

Put Up Our Products  
to Suit the Markets

Editor Evening Telegram.

Dear Sir—Periodically some Member of the Assembly or some writer in the Press becomes imbued with the idea that somewhere there are vast possibilities for the profitable marketing of our fishery products, and that nothing is being done to exploit such. This was demonstrated again a few days ago when the Member for Fortune district drew attention to, as he thought, the outlet that Latvia and other countries bordering on the Gulfs of Riga and Finland would offer for our herring. Few were prepared to hear, as the reply from the Member for St. John's disclosed, that our mercantile men were keenly alive to the opening of new markets and had already made enquiries as to the possibilities in Baltic countries and that it had been found that we could not profitably dispose of herring there.

Over twenty years ago the writer made like enquiries as to possibilities in these countries and found that apart from the handicap of excessive freight charges the heavy salting that would be necessary to ensure our herring "keeping" for so long a period would make them unacceptable in Russia or Baltic ports.

It does not, however, follow as a matter of course that new markets may not be found for our herring and other fishery products. It may be that a pre-requisite to success in such direction would be the putting up of both dry fish and herring in more presentable form and in radically different containers from those now employed. It would appear to be not a difficult problem to design a cheap, efficient and attractive container, especially for herring, that would hold about a fifth of a barrel. Such would probably introduce "Scotch Cure" into households that never trade with small stores where herring are retailed by the dozen. This subject may be worth referring to again. Q.

Nfld. Highlanders  
Ladies' Association  
SUCCESSFUL SALE OF WORK.

The annual sale of work under the auspices of the Nfld. Highlanders Ladies' Association took place yesterday afternoon in the Presbyterian Hall, and proved an unequalled success. Mr. J. C. Hepburn declared the sale opened at 2.30 p.m. in the presence of a large gathering, and from then on brisk business was carried out. The stalls looked very attractive, and were laden with plain and fancy work. New York novelties, candy, and pantry requisites, practically all of which had been disposed of by 5 p.m. The tea tables were well patronized during the afternoon, and a goodly sum was realized. The energetic workers of the Highlanders Ladies' Association have every reason to feel proud of the splendid results obtained.

## M. C. L. I. Debate

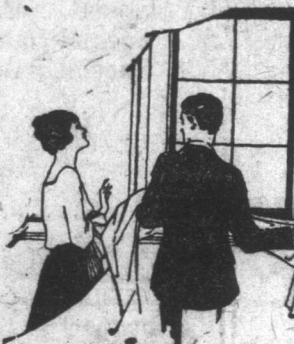
The members of the M. C. L. I. had an enjoyable session last evening, the debate proving exceptionally interesting and instructive. Instead of the usual resolution, the Institute undertook to decide who was the greatest living British statesman, and the claims of six of her most prominent public men were advocated as follows: Mr. Baldwin, by Mr. H. J. Russell; Mr. Asquith (now Earl of Oxford), by Mr. J. C. Puddister; Mr. Lloyd George, by Mr. Harold Macpherson; Mr. A. Chamberlain, by Mr. I. C. Morris; Mr. Winston Churchill, by Mr. Max Baillou; and Mr. MacDonald, by Mr. George Soper. Excellent addresses were made by all the speakers, and in the general discussion this followed there was also some good speaking. The vote favored Mr. Asquith by a small margin, Mr. Lloyd George being a close runner-up. Next week the annual meeting will be held, and a session that has been particularly successful brought to a close.

## Easter Excursion Rates

During Easter week excursion train rates at one way first class fare will be put into effect to accommodate those who wish to spend Easter in the outports. The railway management have made arrangements to issue excursion tickets between St. John's and Grates Cove, Heart's Content, Placentia and Trepanser. These will be good going from Stn to 12th and returning on the 13th.

A NEW PATENT—A Tenset that never dries, with a spout that cannot break at S. RICH. STEELE'S, opp. Court House.

SACHEN LEFT LIVERPOOL—The Furness Wherry Company have been advised that S. S. Sachem left Liverpool at 6 p.m. yesterday for this port.

SPECIAL BARGAINS  
New Easter Merchandise  
Friday and SaturdayBrighten the Home  
with  
New Curtains

## Casement Cloth.

White Casement Cloth, with pretty lace edge and inserted insertion, 34 inches wide, a good looking and serviceable Spring Curtaining. Regular 70c. yard. Sale Price 61c.

## Casement Cloth.

Cream and White Casement Cloth, 54 inches wide, with lace edge and inserted insertion of pretty designs. Will give your windows the popular tone for Easter and Spring. Reg. 90c. yard. Sale Price 80c.

