

# The Latest Ideas

Spring & Summer Millinery, etc.,

To be seen at  
**MISS MUIR'S, THE LONDON HOUSE,**  
ap16,3fp,tt,th,s 305 Water Street.

## SPRING



**MOST MEN** are keen on Style in their Clothing. They want Clothes that look Stylish and stay so. We agree with that idea, as it is the kind we are making.

Together with Style, you will find that we have the **Classiest Goods in the City.**

When ordering your Spring Suit or Over Coat, let us make them, and we will convince you that our name on a garment is a small thing to look for but a big thing to find.

Our Cutter direct from New York.

**CHAS. J. ELLIS, 302 Water St.**  
Telephone No. 230.

### AMERICAN FABRICS.

This is a grand opportunity for you to secure some rare bargains.  
American Percales, neat light stripes ..... 13c. yard  
American Check Gingham ..... 13c. yard  
American White Lawn, extra wide ..... 15c. yard  
American White Shirting ..... 9c. yard

**WILLIAM FREW, Water Street.**

### BONA FIDE CHEAP SALE,

AT  
**CHARLES HUTTON'S,**

For One Week Only.

### Real Genuine Bargains

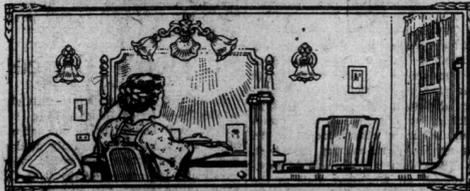
N.B.—The Canadian Bank of Commerce have rented our lower flat. Before moving the Fancy Department into the 2nd flat we will have a **Genuine Bargain Sale**, commencing on TO-MORROW, WEDNESDAY, April 17th.

### NEW ONIONS, ORANGES, ETC.

Due Monday per "Carthaginian,"  
50 sacks New Egyptian Onions—first for the season.  
50 cases Sweet Oranges, 10 cases Large Lemons.  
And just received, 100 Small New Cheese, about 30 lbs. each.  
Book Orders for Prompt Delivery.

**Edwin Murray**

### REID NEWFOUNDLAND COMPANY.



#### Take a Lesson From the Hotel Man.

The best lighted room in a hotel is the lobby, not only because it is a general meeting place for the guests, but because it is the first room they enter on their arrival and the one from which they get their initial impression.

For the same reason care should be taken in lighting the first hall of your home.

Electric Light and Holophone Reflectors will add much to the visitor's impression of your home.

The Telephone is usually in the hall and an Electric Light placed near the instrument will save many steps.

Why not let our representative talk to you about the economical lighting of your house.

**Reid Newfoundland Company**

## Spring Attractions!



## New DRESS GOODS,

IN THE NEWEST FABRICS:

Amazon Cloths, Satin Cloths, 20c. to  
Lustres, Eoliennes, Cashmeres, \$1.20  
Taffetas, FANCY Emb. Nuns  
Veiling and Tweed Suitings. per yard.

## NEW MILLINERY!

Ready-To-Wear, Untrimmed  
and Millinery

**HATS, 50 cts. to \$4.00.**

NEW PRINTS, MUSLINS, FOULARDS, LINENS,  
ZEPHYRS, etc., COLLARS and JABOTS.

**STEER Brothers.**

## NEW ARRIVALS!

LADIES.

GENTS.



The above cut illustrates some of our Men's Fine Shoes. For medium price Shoes, we can safely say, we have never seen better.

We have just opened up some of our Men's Fine Shoes. For medium price Shoes, we can safely say, we have never seen better.

In Black Leathers, viz:

\$2.50, \$2.75  
and \$3.00.

Vici Kid and Box Calf,  
Blucher, Button and Laced  
Styles. Price:

Box Calf, and Vici Kid and  
Patent Leather.

\$2.00 & \$2.50  
SEE THEM.

