

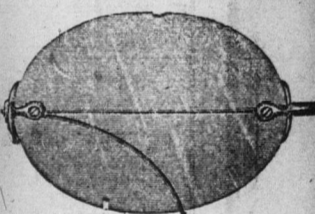
AD BY EVERYONE.

CO.

Oils.  
quotation.

STOCKED BY  
re & Sons, Ltd.  
s. Baird, Ltd.  
Knowing.  
arshall Bros.  
rker & Monroe.  
oyal Stores, Ltd.  
eer Bros.  
Smallwood  
Templeton.

put on with  
ER CEMENT,  
d Best.  
LE, Agent



means in-  
PAY.  
o visit to  
work and

PNELL,  
Water Street

as just in.

ge barrels; also some  
GE, well filled crates.  
CANADIAN CHEESE,  
NEWFOUNDLAND.  
ve your money.

MURRAY.

d Molasses!

Spot:  
OUR.  
R FLOUR.  
STAR FLOUR.  
Y MOLASSES.  
PORK.  
E RIBS.  
COLN BEEF,  
ONELESS BEEF.

NEAL

TEN PAGES TO-DAY.

WEATHER FORECAST.  
TORONTO, Noon.—Moderate  
to fresh W. to N. winds; a few  
local showers but mostly fair  
to-day and on Saturday.  
ROPER'S, Noon.—Bar. 29.05;  
ther. 40.

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

TEN PAGES TO-DAY.

FOR LATEST  
WAR NEWS  
SEE 8th PAGE.

# THE EVENING TELEGRAM.

VOLUME XXXVII.

PRICE ONE CENT.

ST. JOHN'S, NEWFOUNDLAND, FRIDAY, MAY 14, 1915.

\$3.00 PER YEAR.

NUMBER 111.

## REID-NEWFOUNDLAND CO.

### South Coast Service!

S. S. "GLENCOE" will sail from Placentia on MONDAY, May 17th, after the arrival of 8.45 a.m. Train from St. John's, for the usual ports of call between Placentia and Port aux Basques.

#### Auction Sales!

PUBLIC AUCTION.

On Saturday Next, 15th,  
at 11.30 a.m.

2 NEW MILCH COWS.  
2 PONIES.  
5 BOXES TEA.  
1 IRON FLOW.  
8 pairs STOCK FOOD.  
1 barrel MASHBERRIES.

M. A. BASTOW,  
Auctioneer.

may12,21,w.f

Lazell's

MASSATTA



A NEW  
AND  
TOTALLY  
DIFFERENT  
TALCUM  
POWDER

Not our latest, another, more satisfying  
than any other, but distinguished by the  
"True Oriental Odor," a "courage" tonic  
in its subtlest and finest.

In addition to Massatta we carry a complete  
line of Lazell's Famous Specialties, including  
the most exquisite Perfumes, delectable Toilet  
Waters, super Creams, and Powders of un-  
equalled excellence.

At all Druggists: St. John's, N.F.



Mustad's Celebrated Key Brand Fish  
Hooks are the best. Made and used ex-  
clusively in Norway. Fishermen  
should see that the Key Brand is on  
every package they buy. apr24,tf

#### Suburban Property

We have a particularly good  
list of desirable country resi-  
dences, and building sites on the  
following roads, which we are  
authorized to offer exclusively,  
at prices ranging from \$30.00 to  
\$14,000.00. Suitable terms.

WATERFORD BRIDGE ROAD  
OLD PLACENTIA ROAD  
MUNDY'S POND ROAD  
BLACKMARSH ROAD  
FRESHWATER ROAD  
LONG POND ROAD  
BROOKFIELD ROAD  
LOGY BAY ROAD  
SOUTHSIDE ROAD  
KILBRIDE ROAD  
COCKPIT ROAD  
TORBAY ROAD  
TOPSAIL ROAD  
GOLDS ROAD

Fred. J. Roll & Co.  
—REAL ESTATE—  
SMALLWOOD BUILDING,  
Duckworth Street.

#### W. J. WHELAN,

182 Duckworth Street.  
Phone 65.

Windows Cleaned and Polish-  
ed in Hotels, Club Rooms,  
Schools and Factories. Private  
Residences a specialty, at short-  
est notice. Carpets Cleaned and  
all orders attended to. P. O.  
Box 1127.

N.B.—Orders can be left with  
Janitor Board of Trade Bldg.  
may12,m.eod

#### To Consumers of High-Grade Tobacco!

We desire to call your special attention to

OUR  
Master Workman

TOBACCO.

