGES, APPLES, BANANAS, etc.

EASTER Eggs and Novelties, From 2 cts. to 35 cts.

A YRE & SONS, Ltd., Grocery Dept.

GREAT MAIL ORDER HOUSE.

The Manager and entire staff of the Imperial Tobacco Co. (Newfoundland) Ltd., desire to express their heartfelt sympathy with all those bereaved by the recent terrible sealing disaster.

Advance Showing of New Gowns.

We beg to announce for this week our display of latest Evening Gowns, and Bridge and Afternoon Frocks. These are copies of French Model Gowns, in lovely shades and designs; no two alike. We give below a description of one Gown, but they must be seen for their elegance to be fully appreciated.

This model is of rich, heavy Ivory Crepe-de-Chine. Waist has folded Chiffon vest caught with tiny cut crystals; sleeves are of Chiffon draped entirely with exquisite lace, waist is veiled with lace, has wide crushed girdle and is finished at corsage with a cluster of shaded Mauve roses and a long rope of pearl and crystal beads. The skirt is in straight clinging lines, and has a double peplum of lace, held in place at back by drape and flat bow of Crepe-de-Chine. This Gown is a very beautiful one in its perfect lines and drapings.

U. S. Picture & Portrait Co.

Jack Rossley To The Front.

Mr. Jack Rossley, Proprietor of the Rossley Theatre, will give one of the biggest benefits ever given in St. John's, turning over every penny taken in on that occasion. He was asked why not give it at once? But Rossley knows too much to give it now before the dead are buried and

in Holy Week, it would be no benefit to give it now. He says give it when the theatrical season is at its height; give it right. The Rossley's have ever been quick to respond to any call made upon them. They have given to several good causes and both Jack Rossley and his clever wife have an open hand and generous heart in lots of things that will never be made

known and in this terrible disaster they will give one better.

Stafford's Liniment cures Rheumatism, Lumbago, Neuralgia and all Aches and Pains. For sale everywhere.—Jan 22, 14

MINARD'S LINIMENT RELIEVES NEURALGIA.

Southern Cross Still Missing.

There is no word yet of the S. S. Southern Cross. The girls saw her on Thursday week. The following messages are from the Minister of Marine and Fisheries to the Acting Premier. Air Pilot is on the Kyle now searching for her.

Yesterday afternoon, S. S. Kyle, via Cape Race, April 5th.

Hon. J. R. Bennett, Colonial Secretary.

Arrived at Cape Race yesterday at 11.15 a.m. Ship's course set S. W. by W. Steamed 55 miles. Changed course to N. 3/4 E. Steamed 70 miles. Made the land. Saw Terra Nova going down the shore off Renews. Looked well fished. At 9.15 a.m. changed ship's course. Now steaming towards Cape Race. Have not seen any ships or any wreckage of any kind. Advised S. S. Seneca, via Cape Race yesterday to keep look out. Her position at that time was lat. 43.30, long. 52.50. She promised to advise. Now blowing moderate gale from W. by N. Will wire you again at 6 this evening.

PACOTT.

Yesterday afternoon, Hon. J. R. Bennett, St. John's.

Position at 6 p.m. 40 miles S. E. Cape Pine, steaming half speed. Wind W. by N., decreasing. Expecting fine night. Have seen nothing to-day, nor picked up any ships. Proceeding towards Virgin Rocks. Will let you know early to-morrow morning.

A CHANNEL MESSAGE.

The Reid-Nick Co., yesterday morning, I received the following message from the operator at Channel:—

"Capt. Hackett, of the schr. Grace Otos, says he was close to the steamer that passed out the Gulf last Sunday morning. She had only a white streak around her, and was not painted in ports. He thinks it was the Terra Nova, and is certain it was not the Southern Cross."

For Sweet Charity.

The Crescent Picture Palace is giving the entire proceeds of the performances which will be held this evening and to-morrow evening towards the Marine Disaster Fund, and we draw the attention of our readers to this fact. The management have prepared a very interesting line of pictures, the principal of which is the sensational three reel drama, "The Flying Circus," special music and song. Visit the Crescent to-day, and help this worthy cause. There will be no matinee performances and the admission fee is only ten cents. Help by your presence at the Crescent to-night to assist this charitable work. A good show for a good cause.

THE GREATER QUESTION.

At this season of the year for Farmers with up-to-date ideas is, what are the best means to use to get the best returns from the land.

Fertilizers must be used liberally if large returns are looked for. There are several good chemical fertilizers which may be recommended, but Sulphate of Ammonia has been proved to give the best returns, and is the most valuable and economical source of Nitrogen for agricultural purposes.

For vegetables, grass, and all leafy crops, about one and a half cwt. per acre is the best quantity to use, and this should be applied when the plant is making its growth, as well as before sowing the seed.

If a liquid manure is preferred, a 1/4 oz. of Sulphate to one gallon of water should be used, and applied once a week for a month. This quantity should not be exceeded.

It is a good plan to reduce the Sulphate to a fine powder, and mix with four or more times its own bulk, for the purpose of diluting the manure, which is very powerful.

For potatoes the following mixture is strongly recommended:—

40 lbs. Superphosphate.

26 lbs. Fine bone meal.

10 lbs. Carbonate of Magnesia.

15 lbs. Sulphate of Potash.

21 lbs. SULPHATE OF AMMONIA.

1 cwt. Apply at the rate of 10 to 11 lbs. to 43 square yards.

The use of Carbonate of Magnesia, in conjunction with Sulphate of Ammonia, is of great importance in potato culture.

For turnips use the following:—

66 lbs. Superphosphate.

13 lbs. Fine bone meal.

13 lbs. Sulphate of Potash.

20 lbs. Sulphate of Ammonia.