Blucher and Laced Styles.  
**SOLID LEATHER.**

**F. SMALLWOOD,**  
THE HOME OF GOOD SHOES.

## ARRIVING MONDAY BIG SHIPMENT

**Oranges, Onions, Lemons,**  
Ex S.S. "Carthaginian."

**GEORGE NEAL, Beck's Cove.**

## Serravallo's Tonic

(Bark and Iron Wine)

**Gives Health and Strength.**

Sold by Druggists throughout  
the Island, and



**HAYWARD & CO., Distributing Agents.**

## White's Cement

Now landing ex S. S. Rappahannock.  
1,500 BARRELS

## White's Best Portland Cement

Engineers, architects and users of  
cement requiring a sound, reliable and  
genuine article of uniformly high  
quality should specify "WHITE"  
Brand.

**H. J. STABB & Co.**

## TENDERS

FOR THE

Supply of Welsh Steam Coal!

TENDERS for the supply of Welsh  
Steaming Coal to H. M. Ships  
at St. John's and Bonne Bay, are  
invited. Forms giving full particulars  
can be obtained from the Commanding  
Officer of H.M.S. "CALYPSO." No  
Tender will be received after noon on  
Thursday, the 26th April, 1912.

H. ATLAY,  
Lieut. and Commander.

## F. W. COLLIER, PAINTER.

Wishes to notify his Customers and  
the public generally that all orders  
left at No. 8 Victoria Street will  
receive prompt attention. Owing  
to illness his Home, No. 6 Victoria  
Street is closed.

## ROSSLEY



**THEATRE!**

To-night! To-night! The great-  
est show of all—Two hours  
solid laugh.

### The Lovitts,

Comedy acrobats, jugglers and  
balancers, in the funniest spec-  
tacle ever seen.

**THE POLICEMAN AND THE  
DRUNKARD.**

If you want to see something  
new and novel, see the Lovitts.

### The Rossleys, Orth and Burkhardt

In another screamingly funny  
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LOVE AND WAR."

**CAST:**  
An irate father—Percy Orth.  
Lucy (deep in love)—Marie  
Rossley.  
Claude (also in love)—Joe  
Burkhardt.  
Mike, (a friend of both)—JACK  
ROSSLEY.

The Star Orchestra, in the  
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Bonnie Rossley will sing a  
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tiest slides ever seen.

Matinees Wednesdays and  
Saturdays.

No extra charge for the big  
show. Time and prices as usual.  
If you want a seat, come early.

## TUESDAY IS BARGAIN DAY.

—AT—  
**LARACY'S.**

Table Oil Cloth, White Marble and  
Panels, 18c. a yard on Tuesday.

White Turkish Towelling, regular 16c.  
for 13c. a yard on Tuesday.

White Twill Sheeting, 80 inches wide,  
40c. a yard on Tuesday.

Linen Table Covers, Red Border, 56c.  
on Tuesday.

Everything in Crockery, Glassware  
and Dry Goods reduced on Tues-  
day at

## LARACY'S

345 & 347 Water St., opp. Post Office.

## In a Cottage Hospital

By George Trethewey is the book that  
the reading public in Great Britain is  
most enthusiastic about now, although  
just published a second edition is ex-  
hausted, with a third large edition in  
press. It is a epoch-making novel. It  
is hoped that this book will do for the  
sick poor of Britain what "The Jungle"  
did for the Chicago "tinny meat"  
packers. This is not a novel for lit-  
tle people nor for fools. Extra speci-  
al edition in cloth only 60c. sent post  
paid on receipt of price only.

**GARLAND'S BOOKSTORES,**  
177 & 333 Water St., St. John's.

## FOR SALE—One Upright Tubular Boiler

in good condition.  
Making pressure 80 lbs. Apply at this  
office.

ap15,ed,tt

## Just Received:

500 barrels

## Best Portland CEMENT,

Selling at Lowest Market Prices.

