

Pick From This List Your Lenten Menu.

ELLIS & CO'Y.
LIMITED,
203 WATER STREET.

- French Sardines, 1/4's & 1/2's Boneless French Sardines, 1/4's.
- Skipper Sardines.
- Dry Shrimps.
- Barataria Prawns.
- Hors D'Oeuvres (6 tins in block).
- Boneless Anchovies in Oil.
- Marinated Herring.
- Findon Haddock.
- Clam Chowder.
- Fresh Clams in tins.
- Fresh Oysters, 1's and 2's.
- Chicken Haddies.
- Royans a la Bordelaise.

Nrd. No. 1 Pack

- Salmon.
- Lobster.
- Cod Tongues.
- Cod Steak.
- Mussels.

Fresh and Smoked Fish.

- Fresh Cod.
- Fresh Smelts.
- Fresh Halibut.
- Fresh Oysters.
- Smoked Finnan Haddies.
- Smoked Kippers.
- Smoked Blotters.
- Smoked Cod Fillets.

- Lazenby's Assorted Pickles.
- Lazenby's Salad Oil.
- Lazenby's Chef Sauce.
- C. & B. Vinegars.
- C. & B. Salad Sauce.
- L&B. Essence of Anchovies.
- C. & B. Fish Paste.
- Tomato Catsup.
- Mushroom Ketchup.
- Cambridge Chutney.
- Mayonnaise Dressing.
- Plain & Stuffed Olives.

Hartley's Marmalade.

- Hartley's Strawberry Jam.
- Hartley's Raspberry Jam.

Special Big Reduction in Price

- Jams, Marmalade.
- Assorted Canned Fruits.

HIGH GRADE VIRGINIA CIGARETTES!

We have recently received another shipment of the famous Bears Number One VIRGINIA CIGARETTES!

Positively the very best Virginia Cigarette on the market. Attractively packed in packages of 10's and 20's; also in tins of 50, checked and plain tipped.

CASH'S Tobacco Store.

WATER STREET.

TO LET!

Three Flats over store occupied by Spurrell the Tailor, 205 Water Street. Suitable for Offices, Sample Rooms, Club Rooms or Reading House. Apply to T. J. BARRON, 258 Water Street.

MANSER & CO. Repair

all kinds of machinery, ships and engines boilers repaired; electric welding and cutting a specialty. Electric-Arc welding. 21 Water Street, St. John's, Nfld. P. O. Box 1155. Tel. 1155. dec19/14mo, 1922

Exchange of Greetings.

Editor Evening Telegram.
Dear Sir—It would be appreciated if you could find space in your esteemed paper to print the following telegram:
"At the third annual dinner of the 9th Scottish Division all ranks join in sending greetings to old comrades of Newfoundland Regiment. Purse, Chairman; Darling, Secretary."
And this reply: "Darling, Secretary 9th Division. Your message received. Much appreciate friendly feeling which is heartily reciprocated. Rendell, on behalf of Royal Nfld. Regt."
Yours faithfully,
W. F. RENDELL, Lieut.-Col., Chief Staff Officer.

March 20, 1922.

Why Donkeys Have Long Ears.

Have you ever wondered at the extraordinary length of a donkey's ears? They seem almost out of all proportion to the animal's head. Yet, like everything else in Nature, there is a reason for this peculiarity.
The donkey came originally from Abyssinia, where it lived amongst the mountains, the prey of bears and leopards unless it could keep out of their way. For this purpose it needed long ears, so that it could hear its enemies coming at a distance.
In the same way there is a reason for the fact that if a flock of sheep are frightened, they will almost invariably run uphill rather than down. A sheep's natural home is at the top of a hill, it is more at home in the mountains than on the plains. Hence its thick fleeces to protect it from the cold encountered in high altitudes. The legs of a lamb are almost as long as those of its parent, so that when danger threatens it may be able to keep up with the rest of the flock.
Pigs resemble a torpedo in shape, for a very good reason. Their native haunts are thickets which their torpedo-like bodies can penetrate without any slackening of speed. The toughness of their skin prevents any injury, and the absence of hair prevents them being caught in a thicket while trying to escape from their enemies.

20 and 30 cents are the Pit and Gallery prices to-night for "My Irish Rose."

McGill Gets New Coat of Arms.

PROFESSOR TALKS OF PROPER FLAGS AND HERALDIC DEVICES.

Sir Arthur Currie recently received the patent granting a coat-of-arms to McGill University, from the Herald's College in London. It is a colored parchment about thirty inches by four in size, signed by the Garter, Clarenceux and Norroy Kings at Arms, three members of the Herald's College, and bears three heavy brass seals, three inches in diameter and one inch thick.
Ramsay Traquair, professor of Architecture, said that the arms just granted have been used by the University since 1906. Before that the University used the personal arms of James McGill its founder three silver birds on a red ground, as found in the older library book-plates. It was pointed out that a personal coat of arms was different from that for a University, and in 1906 an application was made to the Herald's College, and the present design was chosen. The matter, however, was delayed until this year.
This coat of arms was made by reversing the founders, and making three red birds on a silver field. A hand called a chief is above the birds, with three indentations to represent the three local mountains. On the chief is an open book, a common symbol for a university, and two crowns, representing the name Montreal.
The Royal coat and the crown of achievement. On the book is the text: "In Domino Confido." Any herald can identify this coat-of-arms at a glance as belonging to a university, and at the same time it is sufficiently identified with the founder.

