

Lot of Traveller's Samples

Ladies' Smartest AMERICAN NECKWEAR,

AT SURPRISINGLY LOW PRICES IS OUR SPECIAL OFFER THIS WEEK.

Some are slightly soiled, but being of good washable muslin, lace and embroidery, can be easily put right by the young ladies who, we know, will be taking advantage of this great offer, and that they will then be on a par with the bulk of this lot of Neckwear which are offered in all their pristine beauty and freshness. We might get more money for them, but it is not that so much as that we want to get you into our Showroom, for we know while there you are going to get interested in a lot of other smart American goods we are opening. So we offer you this lot of Neckwear at the exceedingly low prices of

5c., 10c., 15c. and 20c. each only.

Then at 5c. each only we offer a lot of Ladies' White Embroidered Linen Collars. These are in stiff linen makes, sizes 12 to 14, and are worth at regular prices 20c. to 30c. each.

N.B.—Mail Orders given extra special attention where money, including parcel postage, accompanies same.

HENRY BLAIR

Important Notice!

The following information is published so that the friends and relatives of the members of the Newfoundland Regiment may address their letters in accordance with the following directions:—

Always put the regimental number, full name, rank and Company (if known) of the addressee.

1. If the addressee is understood to be at the Depot in Scotland the letters and parcels should be addressed as follows:

(No.) (Rank) (Name)
Company
Newfoundland Regiment,
Newton-on-Ayr, Scotland.

2. If the addressee is understood to be on active service:

(No.) (Rank) (Name)
Company
1st Newfoundland Regiment,
British Expeditionary Force,
c/o Newfoundland Pay and Record Office,
58 Victoria Street,
London, S.W., England.

3. If the addressee is understood to have been invalided to Great Britain and is in Hospital:

(No.) (Rank) (Name)
c/o Newfoundland Contingent,
Pay and Record Office,
58 Victoria Street,
London, S.W., England.

If in doubt of the whereabouts of a member of the Regiment, use same address as above, No. 3. Never address a letter in care of the War Office or in care of the G. P. O., London.

With regard to Parcels, they should be carefully packed and bear a Customs declaration specifying contents. The outer cover should be of strong linen, calico, canvas or other textile (waterproofed), and must be securely sewn up. Packing in cardboard or paper is not sufficient.

(a) The address must be written in bold letters on the covering in ink or indelible pencil and no on a label, whether tied or pasted on. The name and address of the sender must be shown on the cover.

(b) Wooden or metal boxes with square corners should not be sent unless well padded, as such boxes are liable to damage other parcels in transit.

(c) No perishable articles may be sent, and anything likely to become soft or sticky, such as chocolate or sweets, must be packed in tins well fastened down. Bottles, pudding basins, and the like are prohibited and will not be accepted for transmission.

(d) Cigarettes and Tobacco should be packed in tin boxes, soldered to make them airtight, and these should then be placed in wooden boxes, otherwise they are liable to be spoiled by damp.

Parcels must not exceed 11 lbs. in weight.

Any further information may be had on application at the Post Office.

apr12,61.eod

H. J. B. WOODS,
Postmaster General.

DAINTY DRESSES!

Our buyer while in New York was fortunate in securing some splendid lines of

Ladies', Misses & Children's 1-piece Wash Dresses

Every garment a leader in the newest and most up-to-date American styles. Our prices cannot be beaten. Send your Mail Order to-day.

WILLIAM FREW.



ST. JOHN'S MUNICIPAL COUNCIL. TENDERS!

Addressed to the undersigned and marked "TENDER FOR STONE," will be received until Friday next, 14th inst., at 4 p.m., for the supply of 4,000 TONS QUARRY SPAWLS, viz:—

2,000 tons to be delivered at the West End Crusher.

2,000 tons to be delivered at the East End Crusher.

The Spawls to be delivered at the rate of approximately thirty (30) tons every day.

The Council is not bound to accept the lowest or any tender. By order,

JNO. L. SLATTERY,
ap11,13 Secretary-Treasurer.

TORIC

There's a lot of difference between Toric Lenses and Flat Lenses besides their slight extra cost. They give you extra vision and extra comfort. They are better-looking, too. Come and see us about Toric Lenses.

LENSES

R. H. TRAPNELL,
EYESIGHT SPECIALIST,
St. John's.



THE FIREMEN may save your home and belongings from utter destruction by the flames, but the smoke and water will create a great deal of havoc.

FIRE INSURANCE will make good your damaged property and supply you with sufficient ready funds to replace destroyed articles. Have me write you an insurance policy to-day.

PERCIE JOHNSON,
Insurance Agent.

Milkmaid

CHEWING TOBACCO.

The best in Newfoundland.

(This is no boast.)

7 cts a Plug

All other brands refused after once using

"MILKMAID."

M. A. DUFFY

Distributor.

PICKLES ARE UP 60 cts. BUT,

We have arranged with your merchant to supply you with "KITCHENER" PICKLES & CHOW at last year's prices until May.

YOU WILL SAVE MONEY

by sending in your order for May and June delivery of "KITCHENER" PICKLES now.

WRITE TO YOUR MERCHANT TO-DAY.

ALART & McGUIRE, New York.

Feeds! Feeds!

JUST ARRIVED:

- 200 Sax Bran,
- 300 Sax Oats,
- 100 Sax Middlings,
- 150 Sax Cracked Corn,
- 100 Sax Molassine,
- 100 Sax Whole Corn.

Steer Brothers.