**Colin Campbell.**

## WE ARE LOOKING

For the arrival of S.S. Carthaginian  
from Glasgow on MONDAY,  
15th inst. We have

## 400 Sacks Scotch Potatoes

on board and are Booking Orders  
for delivery from ship's side.  
These Potatoes are put up in  
NEW SACKS and the quality is  
guaranteed VERY CHOICEST  
obtainable. Send in your  
order early and avoid disappoint-  
ment.

**E. McNAMARA, Queen Street.**

## Northern Winter Mail Service

The S.S. FOGÓTA will leave the Wharf of the  
Newfoundland Produce Co., Ltd.

**At 12 a.m. WEDNESDAY, April 13th, 1912**

for the following ports, going and returning:

Bay de Verde, Old Pelican, Lower Island Cove, Trinity,  
Catalina, Bonavista, King's Cove, Salvage, Greenspond, Pool's Island,  
Wesleyville, Newtown, Musgrave Hr., Fogo, Change Islands, Herring  
Neck and Twillingate. Ice and weather conditions permitting.

Freight received up to 6 p.m. Tuesday.

For Freight and Passage apply at Coastal Office of

## Newfoundland Produce Co., Ltd., Agents.

ap15,2t

Phone No. 745.



"It is stronger and of much better flavor  
than any other kind."

## BENDSDORP'S ROYAL DUTCH COCOA

Is used by all students of economy. Its double  
strength saves 1/2 your cocoa.

Try Bendsdorp's Cooking Chocolate (Blue Label)

## Onions, Sausages, Turnips

30 cases Choice Silverpeel ONIONS,

50 sacks TURNIPS,

10 kegs SAUSAGES.

Prices Right.

**BURT & LAWRENCE, 14 New Gower St.**

F O Box—245.

Telephone—759.

## The Public Demand

is for prompt settlements  
in times of distress—when every dollar  
is in value as big as a cart-wheel. Ask  
any of my policy holders how long it has  
taken me to square up their losses. I  
am willing to stand or fall by what they  
say.

**PERCIE JOHNSON,**  
Insurance Agent.

ADVERTISE IN THE EVENING TELEGRAM.

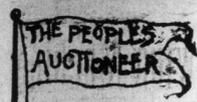
## WEATHER FORECAST.

TORONTO. Noon—Variable winds,  
cold and unsettled with showers.

ROPER'S. Noon—Bar. 29.30. Ther.  
34 above.

VOLUME XXXIV.

## AUCTION SALES!



## AUCTION!

The Auction at the Clergy  
House has been postponed to  
Friday next, 19th instant, at  
10.30. List will appear in Thurs-  
day's papers.

**P. C. O'DRISCOLL, Auctioneer.**

## Auction-Freehold.

On Saturday next, 20th inst., at 12  
o'clock, noon.

All that desirable Freehold Land situated  
on the South Side of Waterford,  
Bridge Road, immediately west of  
McKen's Tannery and measuring  
thereby about 440 feet. The above is  
one of the most desirable building  
sites obtainable, being situated in a  
most convenient and pleasant spot,  
serving the double purpose of country  
and town. For further particulars  
apply to

**WOOD & KELLY, Solicitors, or  
P. C. O'DRISCOLL, Auctioneer.**  
ap15,3fp

## Auction!

### Business Block.

ON the premises, Thursday, May  
16th, at 12 o'clock, noon, all that  
piece or parcel of Land, situated on the  
South side of New Gower Street, to-  
gether with the large Store, lately occu-  
pied by E. M. Jackson. The property  
measures 42 ft. 6 ins. on New Gower St.,  
and extends back to George St., measur-  
ing on Adelaide St. 80 ft. 6 ins., and on  
George St. 42 ft., and on the Eastern por-  
tion by a lane, by which it measures  
about 80 ft. 6 ins. more or less. The  
above property may be sold either in one  
or two lots. It is a choice stand for first-  
class Wholesale or Retail Premises. Fur-  
ther particulars may be had from

**P. C. O'DRISCOLL, Auctioneer.**  
ap17,13in,eed

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Job Printing of all kinds