Famous the world over for its rare deli-  
cacy and flavor. You can get the Genuine

MASTER WORKMAN  
AT

CASH'S Tobacco Store, Water St.



#### J. J. St. John.

People say it's the only Good Butter to be had,

#### Our Real Irish,

not in blocks, 48c. lb.

One thousand pounds landed to-day  
per s.s. Durango.

NORWEGIAN SMOKED SALMON  
is delicious, 15c. lb.

J. J. ST. JOHN,  
DUCKWORTH ST. & LEMARCHANT ROAD.

#### Keep Our Own People Employed!

It is very important that our own  
people should be kept in constant em-  
ployment during these troublesome  
times. (Every little helps.)

ARE YOU DOING YOUR SHARE?  
HOW ABOUT YOUR LAUNDRY  
WORK?

All the people employed by the GLOBE  
STEAM LAUNDRY CO., LTD., are  
BRITISH, and such are entitled to  
your first consideration.

Our Laundry is fitted with every  
modern device, and we have expert  
hand service for the more delicate and  
fine goods.

Just say the word! We'll call  
around for your bundle and return it  
FRESH and CLEAN right to your  
door. Don't forget the place:

GLOBE STEAM LAUNDRY CO., Ltd.  
Phone 148. Post Box 476.  
may13,tf

#### OPENING NOTICE!

The Oyster Bay Ice Cream Parlor,  
just opened for the summer trade in  
the premises lately occupied by J. W.  
Campbell Ltd., 162 New Gower Street,  
ICE CREAM, ICE CREAM SODAS,  
EGG KOLAS and EGG SHAKES.

Our teams are out daily and retail  
Ice Cream in 5 and 10c cones. Try  
one and be convinced of its superior  
quality. Ice Cream Sodas and Soft  
Drinks of all kinds.

We have the latest in Milk Shakes  
and Egg Kolas. Don't forget the place,  
162 New Gower Street, open day and  
night. (Sunday excepted).

We supply to the trade, home or  
outing; in fact any place where Ice  
Cream is used. Phone 770A for your  
needs and a team will deliver at the  
shortest notice by quart or gallon.

Oyster Bay Ice Cream Parlor.  
Particulars given by J. E. Butler.  
may12,4f

#### FOR SALE!

—ex Train  
A few barrels Nova Scotia

#### SEED POTATOES

JAS. R. KNIGHT,  
Commission Merchant.

Cash  
Coupons  
in  
Every  
Can.



The Standard  
Mfg. Co., Ltd.

#### 'SOUTHDOWN'

TOBACCO.

DIRECT FROM VIRGINIA.  
To be had Wholesale from

GEO. NEAL and J. D. RYAN.  
may8,5f.eod

#### A RARE CHANCE!

FOR SALE THAT  
Well-known and Established Business

Together with the House

of J. & T. COOK, Victuallers, Water Street. Owners retiring  
from business. For particulars apply to  
ap14,tf J. & T. COOK, Water Street.

#### 1915 Models in Baby Carriages

Fashion varies, even  
in Baby Carriages, as  
our recent shipment  
plainly shows. We  
have just received a  
quantity of 1915 Mod-  
els and they have sev-  
eral improvements on  
those of last year.



We have Runabouts, Go-Carts and Pull-  
man's in Fancy Wood and Cane, all well hung  
on tested springs; upholstered in Rep; Leather  
Cloth, Corduroy and Broadcloth, and all re-  
markably well-built and perfectly finished. For  
comfort, beauty of design, quality of workman-  
ship and reasonableness of price, you cannot do  
better than get Baby her new Carriage at the

#### U. S. Picture & Portrait Co.

Telegram Ads. Bring Results

Let Us Fill Your  
Order from  
FRESH  
SUPPLIES!  
ELLIS & CO.,  
Limited,  
203 Water St.

Fresh New York Turkeys.  
Fresh New York Chicken.  
Fresh New York Ducks.  
Fresh N. Y. Corned Beef.  
Fresh New York Sausages.

Fresh Halibut.  
New Cabbage.  
Parsnips, Carrots.  
Ripe Tomatoes.  
Florida Celery.  
New Cucumbers.  
Fresh Lettuce.  
Parsley, Radishes.

Fresh Herring.  
Ripe Bananas.  
Dessert Apples.  
Russell Apples.  
Navel Oranges.  
Fresh Pineapples.  
Dessert Pears.  
California Lemons.  
Grape Fruit.

