



Within the next few weeks you are going to buy a new Spring Suit—that's certain. Perhaps to-day, perhaps to-morrow, perhaps in a month—but you're going to buy it.

We think you ought to know why it's wise to "Do it now." The best reason is that our stocks are complete—you're bound to get more style satisfaction out of a broad choice than a narrow one—you get the broad choice now—you may not get it later.

This is why we invite your inspection of the stylish patterns now on hand.

Chaplin,

THE STORE THAT PLEASES.

Two Good Forgetters.

By RUTH CAMERON.



RUTH CAMERON

Charging Ten Cents for the Privilege of Doing an Errand.

For instance, a woman who is in very comfortable circumstances, asks a friend to do an errand for her. In performing the errand the friend is obliged to telephone twice at a cost of ten cents. Now ten cents isn't very much, yet there are plenty of people who feel they can't spend even that little carelessly and this girl is one. To the woman for whom the errand was done, however, it was nothing and she carelessly forgets to reimburse her friend.

Well, you say, if she does not have to count the pennies it is hard for her to get the viewpoint of one who does. Ah, there's my point. She is in comfortable circumstances now but isn't within a few years she will be distinctly uncomfortable circumstances. Ten cents meant just as much to her a few years ago as it does to her friend now. How can she have forgotten so quickly? For the life of me I can't see.

The Startling Way Married Women Forget.

Again is there anything more startling than the way some married women forget their girlfriends? In our neighbourhood, is a young married woman, the mother of two babies, who before her marriage loved good times and attention as much as any girl. Moreover, while she was fundamentally as good as they make them, she disliked conventions and sometimes doubted them. Yet to-day this woman

is the most unsympathetic critic the unmarried girls of the neighbourhood have. Their perfectly natural desire for masculine attention and admiration, she calls man-chasing. She stigmatizes once effervescent young persons as frivolous "because she doesn't seem to care for anything but a good time." (I hate that criticism, it's so sour-grapesy. It's what people who have lost or never had the gift for having a good time say about people who possess that great blessing.) If the girls overstep any convention ever so slightly she lifts her hands in horror, yet it wasn't five years ago that she was one of them. How can she have forgotten it all? I don't know. "You tell me," as my small nephew always says when we ask him any question he can't or won't answer.

Can You Remember How You Felt as a Child?

In an interesting article on the bringing up of children, a critic of the American parent says that he is generous to a fault and almost painfully anxious to do his duty but the place where he falls is in remembering how he felt when he was young. How few of us there are who do remember. The baby scarcely forgets the time before he began to talk more completely than most of us forget our childhood.

I never knew but one person (a man by the way) who remembered not only what he did but exactly how he felt as a child. And how the children loved him! They seemed to know he hadn't forgotten.

Life should be one lesson after another in sympathy and understanding. Many of us are like a pupil who forgets his old lesson as fast as he learns the new. We sadly need a review.

Ruth Cameron

I was cured of Acute Bronchitis by MINARD'S LINIMENT.
Bay of Islands. J. M. CAMPBELL.
I was cured of Facial Neuralgia by MINARD'S LINIMENT.
Springhill, N.S. WM. DANIELS.
I was cured of Chronic Rheumatism by MINARD'S LINIMENT.
Albert Co., N.B. GEO. TINGLEY.

A War of Workshops.

London Daily Mail:—Victory for us depends on superiority in material or in numbers—and superiority in numbers demands superiority in material, for men must be armed, equipped, and abundantly supplied with ammunition before they can take the field. It is a war of workshops. Germany started the conflict prepared and organized, with such vast reserves of arms and ammunition that she was able to lend a million rifles to Austria. In this country we have not merely to overtake our arrears; we have also to keep pace with the daily German production from the immense plants which are at the Kaiser's disposal; and to furnish, in addition assistance to our Allies whose industrial districts the German Army has overrun.

The Rossley Contest

TO-NIGHT.

Last night another big crowded house and the audience more and more delighted with Mr. Ballard Brown and Miss Madge Locke, the finest artists ever brought to St. John's. The patrons were charmed last night with the great dramatic one act scene, "Scotland's Glory." Miss Locke's Welsh character studies in national costume was one of the prettiest things ever seen here and certainly new and novel; her dancing and glorious voice compelled her to respond to several encores. Their great finishing number "A Hundred Pipers" brought down the house. The pictures of our noble lads marching off to war is something every one should see. To-night the go-as-you-please competition when three good money prizes will be offered; there are a number of names given in. This contest will be conducted in first class style and all are assured of a real night's amusement.

On Saturday three prizes for the little ones; encourage home talent; send the little ones to see their soldier brothers in Rossley's moving pictures.

Patriotic Concert

AT PORT BLANDFORD.

