

KNOWLING'S SHOE STORES KNOWLING'S EXTRA SPECIAL BARGAINS

Women's Boots and Shoes

1.75 Women's Boot Bargains

Black Kid, Brown Calf and Brown Kid Laced Boots. Medium pointed toes. Cuban heels. Some of these Boots sold as high as Eight and Ten Dollars a pair. Sizes 2½, 3, 3½, 4, 4½, 6, 6½ and 7.

1.75 a pair

2.75 Women's Shoe Bargains

Black Kid Pumps, Brown 2-Strap Shoes, Black Laced Common Sense Cushion Sole Shoes. These Shoes sold as high as Five to Eight Dollars a pair. All sizes in the lot.

2.75 a pair

Outport Orders promptly attended to. For postage add 14c. a pair extra.

G. KNOWLING
Limited.

WOMEN'S NAVY FELT BEDROOM SLIPPERS. Regular 1.20. Now 75c. Sizes 5, 6, 7 and 8 only.

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.

SEED OATS!

We have just received a carload of specially good
P. E. I. BLACK AND WHITE
Most suitable for seed purposes.

Full 4 Bushel Heavy Strong Bags.

HARVEY & CO., Limited.

Massacre Seen as End of Man

BY FAMOUS SCIENTIST.

Sir Oliver Lodge Sounds Warning in Brighton Address.

Mutual extermination may be the destiny of man if he will it so. It is for mankind to decide.

Sir Oliver Lodge, the famous scientist, made this pronouncement in an address to the National Free Church Council at Brighton.

"The average man," he continued, "has not progressed far as yet. While his ancestors were tree dwellers and cave dwellers, he might be described as a slum dweller. But still humanity is far better than one would expect from its superficial aspect and sordid surroundings."

"Many of the animal instincts remain and are strong. The fighting instinct, for instance, is prominent, and has blossomed into irrational forms which inflict untold misery."

Future Wars.
"It would seem how as if it might be regarded as a step in advance to wage war mainly by machinery, guiding tanks and submarines and aeroplanes from a distance without human bodies inside, so that they can be laden wholly with high explosives, poison gas, and disease germs, and this is what we shall come to if sanity is not discovered."

"Massacre is not fighting, and it is massacre towards which humanity is now again tending. The original fighting instinct has been prostituted and degraded by the apparent advance in civilization. Every advance in knowledge and power can be prostituted to vile ends. The conditions have grown so fearful in prospect that there must surely be a revolt against them."

"Happiness is not so super-abundant on this planet that we can afford to spend our energies in damaging and hurting each other. The evil is a disease of civilization, a mania which has accompanied material progress."

"Hello there! Where are you going?" "I came home and found my favorite bread was not on the table and I am just going to buy what I like best 'WALSH'S MILK BREAD,' made only by The Central Bakery.—April 15, 1924.

The Prince's Fall

"Speaking for myself, says Mr. L. C. Thomas, the President of the London Cornish Association, I do wish the Prince would not do that sort of thing. We go about with hot hearts in our mouths. And Mr. Thomas speaks not only for himself, but for most of us," says the Star.

"If there is anything in this King business the Prince has no right to risk his precious neck by persistence in a sport for which he seems to have all the essential pluck, but something less than the natural aptitude. There are many fine men who are not born horsemen and who would take no shame in confessing that a park hack for the liver and a motor-car for travel satisfy their prudent ambitions."

"As the heir to a not unimportant throne the Prince will really have to ask himself whether he can continue to take nasty tumbles over the sticks or in the hunting field and yet show a proper regard for the responsibilities that he is heir to."

Vaccine for Epilepsy

IMPORTANT DISCOVERY IN MODE OF TREATMENT.

