

SCLATER'S,

Water Street, Foot of Queen's Street, would call attention to the fact that, having decided on making some changes in the working of the business, which will necessitate some alterations in the premises, they intend marking down all the Dry Goods at present in stock, and which have been carried over winter, to the lowest popular prices.

This Sale will be on for one month only from date, and will consist of Costumes, Coats, Men's and Boys' Clothing, Hats, Caps, Ties, Gloves, &c., &c., along with the usual stock of Dry Goods carried.

All new goods coming now will be marked down to the lowest possible prices, taking into account the advanced cost in foreign markets.

This being a CASH SALE, no approbation will be allowed, except to those who have accounts with the Firm.

SCLATER'S.

may12,1m,eod

Birch Junks

For Sale. Phone 561.

The DIRECT AGENCIES, Ltd

Comfort Shoes!



"DR. CUSHMAN'S" FAMOUS COMFORT SHOE FOR WOMEN

Is known the world over as the most comfortable Shoe for Women, at \$2.50

Made of selected Vici Kid, turn soles and rubber heels, with cushion insole, wide fitting.

FOR MEN!

The REGAL CUSHION SOLE SHOE for Men, at \$6.75

If you suffer from tender feet and bunions, if you are much on your feet, try a pair of "Regal Cushion Sole" Shoes. Satisfaction guaranteed.

PARKER & MONROE Ltd.,
SOLE AGENTS.

NEW ROOM PAPERS!

Exceptional Values:

8c. to 20c.

ROBERT TEMPLETON

Advertise in the TELEGRAM

HERRING!

We are Buyers of Herring packed in the Scotch Method; also, Round Herrings.

Highest prices given.

Write us before selling your pack.

BISHOP,
Sons & Co, Ltd.

may10,tf St. John's.

P.E.I. BLUE POTATOES.

Due on Monday,

400 Half Bags Choice P. E. I. Blue POTATOES.

GEO. NEAL

FERRO

Power Behind the Boat

Here is a complete outfit you can carry with you anywhere. Clamp it on your rowboat, dory, skiff or canoe and travel 1 to 9 miles an hour. On lake, bay or river you have a power boat for commerce or pleasure and your investment is extremely small.

THE DETACHABLE ROW BOAT MOTOR

you buy must bear the O. K. that gives you confidence. Ferro motors may justly claim this confidence because they have all the good points embodied by experienced experts who have built up Ferro power and reputation in the engine world.

The results you get are due to a finished product. Try it yourself—today!

L. M. TRASK & CO.,
Sole Distributors for Nfld.
P. O. Box 1271, St. John's.



Ask for Catalog with prices

June Patterns & Summer Fashion Book.

NOW ON SALE. Patterns 17c, postage included. Fashion Books with free pattern your choice, 27c., postage included. Cash must accompany order.

CHARLES HUTTON,
Fancy Department.

W. B. Nuform Corsets

AT HENRY BLAIR'S.

AMERICA'S LEADING CORSET,
16 New Styles to Select From.



Sitting or standing W. B. Nuform Corsets give Comfort and Easy Grace.

Gives the figure symmetry and suppleness; that slight incurve at waist, higher bust, requisite length, boneless hip and shorter skirt; admirably realize Fashion's requirements.

\$1.15 to \$3.25.

HENRY BLAIR

Sole Agent for Newfoundland.

POTATOES are Cheaper

AT THE POTATO HEADQUARTERS.

1,000 Sacks

"Blue Nose" Potatoes,
(90 lbs. each.)

Arrived to-day ex Bruce and Railroad. Get our low prices on this shipment.

F. McNAMARA, Queen Street.

BOYS' JERSEY SUITS, WITH CAP TO MATCH.

Special Values This Week

—AT—
Henry Blair's.

BOYS' JERSEY SUITS, with Caps to match, in the following shades: Navy Blue, Brown, Cardinal, Reseda and Myrtle Green, Saxe Blue; sizes 1 to 5.

Price: \$1.45 Suit and up.

BOYS' FINE RIBBED WOOL JERSEY SUITS, with Cap to match, in Cardinal, Brown, Navy Blue, Myrtle Green, Reseda, Green, Saxe Blue; sizes 1 to 4.

Price: \$2.15 up.

Great Bargain in BOYS' FINE WOOL SWEATERS, extra good value, in Navy and Saxe Blue, Brown, Reseda, Cardinal, Myrtle and White; all sizes, from

75c. to \$1.30 each.