JUST ARRIVED

Per "Ada Mildred"

- 500 bags Yellow Corn Meal
- 600 bags Bran
- 200 bags Middlings
- 400 bags White Oats, 152 lbs

N STOCK:

White Oats, 102 lb bags

HARVEY & Co., Ltd.

ENGINES!

LARGE STOCK OF

REGAL, PALMER and FRASER,

And all fittings now on hand—Coils, Spark Plugs, Batteries.

We can give you an engine for whatever purpose you require it; the best, cheapest and most durable on the market. Write us or call and see us.

Franklin's Agencies, Limited,

Showroom, Commercial Chambers,

apr1,16 Open until 10 p.m. every night.

5c. The Crescent Picture Palace. 5c. BIG MID-WEEK PROGRAMME.

Presenting Henry B. Walthall, Edna Mayo and Bryant Washburn in

"The Woman Hater."

An Essanay special feature produced in 3 reels.

"A TRAGEDY IN PANAMA"—A soul stirring drama by the Selig Company.

"CARTOONS IN THE LAUNDRY"—Comedy; one of the grouch chasers.

GOOD MUSIC AND EFFECTS—A COMFORTABLE AND WELL VENTILATED THEATRE.

REID-NEWFOUNDLAND COMPANY.

Easter EXCURSIONS.

Excursion return tickets will be issued to and from all stations between St. John's, Carbonear, Heart's Content, Placentia and Renewals at

One Way First-Class Fare.

Good going Saturday, April 22nd, and good returning Monday, April 24th.

One Way First-Class Fare & One-Third.

Good going Thursday and Friday, April 20th and 21st, and good returning Monday, April 24th.

Reid-Newfoundland Co.

GOLDEN OPPORTUNITY.

\$10,000 Bankrupt Stock Boots, Shoes and Rubbers

Just arrived from New York.

There are Shoes for Men, Women, Boys, Girls and little people, far too many styles to attempt any description, and at prices less than the cost to manufacture.

People who have been here on previous occasions when we had sample shoes to offer, will come with a rush as soon as they read this announcement.

AT THE

WHITE SHOE STORE

304 & 306 Water St. S. B. KESNER, Prop.
mar23,16

Notice of Removal and Partnersnip

HON. R. A. SQUIRES, K.C., LL.B.,

Announces the removal of his LAW OFFICES to the New BANK OF NOVA SCOTIA Building at the corner of Beck's Cove and Water Street, and the formation of a PARTNERSHIP for general practice as Barristers, Solicitors and Notaries, with MR. J. A. WINTER, eldest son of the late Sir James S. Winter, K.C., under the firm name of SQUIRES & WINTER.
Address: Bank of Nova Scotia Building, St. John's.
January 2nd, 1916. dec31,16

Hon. R. A. Squires, K.C., LL.B. Mr. J. A. Winter.

SQUIRES & WINTER

Barristers, Solicitors and Notaries.

New Bank of Nova Scotia Building.

Corner Beck's Cove and Water Street. dec31,16

Advertise in the Telegram

TEN PAGES TO

FOR THE WEEK

TORONTO, Noon—Fresh winds, fair and cool.

ROPER'S, Noon—Barther. 45.

VOLUME XXXV

SECOND HAND BOOKS

AT GREATLY REDUCED

5c. Books Now Sold for

Sword and Cross by Silas K.

Hilda Lessways by Arnold

The Squire's Sweetheart by

ine Tynan.

The Botor Chaperon by C.

M. Williamson.

The Primadonna by F. Man-

ford.

Brashhead the Great by

Hewlett.

The Dream Ship by Cynthia

He is Hired Again by Charles

Jules of the Great Heart by

Mott.

Through Weal and Woe by

Lowlands.

Innocent Masqueraders by Sar-

ler.

An Accidental Daughter by

Hamilton.

Alexis by Eleanor C. Price.

The Patron Saint by C. Rags-

The Quenchless Flame by

Tweedale.

Incomparable Bellairs by

Castle.

Wroth by Alice & Egerton

Where Are You Going To by

Robins.

The Individualists by W. H.

In Queer Street by Fergus

The Cashborough Scandal by

Whislaw.

Robert Orange by John Olive-

An Averted Marriage by Perce

The Column by Charles Mar-

Deep Mount Grange by S. R.

Outport friends please add

copy postage.

GARLAND'S BOOKS

Water Street.

A Royal Smoke

The man who smokes

says our

Royal Bengal

Little Cigars

are the best value

in the

city. Try them.

10 for 25c.

Wholesale and Retail.

Cash's

Tobacco STORE

f,m,w,tf

Insure with the

Old, Reliable

QUEEN

which has stood the

promptly paying

\$541,000

in the Big Fire, 1892. Also

no trouble when a loss oc-

GEO. H. HALL

Agent.

EUROPEAN

AGENCY

Wholesale Indents promptly

ted at lowest cash prices for

fish and Continental goods,

Books and Stationery,

Boots, Shoes and Leather,

Chemicals and Druggists'

China, Earthenware and

Cycles, Motor Cars and Ac-

Drapery, Millinery and Pla-

Fancy Goods and Perfumery

Hardware, Machinery and

Jewellery, Plate and Watch-

Photographic and Optical

Provisions and Ollmen's S-

etc., etc.

Commission 2 1/2 p.c. to 5 p.c.

Trade Discounts allowed.

Special Quotations on Dem-

Sample Cases from £50 up

Consignments of Produce

Account.

WILLIAM WILSON &

(Established 1814.)

25, Abchurch Lane, London

Cable Address: "Annuaire."

MINARD'S LIMENT C

COLDS, ETC.