

**THE WHITEST, LIGHTEST**

**MAGIC BAKING POWDER**

CONTAINS NO ALUM

**WHEREVER you buy it and whenever you buy it, Magic Baking Powder is always entirely dependable, because it contains no alum or adulterants of any kind.**

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E. W. GILLETTE CO. LTD.  
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### "Does it Pay" at the Majestic To-Day

Recalls Lives of Those Caught in Spot Light of Recent Publicity.

In exhibiting the William Fox production, "Does it Pay?", the public will be shown a unique portrayal of an insidious and disastrous situation that has crept into the homes of many of America's most prominent families.

The news of these tragedies, which has frequently brought from their pedestals of respectability those whose previous achievements had been a matter of national pride, has not only been avidly absorbed in every home in America, but has been flashed to the four corners of the globe in all the tongues of Babel.

How the episodes of "Does it Pay?" dovetail with the sensational features of the lives of those once famous names have become the subject of wagging tongues throughout the land, is bound to result in conversation everywhere this picture is shown upon the screen.

This is a nation of newspaper readers, thus making it quite unnecessary to mention these names which have been heralded in blazing type from the front pages of virtually every newspaper in the world. These names are far too prominent for the public to forget, ranging from a celebrated banker whose very word was law in Wall Street to the head of an international business concern with headquarters in Chicago. The tentacles of the organizations headed by these men reached throughout the civilized world—they were not immune from the power of the wagging tongues.

Unfortunately these tragic situations were not and are not confined to those of great social or commercial prominence, but have found their way, like a disease that is no respecter of rank, into quite humble homes. No other subject has aroused keener or more bitter discussion in daily newspapers, magazines and books, in clubs, homes and business circles or in the dramatic stage offerings of the world than this subject so vividly and dramatically portrayed in "Does it Pay?"

No scientific finger can point out the source or the reason, and no earthly power can prevent the tragedy, once started, from running its miserable course. Men whose long established intelligence has been howled to, with this virus in their blood, have deliberately and wilfully destroyed their reputations, wrecked their homes and robbed innocent children of even dishonored names, for what?—a rag, a bone and a hank of hair?

The picture is nothing less than a mirror reflecting but a page from life into which those from millions of homes may look and see if they too are courting a similar disaster. See it at the Majestic Theatre to-night.

**LECTURE AT COLUMBUS HALL.**—At Columbus Hall, to-night, Rev. Fr. McCarthy, S.J., will deliver a lecture to the Knights and their lady friends. The lecture begins at 8.30 p.m.

**DODD'S KIDNEY PILLS**

FOR ALL KIDNEY DISEASES

RHEUMATISM, BRIGHT'S DISORDER, DIABETES, GRAVEL, NEURALGIA, MIGRAINE, INDIGESTION, OBESITY, THE PROSTATE.

4087 THE PRO

### C. L. B. Cadets

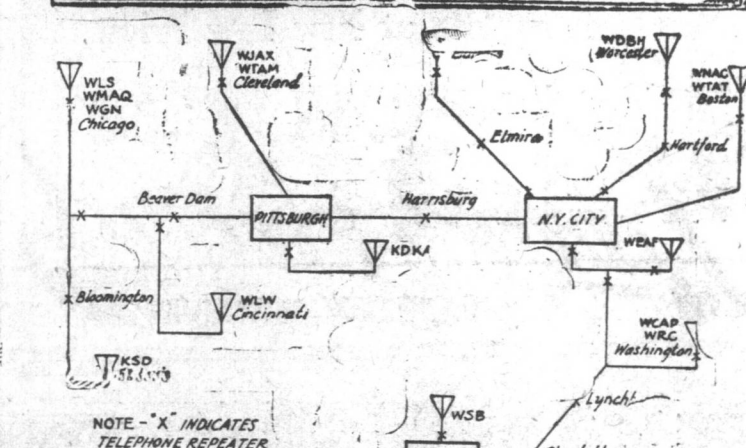
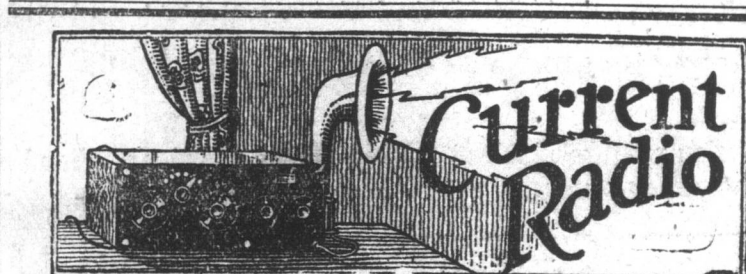


The Brigade carries steadily on. Officers and all ranks maintaining the motto "Fight the Good Fight." Good news comes from Colonel W. H. Franklin, C.B.E., D.S.O., His Majesty's Trade Commissioner in East Africa. Col. Franklin is as keen as ever in his old boys, and sends everybody his best wishes. He left Nairobi, East Africa, last month for England on six months' leave, and will make his headquarters at the Dept. of Overseas Trade, 35 Old Queen Street, Westminster. His report on Trade and Commerce of East Africa covering Uganda, Kenya Colony, Zanzibar and Tanganyika for the year ending September, 1924 has just been published and is quite a very interesting booklet. The contents covering finance, imports, exports, local industries, social questions, shipping and railways is a valuable record for Imperial interests. We congratulate him on the report.

