

THE ADVERTISING COLUMNS OF THE EVENING TELEGRAM



REACH ALL CLASSES.

Evening Telegram

W. J. HERDER, - - - Proprietor
H. A. WINFER, B.A., - - - Editor

WEDNESDAY, April 11, 1917.

The Battle of Arras.

Impatience must be satisfied to wait for fuller details of the great British victory that was first flashed over the wires yesterday, and of the progress that we are convinced must have since been made. It is good to note that the first bulletins considerably understated the extent of the achievement and that the reported prisoners, booty and territory captured continues to grow. We are not always placidly content to see good, solid news crowded out of the daily messages by dilated accounts from the pen of some correspondent or other, but these last must be allowed to be exceptions. The vivid description which we print to-day of the taking of Vimy Ridge is not valuable for its realistic language alone, for it epitomises in a few sentences the history of trench fighting since the war began and gives a suggestive indication of its future course. The incomparable British air service, of whose marvellous and heroic work the generosity of laymen have not the faintest conception, clear the air of the enemy, methodically, relentlessly and, alas, at the cost of many a brave life; the guns that have for days been levelling the opposing positions into an earthy chaos now under their direction search out every concentration of enemy troops; the British and Canadian infantry advance grimly and stolidly behind the protecting barrier of fire; and position after position of the greatest imaginable strength surrenders to direct assault or is surrounded and cut off. It is a programme, scientifically elaborated in every detail and carried out with mechanical precision, which, given the

guns, the aeroplanes and the men—and we have them all—will reduce any resistance the Germans may oppose. Whether the famous Vimy Ridge possesses the importance ascribed to it by one message yesterday, which said that its retention by the British would compel the retirement of the enemy to the Mesieres-Mauberge line, remains to be seen; but the cry of "On to Douai and Cambrai!" tells of the first great step towards it.

While Germany sees her army and her prestige smashed thus on the field of battle, matters in the world outside and on at least one other battlefield cannot look any too rosily coloured to her eyes. Brazil has broken with her, and apparently Guatemala also, useful to the Allies as Mexico's watchful neighbour, while Mexico herself is clearly frightened into neutrality. The mischievous activity of Villa and his German lieutenants may even compel her shortly to abandon it to follow Brazil's lead, though this is not likely. Disappointment is expressed that Chili is resolved to remain out, especially as she will probably influence Argentina, whose recent embargo on her exports of meat will in that case be continued. But it is a great help to have Brazil on our side, and to see the crumbling of Germany's overweening ambition in South America, to which it extended as presumptuously and arrogantly as to Asia Minor and the Balkans.

Finally, we have another brief word from Mesopotamia. The bulletins from this quarter come only at intervals of days, but they represent nowadays progress that shows the intervals not to have been idle ones. We may be prepared to hear news of great importance and magnitude from this region before long. Unless the spring floods greatly interfere, the joint operations of the British and Russian troops promise to end in nothing less than the complete capture of the Turkish Mesopotamian army. Once the three-pronged Russian advance has made sufficient headway, there seems to be no open way of retreat to that army except the impassable Syrian Desert, and with its surrender Mesopotamia will pass entirely into the Allies' hands. A campaign of almost equal importance is under way in Palestine, which will certainly involve the capture of Jerusalem and possibly of the whole Mediterranean coast line north to Adana. There is no need to speculate further, for the event is yet far enough away, but it is not too much to say that Turkey's once considerable dominions bid fair before many months have passed to be limited to the comparatively small area of Asia Minor west of Armenia, and even that threatened with invasion unless peace has been meanwhile won elsewhere.

Since the above was written, the news from Buenos Aires that the Argentine Government has officially approved the action of the United States suggests that that country may after all throw in her lot with the Allies as Brazil has done.

Ladies!

THIS WEEK WE OFFER

A Splendid Selection

— OF —

BLOUSES

AT ONLY

\$1.00 each.

