

TEN PAGES TO-DAY.  
**WEATHER FORECAST.**  
 TORONTO, Noon.—Moderate  
 winds; fair, Tuesday, Easterly  
 winds.  
 ROPER'S, Noon.—Bar. 29.90;  
 Ther. 40.

THE "PEOPLE'S PAPER" IS A LIVE DAILY IN A BUSY CENTRE—STUDY ITS NEWSY ADVERTISING.

TEN PAGES TO-DAY.

# THE EVENING TELEGRAM.

READ BY OVER  
 40,000 PEOPLE  
 EVERY DAY.

VOLUME XXXVI.

PRICE ONE CENT.

ST. JOHN'S, NEWFOUNDLAND, MONDAY, MARCH 30, 1914.

\$3.00 PER YEAR.

NUMBER 74.

## REID-NEWFOUNDLAND CO.

St. John's, Newfoundland.

**Columbia Multiple  
 Battery**



**For Motor Ignition &  
 Lighting.**

Absolutely reliable in any kind of service. Easy to Install. No future attention needed.  
 Economical from the start. No expense during its life, for upkeep or renewals. Exceptionally long life.  
 One lasts a season. Waterproof. Won't freeze. No acid. Simply and strongly made.  
 No loose or breakable parts. Adaptable to any car or boat. Any operating conditions. Any type of ignition system.  
 Equally good for auxiliary or continuous use. Gives warning before exhaustion. Every Motorist needs it.

## Reid-Newfoundland Company.

**AUCTION SALES!**



**AUCTION.**  
 On the premises, on Tuesday, March 31st, at 11 a.m. all that Freehold Land, situate on Pleasant Street, together with two good substantial Dwelling Houses thereon; also building lots measuring about 100 feet, which will be sold apart from dwelling house should purchasers so desire. And at 12 o'clock noon the Leasehold interest in and to that large Farm situate on the North side of Pennywell Road and bounded on the South by said road by which it measures 834 feet or thereabout; on the West by the road leading to Freshwater; on the North by the old railway track, and on the East by land belonging to Estate of the late John Casey, together with that superior Dwelling House erected thereon and large Stable and Barn, all in first class repair, after which the adjoining farm containing about eight acres under good cultivation, which may be sold with the foregoing farm or separately. Also 250 loads Manure. For further particulars apply to Mr. Jas. Stewart, Pennywell Road, or,

**P. C. O'DRISCOLL,**  
 Auctioneer.

mar6,9,11,13,16,18,20,23,25,27,30

**FOR SALE.**

**STICKS**

Suitable for masts for schooners, ranging from 40 feet to sixty feet, at reasonable prices. For particulars apply at the office of

**BOWRING BROS., LTD.**

mar30,6i



**FOR SALE.**

One Handsome Chestnut Mare, suitable for carriage or saddle. Kind, gentle and very fast. One very superior Hood Buggy, upholstered in leather; never used. One Silver-mounted Harness. Apply to

**P. C. O'DRISCOLL,**

mar25,31,eod

**FOR SALE.**

Forty-two ton Schooner "FERULA," built at Pushtrough, six years old. Sails and rigging in good condition. For further particulars apply to **ROBERT BOWSELL,** Pushtrough, or **BOWRING BROS.,** mar18,12i St. John's.

**ARMADA**

If you don't like Armada Tea the first time you try it, don't blame the Tea. ARMADA is so much better than any other tea, and so different, that you should not decide about it with your first cup. The way and time it is steeped makes an enormous difference. The correct way is to steep from 5 to 6 minutes, according to taste, with freshly boiled water and then (this is most important) remove the leaves from the pot, otherwise it will get strong and bitter. If you follow out these directions we have no hesitation in saying that you will find the best tea you ever tasted. **ARMADA.**

mar26,th,m

**Beautiful Cloth Bound Books,**

By Prominent Authors,  
**Picture Covers, once 75c., now 18c.**

Wild Sheba, by A. & C. Askew.  
 Casting of Nets, by Richard Bagot.  
 The Great Power, by Harold Bindloss.  
 The Impostor, by Harold Bindloss.  
 The Beautiful White Devil, by Guy Boothby.  
 Lorna Doone, by R. D. Blackmore.  
 Proper Pride, by E. M. Croker.  
 Soldiers of Fortune, by R. H. Davis.  
 Beyond the City, by A. Conan Doyle.  
 A Study in Scarlet, by A. Conan Doyle.  
 In Search of Ed. Dorado, by A. MacDonald.  
 The Garden of Lies, by Justin M. Forman.  
 Molly Bawn, by Mrs. Hungerford.  
 No Hero, by E. D. Hornung.  
 The Silent House, by Fergus Hume.  
 Burning Daylight, by Jack London.  
 The Crimson Blind, by Fred M. White.

**GARLAND'S BOOKSTORES, 177 & 353 Water Street.**

**St. John's to Halifax and New York.  
 RED CROSS LINE.**

Excellent Passenger Service.  
**INTENDED SAILINGS.**

FROM NEW YORK. FROM ST. JOHNS.  
**Morwenna, April 4th. Talisman, April 4th.**  
**Talisman, Ap. 15th.**  
**HARVEY & COMPANY, LTD.,**  
 mar30,tf AGENTS.

**Wanted!**

**A Furnished HOUSE**  
 in the country, East End Preferred, for the summer months. Apply to

**J. W. McNEILY,**  
 mar27,4L Barnes' Road.

**Notice!**

Information has been received from the General Post Office, London, England, to the effect that many Newspaper packets are being received in the mails from Newfoundland for England prepaid at the rate of 2 cents per pound. This is contrary to the proper rate of postage on Newspapers sent from Newfoundland to Great Britain, which is the same as that payable on ordinary printed matter, viz.: One Cent per every two ounces or fraction thereof.

