

LIGHT, HEAT, COMFORT!

The proprietor of one of the best known multiple shopping systems is credited with saying, "Give me any old shop, in any old street, and I'll guarantee to make it in twelve months the most widely known and best frequented shop in the district." He was asked to explain. Holding up three fingers he said, "I believe in the trinity of LIGHT, WARMTH, COMFORT. I should dazzle the moths until the candle drew them, I should bring them into a warm, comfortable shop, filled with a soft, pleasing radiance, and the rest is—well, mere child's play."

Mixed metaphors, perhaps, but expressive. Now we can more than imagine the kind of shop this well-known individual would open, for we pass it in almost every town—always a landmark to the street. No one fails to notice it. There is an indefinable air of welcome and invitation as one stands for a moment on the pathway and lets one's gaze travel inside it. The subdued, restful lighting effect that so charms because of its very unobtrusiveness, the absence of dark corners, the intangible feeling that if one would step inside one would be sure of experiencing a delicious sense of warmth and comfort and cheerfulness—all these are part of its appeal. Truly a shop with an individuality.

We cordially invite all progressive business men to visit our showroom and see our latest Lighting and Heating Appliances, by the adoption of which the ideal outline in the above extract from a London paper may be easily secured. Our new RADIO X, Lamp and GASTHEAM Radiators fill all light and heat requirements.

ST. JOHN'S GAS LIGHT COMPANY.

Serbia Has Lost One-Fifth of its Population.

The Remaining 4,000,000 Face Starvation, Declares the Prince Regent, Alexander—Typhus Added to Horrors of Massacre and Exile.

Rome, March 29.—Serbia has lost nearly 1,900,000 of her 5,000,000 people through death by the sword, by starvation, or in the recent typhus epidemic, the Prince Regent, Alexander, informed the United Press today. The remaining 4,000,000 face starvation.

It is to save them from the greatest calamity in history that Prince Alexander, the Prime Minister, M. Pachitch, and the Foreign Minister, M. Jovanovitch, have begun a tour of Allied capitals. They hope to secure military action in the Balkans that will insure the restoration of their native country.

"Americans can only form an idea of the conditions in Serbia by imagining the situation in Belgium, had not American undertaken to feed the civilian population," said the Prince Regent.

"Even this picture is inadequate, because Serbia was not nearly the productive, prosperous country that Belgium was before the war."

Civil Losses Greater.
"Terrible as have been the losses in our army, they have been vastly less than our civil losses. During the first two Austrian invasions of 1914, practically the entire civilian population in the devastated districts was either massacred or carried off into captivity in Austria.

"Then came the typhus epidemic, carrying off more than 100,000. Hardly had this been overcome, when the Germans invaded last October. Hundreds of thousands more either fell before the invaders or fled to other countries, hoping to escape death. Our population has been diminished by at least one-fifth, a greater percentage than has been suffered by any other nation involved in the war."

Prince Alexander realized, he said, that only by keeping intact Serbia's fighting forces could he hope to redeem his country from its enemies. For this reason everything else was abandoned during the disastrous retreat through Albania.

Stuck to His Men.
The aged King Peter, suffering intensely from the hardships of the retreat through the mountains, left his armed forces in command of his son, Prince Alexander, refused to leave the Albanian coast until the last Serbian soldier had been transported to Corfu or elsewhere, for reorganization. He has himself just recovered from the sufferings he shared with his men in the Albanian retreat.

"With the Serbian army which retreated before the combined German, Austrian and Bulgarian forces vastly superior in number and equipment to their own, they retreated thousands upon thousands of women, children and old men," said Prince Alexander. "Remembering the atrocities committed by the Austro-Hungarians during the invasions of August, September and October, 1914, I was not at all surprised to find that the Serbian army was not only not massacred, but that it actually incited them to outrages. The only flag that offered any protection at all she said was the British flag."

"I am bitterly ashamed to admit it," she said, "but whenever trouble started we began to hunt for a Union Jack. It was by no means a bullet-proof shield, but it was the only flag I ever saw that the Mexicans paid any deference to."

