

"THE LOVES OF PHARAOH"

At The MAJESTIC Next Week

A Masterpiece

Look Out For Announcements

HAND-WRITING Competition!

OPEN TO ALL CHILDREN BETWEEN THE AGES OF 6 TO 15 YEARS.

Write in ink on a piece of plain white paper, the following sentence 12 times:

*Milkmaid Milk is the
Best Milk Made*

Write your name, age and address in the upper right hand corner of the paper, and address same, together with one MILKMAID Label, to "Milkmaid Competition," 204 Water Street, St. John's, Newfoundland, P. O. Box 697.

You may send in as many sheets as you like, but each sheet must be accompanied with a MILKMAID Label.

For the best hand-writing received of the above sentence, the following CASH PRIZES will be paid:

For children 10 years and under:	Children over 10 yrs. and up to 15 yrs
First Prize\$10.00	First Prize\$10.00
Second " 5.00	Second " 5.00
Third " 2.50	Third " 2.50
Fourth " 1.50	Fourth " 1.50
Fifth " 1.00	Fifth " 1.00

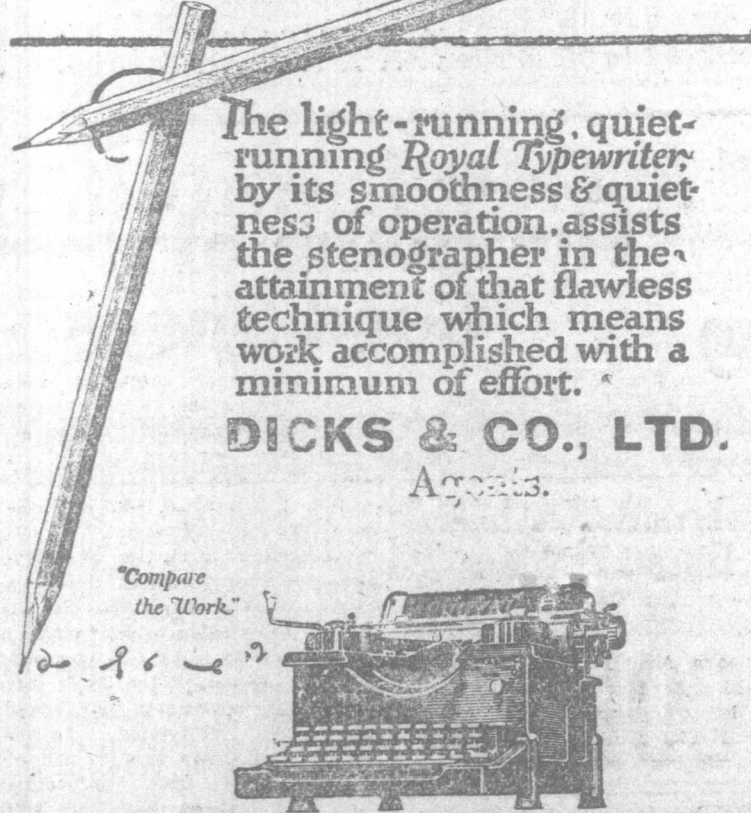
THERE WILL ALSO BE HUNDREDS OF CONSOLATION PRIZES.

The Judges for this Competition will be:

Mr. S. T. Harrington, M.A., Headmaster Methodist College.
Rev. Bro. Ryan, Principal St. Bonaventure's College.
Mr. R. R. Wood, B.A., Headmaster Bishop Feild College
and the Agent for the Nestle & Anglo-Swiss Condensed Milk Co.

Closing date of the Competition will be announced in local newspapers.
THE JUDGES' DECISION WILL BE FINAL.

ROYAL
TYPEWRITERS



The light-running, quiet-running Royal Typewriter by its smoothness & quietness of operation, assists the stenographer in the attainment of that flawless technique which means work accomplished with a minimum of effort.

DICKS & CO., LTD.
Agents.

Opportunities for Sale Investment!

\$14,000 Government of Newfoundland 5½ p.c. Bonds, due 1939. Price on application.
\$2,000 Dominion of Canada 5 p.c. Bonds, due 1954. (C.N.R. Guarantee.) Price 99.
\$3,000 Nova Scotia Tramways & Power 7 p.c. Bonds, due 1952. Price 97.50.

BERNARD D. PARSONS
Investment Broker.

'Phone 1697W

P. O. Box 1301.

Large square-cut stones simply set in sterling silver are worn with the tallou.
Putting of the material is the only trimming used on one very graceful coat.

