



'Phone 484.

BISHOP, SONS & COMPANY, LIMITED.

SHOWROOM.

This Week's Opening of New Goods represents all the New Developments of Fashion for Spring and Summer 1918.

Infinitely Charming, Smart, Youthful, Becoming, Well-Made, of BEST QUALITY at MODEST PRICES.

LADIES' DRESSES
of Georgette, Taffeta and
Foulard.
LADIES' COSTUMES
of Silk, Gabardine, Tricotene,
Delhi, Velour, etc.
LADIES'
READY-TO-WEAR
UNTRIMMED and
PANAMA HATS.

LADIES' and CHILDREN'S JACKIE
SAUNDERS MIDDIES.
LADIES' JOAN OF ARC MIDDIE
SMOCKS.
LADIES' BARONET SATIN, CREPE DE
CHENE, GEORGETTE and SWISS
NECKWEAR.
LADIES' NEW DRESS WAISTS opening
daily.

VAN RAALE VEILS
and VEILINGS.
SLIP-ON VEILS.
CHILDREN'S
READY-TO-WEAR
PANAMA and
HAND MADE HATS.
BOYS' AMERICAN
STRAW HATS.



Hit the Trail of the Caribou,
And make your people proud
of you!



THIS SPACE GIVEN
TO THE REGIMENT
BY AYRE & SONS, Ld.

The Very Latest
IN
Ladies' Raglan Raincoats,
Mackintoshes
and
Black Oil Coats,
Newest Belted Designs. Various Natural Shades.
All Sizes and Prices.

Also, New Delivery of

Ladies'
UMBRELLAS.

Dainty Handles, Strong Frames, Reliable Covers.

S. MILLEY.

Obituary

On April 9th, at St. Vincent, St. Mary's, occurred the death of Joseph Gibbons, son of John and Hannah Gibbons, aged 27 years. "Joe" as he was familiarly called, was of a frank and jovial disposition, and was well liked by all who knew him. He leaves to mourn a father and mother, four brothers and three sisters, Mrs.

Sylvester Grace, at Salmonier, St. Joseph's; Mrs. William Phinney, St. John's; Mrs. R. Lomon, Gull Island, Bay de Verde; four uncles and a large number of cousins and friends. His funeral took place on April 11th and was largely attended.—R.I.P.

St. Vincent, April 15th, 1918.

Apron blouses of jersey, silk have very tight short sleeves.

CORRECTION.—Pte. F. J. Ryan, late of the 8th Canadian Battalion, who offered himself for service with the Royal Newfoundlanders at headquarters yesterday, desires to state that in reporting him an error was made by listing him as being of the 1st Canadian Battalion instead of the 8th.

MINARD'S LINIMENT CURES COLDS, ETC.

The Fresh Air Fund.

AN APPEAL FROM ENGLAND.
Editor Evening Telegram.

Sir,—The kind sympathy which the readers of your journal showed last year towards the FRESH AIR FUND prompts me again to approach you on its behalf. My hope that last season would be our last "war" campaign has alas been unfulfilled. Even in peace time the chances of happiness for slum children are woefully small, and the continuance of the war is aiming a deadly blow at what little happiness might have been theirs. There has been a great deal written and said with regard to the high wages paid in the Mother Country; but these wages are not being paid to the parents of the children of the very poor, who are in all cases, unskilled, and in many cases practically unemployable. In many instances, also, the children whom we benefitted last year are the children of men who have made the supreme sacrifice. I do, indeed, wish that I could report to your readers a need to pause in the work which the Fresh Air Fund has undertaken during the past twenty-six years; but the figures to hand from our workers show that the grey slums of the United Kingdom are still peopled with wistful little ones.

Most of us have willingly curtailed our holidays since the war, but what of those to whom it is always town and always has been? I feel sure that no-one would wish to deprive the little waifs of the slums of their brief respite from their unhealthy surroundings, and apart altogether from sentimental reasons it is imperative that they should be given at least a glimpse of better things. They are the future manhood and womanhood of the nation, and during the present upheaval of our national life, they must be shown that there is something better worth dying for than a British slum.

At the risk of repeating some detail with which your readers may be acquainted, I should like to emphasise the fact that the Fresh Air Fund is based on charity as wide as the sun, and has nothing to do with any denomination or sect. Poverty, neglect, and helplessness, are the passports needed for its good offices. All the expenses of management are borne by the Promoters; every penny received in subscriptions is spent on the children.