The public will please take notice that in future all such insufficiently prepaid Newspaper packets will be marked for taxation before despatch in accordance with Article 11 of the detailed Regulation for the Execution of the Postal Union Convention of Rome.

**H. J. B. WOODS,**  
 Postmaster General.  
 General Post Office,  
 March 27th, 1914.

**FOR SALE.**

All that large building situate on the west side of Hutchings' Street lately used as a church. Term 99 years from October 31st, 1908. Ground rent \$70.00 per annum. Possession immediately. For further particulars apply to

**JAS. P. BLACKWOOD,**  
 mar30,eod,ff McBride's Hill.

Any Persons wanting an Agent at Harbor Grace for the distribution of advertising matter, collection of accounts or any other business, may be accommodated by addressing "B" care Telegram Office, St. John's. Satisfaction guaranteed. mar30,1i

**FOR SALE—Houses on** William St., Springdale St. and John St.; apply to **GEO. W. E. AYRE,** Solicitor, Renout Building. mar30,6i

**FOR SALE—A Young Cow,** with calves in a week's time; apply to **NICHOLAS DOYLE,** Torbay. m30,1i

**ISN'T IT TRUE**

That when you sell a customer a cake of "PERFECTION" SOAP

no explanations are needed?  
 You know the quality is right and you know that your customer knows she is buying good Soap. No guarantee to take it back; no extra persuasion or inducement of any kind is needed. "Perfection" Soap is an easy seller.

**THE STANDARD MANUFACTURING CO., LTD.**

**Sea Dog Matches etc.**

TO-DAY ex Morwenna:  
**SEA DOG MATCHES—50 gross cases.**  
**SEA DOG MATCHES—15 gross cases.**  
**HOURLY EXPECTED ex Eagle Point:**  
**350 sacks SCOTCH POTATOES.**  
**50 cases SWEET ORANGES.**  
**50 cases SILVERPEEL ONIONS.**

**F. McNAMARA, Queen Street.**

**The Big Furniture Store!**

**SPRING OPENING.**

A Wonderful Display of  
**BEDSTEADS, SIDEBOARDS, MATTRESSES, CHEFFONERS, QUILTS, BLANKETS, RUGS, BUREAUX, WASH STANDS, WARDROBES, TABLES, CHAIRS, BUFFETS, CLOCKS, PICTURES, BOOK CASES, PEDESTALS, WORK BOXES, JARDINIERS, CHINA CABINETS, DESKS, COUCHES, CARPET SQUARES, LOUNGES, ROCKERS, STAIR RODS, CURTAINS, COAL VASES.**

**CALLAHAN, GLASS & CO.,**  
 Duckworth and Gower Streets.

**Eggs for Hatching.**

Orders now taken for White Buff Orpingtons and S. C. White Leghorns, from prize winning stock.  
**JOHN DUFF,**  
 care Steer Bros.  
 mar30,6i

**Choice Building Sites for**

Sale adjoining my residence, Killbride Road, overlooking Bowring Park. Land beautifully wooded and with fine natural water supply and good fall for drainage. Lots will be reserved for residences only. Apply to **THOMAS WALSH,** mar27,3im

**TO LET or FOR SALE—**

House 118 Pleasant Street, 7 room with Shop; Land on Nursery Street off Holloway Street; several Fishin' Rooms at Battery, near Chain Rock. Land on long lease on Pleasant St. would assist with lumber in building. **F. C. WILLS,** City Terrace, 325 Duckworth Street. mar27,6i

**FOR SALE—One Light**

Running Dog Cart, in perfect order and newly equipped with rubber tyre. For particulars apply this paper. mar19,tf

**TO RENT—Furnished, 1st**

May, House 32 Queen's Road; apply to **A. MACPHERSON,** mar18,21,25,26,27,28-m,w,s,9

**TO LET—That Shop and**

Premises opposite The Royal Stores Ltd.; immediate possession. Apply to **W. M. CLAPP,** Law Chambers. mar7,s,m,eod,tf

**LOST—On Thursday night**

by way of Brad's Square and Livingstone Street, a Purse containing a sum of money, the property of the Salvation Army. Finder return to **MISS EVA BENNETT,** 13 1/2 New Gower Street, and be rewarded. mar30,1i

**HELP WANTED!**

**WANTED—By a Gentle-** man, Board with extra room; East End preferred. Address P. O. Box 352, City. mar30,2i

**WANTED—Immediately,** a Cook, also a Housemaid; apply to **MRS. T. M. McNEIL,** Water Street. mar30,tf

**WANTED—To Hire for the** summer months, a JOY; apply to this office. mar30,tf

**WANTED—A General Ser-** vant; apply No. 10 Maxse St. m28,6

**WANTED—Two Skir-** makers; apply to **JOHN MAUNDER,** Duckworth Street. mar25,1i

**WANTED—A Nurse-House-** maid; apply to **MRS. URQUHART,** Military Road. mar16,1i

**WANTED—20 Needlehand-** also Machinists; constant employment; apply **BRITISH CLOTHING CO.,** Duckworth St. mar28,1i

**WANTED—A Single Man** who understands driving, and general care of farm produce. **J. C. BAIRD,** mar28,1i

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ON DISPLAY.

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CHILDREN'S HATS.  
 Value \$1.50.  
 Our Price 95c. each.  
 Another shipment of our  
 FAMOUS ROOM PAPERS.  
 See them if you want  
 a Bargain.

**End Bazaar,**

ives good value  
 Street West.

TELEGRAM