## Cream Lace.

Cream Curtain Lace in very pretty all over designs, 60 inches wide, very special value. Reg. 75c. yard. Sale Price 64c.

## Pretty Ribbon

## New Ribbon.

Very fine Silk Corded Ribbon, in pretty self-coloured Lacquered designs, 5 1/2 inches wide; shades of Brown, Grey, Navy, Green, Sage and Blue. Regular 60c. yard. Sale Price 54c.

## Lingerie Braid.

Dainty Silk Lingerie Braid; shades of White, Sky, Pink and Mauve. Regular 15c. piece. Sale Price 13c.

## New Gloves for Easter



## Fabric Gloves.

These are wonderful value and come in shades of Fawn, Grey and Black, one done fastened, all sizes, Suede finish. Special for Friday and Saturday, the 45c.

## Fabric Gauntlets.

One of the season's newest, in assorted Greys and Fawns, one done fastened, special Suede finish, scalloped and pleated wrist, fancy back; all sizes. Reg. 90c. pair. Sale Price 79c.

## Women's Gauntlets.

The very newest for Spring wear, shades of Beaver, Grey and Fawn, some bound with silk braid of self shade and finished with knotted fringe. Others with fancy cuff finished with a cord in pretty lacquered effect; all sizes. Reg. 1.13 pair. Sale Price 1.13.

## Lisle Gloves.

Women's Lisle Gloves, shades of Beaver, Putty, Grey, White and Black; two done fastened, superior silk finish, silk braid back, all sizes; a very dainty and serviceable glove for Spring wear, splendid value. Reg. 90c. pair. Sale Price 79c.

Special Value in  
Household Needs

## Cushion Covers.

Cream Poplin, trilled, neatly embroidered in assorted colors; size 20 x 20. Reg. \$1.05 ea. Sale Price 95c.

## Sideboard Cloths.

Brown Linen Sideboard Cloths, hemstitched and embroidered; size 13 x 54. Regular 85c. each. Sale Price 77c.

## Pillow Cases.

Hemstitched and self-embroidered; size 22 x 32, splendid quality. Reg. 85c. each. Sale Price 77c.

## Towelings.

Crasp Cup Toweling, with blue border, 16 inches wide; extra good quality. Regular 28c. yard. Sale Price 26c.

## Smallwares

HARDWOOD COAT HANGERS—Special each 6c.

HARDWOOD PANTS SKIRT HANGERS—Special each 7c.

MENDING WOOL—in all shades. Special 5c.

RUBBER SPONGES—Large size. Reg. 30c. each. Sale Price 25c.

CORK TABLE MATS—Oval and Square. Reg. 14c. each. Sale Price 12c.

SHOE BUFFERS—Covered with heavy lamb's wool. Reg. 17c. each. Sale Price 14c.

ALUMINUM TEA POTS—Small size. Reg. 65c. each. Sale Price 55c.

ALUMINUM CASTOR SETS—Reg. 40c. set. Sale Price 34c.

ALUMINUM EGG CUPS—Standard size. Special each 6c.

FANCY STRAW SHOPPING BAGS—In all sizes and shapes. Reg. 1.75. Sale Price \$1.40.

Easter—The day of Glorious New Apparel is but two short weeks away. In the short time that remains we must supply the immense demand which each year in ever increasing volume is turned to this store as the logical source of supply.

Our preparations to meet this demand have been most bountiful. The varieties are practically innumerable, affording the widest possible selection, satisfying individual preferences and embodying that much desired element of exclusiveness.

You will find this advertisement brim full of New Easter Merchandise, all offered at greatly reduced prices for this FRIDAY and SATURDAY.

Beautiful  
DRESSES

As a very special offering for this week-end sale, we have selected two groups of smart Dresses for women. These are some of the newest arrivals, and are up to the minute in style and trimming.

## Gaberdrine Dresses.

Some in Coat effect, with Roll collar, fastened at side with fancy button and tied with girder; in Black only, with collar; sleeves and skirt neatly embroidered with Black and Champagne. Others in the straight line effect, with Peter Pan collar, long sleeves with turned back cuff, front trimmed from neck to hem with pin tucks, braid and buttons, fitted with smart inset pockets, can be worn with or without narrow girder; colors of Navy and Black, neatly trimmed with Silk Braid in Black, Red and Champagne; newest styles, very smart. Reg. \$12.50 each. Sale Price \$10.30.