We are glad to note that Mrs. W. H. Franklin is visiting St. John's at present, being a guest of Mrs. John Lindberg. All ranks are pleased to see Mrs. Franklin home once more, and extend to her a hearty welcome, for she was the "mother of the regiment" in the days of Auld Lang Syne, and we owe her a big debt of gratitude for the assistance given at all times to keep the C.L.B. going. All ranks hope that Colonel Franklin sooner or later will be able to pay Newfoundland another visit.

Heart's Content Company under Major Anderson are "stepping on the gas," and the old machine is responding to the accelerator in great shape. Quartermaster Mott has enquired for supplies. The Company has now the Parish Hall placed at their disposal as an Armoury, thanks to the loyal support of the Churchmen there. About fifty-one of the roll and applications for commissions for new officers are being put through. Three cheers for good old Heart's Content Company.

Lieut. V. Randall of our double-headed Company Trinity East and Port Rexton, writes cheerfully. He needs more supplies. The Company like the Monroe Government is going strong. There are fifty all ranks on the roll including five officers. The Company parades in three sections on account of small space in the Armoury. Hon. Robert Watson, a very strong pillar of support to the C.L.B. and always interested in the welfare of the lads, has offered a silver medal for competition in this Company. Captain Fitzgerald, O.C. and the officers appreciate the gift of the "Watson Medal," which will prove most helpful in stimulating the interest of the



### Telephone Lines Used in Broadcasting (PART II)

Our diagram above represents the layout of telephone circuits used in broadcasting the Democratic Convention last June. Fourteen radio stations were tied together by means of long-distance telephone lines. Saturday we explained the function of the telephone repeater. In the diagram above you will note that there were in use a total of 35 separate telephone repeaters to handle this "wire" two vacuum tubes and each repeater has at least one man listening in on the line to see that the proper amount of amplification is being secured. In addition the toll telegraph men are on duty to patch out any defective lines and substitute good lines for the defective ones.

At the same time that the broadcasting is being carried on over the telephone circuits, Morse telegraph sets are working on the same lines. These sets enable the various telegraph men in the different cities to keep in touch with each other and to report any trouble on the lines without interfering with the broadcasting.

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### Ramon Navarro in a New Character

Famous Screen Idol in "The Red Lily" At The Nickel.

Admirers of Ramon Navarro will have the opportunity of seeing their favorite in a new kind of role when "The Red Lily," a Metro-Goldwyn picture, comes to the Nickel Theatre today for a run of three days. He will appear, not only as a lover, but also as an apache of the Paris slums—a youth who has allowed himself to lose all self-respect and gone to the dregs of society.

Navarro has lately come to the fore with great rapidity. His popularity has increased tremendously inside of a year. Following the splendid impression he made in Rex Ingram's "Scaramouche," he played in "Thy Name Is Woman" for Fred Niblo, and then returned to Ingram in "The Arab." Now comes "The Red Lily," which was written by Mr. Niblo himself, and which promises to eclipse all of Navarro's previous efforts.

The cast also includes such favorite players as Edith Bennett, Wallace Beery, Frank Currier, Rosemary Theby, Mitchell Lewis and many others. Miss Meredith made the film adaptation. "The Red Lily" is a Louis B. Mayer production.

### Express Passengers.

The following passengers crossed over to Port aux Basques by S.S. Kyle yesterday morning, and joined the express—Mrs. L. Baggis, Miss B. Mitchell, P. Forward, T. Basha, D. E. Prince, H. Musford, A. House, R. House, J. E. McLeod, H. Morin, Rev. Fr. Brogan, G. R. Moulton, W. J. and Mrs. Kent, W. A. Munn, W. B. and Mrs. Power, Miss B. McCarthy, W. J. Elliott, H. Warren, J. W. Larkin, R. S. Allen, S. J. Read, Mrs. W. H. Morris, D. Hudson, J. Kerr, Mrs. J. P. Ball and daughter, N. McKinnon, A. Williamson, A. House and son, Mrs. W. Martin and F. C. Barnes.