LOCAL HANDICRAFT.—Mr. S. G. Collier has just completed a new hearse of the latest design, which embodies several new features. Its artistic finish proves beyond doubt that our local craftsmen need not fear foreign competition.

Recruits Coming In.

Ten recruits came in on the express which reached town at 8.30 last night from the following places: Botwood, 4; Smith's Sound, T.B. 1; Port Blandford, 1; Conception Hr., 2; Little Bay, 1; Port Anson, N.D.B., 1, and 5 more from points in Placentia Bay. Some of the men were for days on the road travelling by dog team and long weary marches to the railway station.

Here and There.

UNCLAIMED GOODS.—The Reid Nfd. Co.'s auditors are now checking the unclaimed goods at the St. John's station preparatory to a big clean up sale.

"Stafford's Phoratox," the best Cough Medicine for all kinds of Coughs and Colds. Price 25c. Postage 5c. extra.—Jan 5, 16.

SQUADS FOR RECRUITING CAMPAIGN.—Two squads of volunteers, sixteen men in each squad, are preparing for a recruiting campaign to the outports.

Ringworm, scratches, crack skin and insect bites are best treated with Davis Menthol Salve. 25c. tins prepared by Davis & Lawrence Co. Montreal.

NEW BUILDINGS.—Extension of water and sewerage across Cornwell Avenue west from the White House has caused the erection of 12 new dwelling houses in that locality.

LEFT FAYAL.—The schr. Thomas is now 16 days out from Fayal where she put into disabled some time ago. After being 90 days out from Santa Pola to this port with a load of salt.

Stafford's Prescription "A" cures Indigestion, Dyspepsia, Gastritis and Nervous Dyspepsia. Price 25c and 50c. bottle. Postage 5 & 10c. extra.—Jan 5, 16.

RECRUITING CAMPAIGN.—Magistrate Fitzgerald accompanied by Pte. C. Frampton left by last evening's express for Grand Falls and other points along the line on a recruiting campaign.

DAVIS MENTHOL SALVE FOR Bites, Stings, Scratches. In tins, 25c. Davis & Lawrence Co. Montreal.

CLEARING WATER STREET.—The Municipal Council have a gang of men clearing the ice on Water Street on the section west of Beck's Cove. A prominent Commissioner was seen inspecting the work yesterday afternoon.

Since the Tissues receive their tone from the nerve centres, lustrous eyes, a clear complexion and a graceful figure can only be preserved by maintaining full nerve vigor. When the mirror warns take Asaya-Neural, the remedy for Nervous-Exhaustion.

LADY DAVIDSON LEAVES FOR ENGLAND.—Lady Davidson left by last evening's express en route to England. His Excellency the Governor, Miss Davidson and the Lord Bishop of Newfoundland were at the station to see her off.

DAVIS LIVER PILLS FOR CONSTIPATION. Gentle but Effective. 40 Pills, 25c. Davis & Lawrence Co. Toronto, Montreal.

LEAVING AIR FOR FRANCE.—Mr. William McGillivray of this city received a message yesterday from his son, Pte. Wm. Douglas McGillivray of the 5th Bn. Highlanders, Scotland, stating that he was leaving there last night for somewhere in France.

To Prevent The Grip. When you feel a cold coming on, stop it by taking LAXATIVE BROMO QUININE. It destroys germs, acts as a Tonic and Laxative and keeps the system in condition to throw off Colds and Grip. There is only one "BROMO QUININE." E. W. GROVE'S signature on box. 25c. wed.

EXPRESS PASSENGERS.—Among the passengers that went out by last evening's train were Lady Davidson; Magistrate Fitzgerald, Grand Falls; Miss Kennedy, Avondale; Pte. C. Frampton and several volunteers en furlough.

DRY SACK Sherry SPAIN'S FINEST WINE. FINE DRY ZESTFUL—of exquisite flavor. Slightly scented. Indefinitely without deterioration. In bottles only—of all good dealers. I. O. ROBLIN, Canadian Agent, TORONTO. JOHN JACKSON, Resident Agent, ST. JOHN'S.

