



# New American MILLINERY.







We beg to announce the arrival of our first shipment of AMERICAN MILLINERY for Spring 1916.

The most striking novelties of the season and the more conservative creations each are to be found here in ample assortments and at attractive prices.

Included in this shipment are some very smart Novelties for Children. An Early Inspection Invited.

# Marshall Bros



### Be Definite! By RUTH CAMERON.



The position of things, it is thought concentrated into editor of the Wo- power. man's Page on a big daily was vacant. It was a de sirable position Applicant after How Many Indefinite Things Go In applicant came to the managing ed-He asked offer, what she Definite things stick.

the page. Whereat they all They had no definite plans. What they wanted was the position. They

ed before in fact, but they had no plan of action as to how they would do this. The managing editor sent them all away, promising that if he wanted them he would send for them. He did not send. For, by and by, the woman he was looking for came. He didn't know she was the woman, "What would you do with the page?"

Self-Confidence. She gave him no large generalities for answer. Instead, she took from her handbag a paper she had prepared and spread it before him. It contain ed her plan of campaign. It was chock full of ideas. It represented hours of thought and study on the problems she was offering to attack, And, above all, it was definite, full of

The mangaing editor didn't tell that her. He offered her the position at the salary she asked-more than he had ever paid before.

That's a true story. And it shows what definiteness can accomplish. Definiteness always accomplishes been funny at all.

dered a few suggestions.

**Prunes and Rice** 

After all there are few des

serts that will beat the old-

fashioned rice cooked with an

Stewed Prunes served with

Patna Rice . . . . . . . Sc. lb. bread.

boiled rice makes an excellent

Cabbage, Onions, Oranges, etc.

ticular, the abstract into the Per S. S. Stephano.

One Ear and Out the Other? ear and out the other, or through the each one what eyes and out the back of the head, beideas she had to cause they are too general, too vague.

potent in advertising as definitenes Whereat they all looked blank. I used to trade with two grocers. One had a sign in his window, "The Best Groceries at Reasonable Prices." The other had a little bulletin board on all knew they could fill it perfectly well, better than it had ever been fillor which were appropriate to the season. I can't tell you how often bought these articles, because they

Definiteness is always ready to

translate the general into the par-

were definitely brought to my mind. Making A Picture More Definite.

The other day we had been to see some wonderful greenhouses and were until he asked her his question, trying to describe them. "You can't vague, general statement with "such imagine how lovely it was to stand as?"-a demand for a concrete ex-She Had Something To Offer Besides at one end and look down that long ample. vista of pink carnations," I told my most two hundred feet long."

Mother looked impressed but vague. "How do you expect her to realize two hundred feet?" laughed my companion. "Tell her they were as long as from your front gate to my house." At which definiteness, my mother's face lit up with comprehension and appre

An exaggerated definiteness is often A SPRING TONIC woman he'd send for her if he wanted the basis of humor. On a dance order was an interminable list of natronesses. "Why the thousand patronesses?" Molly asked one of the sponsors of the dance. Of course we laughed. "Why so many patronesses?" wouldn't have

Macaroni & Cheese

Vermicelli .. .. .. .. . . . . . . 14c. pac.

Gingerbread

Home Baking Time.

to be kept going in the kitchen range, the opportunity

presents itself for Home Baking. Herewith are ten-

dish.

Japan Rice . . . . . . . . . 10c. lb.

You will be surprised at the improvement a fine Sultana Raisin makes in the ginger-

Rangoon Rice . . . . . . 5c. lb. Finest Golden Wax Sultana Raising

California Prunes ... 14 & 16c. lb. Sultana Raisins by the lb. . . 20c.

C. P. EAGAN,

These cold wintry days when a continuous fire has

BRLS. CABBAGE. CRATES ONIONS. BRLS. CRANBERRIES.

CALIF: ORANGES-176 and 250 counts. PARTRIDGE BERRIES. 25 brls. Cheap to clear.