On Easter Tuesday night a splendid patriotic concert was held in the Methodist School at Port Blandford by the following young ladies and gentlemen:—Misses Blandford, Stone, Adams, Dunton, Burry, Garrett, Pelley and Rowsell and Messrs. Tavernor, E. R. Rowsell, Oakley, S. Rowsell, Garrett and Pelley. The school-room was very nicely decorated for the occasion, and a full house greeted the performers. A very appropriate address was given by the Chairman, Rev. W. Boyes, after which a splendid programme consisting of choruses, recitations and dialogues was placed before the public and every item was warmly applauded. After the concert Misses Pelley and Oakley served coffee, cake and ice cream. Much credit is due those who took part, and all went home fully satisfied with the evening's performances. The proceeds which amounted to \$25.00 will go towards the Belgian Relief Fund.

VISITOR.

Salvia Hair Tonic Makes Hair Grow

Ladies should have radiant hair. There are thousands of women with harsh, faded, characterless hair, who do not try to improve it.

In England and Paris women take pride in having beautiful hair. Every Canadian woman can have lustrous and luxuriant hair by using SALVIA, the Great American Sage Hair Tonic. SALVIA is a beautiful, pleasant, non-sticky Hair Tonic. 50c. a bottle.

PURITY BUTTER

FRESH STOCK BY RAIL TO-DAY.

By S.S. Morwenna:
30 crates New Cabbage.
20 cases California Oranges.
5 cases Parsnips.
5 cases Lemons.
10 boxes Table Apples.
100 bags P. E. L. Calico Potatoes.
30 bags P. E. L. Turnips.

HOUSECLEANING SPECIALS:
Old Dutch Cleanser, 90c. doz.
Soap Chips, 7c. pkt.
Satin Laundry Tablets, 6c. pkt.
Whitewash Lime in tins.
Chloride of Lime in tins.
Lye, 5c. and 10c. tin.
Parsons' Household Ammonia.

Ferry's Flower and Vegetable Seeds, 6c. pkt.
Asparagus, 3 lb. tin, 50c.
Bee Jelly Powder, 10c. pkt.
Dates, 1 lb. pkg., 10c.
Cranberries, 20c. tall.

BEST FLOUR

14 lb. sack, 65c.

NO ADVANCE IN OUR PRICES.
Bulldog 40c. lb.
Dannawalla 50c. lb.
10 per cent. discount off 5lb. lots.
FRESH EGGS, 30c. doz.
FRESH RABBIT.
FRESH HALLIBUT.

T. J. Edens

G. KNOWLING'S East Duckworth St. and West End Stores SPECIAL BARGAIN OFFERINGS

We are now offering at our East and West End Stores the following particularly attractive values in the following items.

Cotton Blanket Bargains.

Very Special Value in White Cotton Blankets, with colored border... **79c.**

This is a seasonable bargain and will be purchased quickly.

Colored Lawn Bargains

A beautifully fine 35 inches wide Colored Lawn in following colors: Helio, Pink, Sky, Black.

10 cts. per yard

Just the thing for working up into Women's and Children's Summer garments.

Ladies' House Dresses

Remarkable values in well made dainty serviceable Gingham and Zephyrs, smart effective stripes and checks, smartly cut and trimmed.

60 cts. 80 cts.

\$1.00

Just the thing for this season, all sizes in stock at present. We advise an early inspection.

Flannelette Bargains

We can offer some extra values in Flannelettes, wonderful values as follows:

CREAM FLANNELETTE BARGAIN

6 cts., 7 cts. per yard

MOTTLED FLANNEL
Or London Smoke in Pink, Grey, Blue,
7 cts., 8 cts. per yard

SPECIAL VALUES IN REMNANTS

as follows:—Lawns, Shirtings, Sateens, Ticks, Muslins, Scrims.

Men's Blue Denim Overalls

This is a specially attractive bargain for workmen at

50 cts.

Per Garment.

These Pants are well made and finished and are adapted for hard wear. Jackets well made and will give fair wear. These are usually sold at 65c., but having secured these at a bargain we are able to give a bargain to all at 50 cts.

Men's Waistcoat Bargains

We are now offering a large lot of Men's & Boys' Tweed, Serge and Cloth Vests at less than half their value.

30 cts 50 cts

75 cts

Would be good value at from 60 cents to \$1.50. Some are slightly damaged by water.

Turkish Towels

At remarkably low figures, all sizes and qualities. Prices range from

6 cts. to 35 cts

each.

These Towels are in White only and quantity is limited.

Dress Linen Bargain

Note the width, 34 and 36 inches wide, and then the quality of this rare offering at

10 cts.

per yard.

We can give it to you in Cream, Champagne, light and dark Khaki. This cloth would be good value at 18 or 20 cts. yard.

SHIRTS—We still have a few dozen left of our immense purchases of Men's Shirts which we can still offer at... **38c. and 50c.**

EAST & WEST
END STORES

G. KNOWLING

EAST & WEST
END STORES.

C. L. B. Sports.

The Church Lads Brigade held their 12th annual indoor sports at the Armoury last night before a large gathering of spectators including the Rev. J. Brinton, Chaplain, Rev. Mr. Pike and several other friends and supporters of the Brigade.