Wanted a Second Hand Fish Screw for cask fish. THE COWAN BROKERAGE CO., LTD.—ap4,t2

Automatic Lubrication

OTTAWA, Ont., April 24—(Canadian Press)—A report for the purpose of assisting and guiding motorists in the purchase of gasoline and lubricating oils has been issued by the Canadian Engineering Standards Association. Automotive engineers, according to the report, estimate that at least ten per cent. of the power developed in a gasoline engine is employed in overcoming friction which exists in the engine, transmission and differential gear. There are four essential properties for automotive lubricant:—

1. It must be capable of reaching freely every friction point.
2. It must remain fluid in cold weather and be able to withstand heat without burning or thinning.
3. It must be able to resist being squeezed out from between moving parts.
4. It must possess low internal frictional qualities.

The report states that over 50 per cent. of all automobile engine repairs are rendered necessary by incorrect lubrication. The low quality oils are poor economy and the motorist should follow the specific recommendations for the lubrication of various makes and models of cars suggested by the leading oil companies. Such recommendations are based on professional advice and actual experiment. In regard to gasoline, the report points out that "unfortunately there is no simple test which can be conveniently applied by users to determine the quality of gasoline." The only known positive test is the "distillation" method which can only be carried on under laboratory conditions. While gasoline consumption is 14 times greater than in 1911, the world's crude oil production is only two and a half times that of 1911. The improvements in engine and carburettor design have rendered it possible to use gasoline of less volatility but having greater heat value. The problem has been to obtain larger gasoline from the world's supply of crude oil.

SHOCK FELT ON PACIFIC COAST.

SEATTLE, April 25. A severe earthquake was felt here last midnight, it being pronounced the most violent tremor in this district for many years. No damage has been reported.

MINARD'S LINIMENT FOR DIS-TEMPER.

Lady Balfour Finds Little to Commend

IN GIRLS OF TO-DAY.

LONDON.—(A. P.)—Young women of to-day are much inferior to the old-fashioned girl in point of morals, intelligence, romance, and knowledge of the great affairs of life, said Lady Frances Balfour, daughter of the Duke of Argyll, in a recent lecture before the London School of Economics.

"The face of a modern girl is a mass of powder," the speaker declared. "Her lips are painted until no longer recognizable, and the reek of her person makes one long for the outdoors." In the past, Lady Balfour continued, young women doubtless led considerably more sheltered lives. There was in the old days a great confusion between ignorance and innocence, but life has more romantic possibilities. The girls of that period knew less of men and thought of them as paragons of virtue and unselfishness. Men, she went on, were better in consequence of this than they are today. "It is good to be believed in, especially by men. The girls in former times were held to be entirely irresponsible, and it didn't matter how they spent their time so long as they amused men."

The ignorance of the olden times made it most improper for girls to know any of the darker sides of the life of her sex. "I wonder if the woman of the present," the speaker asked, "will in later years feel ashamed of being photographed with practically no clothes on? She now has no sense of modesty at all."

Miss Viola Tree, a well known English lecturer, however, does not share Lady Balfour's views regarding the girl of to-day. Arguing that the most criticized girls of to-day were the stage girls, she declared that they worked too hard to have any time for excesses. For comradeship and mutual self-help, she said, there was nobody like the chorus girl. Instead of stealing down to the telephone in her night dress to talk to a young man, the girl of to-day orders her mother to have a fire in the drawing room.

Atlantic's Attack Along Coast Line

EATS UP MILLIONS.

WASHINGTON.—(A. P.)—How to master the ocean in its unceasing attack against the sandy beaches of the Atlantic Coast, where millions of dollars are invested in pleasure resorts, is a problem to which the Coast and Geodetic Survey is giving much attention.

With the story of the unremitting encroachment of the Atlantic daily reiterated in letters from individuals and communities appealing for help, survey officials say the only successful remedy lies in the creation of a central agency to cope with the situation.

Protective work within a state, officials declare, should be under direction of a state organization, as the problems involved are too intricate for individual property owners to handle. They also point out that in some cases protective measures for one section of the coastline may prove destructive for another.

From New York harbor to and including the Gulf of Mexico, the low coastline is most susceptible to the sea, and from this section appeals for help are most numerous. The Pacific Coast, though confronted with the problem to a lesser extent, is not endangered like the Atlantic seaboard.

New Jersey is the first state, the survey declares, to take up the problem seriously, and at present has invested more than \$300,000,000 in coast protection. This amount, it is pointed out, is more than the total assessed valuation of the state's farm land. In less than 100 years the state has lost more than 2,000 acres from its seaboard.

Officials believe, however, that in the near future a concerted attempt will be made to deal with the problem as automobiles, good roads, and other conveniences in transportation have brought the seashore nearer to thousands of tourists. The constant improvement and investment on the coast, the survey claims, will demand insurance with some degree of permanency.