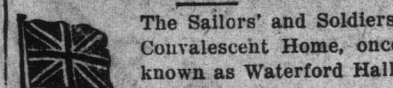
This range includes a very fine assortment of White, Black and Coloured Blouses, and the values are Extra Special.

See Our Window Display of these Dainty \$1.00 Blouses.

We have also just opened many other Blouses at other prices which are also good values, and you can save money by buying your Blouses here now, as at other times, as we have bought these goods well and have marked them low to help you out on the High Cost of Living.

Henry Blair

Sailors and Soldiers' Convalescent Home



The Sailors' and Soldiers' Convalescent Home, once known as Waterford Hall, will be formally opened at the latter end of next week. Lady Davidson and her associates have already received about \$2,000 towards the equipment of the Home. Very interesting exhibits can be seen in the windows of Messrs. Ayre & Sons and the Royal Stores, the former of the outfit that will be used in the Home, and the latter of the many excellent kinds of supplies for the Red Cross that the indefatigable work of the women of Newfoundland produces.

Body of Girl at Morgue

Will be Examined This Afternoon.

The corpse of Edith Power, aged 18, was conveyed to the morgue this forenoon for examination as to the cause of her death. Deceased belonged to Tor's Cove and it appears that she died very suddenly. She had been engaged as a domestic for the past year or so with the family of Hon. James Ryan, Rennie's Mill Road. She had not complained of being unwell yesterday but between nine and ten o'clock was taken suddenly ill and was seized with an attack of vomiting. Dr. Macpherson was summoned and attended the patient at midnight. Three hours later she expired. The girl was of robust physique and it is thought that something she ate led to her death. A post mortem will be held on the body at 3.30 this afternoon at the morgue to ascertain the exact cause of her death.

McMurdo's Store News

WEDNESDAY, April 11, 17.
Recent arrivals include Dandridge, the well known and popular Hair Tonic which we have been out of for some little time, and which sells at 35c. a bottle; and Pond's Extract Vanishing Cream, which may be had in either pots and tubes. Price (each) 35 cents.

We would remind all who require Fertilizers that we have still some remaining, both that intended for general use and for potatoes. This Fertilizer is made in Nova Scotia and is specially adapted for climates like ours, that have a late spring and short summer. Price by the bag of 100 lbs., \$3.50.

The Mallard Fund

Amount acknowledged . . . \$124.70
John Snow 2.00
\$126.70

Missing Girl at Topsail

A girl, aged 16, who had been engaged as a domestic with a certain family, disappeared mysteriously from town during the latter part of last week. The absence caused her mistress as well as her relatives and friends a deal of anxiety. Enquiries regarding her whereabouts have elicited the fact that she is safe and sound at Topsail with her cousin, having gone there by train. Her reason for going to new pastures is not yet known in the city.

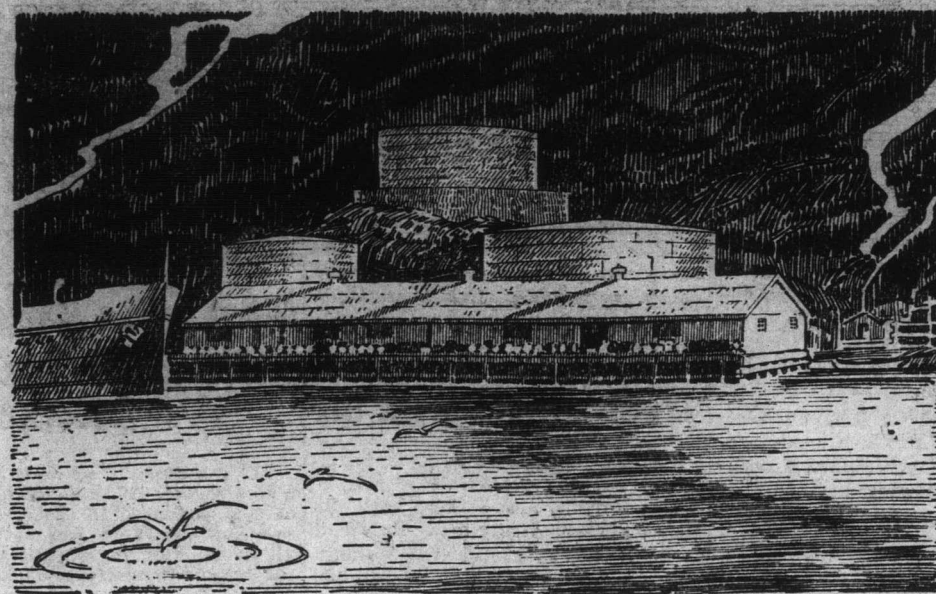
Kitchener's Prediction.