THE RIGHT AND THE WRONG.
All coats of arms in Canada are legally bogus, says Professor Traquair, unless registered at one of the Herald's Colleges in Great Britain or Ireland. But there is no penalty attached and no one cares. Professor Traquair has catalogued some 200 Canadian coats of arms, of which only a few are registered. There are about 500 altogether.
Nova Scotia has two different coats of arms, as they had forgotten they had the first one when they applied for the second. Newfoundland has a fine coat of arms granted in 1837, but no one is aware of it and the Colony uses as its arms the device taken from an admiralty medal showing Britannia receiving a seal pett from Mercury.
Every institution which has a coat of arms, is entitled to fly a flag with that coat of arms, according to Prof. Traquair, and that is the proper flag to fly. A flag with its arms is now being made for McGill and will be flown from the Arts building—Montreal Daily Star.

What the Sentence Means.

Penal servitude is our most rigorous form of punishment. The first month of the sentence is served in what is known officially as separate—but is actually solitary—confinement. For twenty-three hours out of twenty-four the prisoner is entirely alone.
After the "separates" the prisoner is transferred to one of the large convict prisons, to spend the rest of his time on public works—in quarry or workshop.
As a rule, penal servitude is not given with sentences of less than three years' duration. For crimes demanding a shorter period of detention, imprisonment is awarded.
A sentence of imprisonment is served in either of three divisions, and in the case of third division prisoners hard labour may be added.
First division detention is rarely given except for political and "technical" offences and any one thus sentenced suffers but little beyond the loss of personal liberty.
The second division is intended chiefly for first offenders, for those imprisoned for debt, and for those who are guilty of offences more by force of circumstances than by deliberate choice.
The treatment in this division is naturally more drastic than in the first. But it is not of the typical prison life as experienced in the third division. Here the prisoner comes under the full rigour of the prison-system, and where hard labour has also been ordered there is not a great deal of difference between this form of imprisonment and that known as penal servitude.

Wealth From Fibre.

A wonderful new fibre that will bring vast wealth into Britain has been discovered by Sir Henry Wickham, the world's greatest authority on tropical forestry.
Since the failure of the Russian flax crops the British Government has been trying to discover a substitute for flax, and at last Sir Henry has succeeded. His new fibre, which is called "arghan," is superior to flax in appearance, strength, and water-resisting powers, and it is much cheaper to produce.
Although not naturally found in British Malaya, "arghan" is now thriving there. Enormous difficulties had to be overcome, and Sir Henry's reputation will be increased still more by his romantic achievement. This fibre promises to bring more wealth to England than almost any other discovery in history.

Silage Crops.

Over one hundred years ago attempts were made to preserve green leaves of various kinds for winter stock feed. Experience has given us the present-day silo and the wide variety of farm crops suitable for the silo. Since a good silage is often eaten by animals in preference to grain, and two and a half tons of timothy hay, the importance of the silo, for the dairy farm especially, is evident.
A crop in the silo goes through somewhat the same chemical changes that are noticed in the heating of hay, the making of sauer kraut from cabbage or vinegar from apple juice or sour from sweet milk. The aim is not only to preserve the food material and flavour of the green plant, but to make it more digestible by the dissolving action of the acid produced. Further, the acid formed keeps the silage from getting mouldy or decaying. Since the acid destroys these acids, it is evident that, to get good silage, the crop must be tightly packed in an air tight silo.

Assist to educate the Orphans by seeing "My Irish Rose", Casino, to-night.

Is Friday Unlucky?

A great many people believe implicitly that Friday always brings misfortune, and they can always give plenty of facts to prove their belief. The following list shows, however, that Fridays are as often lucky as they are unlucky.
Shakespeare was born on a Friday. America was discovered on a Friday. Washington was born on a Friday. The Battle was destroyed on a Friday. The Mayflower landed on a Friday. Queen Victoria was married on a Friday. Napoleon was born on a Friday. The battle of Waterloo was fought on a Friday.
(Note—English history, if we mistake not, usually gives Sunday, June 18, 1875, as the day on which Wellington defeated Napoleon.—Editor Telegram.)

Why not 'phone at once for reservations for "My Irish Rose" to-night—it's for the Orphans.

MINARD'S LINIMENT FOR GARGET IN COWS.

MINARD'S LINIMENT RELIEVES DISTEMPERS.

NICKEL

RUTH CHASE,

Soprano
(A) "GIANINA MIA" (from Firefly); (B) GOOD-BYE (Tosti).
FAREWELL SONGS.

"EDDIE POLO"—Serial Story.

"OUTING-CHESTER"—Travel Reel.

REAL ART PICTURES PRESENT
ALICE BRADY,
IN A POWERFUL SOCIAL DRAMA
"Out of the Chorus."