Directed Radio for 2,200 Miles
Guglielmo Marconi at present is experimenting on directed radio communication over a distance of 5000 miles, from England to South America. Already he has made successful

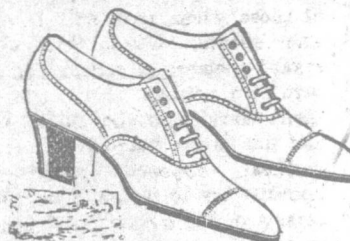
Values Supreme IN FOOTWEAR

Our Brand New Spring Footwear is full of dash and color—the Styles and Models are a selection from The Annual SHOE STYLE SHOW of AMERICA.

For the
WHOLE
FAMILY

Thousands of satisfied patrons leave our Shoe Stores every week-end. Below you will find the reason they choose our Stores for their Footwear needs.

LADIES' LACE STREET SHOES



Ladies' Black Kid Street Shoes, Medium heels and toes. Sizes 2½ to 6. Special Prices

\$2.25, \$2.50, \$2.75 the Pair.

LADIES' BROWN LACE SHOES

Ladies' Dark Brown Oxfords—Medium heels and toes; a real Shoe for Street wear. Sizes 3 to 6. Special\$2.90
Other Styles at\$3.00, \$3.50, \$3.75, \$4.00

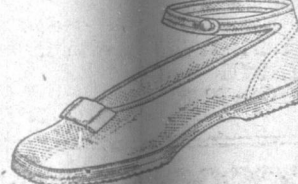
Ladies' Brown Kid Shoes—Fancy perforated toes, medium rubber heels. Sizes 2½ to 7. \$3.00

Fashion Proclaims Straps.

Ladies' Dark Brown 1-Buckle Shoes—Medium rubber heels. A real bargain; all sizes. \$2.50
Specially priced at\$2.75, \$3.00, \$3.25, \$3.50, \$4.00
Other Styles at\$4.00, \$5.00, etc.

SPECIAL! Ladies' Grey Suede 1-Strap Button Sport Shoe—Leather heels. Regular \$5.00. \$4.50
Special Price\$4.00, \$5.00, etc.

CHILDREN'S BARGAIN FOOTWEAR!



Children's Patent Leather Shoes—Rubber heels. Sizes 9 to 12. \$1.50

Child's and Misses' Sandals—In lace and strap style. Sizes 5 to 12. Special Price\$1.25

Misses' Brown 1-Strap School Shoes—Strong and durable, rubber heels, attached. Only\$2.00

Children's Black Kid 1-Strap Slippers. Sizes 5 to 11\$2.00
Sizes 11½ to 12\$2.50

SPECIAL! 2,000 pairs Children's Boots and Shoes; good value. Sizes 5 to 11\$1.20
Sizes 11½ to 12\$1.30

EXCEPTIONAL VALUES IN MEN'S FOOTWEAR.



Men's Mahogany Colored Boots— perforated toes, Blucher style. Sizes 6 to 12. Special Price\$4.50

MEN'S DARK TAN DRESS BOOTS
Blucher style; a very snappy model, rubber heels. Sizes 6 to 10. Special \$5.00

YOUNG MEN'S STYLISH MODELS
Young Men's pointed toe Boots, in Mahogany color, fancy perforations; rubber heels. Special Prices at\$5.50, \$5.75, \$6.00, \$6.50

MEN'S FANCY LOW SHOES
Men's Dark Brown Low Cut Oxfords— perforated toes, full rubber heels. Reg. \$4.50. Special Price\$4.00

MEN'S BROGUES
Men's Brogues—In Black and Brown genuine calf skin, extension sole, solid rubber heels\$6.00

361 & 362 Water St. West. **PARKER & MONROE** 195 Water St. East.
The Shoe Men

Special for One Week Only BEDSTEAD, SPRING & MATTRESS for \$22.50!



Manufacturers of the well known Empire, Terra Nova, Northcliffe, Hygienic and Monarch Mattresses. Manufacturers of Couches, Chairs, Tables, Washstands, Sideboards, Bureaus, etc.

POPE'S
Furniture and Mattress Factory,
ST. JOHN'S.

The Attention of Particular Housewives
is Respectfully called to

Jell-o
AMERICA'S MOST FAMOUS DESSERT.

This new dessert has proved a delightful surprise to all who have tried it. In flavors of

Orange, Lemon, Raspberry, Strawberry, Chocolate and Cherry.

It comes to you in sealed packages as fresh and wholesome as the day it leaves the factory.

You will not realize how delicious a dessert can be until you have tried

Jell-o

Now at all Grocers at 20c. a Package.

F. M. O'LEARY, Distributor.

Forty-Five Years in the Service of
the Public—The Evening Telegram