# Soper & Moore

mother. "Why, it must have been al- many people can't answer her intelli-Could you back up all your general statements by definite ones?

s the Great French Tonic VIGOROL Every home should have it. VIGOROL tones the whole system. Rundown men and women can be made strong and healthy. It tones you at once. That tired, dragging, sleepy feeling is removed, and you become bight and but we are not so stingy with our as those, they sewed and darned with heerful. The blood is purified, pimclear skin is the result, and life becomes worth while. Do you need toning up? Well, then get a bottle of UGOROL at all durg stores. 1

### Try Vorwaerts Editor.

Zeitung of Berlin says that the editor of the Socialist newspaper. Vorwaerts, Ernst Meyer, has been brought to trial one of America's greatest friends, be or "inciting class hatred and contrarening the order of the military authorities" by publishing two pamphlets entitled, "Who is Responsible for the War," and "The Anexation

The Court, according to the Vos sche Zeitung, decided in favor of a trial in camera, while permitting ournalists to be present on the con lition that they should not reveal the ontents of the pamphlets. Dr. Karl Liebknecht is one of the

"Stafford's Phoratone," the best Cough Medicine for all kinds of Coughs and Colds. Price 25c. Postage 5c. extra.—janš,tf

# Fires.

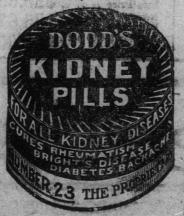
By GEORGE FITCH,

Author of "At Good Old Siwash." Fires are a form of national enter inment which is becoming more pular in America with each decade he American fire has been so imacular features in late years, that is s now able to draw its audience from Fires are viewed with pleasure and nthusiasm by all classes, from the

grand opera, and is even more un- with drastic drugs. spontaneous combustion rigarettes, crossed wires, exploding regulating sick, sour, gassy stomoves and poor business. When a achs. Its millions of cures in indiges uilding becomes feverish from any tion, dyspepsia, gastritis and other of these causes, the fire department is stomach trouble has made it famous instantly called and it adds to the hor- the world over. for of the occasion by squiriting water on the piano, the hardwood your home-keep it handy-get nost talented and resourceful water store and then if anyone should eat squirters in the world, which is only something which doesn't agree with hree times as many fires to practise ferments and sours and forms gas;

once in his life to rise at a very few n.m., dress himself in a plug hat and a portiere and lower himself down the smoke-filled back stairs with a baby in one hand and a waste basket in the other. When fires occur in schools, notels or theatres, the consequence are unspeakably sad at times, because of the prevailing American habit of making buildings safe for their occupants only after they have burned down. However, each holocaust causes a new law to be passed and many lives are thus saved. Among our most valuable martyrs are the men, women and children who have given their lives as evidence that our building laws need improving and enforcing. Other countries adopt reforms before hints of this sort can be given, they made their quilts and such things citizens. We have plenty of them and the darnedest skill. They made good can well afford to lose a few hundred bread and they made good pies, the now and then, rather than to harrow made good jam and they made good the sensitive soul of some politician by tarts; their doughnuts gladdened our

worth of buildings are burned in America each year, and this fact is skill was theirs—but now they're van alluded to with great scorn by our criticis. However, as far as the burning of buildings goes, the fire fiend is



ause through him we are rapidly getting rid of most of the architecture of

#### Stomach Acts Fine! No Indigestion, Gas, Heartburn, Acidity

"Pape's Diapepsin" fixes sick, sour, upset stomachs in five minutes.

You don't want a slow remedy when your stomach is bad-or an uncertain is too valuable; you mustn't injure

Pape's Diapepsin is noted for its speed in giving relief; its harmless ness; its certain, unfailing action i

Keep this perfect stomach doctor in natural, however, because they have them, if what they eat lays like lead, n as the firemen of any other coun- causes headache, dizziness and nausea; eructations of acid and undi-Fires usually visit our homes in gested food-remember as soon as the night and are more terrible as Pape's Diapepsin comes in contact guests than burglars or convention with the stomach all such distress delegates. Almost every American vanishes. Its promptness, certainty citizen has been compelled at least and ease in overcoming the worst stomach disorders is a revelation t

STOLEN OR STRAYED.



come of the maidens fair, w h pleased the eyes of the old 'time swells, who made the dresses they used to wear and looked as smooth as the modern belles? They made their gowns and they made WALT MASON their hose, they made their hats with a right good will;

insisting that he work at his public weary eyes, and put new vim in our jaded hearts. They took blue ribbons at county fairs, for fragrant butter in golden rolls; a noble pride in their ished, God rest their souls. They're past and gone to the brighter spheres and no successors they left below about one time in a hundred years you'll see a girl who can cook and sew. I like eggs soft and I get them hard, I like tea strong and I get it weak, the toast is burned and the steak is charred, and tears are glimnering on my cheek.