## Smart Dresses.

A few very smart Dresses in Poiret Twill, Figured Twill and Plain Fawn. Some in one piece style, round neck, elbow sleeves, with girder of self material, neck and sleeves bound with silk braid; others in two pieces, middie and skirt, with Peter Pan collar of contrasting shades, long sleeves with turned back cuffs, also a few in Coat style, with open sleeves, nicely embroidered in Black and Red; shades of Brown, Grey and Navy. Reg. \$15.00 each. Sale Price \$12.60.

## Sport Skirts.

Fancy Hop Sack Skirts, plain and accordion pleated, nicely trimmed with fancy buttons, 34 and 36 length, 38 to 40 waist. New arrivals, lowly priced. Reg. \$4.55 each. Sale Price \$4.10.

## Silk Scarves.

White Silk Knitted Scarves, 54 inches long, 9 inches wide, finished with knotted fringe. Reg. \$1.35 each. Sale Price \$1.29.

1925 Authentic  
Blouse Models

## Tricotee Smocks.

Round neck, half sleeves, with girder, shades of Peach, Emerald, Jade, Tan, Fawn and White. Very special value. Reg. \$3.50 each. Sale Price \$3.00.

## White Jean Middies.

Sailor collar of Navy, Sage and White, finished with braid; patch pocket, long sleeves, buttoned cuff, wide hipper band; sizes 38 to 40. Reg. \$1.50 each. Sale Price \$1.68.

## Brush Wool Sweaters.

Comfortable and extremely smart, in the newest Spring shades, a very necessary part of the new Spring outfit, made with collar that may be buttoned to the throat or worn open, in such striking combinations as Jade and Camel, Peacock and Pearl, also White striped and plain White. Reg. \$5.65 each. Sale Price \$4.69.

## Dressing Gowns.

Captivating Dressing Gowns of fancy Cotton Crepe, v neck, half sleeves, shades of Fawn, Peacock, Rose, Grey, Navy, Pale Blue and Lavender, with pretty all over floral designs, neck and sleeves finished with narrow satin ribbon. Reg. \$2.00 each. Sale Price \$1.80.

## Women's Pants.

Jersey Ribbed, summer weight, knee length, laced trimmed, open and closed styles, buttoned at hip; assorted colors. Reg. 55c. pair. Sale Price 47c.

## Women's Girdles.

"Just to clasp" elastic girdles for women; sizes 25 to 30. Reg. \$1.94 pair. Sale Price \$1.62.

## Camisole Tops.

Camisole Tops, with straps complete, very pretty. Reg. 65c. each. Sale Price 55c.

## New Spring Dress Goods

## Fancy Georgette.

Exceptionally pretty shades of Putty, Sage, Grey, Copper and Brown, with beautiful fancy designs; 35 inches wide; one of the very newest creations for Spring. Reg. \$1.80 yard. Sale Price \$1.62.

## Check Crepe.

Made of Silk and Wool, in pretty check effects; shades of Grey, Sage, Almond, Wallflower, Heli and Tan; 38 inches wide; a new arrival. Reg. \$1.40 yard. Sale Price \$1.44.

## Wool Crepe.

A heavy Wool Crepe, suitable for costumes; very pretty self check designs; shades of Grey, Brown, Navy, Tan and Black; 54 inches wide; a beautiful material, very high in Fashion's favor. Reg. \$4.25 yd. Sale Price \$3.78.

## Check Ratine.

A pretty material in Fawn and Blue, Maroon and Blue and Grey and Green checks; 36 inches wide; very special value. Reg. 95c. yard. Sale Price 87c.

## Am Shan.

Imitation Shantung Silk, natural shade with crossbar effects of Red, Green and Black; 36 inches wide; a very serviceable material. Reg. 80c. yard. Sale Price 73c.

## Striped Shirting.

White grounds with assorted colored stripes, also White Silk Stripe; 32 inches wide; splendid wearing quality. Reg. 60c. yard. Sale Price 54c.

## Fancy Maracain.

Pretty two-tone effects in all the newest designs and shades for Spring; 35 inches wide. Reg. \$1.80 yard. Sale Price \$1.62.

New Hosiery For  
Easter

## Heather Hose.

Women's Ribbed Cashmere Hose, in Heather mixtures of Brown, Green, Fawn and Heli, seamless fashioned leg, spliced feet, plain elastic tops; sizes 8 1/2 to 10. Regular 80c. pair. Sale Price 71c.

## Cashmere Hose.

Shades of Fawn, Mole, Nigger, Grey and Champagne; plain and assorted rib, seamless fashioned leg, double heels and toes, garter tops; sizes 9 to 10. Reg. 75c. pair. Sale Price 68c.

