

No. 146.

Made to hold 40 Cigarettes; takes up very little more room in the pocket than the ordinary size case. Just the Case you need when going on a holiday or a week-end fishing trip, the case that keeps your Cigarette just right all the time. Very light, outside polished aluminium, gilt inside.

YOURS FOR 160 COUPONS.

We have other kinds. When visiting our Premium Dept. ask to see them.

Imperial Tobacco Co.
(Newfoundland) Ltd.

OUR TWO GREAT SPECIALS.

Bureau and Stand in Surface Oak Finish.

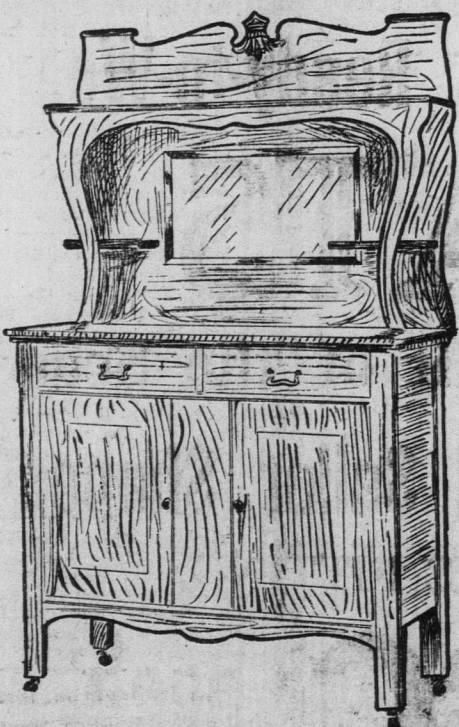


Only
\$14.50 Sell.

Bureau has 3 drawers made of Hardwood, 13 x 22 glass; stands 70 ins. from floor. Sells regularly at \$10.50. A real bargain at the price.

Washstand has one drawer, two doors, made of Hardwood, finished in Surface Oak. Sells at \$5.50.

Sideboard Special, only \$15.50, plain glass



Our newly made Sideboard is made of Hardwood—heavy carvings adds to its beauty. Stands 80 ins. from floor. Has 2 drawers, also 2 doors, 14 x 24 mirror. Finished in Surface Oak. Could not be imported and sold less than 20 to 25 dollars. Extraordinary value. The moral is "Buy here and save money."

We have made to order anything in the Furniture line and save the big duties and freights on the imported.

Young people getting married should look into our prices and terms as we arrange same to suit those responsible.

The C. L. MARCH Co., Limited,
Cor. Springdale and Water Streets.

Job Printing Executed.

A Town for War Workers Only.

Other housing problems, besides that of housing our vast new armies, have arisen through the war, and not the least of these is that connected with the workers at Woolwich Arsenal.

Since the war started the authorities at the Arsenal have been engaging men in numbers never known before, with the result that men have come from all parts of London and Great Britain to get work there.

As a consequence, some of the workers have to travel nearly across the city in order to get to work, the journey taking in some cases as much as an hour and a half.

So hard are the men working now that after the working hours and the time spent in eating and travelling are deducted, some of them can only manage to snatch about five or six hours' rest.

The only remedy, of course, was to build a sufficient number of houses in Woolwich to allow all the extra workers at the Arsenal to live near their work.

Builders, however, have not come forward, apparently being scared by the idea that when the war is over half the houses will not be wanted.

So the Government is taking the work in hand itself. In order to get over the difficulty a little, fifty houses are being built with all speed on a vacant space near the Arsenal, and have already been snapped up by eager men.

In addition to this, the Office of Works is proceeding apace with another plan.

On a large tract of agricultural land barely one mile and a half from the Arsenal, 1,000 houses are being rushed up. Owing to the huge number of men who are employed on the job, however, the houses are not only being built quickly, but exceedingly well. The work was started in February, and some of the houses, twelve of which are being built to the acre, are just beginning to take shape. By June quite a small settlement—one might even call it a garden city—will be completed.

Just a Simple Story of Brave Men's Heroism

London, June 1.—This is a story of heroism—how Sergeant Major Harry Daniels, Second Rifle Brigade, won the Victoria Cross at Neuve Chapelle. It's also a story of another Victoria Cross, and a lonely grave back there in Northern France. It's a story of two chums who faced death together and fought until bullets cut them down. Corporal Tom Noble is dead. Sergeant Major Daniels told it to-day from his cot in a big London hospital.

"I am more glad about Tom's Victoria Cross than I am about my own," he said. "poor chap, he didn't even know it."

And then he told how Tom and himself— inseparable companions since they went out in November—volunteered to cut the wire entanglements of the enemy not fifty feet from the German trenches. Crawling along the dangerous "no man's land," between the trenches, they reached the wire. Lying on their backs they started to work.