# **Everyday Etiquette.**

'A man acquaintance insists in in riting me to places of amusement and his society is very obnoxious to me. What should I do?" frowned Marie. "I should very quietly but firmly tell him how you feel," said her aunt.

MINARD'S LINIMENT CURES

# BRITISH THEATRE

ON FRIDAY ND SATURDAY.

"The Blood of his Brother."

A stirring Bison drama in two parts.

#### With a Well-Balanced and Most Interesting Programme. On Saturday Afternoon.

The Saturday Matinee will consist of a streight show in two parts. The first part will be made up of the usual week-end programme, and the second part will include THE BLACK BOX and COURT-MARTIALED, for the benefit of those who were un-

# 5c. The Crescent Picture Palace. 5c.

Five Feature Pictures this Week-End.

"MeQUADE OF THE TRAFFIC SQUAD"-A thrilling Edison "HER CONVERT"-A Biograph drama with Claire McDowell

"THE STRENGTH OF A SAMSON"-A spectacular comedy "TO THE DEATH"-A dramatic and impressive lesson that we uld be slow to anger-to live and let live.

"THE BACHELOR'S BURGLAR"-An Essanay comedy. DAVE PARKS, Baritone, the Man with the Voice, singing Classy GOOD MUSIC AND EFFECTS-A COMFORTABLE AND WELL

VENTILATED THEATRE. Send the Children to the Big Saturday Matinee-Extra Pictures.

# Ready for Your Selection

are the most popular fabrics and smartest designs. Come in and see what attractive suits

# We are Tailoring for Men

at this season. We know we could fit you correctly and satisfy you in every particular with our high-class work.

Let us take your measure this week.

# J.J. Strang,

Ladies' and Gents' Tailoring.

153 Water Street, - St. John's.

Advertise in the Telegram



#### Private Kearney Enterta

Wednesday evening Kearney entertained a nur nds at his home, and after Private Kearney, responded "Our Returned Volum style. The happy affa chided with a dance which oughly enjoyed by all.

#### A Good Reception Given Th

The North Sydney Herald 19th inst., says: - "Twenty-fix ladies from St. John's, Nfld. here (North Sydney) by the norning and after giving a nce in the Royal Theatre days at the Ackers Theat at the Globe Hotel, and the was given to sightseeing, to Newfoundland friends. are all well and this being visit to Cape Breton, were with all they saw.

# Here and Ther

EXPRESS DUE. - The.

IN TOWN .- Rev. Fr. Nan the Island this afternoon

PATIENT ARRIVES .-- A from Tor's Cove by train th NO MEN WANTED .-

all the men they want.

ADJUSTING COMPASSES Diana was having her cor justed in the harbor to-day

IMPROVING .- Mr. H. W surier is getting better of attack of La Grippe. It w days yet before he can get al

Cross Cut Saws and Ic ust received at GEO. I LING'S Hardware Depart

WEATHER .- The weath the railway to-day is calm with the temperature ranging below to 10 above.

SAILS THIS AFTERNOO the Furness pier for Glas 5,000 tons of pulp and paper takes a big outward mail.

BARRATRY ENQUIRY. quiry into the barratry cas against Roberts et al, set his morning in the Magistra was postponed until to-mo

BREAD SCATTERED.-T

from the Browning bakery t breaking, distributed the "Stafford's Liniment" Rheumatism, Lumbago,

Sold in over 500 stores— BACKED THROUGH WO A horse attached to a box gaged by the Municipal Co to-day, backed through the Ayre & Sons, Pitts' buildin ing piles of snow from

gia and all Aches and

ing a large plate glass. STILL SUFFERING .- Mr. who was hurt so badly whilst ing down Brazil Square on day evening, was far from night, and it will be a few v fore he is able to get out aga

ICE CLOSING IN.-Part from Bell Island this more that the ice which had been by the late favorable winds closing in closing in on the Island steamers plying between ther Cove have much difficulty i

STILL ANOTHER -- James serald of St. John, N.B., but of Newfoundland, joined the Corps here yesterday, says John New Freeman of rece and is now undergoing a c