DRY SACK Sherry SPAIN'S FINEST WINE. FINE DRY ZESTFUL—of exquisite flavor. Slightly scented. Indefinitely without deterioration. In bottles only—of all good dealers. I. O. ROBLIN, Canadian Agent, TORONTO. JOHN JACKSON, Resident Agent, ST. JOHN'S.

Our Volunteers.

Recruiting still continues brisk and the total number of enrolments to date is 3,132, the following having presented themselves yesterday:

- Alonzo Hicks, Harbor Main.
- Wm. J. Nofall, St. John's.
- Ed. Upshall, St. John's.
- John T. Penney, St. John's.
- Albert Carter, St. John's.
- Wm. O'Casey, St. John's.
- Martin A. Whittle, St. John's.
- O. Whiteaway, St. John's.
- Chas. Butt, St. John's.
- Melville Russell, St. John's.
- Wm. Wilson, St. John's.
- Wm. Hy. Jordan, Pouch Cove.
- Wm. B. Perry, Joe Batt's Arm.

Back From the West.

BAD WEATHER HAMPERS FISHERY.

The S. S. Prospero, Capt. J. Keane, returned from the western route last midnight, bringing a full freight and the following passengers in saloon: Rev. Fr. O'Flaherty, J. Walsh, P. Bona, Miss F. Gushue and 70 in steerage.

Dense fog prevailed for practically the entire trip. We learn from those who came on the ship that fishery operations on the Western Banks were seriously hampered by adverse weather and that only about one hundred quintals of cod were taken during that period. Fish are reported to be plentiful on the grounds and good catches would likely result if the weather was favourable.

Nfd. Patriotic Fund.

Amount already acknowledged: \$106,035.54. Bell Island Patriotic Committee, \$100.00. January collections, per Mr. F. Davis, 400.00. S. Short and Sons, Hart's Harbor, 35.00. Heart and Hand L. O. L., No. 9, Green's Harbor, 10.00. L. O. A. Albigian, 10.00. View, T. B. per Hon. R. A. Squires, 5.00. \$106,485.54.

Yours very truly, JOHN S. MUNN, Hon. Treas. Patriotic Fund. St. John's, Nfd., March 28th, 1916.

How Pneumonia Starts, and How Often Prevented.

You catch a little cold to-day, and by to-morrow it has reached the throat, next day the lungs are affected and you wish you had used "Catarthozone" which kills colds in five minutes. In the first place Catarthozone soothes the irritated membranes and relieves congestion, then it cuts out the phlegm and destroys the germs. It enables the blood to retain a natural supply of oxygen, lung-food, and vitality. In any cough, bronchitis or Catarrh, it's guaranteed to positively cure. Beware of dangerous substitutes offered under misleading names for genuine Catarthozone which is sold everywhere, large size containing two months treatment costs \$1.00, small, size, 50c.; trial size, 25c.

The Commercial Night School.

A very interesting debate took place at the Commercial Night School, Monday evening and resulted as follows: 1st, "Press vs. Pulpit" by F. Brown, H. J. Barnes—Pulpit won; 2nd, "Should we have Farmers and Fishermen to Represent Newfoundland in the House of Assembly?" Messrs. H. G. Hawkins, S. Brown, H. Hooley, S. Pelly the affirmative won; 3rd, "Science vs. Religion" by F. Brown and Principal participated—Religion won unanimously; 4th, "Electricity vs. Gas" Messrs. S. Pelly, H. J. Barnes—Electricity won; 5th, "Compulsory Training vs. Present System", Messrs. C. G. Barnes, H. G. Hawkins, S. Pelly—result, Compulsory Training won; 6th, "Doctors more beneficial than Lawyers?" Miss Elsie B. Boone and Messrs. H. J. Barnes, H. G. Hawkins, H. Hooley and G. J. Barnes—the vote went in favour of doctors. Keen interest was manifested throughout the whole class and the debating showed much general improvement. Two prizes were awarded by A. W. Miller, Esq., ex-M. H. A., for the school competitions in a series of Empire Essays and Speeches, and the first of these commenced last week when Miss E. Boone, handed in the first Essay, and Messrs. C. Barnes, S. Pelly, F. Brown, made strong patriotic speeches on "Our duty to the Empire." An opportunity will be given other speakers at next Monday's meeting at 9 o'clock when visitors also will be welcome.