"We were hard at it," continued Daniels, "when above the din of machine gun fire I heard a faint voice, 'I'm hit in the chest, old man,' Noble called and those were his last words. He was soon unconscious and died."

Himself wounded in the hip a few moments later, Daniels crawled a short distance to a shell hole, where he rested until nightfall. Then slowly he dragged himself toward the British trenches.

Reading his morning paper to-day in the hospital, Daniels learned that he had won the Victoria Cross. He said nothing, until the man in the next cot asked:

"Your name's Daniels, isn't it? You are Sergeant Major Daniels of the Rifle Brigade. You've got the V.C."

Daniels admitted it.

"Yes, I reckon it must be me," he said.

And then he told the story.

Self-Starters.

Newspaper advertising is self-starting and results are apparent almost immediately.

It starts customers to the stores where the goods are sold and entices the store keepers who sell them.

It puts the clerk in a good humor for nothing is so stimulating as "good business."

It sells the goods because it carries their message directly into the home at the time people are anxious to buy.

For manufacturer or merchant no method of advertising is as productive as the printed word in the Telegram.

SAFETY RAZOR.—We are Sole Nfd. Agent for the Giant Junior Safety Razor—50c. with 7 blades. CHESLEY WOODS, 282 Duckworth Street.—may29.44

MINARD'S LINDENT CURES DIPHTHERIA.

Items of Interest.

The Bishop of London, at an ordination council to pass upon the application of men for the ministry, caused to be passed a resolution that no such application can be considered unless the applicant proves his inability to serve in the war.

According to what the London Chronicle claims to be a fairly correct estimate, the casualties in the German Army from the time the war began until May 19th in officers, non-commissioned officers and men has reached the incredible figure of 2,050,000.

Authentic information received by the militia department in Ottawa from German sources shows that while the Canadians at the battle of Langemarck had over six thousand casualties, the loss they inflicted upon the enemy was even more terrible. The Germans had 12,000 killed and more than 20,000 wounded.

Mr. Norman Hill, Secretary of the Liverpool Steamship Owners' Association, stated on May 19th that during the month of April cargoes to the value of 114,000,000 pounds sterling were carried in and out of ports of the United Kingdom, while the value of the cargoes destroyed by submarines was 50,000 pounds, or one shilling in one hundred pounds.

An official announcement by the British War Office in connection with the appeal of Lord Kitchener for more men for the army, states it has been decided that recruits enlisting into the regular army for the duration of the war shall be accepted up to the age of 40 years, and that the minimum standard height for such recruits shall be 5 feet 2 inches for the infantry. This decision applies also to enlistments into the territorial forces.

The Paris Liberte states that the German authorities have ordered the destruction of all growing winter wheat in that portion of French territory which they occupy. This is regarded as a most convincing indication that the Germans do not expect to remain in France later than this summer. If the order believed to be issued is generally carried out, its significance can scarcely be overestimated. The Germans forced the French peasants last fall in the occupied districts to plant every acre of wheat that could be sowed between the date of their occupation and the coming of winter. If now they are destroying the crop they were so insistent upon the farmers planting they have manifestly no hope of being on the spot when it is garnered.

In Madgeburg, Germany, a committee is collecting funds for the officers and men of the German submarine that sank the Lusitania. The Deutsche Tageszeitung prints the following from an "illustrious personality on the western front": "At last our submarines have executed a great coup, which it is to be hoped is only the beginning of a series of such attacks unless England and America suspend sailing altogether. We Germans rejoice to the fulness of our hearts over this successful stroke. We have only a cold smile for the common cries of anger aroused by the torpedoing of the Lusitania. Under no circumstances must we cease our methods until this villainous nation of shopkeepers has been fought to the finish."

The jury at Syracuse, N.Y., in the trial of William Barnes's suit for libel against ex-President Roosevelt on May 22nd returned a verdict in favor of the defendant. It was the belief of the jury everything Colonel Roosevelt charged is true and therefore the plaintiff, not having been libelled, is entitled to no damages. The article complained of charged a corrupt political alliance between William Barnes, the Republican leader of the State, and Charles E. Murphy, the Democratic leader of the State, in relation to the State Government. Mr. Roosevelt charged that the plaintiff had worked through a corrupt alliance between crooked business and crooked politics. Mr. Roosevelt's victory is looked upon as a victory for good government. The issue put to the jury was whether machine government or government by the people should prevail, and the latter has prevailed.

EVERYDAY ETIQUETTE

"It is bad form to address a person as 'Dear So and So' when writing on a postal card," asked Grace. "No salutation should be written on a postal card and neither should private matters be referred to," advised her sister.

OUTPORT FRIENDS and Customers will please note our new address, No. 282, Duckworth Street. We have vacated our old premises 140 Water Street. CHESLEY WOODS.—may29.44

Wash Goods!