Waterbury Republican.—There may be nothing to it, but in seeking for the explanation of the slow German retreat on the Somme there comes to mind Earl Kitchener's oracular utterance in the fall of 1914, after the trench warfare had begun. "The army that first leaves its trenches," he said, "will be beaten." If this prediction is justified it will deserve to be set alongside his then startling prediction that the war would last three years.

One Missing Sealer Reported Safe.

Deputy Minister of Justice Hutchings received the following message from the Magistrate at Fogo to-day: "Man named Newman, of Barr'd Island, reported missing yesterday, is safe on Shalk's Island. No news of others."

The ladies of the Congregational Aid Society are busy these days getting ready for the Grand Sociable they intend holding in the Lecture Room on Thursday next, 12th inst. The following ladies and gentlemen will take part: Mrs. Cahill, Misses Christian (2), Thomas, Brooks, Barnes, Pike, Oakley, Murcel, Langmead; Messrs. Trapnell, Griffiths, Somerville, Devereaux, Foster, Young, Macintosh, Brown and Sergt. Edwards. Also a Sketch, "The Little Scamp Next Door." Dainty refreshments, Candy and Ice Cream for sale during the evening. Admission 30c. Doors open 7.30 p.m. Concert 8 p.m. apr11



BUY AT HOME

KEEP YOUR MONEY IN THE EMPIRE

Every dollar spent for foreign goods is a distinct loss to the country in these critical times.

The Imperial Oil Company, Limited, a Dominion of Canada Company, has made a considerable investment in St. John's. The completion of its tankage and warehouse equipment on the South Side has made possible the delivery here by tank steamship of gasoline and kerosene in full cargo shipments with a consequent reduction in price of petroleum products to the people of St. John's and of Newfoundland.

Our stocks of PREMIER GASOLINE, ROYALITE COAL OIL (high test) SILVER STAR KEROSENE (low test), and GARGOYLE MOBILE OILS will protect fishermen from any danger of shortage in the busy season.

All of these products can be supplied in steel barrels.

We recommend buying kerosene in these metal containers which eliminate leakage and are convenient to handle. The full purchase price of the steel barrel is refunded on its return and in this way a saving of over 2c. is made on the net cost per gallon. Wood casks will be supplied to those who prefer them.

We have provided permanent and adequate equipment to supply your needs. We ask your support for an industry within the Empire.

THE IMPERIAL OIL COMPANY Limited

ST. JOHN'S, NEWFOUNDLAND

BRANCH STATIONS THROUGHOUT CANADA

Refineries at Vancouver, B.C., Regina, Sask., Sarnia, Ont., Montreal, P.Q., Halifax, N.S.



Special!

We have
ab ut
**200
Rolls**
of

RUBEROID

In stock, which we sell at a very low figure to clear.

Send for Prices, etc.

MARTIN ROYAL STORES HARDWARE CO., Ltd.

(Successors to Martin Hardware Co. & Royal Stores Hardware)

When Peace Will Come

(From the New York Globe and Commercial Advertiser.)

Peace will come when Prussianism, by the only treatment to which it will yield, is deprived of ability to do further harm. It will come sooner if the German people do the necessary job

themselves. If the Kaiser were put under lock and key and the symbols of absolutism were stripped away in Berlin the trenches would be soon vacant. Bismark and Prussia insisted on crushing France even though France had repudiated her imperialistic adventures, but the democratic nations are more farseeing and more generous than was Bismark. It cannot be too

often said that Germany can have peace when she does the work meant for peace.