Satisfactory results, it is claimed, have been achieved in the treatment of epilepsy by an important discovery. The discoverer of the treatment is a former student of King's College, London. He received much encouragement and advice during the stages of his experimentation from Professor R. Turner Hewlett, professor of bacteriology at the college. Giving some account of the discovery, the professor stated: "It is a vaccine treatment, the patient providing, as it were, his own antidote. The vaccine is injected at weekly intervals. A limited number of cases have been under test, about 15 all told, during the last two or three years. The results have been most encouraging, but the number of cases treated and the length of time devoted to the tests would not as yet justify any far-reaching claims for the treatment. One difficulty that has not been surmounted is the small number of the patients that the experimenters have been able to treat. Doctors are naturally cautious about allowing their patients to submit to new forms of treatment that are admittedly in the experimental stage." The deaths from epilepsy total between 2,000 and 3,000 every year, according to official statistics, and among males the highest total is recorded between the ages of 15 and 25. Among women the highest total deaths recorded occur between the ages of 25 and 35.

Wanted a Second Hand Fish Screw for cash fish. THE COWAN BROKERAGE CO. LTD.—April 14.

MINARD'S LINIMENT FOR HEADACHE.

Your Spring Suit is Here Big Values at STEER'S

Clothes designed for comfort as well as style. Good Fabrics, Good Style, Good Workmanship.



TWEED SUITS

— at —
**\$11.90, 13.75, 15.00, 17.50,
18.50, 20.00, 22.50, 27.50**

NAVY SERGE SUITS

— at —
\$19.50, 23.50, 27.00, 30.00

Keep your boy in style.

BOYS' ENGLISH MADE SUITS

Made of the best wearing all-Wool English Tweeds, to fit boys from 7 to 14 years.

from \$7.90 up

Long Pants Suits

Real Classy Suits, English make, with patch pockets and cuff bottom Pants; to fit 5 to 17 years.

\$17.00 to 18.00

The Drawing Power of Our Bargains is Stronger Than Ever!

WHY NOT PROFIT BY THE EXPERIENCE OF OUR Many Satisfied Customers

We have a wonderful all-Wool Ladies' Sweater Coat in 9 different colors at \$1.95. A marvel.

Our Ladies' all-Wool Silppons with half sleeves, are going fast at 90c.

This Special Cream Flannellette, 19c. yard, was never made at the price. Only 1,000 yards left.

The very best Gingham and certainly the biggest variety we ever had, at 19c. yard.

We have a wonderful range of the better lines in Print, Gingham, Percales, from 15c. yard to 60c. yard. Wonderful designs.

A Special Line of Ladies' Summer Vests, 19c. The Ideal Vest, meantime is our 32c. with half sleeves.

Our selection of Hosiery has never been surpassed, from the low lines at 22c. to the finest Silk Hosiery in the market at \$1.75 a pair.

It is impossible for us to give you an idea of our Embroidery in this ad., but we cordially invite you to see our selection at once without fail. They are the talk of St. John's.

Bon Marché Cash Store

266 WATER STREET.

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Special for Easter: THE NEW PATENT Quick-Cooker.

Also, FLOWER BOWLS, with GLASS FLOWER BLOCKS.
BISCUIT JARS, MARMALADE POTS,
MUFFIN DISHES, MOUSTACHE CUPS
and SAUCERS, SHAVING MUGS, etc.

S. O. STEELE & SONS, Ltd.

100 WATER STREET

Phone 192 - Opp. Seamen's Institute.

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

FREE Beautiful Caskets of Fry's Delicious Chocolates



In every tin of FRY'S BREAKFAST COCOA you will find a leaflet giving full particulars of our Gift Scheme and 4 COUPONS as a FREE START

For one of these dainty Caskets you collect 28 Coupons (24 in addition to 4 given free).

a ½ lb. tin contains 1 coupon
1 " " " 2 coupons
1 " " " 4 "

BEGIN NOW—TO-DAY—TO COLLECT COUPONS AND SECURE ONE OF THESE DAINTY GIFTS.



Coupons redeemed by
T. A. MACNAB & CO., Water Street, St. John's
Distributors.

Furness Line Sailings.

Sailing from Liverpool to St. John's, Newfoundland.
S.S. DIGBY April 17th S.S. DIGBY June 17th
S.S. SACHEM May 6th S.S. SACHEM Aug. 7th
S.S. DIGBY May 23rd S.S. DIGBY Aug. 23rd
S.S. SACHEM June 19th S.S. SACHEM Sept. 18th
Bookings now being made for these sailings.

Furness, Withy & Co., Limited
Phone 130 Water Street East.