Last season 102,310 children had a day in the country and 4,107 of more needy enjoyed fresh air and good food for a fortnight, either at the sea or in the country. At the end of twenty-six years the cost of the credit 3,802,933 day outings and 43,115 fortnightly holidays.

Even during the present period of inflated prices the cost of the outings is still ridiculously low when the amount of health and happiness given is considered; fifteen pence pays for one child to have the cost of the credit £13 defrays the cost of a complete party of two hundred little ones with the necessary adults in attendance, and fifteen shillings the cost per child for a fortnight's holiday. Donors of £13 can have the day known by whatever name they may choose.

In these days of a thousand calls the little ones must not be overlooked. Down in the slums the children are waiting, and their disappointment will be terrible if there is no holiday for them.

Subscriptions and donations, however small, will be gratefully received by Mr. Ernest Kessell, Hon. Sec. F.A.F., 226, Gt. Portland St. London, W.1. England.

Yours etc.
ARTHUR PEARSON.
London, March 21, 1918.

When you want Roast Beef, Roast Veal, Roast Mutton, Roast Pork, try ELLIS.

Newfoundland Quarterly.

We have received from the publisher of the Newfoundland Quarterly an advance copy of the Spring Number which is replete with interesting articles and up-to-date illustrations. No better souvenir of the tragic loss of the ill-fated Florizel, and of the Consecration of Bishop White at the Anglican Cathedral, March 10th, could be sent to friends abroad, while the photographs of those of our gallant soldiers, which are reproduced, should have a place in every home. We thank brother Evans for the courtesy shown in permitting a perusal of this well known and popular magazine.

Phone 97, or call at our Showroom, Oke Building.

ST. JOHN'S GAS LIGHT CO.
dec22/18

NOTE OF THANKS.—Mr. and Mrs. E. J. Doolin wish to thank all those who sent telegrams and letters of sympathy to help lighten the sorrow of their recent bereavement in the loss of their dear boy Harry, who was killed in action in France, March 14th, 1918. Channel.—adv.

MINARD'S LINIMENT CURES COLDS, ETC.

An Extract From a Soldier's Letter.

"They say, who have come back from Over There, that at night the troubled earth between the lines is carpeted with pain. They say that death rides whistling in every wind, and that the very mist is charged with awful torment. They say that of all things spent and squandered there young human life is held least dear. It is not the pleasantest prospect for those of us who yet can feel upon our lips the pressure of our mothers' good-bye kiss. . . . But, please, God, our love of life is not so prized as love of right. In this renaissance of our country's valour, we who will edge the wedge of her assault make calm acceptance of its hazards. For us, the steel-swept trench, the stiffening cold—weariness, hardship, worse. For you, for whom we go, you millions safe at home—what for you? . . . We shall need food. We shall need care. We shall need clothes for our bodies and weapons for our hands. We shall need terribly and without failure, supplies and equipment in a stream that is constant and never-ending. From you, who are the heart and hope of that humanity for which we smite and strive, must come these things."—The Canadian Churchman.

NOTICE.—Correspondents are requested to accompany contributions with their REAL NAMES, not necessarily for publication, but as a guarantee of good faith. The editor refuses to accept any matter unless this rule is adhered to.

Hr. Grace Notes.

The west wind to-day has sent the ice off and our harbor is once more free of ice.

One of our shopkeepers has been selling coal in small quantities during the coal famine. He had the coal brought from St. John's in small sacks, and we are told retailed it at something like two cents per pound, or \$44.80 a ton. Surely there should be some way to stop such imposition on the poor, the people who suffer most in such cases.

Work is now rushing on the dock and several vessels are awaiting their turn to get on for repairs.

The British Band is, we are pleased to hear, about to get in working order again. It is a pity to let the band "die."

Mr. D. Donnelly, who is running the Pleasure U Theatre, is quite satisfied with the patronage he is receiving and will soon bring his wife and child to town and become one of our citizens.

Mr. Donnelly has intimated his intention of giving a show soon for patriotic purposes. Such an act will be appreciated by our people.

CORRESPONDENT.
Harbor Grace, April 17, '18.

"Chill Chasers."

We have received another shipment of these popular portable heating stoves in three sizes which we are selling at \$6.50, \$7.50 and \$8.50.

We also call attention to our special "Humphrey" Gas Iron, in nickel finish, complete with flexible tube connection. We are selling this iron at \$5.00, and recommend it as a useful Xmas Gift.