SEE WINDOW! SEE WINDOW!

HENRY BLAIR

Red Cross Line!

THE SURE ROUTE IN WINTER.

Intended Sailings:—

From New York:

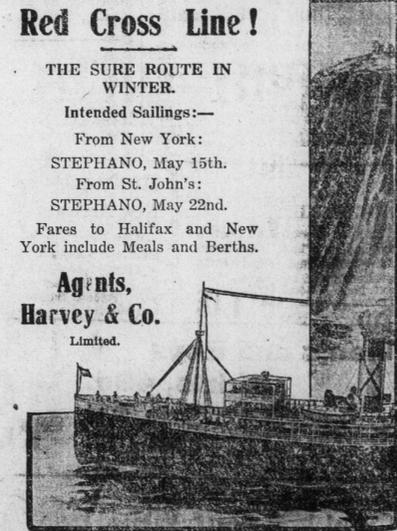
STEPHANO, May 15th.

From St. John's:

STEPHANO, May 22nd.

Fares to Halifax and New York include Meals and Berths.

Agents,
Harvey & Co.
Limited.



Men's Negligee Shirts

A special bargain offering of Men's Negligee Shirts, all light patterns and just the thing for present wear.

Special To-Day 69c. each

Also a great variety of Ties, Collars, Boots, etc.

WILLIAM FREW.

Advertise in the Telegram

TEN PAGES TO-DAY

WEATHER FORECAST.
TORONTO, Noon.—Moderate winds, a few light, scattered showers, but generally fair to-day and on Sunday; not much change in temperature.
ROPER'S, Noon.—Bar. 29.40; ther. 40.

VOLUME XXXVII

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GET

Auction Sales

THE PEOPLES AUCTIONEER

TO SATISFY A MORTGAGE.
On Wednesday, the 19th day of May, 1915, at 11 o'clock a.m., at my Office, Exchange Building, Water Street, St. John's, I will sell at Public Auction all that piece or parcel of land situated at St. John's aforesaid, fronting on the northern side of MacRae Street, which it measures 20 feet or thereabouts, and bounded as follows: On the Western side by land of MacRae Estate, leased to William Wines, which it measures 80 feet; on the Northern side by pasturage land of MacRae Estate, by which it measures 20 feet or thereabouts, and on the Eastern side by other land of MacRae's Estate, leased to John Wines, by which it measures 80 feet or thereabouts, together with the house and outhouses, on the same being held under lease for a term of 99 years from May 1st, 1906, at an annual rental of \$10.00, and also all that piece or parcel of land having buildings thereon situated in St. John's aforesaid and fronting on the northern side of MacRae Street, by which it measures 20 feet or thereabouts, bounded as follows: On the Western side by land of MacRae's Estate, leased to Joseph Jacobs, by which it measures 80 feet or thereabouts; on the Northern side by pasturage land belonging to the said Estate, by which it measures 20 feet or thereabouts; and on the Eastern side by land of MacRae's Estate, leased to John Wines, by which it measures 80 feet, the same being held under lease for a term of 99 years from May 1st, 1906, at an annual rental of \$10.00. For further particulars apply to HERBERT K. McLEA, Solicitor, Pitts Building, Water Street, or to the undersigned.

P. C. O'DRISCOLL

may11,eod,tf Auctioneer

HERRING

We are Buyers of Herring packed in the Scotch Method; also, Round Herrings.

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Sons & Co, Ltd.

may10,tf St. John's.

OPENING NOTICE

The Oyster Bay Ice Cream Parlour, just opened for the summer trade, the premises lately occupied by J. Campbell Ltd., 102 New Gower Street, ICE CREAM, ICE CREAM, SOFT ICE CREAM, EGG ROLLS and EGG ROLLS. Our teams are out daily and Ice Cream in 5 and 10c. packages, one and be convinced of our superior quality. Ice Cream Soda and Drinks of all kinds. We have the latest in Milk Shakes and Egg Rolas. Don't forget the night (Sunday excepted) when we supply to the trade. When ordering, in fact any place where Cream is used, Phone 561 for needs and a team will deliver at shortest notice by quart or gallon.

Oyster Bay Ice Cream Parlour

Particulars given by J. B. Wines, may12,41

FOR SALE—Two Buildings

Lots on Alexander Street, For particulars apply to 40 Alexander Street, may17,eod