## Silk and Wool Hose.

Women's Art Silk and Wool Hose, seamless fashioned leg; sizes 9 to 10; shades of Brown, Tan, Champagne, Cinnamon, assorted Greys and Black, horizontal stripes. The ideal stocking for Spring and early Summer wear. Reg. \$1.15 pair. Sale Price \$1.03.

## Women's Hose.

Art Silk and Wool Hose for women, shades of Grey, Fawn, Brown and Black; seamless fashioned leg, double heels and toes, wide suspender tops; sizes 9 to 10. A dainty stocking that looks well and wears well. Reg. \$1.45 pair. Sale Price \$1.29.

## News of Interest

Our Men's Wear section is now resplendent in all the new things for Easter and Spring wear. New arrivals are crowding us to the limit. Such a big assortment that you are sure of getting exactly what you require and at very low prices for such quality goods.

## Men's Tweed Suits.

A splendid line of Men's Suits in Grey mixed Tweeds, showing the newest style for Spring wear; 3 button coat, plain and cuff bottom pants; sizes 3 to 7. Reg. \$32.75 suit. Sale Price \$20.50.

## Men's Caps.

New arrivals for Spring, shades of Mole, Fawn and Brown, pleated back, with band, all sizes. Very dressy. Reg. \$2.50 each. Sale Price \$2.25.

## Men's Hats.

Soft Felt Hats, in the newest shapes, colors of Grey, Fawn and Brown, block brim, all sizes. A nobby hat for Easter and the Spring. Reg. \$4.00 each. Sale Price \$4.25.

## Men's Boots—\$4.98

Men! Here are the sizes left in this wonderful Boot bargain: 6 1/2, 7 1/2, 8 and 9 1/2. If your size is here, you are missing the opportunity of your life to secure high grade Leather Boots at a very low price, if you do not get here early to-morrow morning and secure a pair or two before it is too late. Regular values up to \$18.00 pair. Special to clear \$4.98.



## To the MEN!

## Men's Fabric Gloves.

Grey Fabric Gloves, Suede finish; sizes 7 to 8 1/2 only, done fastened, ideal for present. Reg. \$1.25 pair. Sale Price \$1.13.

## Knitted Ties.

Shipment just received, showing the newest designs and color combinations for the Spring. Reg. 85c. each. Sale Price 77c.

## Men's Shirts.

Made from special quality English Broadcloth, Fawn, Cream and White, double cuffs, starched collar band; sizes 14 to 17. Reg. \$2.55 each. Sale Price \$2.29.

## Boys' Blouse Waists.

Made from extra strong Percelle, to fit ages 6 to 15 years; White grounds with assorted colored stripes, long sleeves with sewn wrist band. Reg. 70c. each. Sale Price 59c.

## Men's Leggings.

Brown and Black Leather Leggings, sizes 14 to 17 1/2; guaranteed all leather, with steel and strap. English manufacture. Reg. \$3.30 pair. Sale Price \$2.97.

## Boys' Pants.

Corduroy Pants to fit boys of 8 to 10 years. Knicker style, 2 side pockets, lined throughout, in assorted shades of Fawn and Brown. Mothers—These are splendid wearers, quality, and are just the thing for school wear. Buy him a pair of these and forget how hard he is on clothes. Regular \$2.00 pair. Sale Price \$1.65.

Splendid Value in  
Stamped Linen

## Guest Towels.

Fancy Huck Guest Towels, suitable for button-hole edge, stamped in pretty designs ready for working; size 15 x 34. Regular \$1.60 each. Sale Price \$1.34.

## Serviettes.

White Linen Serviettes, suitable for button-hole edge or crocheted edge; size 12 x 12. Regular 35c. each. Sale Price 29c.

## Centres.

White Union Linen Centres, stamped in very pretty designs for working; size 36 x 36. Regular \$1.20 each. Sale Price 98c.

## Tea Cloths.

White Linen Tea Cloths, stamped in beautiful Applique designs, ready for working; size 36 x 36. Regular \$2.00 each. Sale Price \$1.69.

New Hearth Rugs  
at Sale Prices

## Velvet Pile Rugs.

We have just opened a new shipment of Beautiful Velvet Pile Rugs. A big assortment to choose from in pretty designs and beautiful colorings. Splendid quality with a heavy pile, just what you require to brighten up the home for Easter and the Spring. Very moderately priced.

Size 27 x 60. Regular \$3.00 each. Sale Price \$2.40.

Size 23 x 63. Regular \$2.25 each. Sale Price \$1.72.

Size 32 x 74. Regular \$10.00 each. Sale Price \$8.50.

The Royal Store Limited