Phone 97, or call at our Showroom, Oke Building.

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MINARD'S LINIMENT CURES COLDS, ETC.

Up and Doing.

FOUR GREAT ESSENTIALS.

Editor Evening Telegram.
Dear Sir,—In this morning's issue of the Daily News there is a letter signed "Agricuiturist"—with its contents I fully agree. In case that many of your readers may not have read the letter referred to, I think its importance worthy of republication, and with your kind permission I would ask you to do so.

Hint to Agricultural Board.

Editor Daily News.

Dear Sir,—I notice by the papers that "Oak Farm" is advertised "To Let," and it has occurred to me to suggest the desirability of the Agricultural Department renting this property for the season for the growth and production of potatoes, turnips and other vegetables to help feed ourselves during the coming winter.

John Dwyer's farm, as it is familiarly known, is probably the finest farm in the Dominion of Newfoundland, and I claim it this land were taken over by the Government and their able agriculturist, Mr. Bayly, or some other professional farmer, assisted by returned volunteers (who are willing and able to work) that a crop of vegetables could be raised on this land that would well repay the time and trouble given to this undertaking. I throw out this suggestion, Mr. Editor, for what it is worth with the hope that if no private individual takes or cultivates this land this season that the Agricultural Department of the Government may be induced to do so.

Yours truly,

AGRICULTURIST.

St. John's, April 16.

The above letter is worthy of serious thought. We want every inch of land to grow food, and better still, greater number. This would be a splendid farm to have a large pig-gery. With all my heart I strongly advocate this farm for allotments, and help win the war, with the four great essentials, "Daylight, Pork, Cabbage, and Potatoes."

Yours truly,

JOHN ANDERSON.

April 17th, 1918.

An Appeal.

To My Fellow-Countrymen of St. Mary's Bay:

Dear Friends,—A word to the eligible young men of St. Mary's Bay, who are not responding to the call of King and Country in the present time of peril. Do you recognize your duty now that the crisis has come? Do you realize that the men in the Royal Newfoundland Regiment, the men in the Royal Naval Reserve, the men in the Canadian Expeditionary Force are fighting and dying over there in order that you might possess the privilege of attending to your work and enjoying the free institutions of your island home? Are you aware that there is an urgent call for men to "fill the gaps" in your Regiment? Will you not heed the appeal that is being made and come forward voluntarily, or do you intend to show the white feather and wait until the long and strictly arm of Conscription stretches out and takes you by force? You have only another week in which to join the colors of your own free will. After that it will be at your country's will.

I have put in one year's service with the Newfoundland R.N.R.; two years with the 8th Canadian Battalion in France, and yesterday offered myself again for service with the Royal Newfoundland Regiment. Don't you think now, my friends, that this record of service entitles me to make this appeal to you? Don't you think that being wounded in defence of your rights gives me the title to ask you to come and present yourselves to the Regimental authorities? Your King and Country need you. What will your response be?

Yours faithfully,

Pte. F. J. RYAN,

Riverhead, St. Mary's.

April 19th, 1918.



Published by Authority

Owing to the collapse in Russia which allowed Germany to remove the main part of her Army from the Eastern to the Western front, the Allies have been severely handicapped in meeting the greatest offensive of the war.

There is an urgent call to all parts of the Empire for men.

In the United Kingdom steps are being taken to conscript all men up to the age of 51 years.

As a self-governing Dominion Newfoundland has been called upon to do her part in filling the gaps.

Mr. Bayly, who has been specially called upon by the Secretary of State for the Colonies to keep the Royal Newfoundland Regiment at its full war strength, three hundred men (300) are required immediately and sixty (60) men additional per month. The need for these men is set forth in the despatch received Tuesday, April 9th, from the Secretary of State for the Colonies, which reads as follows:

"April 9th.—Statement has been received from Army Council in the effect that the Newfoundland Regiment in France is now short of 175 men, and that the number of men under training in England is not sufficient to make up the deficit. Since very heavy fighting was anticipated, at least 300 men will be required from Newfoundland as early as possible in order to strengthen the Battalion up to strength and an additional sixty men per month will be required to maintain it in the field."

If M. Government trust that the Government will be able to supply these men. (Signed) LONG.

Conscription prevails throughout Canada and the United States, and Newfoundlanders in Canada are being conscripted.