1 cwt. Apply at the rate of 10 to 11 lbs. to square yards.

Sulphate of Ammonia of excellent quality is now made by the St. John's Gas Light Company, and may be obtained on very reasonable terms.

Full particulars may be obtained at the Gas Works, or at the Board of Trade Building. Ask for special booklet on the use of Sulphate. It will be found of great value in securing the heaviest crops.

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Benefit Nights

AT THE "QUEEN"

For two nights we are giving a show in aid of the disaster, and we ask the support of the generous public. There will be no fixed admission. Any amount from 5 cents will be gladly accepted, and we hope to see packed houses on to-night and to-morrow night, seeing it is for such a worthy object.

Enjoy your meals by taking a teaspoonful of Stafford's Prescription "A" before eating. It cures Indigestion and Dyspepsia, etc.—Jan 22, 14

A Spring Bonanza

— IS —

OUR GREAT Reorganization Sale!

In order to clear up and arrange for new business and large shipments coming in, we shall sell for 30 days at cost and under all goods left over from the winter, including Dry Goods, Crockeryware, and our splendid assortment of Furniture, Bedsteads and Bedding.

Coming on the eve of Spring Cleaning it should appeal to the economical housekeeper, and the prices we quote should convince the most sceptical that this is a genuine clean-out for the purpose of Reorganization.

Saturday--Special Dry Goods.

Monday--Furniture.

Dress Goods.

Alpacas, Amazon, Serges, in Crimson, Navy mixed, etc., Marino and Plaids in great variety. Splendid assortment of Washing Silks, suitable for Evening Dresses, selling at 25c.; regular 50c.

Skirts.

In Tweeds, Serges, both fancy and plain; excellent quality and up-to-date style, at \$2.50 up to \$3.50.

Ladies' Rain Coats.

Only a few of these, sacrificed to clear at \$4.98.

White Embroidered Underskirts.

Great variety for this Sale, 50c. better, 75c. best; cut in latest style, and cost double. You must see these.

Special Matinee Waists.

While they last, \$1.49—slightly soiled. Waists at 50c., 75c., \$1.00, \$1.50, \$2.00. Below cost every one of them.

Corsets.

From 35c. Special up-to-date Long Waist Corsets, \$1.00. Our well-known P. & C. Long Waist Corset, \$1.49 to clear.

Silk Waists.

Slightly soiled but splendid value, \$1.25, \$2.00, \$2.25, \$2.93. Just in time for Easter.

Ladies' Gloves, Neckwear, Handkerchiefs, Belts, Shoes and Rubbers. Reduced, Reduced, Reduced.

Children's and Misses Coats.

For Spring wear, to clear, 75c., 90c., \$1.00, \$1.25, \$1.50 up.

Children's American Dresses.

Great variety from 25c. Hose and Socks, Shoes and Rubbers.

Gents' Furnishings.

Men's Suits, latest Spring cuts, regular \$10.00, now \$6.50; \$15.75, now \$10.00; \$5.50, now \$4.25.

SAMPLE LINE OF CAPS, no two alike, regular \$1.00 value, now 25c

Underwear.

The kind you wear that do wear, 38c.—must go.

Shirts, Shirts, Shirts.

Regular \$1.25 and \$1.50; the whole lot 55c. a piece while they last. Have a look at these.

Braces.

The kind that don't break—"President," 45c.

Spring Socks.

Variety of colours and Black, 15c. and 25c.; less than cost.

Top Shirts.

In Serge, Sateen and Flannelette, 50c. up.

Boys' Sailor Suits--98c.

Overcoats, Suits, Shoes, Rubbers, Caps, Ties, Collars, Braces. Must be cleared, cleared, cleared.

BE EARLY! BE QUICK!

It's going to be a rush—a Bonanza Crush.

C. L. MARCH CO., Ltd.

The Popular Furniture Store, Corner Springdale and Water Streets.

No. 91.—PLAC
No. 92.—TWIL
No. 93.—INDIA
No. 94.—BONNI
No. 95.—LITTE

These Ph
IN
Of the

MISTAKEN IDENTIFICATION.

A case of mistaken identity which the wrong copy to the home of a was illustrated on when the identification bodies was going on Hall. Having near David, who went to Newfoundland, had a awful blizzard and amongst the dead, a stricken and grief through the huge, es pathetic throng outside the building to catch a glimpse at son, even though dead it had arrived. On a tary room he filled bitterly, not hysterical because he had reco succeeded for the request was granted the official in charge (Mr. Locke) was scrupulously this time and his wife as well that the body belong bereaved parents and back to the mortuary mistake enhanced the row and affliction b tensified when the known that the son missing who were that his body lay be less waves of the swept ocean.

A WONDER OF THE WEST-IND.

Pat Hearn, who was Blizard, Last Man Up and is Unble trardinary Case.

Pat Hearn, aged 19 the West End, who w the Newfoundland, a prominently in the around yesterday as and was at the Greni ng assistance in the doubtful dead bodies. the last of the surviv but to-day is ver Hearn was out three nights in one of th storms ever felt on He must have suffer ships during that per is considered, as told dell of the Bellaventu that he came throug tually without a blea short of miraculous boyish appearance a He is not of giant has plenty of vitality which are more valu hites. Yesterday, wh work was over, tho the handling of the d stitute, were talking great many citizens inquisitively to him a counted his experien did not regard it as a ful or phenomenal. He left our steamed up but to-day is ver storm. Following our as we walked our sh was then snowing a lit to hurt. We boarded and were given our finishing the meal— very thick. It was t and were about to lo our men did not care seemed to be frighte cold by the captain of that there were seals the S.W., and that the was near by them and

AT

973 yards La
1155 yards B
Ends Dress G
Savory

J.M.

SEE TO-MORROW'S