STOMACH TROUBLES.—Stafford's Prescription "A" cures Indigestion and Dyspepsia. Price 25 and 50c. bottle. Postage 5 and 10c. extra.

Here and There.

Fresh Halibut and Fresh Cod at ELLIS.

WEATHER REPORT.—The weather across country is, calm and dull, temperature 22 to 40 above.

Turkeys, Ducks and Chicken at ELLIS.

ETHIE AND GLENCOE.—The Ethie left St. Kyran's at 3.20 p.m. yesterday, going west. The Glencoe left Marytown at 1 p.m. yesterday, going to Port aux Basques.

Turkeys, Ducks and Chicken at ELLIS.

GLENCOE'S OUTWARD PASSENGERS.—The Glencoe left Placentia yesterday afternoon with the following first class passengers:—J. Barbor, J. Noonan, G. Hiscock, F. Howell, R. Howlett, T. Riggs, Misses Sheedley, Legge, Balden, French and Jensen, 12 second class passengers.

Just arrived, some FRESH POULTRY.—Geese, Ducks and Chicken, for sale at lowest market prices. P. CASEY, Water Street.—apr2,tif

CITIZENS' COMMITTEE.—The Citizens' Committee will meet in the Board of Trade Rooms to-night when the deputation to the Select Committee of the Legislature will give their report. From what we can gather from some of the members, important business which promises considerable discussion will be introduced.

Grand Social Dance. C. C. C. Hall, Tuesday, April 17th. Double Tickets (including supper), \$1.00. Ladies' tickets (including supper), 50c. T. A. Band. apr10,31

DIED.

Early this morning Josiah Pack, in his 73rd year; funeral on Friday, at 2.30 p.m., from his late residence, 1 Bell Street; friends and acquaintances please accept this, the only, intimation.

Killed in Action "Somewhere in France," an January 20th, 1917, Gordon Alexander, youngest and darling child of Randolph J. and Mary Mullings, aged 18 years, leaving five sisters and two brothers (brother Joseph with C. E. F.)—R. I. P.

FUNERAL NOTICE.

The funeral of the late Frank A. Winsor takes place at 2.45 on Thursday from his late residence, Macklin Place, off Leslie Street; friends and acquaintances please attend without further notice.



Stout and Graceful

D & A Corset Model No. 540 supports—gives comfort with freedom, is non-rustable and strong and lasting. Corset Departments offer all D & A Models at very moderate prices.

Made in Canada by the DOMINION CORSET CO. Montreal QUEBEC Toronto

Makers also of the La Diva Corsets and D & A "Good Shape" Brassieres



No Cure Guaranteed

More Corns Never known to fail; acts without pain in 24 hours. Is soothing, healing; takes the sting right out. No remedy so quick, safe and sure as Putnam's Painless Corn Extractor. Sold everywhere—25c. per bottle.



Hol GUAR Silk FOR

White and To be had Black Cash White Lisle White and Real Cham

War

Messages Received Previous

FROM BRITISH

LO

The following is day's official from quarters: Our operations continued energetic despite heavy snow. Generally unfavorable reached the outside. Lepreux, five miles have cleared. Wood. Hard fighting this afternoon on the Vimy Ridge, on which their important number of prisoners. In the direct we advanced our village of Louver. attacks as the enemy different points along with no success. prisoners taken since our attack yesterday exceeds 11,000, including among them a number up to eight inches trench mortars and. Our airplanes yesterday work yesterday in our infantry, and cases inflicted casualties. Bombing also carried out. hits were obtained. way station utilized. a result of air. man airplanes. four others found. ours is missing.

BRITISH CASUAL

The British command, an effect to the splendid. Most of the enemy wounds. Men who to the hospitals. moving front gives of how the German everywhere. After in a hurry in the posts the wounded ling or singing.

THE KING'S

King George message to-day. Haig, Commander