WASH GOODS



NEWEST WASHING MATERIALS NOW SHOWING!

Fancy Flowered and Striped Muslins, Lawns, Crepes, Piques, Zephyrs, Delainettes, Prints, Fancy Mercerized Zephyrs and Cords, Riverinas and Casements,

11c. to 40c. per yard

CHECKED GINGHAMS & ZEPHYRS,

9c. to 17c. per yard.

White Spot, Striped and Flowered Muslins, Piques, Satin Jean, Lawns, etc.,

10c. to 50c. per yard.

Blue and White Striped Galatea,

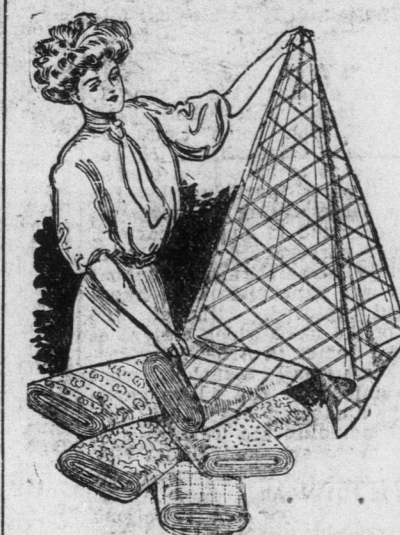
17c. per yard.

See our Job Line GINGHAMS in Plain Blue,

Striped and Checked,

9c. per yard.

Worth 12c. to 15c.



STEER BROTHERS.

Not Bleached

GOLD MEDAL FLOUR is not artificially bleached, or whitened chemically nor adulterated in any way whatever. Its color is a rich, creamy white—not a flat artificial white. Absolutely Wholesome. Every Package Guaranteed. FOR SALE BY GROCERS.

GOLD MEDAL FLOUR

Wholesale. In Store and to arrive. G. I. ANDERSON, Agent, 165 Water Street.

STRAP SHOES

FOR WOMEN.

We are showing the most up-to-date styles in Strap Shoes for Women to be had in the city. Our selection is second to none. Prices from

\$1.50 to \$5.00

In Black and Tan, Patent Leather and Gunmetal styles.

Drop in and see

The "RUTH CAMERON" Shoe. It's a beauty, only

\$2.50

In 1 strap, 2 strap, 3 strap, 4 strap or 5 strap, for street or evening wear. We will be pleased to show them.

PARKER & MONROE,
Limited,
THE SHOE MEN.



ART MUSLINS

A nice assortment here, 36 inches wide, a lot of new patterns, in pretty shades. Our usual 14c. line. Friday, Saturday and Monday, per yard

11c.

SHEETINGS.

228 yards of unbleached (twilled) sheetings, reliable English make, 66 inches wide, usual 30c. value. Friday, Saturday and Monday, per yard

26c.

Outing OUT

Just such items as these you need for the Holiday Season again.

READ DOWN THE LIST

Papyrus Picnic Plates, 25 in. for

White Paper Napkins, 100 for

Fancy Floral Napkins, 100 for

Lace Paper D'Oyley, containing 18 x 24 pieces, for

The Handy Lunch Set containing Table Cloth and 12 Napkins

The Tourist Package containing per Towels, 6 Napkins, 100 for

Wrappers, 6 Drinking Cups, Drinking Cups, Aluminium, lapsible

STAIR PADS

Make stair climbing easy and wear of your canvas shoes. Each

STAIR PADS AGAIN

English make, size 8 x 12

MEN'S BOOTS.

heavily pressed paper and rubber edge; durable. Special

A line of fine Box Calf Boots, solid soles and heels; all Boot, bound to give you satisfaction. Reg. \$8.20. Friday, Saturday and Monday

DENNISON'S

"PASSE-PARTOUT"

Each nicely boxed, and containing separate receptacle for lunch, comes in heavy black leatherette, shoulder strap. Reg. \$1.50. Friday, Saturday and Monday

SCHOOL BAGS.

For boys or girls, ample space for books, separate receptacle for lunch comes in heavy black leatherette, shoulder strap. Reg. \$1.50. Friday, Saturday and Monday

TOOTH BRUSHES.

4 doz. of sturdy little tooth brushes, all white bone handles and bristles firmly set. Special. Friday, Saturday and Monday, each

TABLE CLOTHS.

All brand new stock, made of fine White Damask, size 60 x 120, pretty floral pattern. Reg. \$1.50. Friday, Saturday and Monday

PILLOW SLIPS.

6 dozen of fine White Cotton Pillow Slips, size 20 x 33 with 2 1/2 inch hem at open end; this is a popular line with Special. Friday, Saturday and Monday

15