The events which were well contested were as follows:—

¼ Mile (srs.)—1st, L.C. R. Marshall; 2nd, G. Vokey.
Straight Leg Race (inter.)—1st, A. Martin; 2nd, M. Moore.
Costume Boxing—1st, A. LeDrew; 2nd, E. Martin.
Tug of War—C. Company.
¼ Mile (jrs.)—1st, E. Martin; 2nd, E. Moore.
Three Legged Race—1st, Downton and Marshall; 2nd, Chafe and Rendell.

¼ Mile (inter.)—1st, R. LeMessurier; 2nd, A. Martin.
Kil Race (jrs.)—1st, J. Keats; 2nd, E. Martin.
Relay Race—1st, A. Company; L.C. Marshall, Pts. Vokey and Rendell; 2nd, C. Company.
Wheelbarrow Race (inter.)—1st, Hall and A. Martin; 2nd, D. Carter and Bartlett.

High Jump—1st, Sergt. Jerrett, height 4 ft. 9½ ins.
1 Mile (srs.)—L.C. Marshall; 2nd, Pte. Thomas.
Potato Race (jrs.)—1st, E. Martin; 2nd, Keals.

½ Mile (inter.)—1st, Hawkins; 2nd, Winsor.
Cavalry Tournament—1st, L.C. Downton and Pte. LeDrew; 2nd, L.C. Marshall and Pte. Dicks.

The Victor Ludum prizes were awarded as follows:—
Senior—R. Marshall.
Intermediate—A. Martin.
Junior—E. Martin.

During the evening excellent music was furnished by the Battalion Band under Staff-Sergt. Calk. At the close the prizes were distributed by Mrs. (Capt.) E. Goodridge, who congratulated the winners as they came forward to receive their trophies.

High waisted dresses are not so fashionable for children as they were in the beginning of the season. Dresses with the belt at the normal waist line are in better style.

Smyth's Men's Wear

Rightly or wrongly, other men will judge you largely by the details of your dress. A single faulty detail is a needless handicap. We can save you from error.

Everything in Fashionable Accessories to Men's Dress.

Smyth's
GEO. KEARNEY Manager
P. O. Box 701. Phone 726.

On the Spot!

1000 barrels QUAKER FLOUR.
1000 barrels FIVE STAR FLOUR.
1000 barrels VICTOR FLOUR.
1000 bags BLACK OATS.
2000 bags MIXED OATS.
1000 bales HAY.
200 barrels H. B. PORK.
100 barrels LINCOLN BEEF.

GEO. NEAL

Advertise in the TELEGRAM

Sanitation Improved.

The catch basins recently installed in the various streets of the city by the Civic Commission, have done much towards the improvement of sanitation. These basins connect with the sewers, and carry off much of the washwater that was heretofore thrown carelessly into the cobble stone drains. We understand that several more of these are to be placed in various localities in the city.

"OURS" IN THE WEST END.

Continues to be crowded out all the time; it's the prettiest little house in town, with the best there is in pictures. The little St. John's girls delight all. To-night there will be lots of fun at Rossley's East End Theatre, the great contest takes place; there are several names down; this will be conducted in first class style, no hook will be used, that is out of the question, every courtesy will be shown to all. The pictures of the First and Second Contingent will be shown also, besides the splendid act: "Scotland's Glory." On Saturday there will be a great matinee and contest for the children when three prizes will also be offered; don't forget to let the children see their noble soldier brothers going to war in Rossley's moving pictures.

GLASGOW PASTOR TO MAKE SHELLS.

Glasgow, April 8.—A call for recruits here to assist in the manufacture of shells brought forth a clergyman, who was promptly accepted. He is the Rev. Stuart Robertson of Pollockshield Church, an athletic figure, who now serves from six in the morning until 5 at night in a large engineering shop. His day's work over the Rev. Robertson attends to his pastoral duties as his evening's recreation.

Stafford's Phoratox Cough and Cold Cure is sold everywhere for all kinds of Coughs and Colds, Bronchitis, Asthma and various Lung Troubles.—apr5,tf

Fashionable as the small hat is, it has not taken the place of the picturesque wide-brimmed hat for wear with afternoon gowns.



AMERICAN AND ART

10 pieces, all new. Cream grounds, some and plain centres, of little patterns through Saturday and Monday.

We call your Small

this week. See our steamer arriving tions.

Children's has been a great these handsome of materials used a variety of style each. Our price only

HOUSE FURN AT SPECIAL SP

TABLE CENTRE

These are very d White Linen centre of Battenburg show wash perfectly. R Friday, Saturday & M

Household at

STAIR CARPET

2 pieces of Tapestry wide, fawn with self border; pretty pattern Saturday and Monday

ROPE DOOR M

Just what you want door or vestibule, pattern. Regular \$1 Monday

VESTIBULE M

Two makes in these with magenta border able mat for present day, Saturday and Mo



SHEETINGS.

2 pieces of unbleached twill, very soft finish, soon, take advantage of day and Monday, per

TAPESTRY TA

18 only of 8-4 Tapes of Crimson and Green heavy knotted fringe. Friday, Saturday and

WATER Tin.

8 quart size. The Ideal Kitchen Bucket. Friday, Saturday and Monday.

10c.