**Have Good Hair And Clean Scalp**

**Cuticura Soap and Ointment**

**Work Wonders**

Try Our New Shaving Stick.

### Willard Storage Battery Company

CLEVELAND, OHIO.  
Programs Eastern Standard Time.  
WTAM—Cleveland—235-4 Meters.

**Monday, Mar. 30, 1925.**  
6.00 to 7.00 p.m., Willard Studio. Dinner Dance, music by Guy Lombardo and his Royal Canadians.  
8.00 to 11.00 p.m., Willard Studio. Concert program by the WTAM Symphonic Ensemble, and a piano recital by Alma Schirmer.  
11.00 to 12.00 p.m., Public Auditorium Studio. Organ Recital by Edwin Arthur Kraft, and assisting artists.

**Tuesday, Mar. 31, 1925.**  
6.00 to 7.00 p.m., Hotel Statler Studio. Dinner Music by the Hotel Statler Concert Orchestra, under the direction of Maurice Spitalny.

**Wednesday, April 1, 1925.**  
6.00 to 7.00 p.m., Music Box Studio. Dinner Dance Music by Phillip Spitalny and his Music Box Restaurant Orchestra.  
8.00 to 11.00 p.m.—Relay Program from Station WEA, New York City.  
11.00 p.m. to 1.00 a.m., Music Box Studio. Dance Music by Phillip Spitalny and his Music Box Restaurant Orchestra.

**Thursday, April 2, 1925.**  
6.00 to 7.00 p.m., Hotel Statler Studio. Dinner Music by the Hotel Statler Concert Orchestra under the direction of Maurice Spitalny.

**Friday, April 3, 1925.**  
6.00 to 7.00 p.m., Willard Studio. Dinner Dance Music by Guy Lombardo and his Royal Canadians.

**Saturday, April 4, 1925.**  
6.00 to 7.00 p.m., Hotel Statler Studio. Dinner Music by the Hotel Statler Concert Orchestra under the direction of Maurice Spitalny.  
8.00 p.m. to midnight, Willard Studio. Dance Music and Novelty program by Ev Jones and his WTAM Dance Orchestra, and assisting artists.

**Radio Batteries**  
Charged by an Expert  
**WILLARD BATTERY SERVICE STATION**  
M. Maddigan, Manager  
CHIEF'S COVE. Phone 1808.  
feb21,tf

**Personal**  
Mr. Alec Ledingham left by yesterday's express to take up his duties as Superintendent of steam works with the Nfld. Power & Paper Company.

# Take Advantage of These Big FOOTWEAR VALUES

EVERY PAIR A GENUINE BARGAIN.

- Ladies' Fawn Kid Dress Footwear, fancy Sally Strap, Louis Heels—  
Special ..... \$2.50
- Ladies' Grey Suede Dress Shoes, fancy Strap, medium rubber heels. A real bargain ..... \$2.50
- Other Styles in Grey and Fawn Footwear, at such popular prices as—  
\$3.00, \$3.50, \$4.00
- Ladies' Patent Dress Footwear, medium and low heels; all newest styles and models at ..... \$2.50, \$3.00
- Lots of other styles to pick from ..... \$3.50, \$4.00



## Men's Mark-Down FOOTWEAR

- Men's Tan Bals—Medium pointed toe. Sizes, 7, 7½, 8, 8½, 9. Regular Price \$6.00. Special Price Now ..... \$3.50
- Men's Brown Calf Boots—Blucher style, guaranteed all solid Leather. Rubber heels. Special ..... \$4.20
- Men's Black Box Calf Leather Boots—Solid Leather throughout. "Our Own Make." Special Price, the pair ..... \$4.00
- Men's Black Kid Blucher Boots—Soft and comfortable. Real value at ..... \$4.50
- These are just a few of our many Special Footwear Offerings.

## PARKER & MONROE, Limited

The Shoe Men

## SUNLIGHT SOAP

Here is the SOAP on which no Shopkeeper has ever lost money. This Soap has never failed to pay for its keep. Stick to SUNLIGHT and your customers will stick to you.

Sunlight never goes to the bargain basket. Sunlight sells itself.

**COAL!**  
Now landing ex Julius Holmblad  
**Best Screened North Sydney Coal.**  
**W. H. HYNES.**  
aug23,ty,ead

**VAN HOUTEN'S COCOA**  
In two flavors for different palates  
**Gold Label and Brown Label**  
Ask your store-keeper about it.

### REMOVAL NOTICE

Please note that we have moved to our New Offices, situate adjoining Retail Store, Bowring's Cove.

**THE LIVERPOOL & LONDON & GLOBE INSURANCE CO., LTD.**  
**THE WORLD AUXILIARY INSURANCE CORPORATION, LTD.**

**Bowring Bros., Ltd.**  
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50 Half

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