Under the War Measures Act the Newfoundland Government have ordered:—

That no unmarried man between the ages of twenty and thirty-five who is eligible for military service in the Dominion, shall be permitted to leave the Dominion.

That no person whose name is on the Newfoundland must do his part, and without a Passport. Newfoundland must do its part, and without a Passport. Newfoundland must do its part, and without a Passport.

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LADIES' RUBBERS—High grade, low price, they have everything to recommend them. Appearance, adaptability, and easy reaching in price. White and Cream, with pretty floral borders. Reg. 35c. Fr. 25c. Sat. and Monday 32c

INTERESTING AROUSING SPECIAL

Pretty Scrims and Pretty Easy-Pay

NEW SCRIMS—Here is another batch of very handsome Scrims at a low price, they have everything to recommend them. Appearance, adaptability, and easy reaching in price. White and Cream, with pretty floral borders. Reg. 35c. Fr. 25c. Sat. and Monday 32c

PATRIOTIC TEA CLOTHS—Hand some Nottingham Lace Tea Cloths with heads of King and Queen in centre, Union Jack corners and Crest, uncommon looking and very serviceable. Reg. 55c. Fr. 45c. Sat. and Monday 49c

LADIES' GLOVES—Best quality Tan Kid; the glove that gives you most wear; nice dark shades, wrist. You make no mistake in a glove like this. Reg. \$2.50. Fr. \$1.50. Sat. and Monday \$1.30

LADIES' SILK GLOVES—Our Dolls of Black and White Silk Gloves, length, done or button-wrist; no time to buy in your supply of Gloves. Reg. \$1.00. Fr. 75c. Sat. and Monday 49c

SEABOARD RUNNERS—Very pretty board runners, wave edge. You are pleased at the wear these give, and they are helpful; easy to wash and dry. Sat. and Monday 49c

2 Leaders in Ladies' GLOVES—Best quality Tan Kid; the glove that gives you most wear; nice dark shades, wrist. You make no mistake in a glove like this. Reg. \$2.50. Fr. \$1.50. Sat. and Monday \$1.30

LADIES' SILK GLOVES—Our Dolls of Black and White Silk Gloves, length, done or button-wrist; no time to buy in your supply of Gloves. Reg. \$1.00. Fr. 75c. Sat. and Monday 49c

SEABOARD RUNNERS—Very pretty board runners, wave edge. You are pleased at the wear these give, and they are helpful; easy to wash and dry. Sat. and Monday 49c

Respond to These Excellent in Bedroom Requirements

COTTON BLANKETS—Coloured Cotton Blankets in pink or blue with white striped borders. Just the weight you would welcome for extra wear, or a Blanket you could put to immediate use; they won't soil as easily as the White Blanket. Reg. \$1.50 ea. Fr. \$1.00. Sat. and Monday \$1.30

FILLOW CASES—Here are some very Cases, size 21 x 33. We have just left over; they offer excellent value for Fillow Cases. Regular 50c. Fr. 35c. Sat. and Monday 49c

BOILER CASES—Extra heavy and best quality English Pillowcases, extra Case that will give years of use. \$1.20. Fr. 85c. Sat. and Monday 49c

ENGLISH SHEETS—Large size family best of English Sheeting, plain and hemmed. These are value to-day. Fr. 45c. Sat. and Monday 49c

WHITE QUILTS—A clean-up sale of our comb Quilts, some hemmed, others set at the old sale price during this early, you surely need a new Bedroom in the house. Reg. \$3.50 ea. Sat. and Monday \$2.50

Remnants of Cotton Blankets

Useable lengths in Factory Ends; excellent where there is a family, as you get almost any size bed; plain and striped, along early, there is a variety in every pile. Prices range from 45c. up, according to quality.

LADIES' BOOTS—A very dainty looking for service; comes in high and low heel, high heel and pointed toe. Fr. 45c. Sat. and Monday 49c

MEN'S BOOTS—Spring time is renewing boots. Such a boot we offer this week. Blucher style; very easy fitting shoe. Fr. 45c. Sat. and Monday 49c

INFANTS' BOOTS—Sizes 3 to 6 in. Fr. 45c. Sat. and Monday 49c

Boots, Gun Metal tops, spring heels, just the boot for the little ones. Fr. 45c. Sat. and Monday 49c

Coughs, Colds, Bronchitis, Asthma, and various Lung Troubles can be cured by Dr. Stafford's Phorator Compound Cold Cure. Price 50c. per bottle. 5c. extra.—april 19, 1918.