Oporto Market

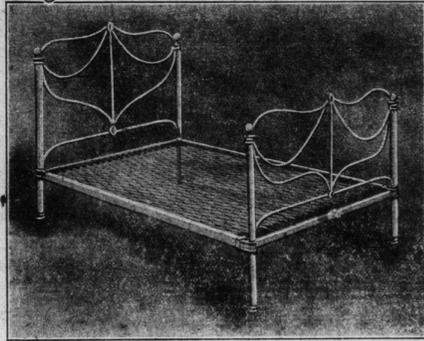
Stocks (Nfd.)	Week	Week
Consumption	35,187	44,062
Stocks (Norg)	5,875	8,107
	None	None

HAIR COMING OUT?

Dandruff causes a feverish irritation of the scalp, the hair roots shrink, loosen and then the hair comes out fast. To stop falling hair at once and rid the scalp of every particle of dandruff, get a 25-cent bottle of Danderrin at any drug store, pour a little in your hand and rub it into the scalp. After a few applications the hair stops coming out and you can't find any dandruff.

Our Latest in Springs.

Strong, Durable. Very Convenient to Handle.



Made right into the Bed. Will not sag.

The above Spring is made right into the Bed, thus doing away with all wood, which makes it vermin-proof. Will not sag as it is fastened to sides as well as ends with stretcher in centre to keep the bed secure, thus ensuring stability and makes a perfect level Bed. Made right in our building and cost \$1.00 less than with wood frame. Can be unhooked and rolled up very small, a great convenience when removing. We can also fit it to any bed now in use as we have the machines to punch and bore the holes. So we say patronize the store that is always economizing for you, and might add that despite the serious advances in prices on everything else, our prices have remained the same the past two years, which the public should appreciate these days of high prices.

The C. L. MARCH Co., Ltd.,

Cor. Water and Springdale Streets.

JUST OPENED:

A full Range of the well known P. C. and Princess Ena

CORSETS!

For Correctness of Figure, finish and durability have no superior.

We have a large variety of Prices to meet all purchasers,

65c., 75c., 85c., 95c., \$1.10, \$1.40, \$1.80.

See Our Window Display.

Bishop Sons & Co., Ltd.

Phone 484. Mail Orders Receive Careful Attention. Dry Goods Dept.

Canadian Girl's Puddings Were Good Medicine.

New York, March 21.—(Mail and Empire)—Miss Gertrude Macaulay, society girl of Montreal, daughter of a life insurance president, who won the cuisine cross of pudding, the highest military honor conferred on civilians by inviolated British soldiers at present, here's diet. She said she made 180 puddings a day.

the Cunard liner Orduna, which got in with 190 passengers from Liverpool. She was the only woman passenger in the first cabin.

For the last eight months Miss Macaulay had been making 700 puddings de luxe a week for the wounded "Tommys" in the Mary L. Gerhardt hospital in London. Her health gave out under the strain. The effect was more wholesome to the invalids, who recuperated rapidly on the Canadian girl's diet. She said she made 180 puddings a day.

Miss Macaulay grew mysterious when asked about the secret process of her puddings that robbed war of its trench stings. Those puddings did everything for the convalescents but replace lost legs and arms. All the charming she would tell the epicurean ship's newsman was that her puddings were Canadian Indian corn and rice.

Windy Winds make rough hands and skin. Use Dylcia Toilet Cream. 50c. bottle Send 5c. for sample to Davis & Lawrence Co., Montreal.