Coming—LARRY SEMON in "THE FALL GUY", and JACKIE COOGAN (the Kid Himself) in "PECK'S BAD BOY" (1922 Model).

NICKEL

Blind to Read Printed Page.

A new device enabling the blind to read has been tried out in New York and found successful. Whether it will be adopted in Boston's institutions for the blind has not yet been determined.
It is called the optophone, and is the invention of Prof. E. E. Fournier d'Albe, B.S., M.R.L.A., formerly lecturer of Birmingham, Eng. When the original experiments were made before the London optical convention in 1912 they created widespread scientific interest. Since that time the idea has been developed until now it bids fair to revolutionize the teaching of the blind.
Briefly, the optophone produces rays of light which, converted into musical sounds, are the medium by which persons totally blind may read newspapers and an ordinary book.
Under the auspices of the Engineers' Development Corporation, Jersey City, the device was given a practical tryout when Miss Margaret Hogan, the first blind woman to graduate from Columbia University, class of 1911, read both newspapers and books at the rate of 14 words a minute.

LETTERS PRODUCE SOUND.

The principle of the optophone is as follows: Light projected by a tiny photograph lens streams through five rows of oblong perforations in a revolving disc, and is reflected back and transformed into sound by means of selenium cells.
To the untechnical observer these rays of light appear to correspond to the five parallel bars of a musical staff, producing, as they pass over each letter, five notes of the musical scale, as follows: Sol, do, re, mi and sol again on a high key.

This Year's New Dance.

A new dance has made its appearance in the many subscription dances in and around London. It is just the dance for the first part of the evening, when everybody is looking at everybody and wishing they knew some of them.
You take your partner for the first dance in the usual way, and the music starts up, and you dance. Then a gentleman blows a whistle, and you stop. Ladies form a ring in the centre of the room; gentlemen form a ring outside" announces the whistle-blower. As soon as the circles have been formed the voice of the whistle-blower is heard again:
"Ladies to the left, gentlemen to the right—move!"
The music plays, and round goes the circle. Don't be nervous in going round. Remember the days when you used to play musical chairs.
The whistle blows, and the circles stop.
"Dance with the lady opposite you," commands the kindly knight of the whistle; and perhaps you're dancing with the very girl you've been dying to know.

Tight Rope Thrills.

Miss Eleanor, an English tight-rope walker, has announced her intention of crossing Niagara Falls on a tight-rope, early in June. Should she succeed she will not be the first to accomplish this perilous feat.
It was in 1859 that Blondin announced his determination to cross Niagara Falls on a tight-rope, and world-wide interest was aroused. The rope was stretched over the Falls nearly 250 feet above the rapids, and Blondin walked across, carrying a long balancing pole. Not content with this, he decided to take a passenger over on his back, and his manager, A. Mr. Calcutt, volunteered, and was safely carried over.
During the next few years there was quite a number of people who copied Blondin's feat. One man rode across on a bicycle, while a Scotsman named McDonnell successfully performed the hazardous feat of walking to the centre of the rope and standing on his head for a short time before continuing his journey.
Perhaps the most sensational feat in the history of Niagara Falls was performed by Signora Spitaleri, who successfully crossed with pusher baskets on her feet in girdle of the usual tight-rope walker's shoes!



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Ladies' Spring Hats

SEE THESE EXTRA OFFERINGS.

Prices which are Stunningly Low.

Ready-to-Wear Hats in all the Leading Shades.

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WATER STREET ST. JOHN'S

JUST RECEIVED: Latest Records, Brunswick and Gennett, 75c. and upwards.

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The Home of the Gramophone.



A good appearance is an unfailing passport to an audience. We make clothes that fit and please the eye as well.

The American Tailor

W. P. SHORTALL, 300 Water Street. Phone 477. P. O. Box 445.

4 OUT OF 7.
Last Thursday and Friday we suggested in this paper the purchase of the following stocks:
Pure Oil, Middle States, Allis-Chalm, Studebaker
at .. \$80.50 \$13.37 \$45.00 \$102.00
The above Stocks have since sold
at .. \$39.00 \$14.25 \$46.87 \$103.12
The remaining three, Woollens, Steel and Pacific are good purchases, as well as the four already mentioned.
WE TRADE ON MARGIN.
J. J. LACEY & COMPANY, LIMITED,
STOCKS & BONDS. TELEPHONE 1154.

What is Your Verdict!

Is it not safe to assume that the Ford Motor Company of Canada, Limited, who manufacture in their own huge perfectly equipped plant practically every part of the Ford car, are the people best qualified to make replacement parts at the lowest price compatible with the high quality which must be maintained?
Manufacturers of spurious parts, operating as they do on a small scale with limited capital and inadequate equipment, cannot possibly make parts of the same quality or accuracy at anywhere near the low price you have to pay for Genuine Ford Parts. Yet you are asked to believe that these spurious parts not only equal Genuine Ford Parts in quality but can be produced to sell for less!
We rest our case here. The verdict we leave to you.

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Forty-Three Years in the Public Service—The Evening Telegram.