FRESH SMOKED HADDIES.  
FRESH SMOKED FILLETS.

Just received:  
10,000 of our Celebrated

Jamaica Cigars,  
Lasabras,  
Conchas, Especiales  
and  
Governors,

in boxes of 50's and 25's.

Remember our Telephone,  
482 and 786.  
apr27,tu,tf

#### GEO. H. HALLEY

Respectfully  
Solicits a Policy  
From all  
His Friends.

Queen Insurance Co.  
G. H. HALLEY, Agent.  
Jan17,06d,12

FOR SALE—One Pierce  
Bicycle, cushion frame, nicked  
forks, coaster brake, in running order;  
can be inspected at my office. M. A.  
BASTOW, Beck's Cove. Phone 304.  
may12,3f

FOR SALE—A First-Class  
Motor Truck; only two months in use;  
apply to TASKER COOK, Water St.  
apr13,tf

TO LET—1st June, No. 3  
Devon Row; apply MARTIN HARD-  
WARE CO., LTD. may10,3f.eod

TO LET—One Large Office  
or Sample Room in our Building.  
MARTIN HARDWARE CO., LTD.  
may10,3f.eod

TO LET—House on Pleas-  
ant Street, 8 rooms; House on Pleasant  
Street, 5 rooms; Tenement (upstairs),  
Pleasant Street, 3 rooms; Tenement  
(upstairs), Lark's Square, 2 rooms;  
Fishing Rooms, Battery, near Chain  
Rock; Land to lease on Nunney St.  
F. C. WILLS, 328 Duckworth Street,  
City Terrace. may8,6f

TO LET—House situate No.  
9 John Street. For particulars apply  
to GEO. W. B. AYRE, Solicitor, Re-  
nouf Bldg. may12,tf

WANTED TO BUY all  
kinds of Men's and Boys' Clothing,  
Also Tables, Chairs, Bedsteads, Mat-  
tresses, and all kinds of Furniture and  
everything in the second-hand line.  
Boots and Shoes a specialty. High-  
est prices paid; cash down. MRS.  
SMITH, 135 New Gower St. may8,6f

LOST—Between Cochrane  
and Flavin Streets, by way of Bond  
Street, a Gold Locket. Finder please  
return to this office. may14,1f

#### HELP WANTED.

WANTED—A Good Gener-  
al Girl's references required; apply  
to MRS. KAVANAGH, 250 Duckworth  
Street. may14,1f

WANTED—Two Perma-  
nent Boarders, in private family; ap-  
ply to 15 Queen Street, City. m14,1f

WANTED—A First-Class  
Plumber; highest wages paid. T. H.  
STEVENSON, 31 Monroe St. m14,3f

WANTED—An Apprentice  
for the automobile business, about 15  
years old; apply to GEO. G. R. PAR-  
SONS, King's Road. may12,3f

WANTED—A 2nd Grade  
Female Teacher for Primary Depart-  
ment of St. Stephen's School (C. of E.),  
Greenspond; references required; ap-  
ply to REV. I. PARSONS. may12,6f

WANTED—A Furniture  
Painter; apply POPP'S Furniture and  
Mattress Factory, corner George and  
Waldegrave Streets. may12,tf

WANTED—A Cook, also  
General Gilet; apply to MRS. MARY  
CONNORS, 376 Water St. may10,1f

WANTED—Ladies perma-  
nently or spare time to distribute re-  
ligious literature. Make two or three  
dollars daily. LINSOTT COMPANY,  
Brantford, Ontario. may7,11,14,18

AGENTS—"The World's  
Greatest War," including Canada's  
part. Fully illustrated with ac-  
tual battle scenes. Record seller.  
Make seven dollars daily. Sample  
book free on promise to purchase.  
LINSOTT COMPANY, Brantford, On-  
tario. may14,17,19

#### INSURANCE



IN CASE OF FIRE  
you have nothing to worry about.  
We're talking now to those who are  
fortunate enough to be

COVERED BY INSURANCE  
by one of my policies. My companies  
always pay and do it quickly. Your  
money is soon yours after adjustment.  
Rates are low.

PERCIE JOHNSON,  
Insurance Agent.

#### For Sale or to Let!

The leasehold interest in that  
large commodious Store, No. 202  
Water Street; entrance front  
and rear. For further particu-  
lars apply to

GEO. W. B. AYRE,  
Solicitor,  
Renouf Building.  
apr27,30f