

A beautiful Soft Shirt. with fancy front, plain body, soft collar, fastened with stud. Reduced to

55c.



GENTS' FURNISHINGS

MEN'S BRACES

POLICE & FIREMAN'S BRACE. Reg. price 27c. Reduced Price 20c. CYCLO BRACE.

Reg. price 38c. Reduced Price 30c. ORIGINAL PRESIDENT BRACE. Reg. price 55c. Reduced Price 43c.

Men's Cold. Silk Neck Ties

Regular Price	22
Reduced Price	
Wide Ends. Regular Price	
Reduced Price	
Wide Ends. Regular Price	65
Reduced Price	55

Men's Handkerchiefs

100 doz. MEN'S MERCERIZED HANDKERCHIEFS.

Colored Rondon

Colored Border.	
Regular Price	
Reduced Price	each

Men's INVICTUS BOOTS still Selling at Old Prices

Men's Job Invictus Boots

60 pairs left over from our Salvage Sale, in Black and Tan, \$4.00 and \$4.50 per pair. Sizes, 5, 51/2, 61/2, 91/2, 10, 101/2.

Men's American Caps

	196	V	er	y	1:	at	tes	st	S	ty	710	es								
Regular Price	 	•																	.50c.	
Reduced Price																				
								650												

Above Prices are Strictly Cash. Marshall Brod

MEN'S **Linen Collars**

20 doz. Men's White Linen Collars in perfect

> Regular prices, 15c. and 20c. Now all one price,

8c.



Psychological Hard Times.

By RUTH CAMERON.



The "End" of the Vicious Circle.

August 6th-Ninety-nine thousand ine hundred and ninety consumers of Brown's doughnuts become aware of the menace of the war in Europe, with regard to business and prosperity in the United States. They decide to retrench and begin by giving up dough

August 7th-Brown's business sa gacity is proved, doughnut business drops to nothing. Brown, in news paper interview, tells of terrible ha voc war has wrought in the doughnu Did you ever hear of a vicious cir-

Question. - Would Miss Camero

please publish again the article which

words that are favorites in the Eng

lish language. The article was much

as well. I have cle, reader friend? Well, here you Questions and Answers. six days of war did to one business

newspaper writer

he will have his answer.

Brown Starts the Ball Rolling. doughnut trust and a man of wide the dishes, she does right to accept experience, instantly grasps the terrible effects of the war in Europe on business and orders a retrenchment

in all departments. August 3rd-Smith, wholesaler and distributor of Brown's products hears I know from the tone of your letter that Brown is retrenching and imme- that your kitchen is a pleasant place diately follows suit. (Likewise 100 to be in. other distributors of Brown's pro-

August 4th-Jones, grocery man, appeared some years ago regarding who sells dozens of Brown's doughnuts a day, hears that Smith is retrenching and knowing the effects of liked and it would doubtless please hard times on business, begins to many to see it again .- M. A. C. trim sail. (And 999 other grocers. customers of Brown and the 99 whole- should like to accede, but don't you

August 5th-Robertson, Jones' order man, proves his fitness for a be nienty-nine who would-feel bored twelve dollar a week berth by telling and cheated. If the writer will send ali Jones' customers that times are her name and the approximate date of retrotiching all along the line. (And with the article. 999 other order clerks, employed by the other grocers, tell their customers the same thing.)

Our Volunteers.

Reserve Force on Thursday last, naking a total of 1,483 enrolled to The names of Thursday's vol-

Thos. Lynch, St. John's. Jno. Ryan, St. John's. Jas. J. Francis, St. John's. Wm. F. Quirk, Bay Bulls. Wm. Bulger, Trepassey. Yesterday being Good Friday, the nen were given leave except a squad which had rapid fire practice at the

Masonic Installation.

Worshipful Master of Whiteway known here and only a few years ago Lodge, A.F. & A.M., the ceremony being performed by District Grand town of Harbor Grace. To Mr. W. R. Master Clift, assisted by D.G.M. Du- Stirling, brother-in-law of the deder and Deputy D.G.M. Stott in the ceased, and the relatives, the Telepresence of a large gathering of the gram joins in the sympathy extended craft. Before the installation an en-Question .- A letter friend wants to Bro. Charles S. Pinsent, was unveil- Girls! Thicken And with her and they offer to help with ed, and after the installation the officers for the ensuing year were in vested as follows:

this help. She has no servant and is W.M.-W. Bro. A. R. H. Macpherson I.P.M .- W. Bro. R. F. Goodridge. course you do. You can chat over the S.W.-Bro. Wm. Campbell. dishes just as well as elsewhere and J.W.-Bro. Cyril Duley. Chaplain-Bro. Rev. W. H. Thomas.

Treasurer—Bro. T. J. Duley.
Sccretary—Bro. W. Barker.
S.D.—Bro. W. H. Rennie,
J.D.—Bro. H. R. Brookes. D. of C.—Bro. Lloyd Chaplin. Organist—Bro. F. J. King. I.G.—Bro. J. W. McNeilly. Stewards-Bro. H. W. Dickinson Bro. E. L. Lawrence.

Stephano Arrives

LARGE CARGO.

The Red Cross Liner Stephano, Capt. Smith, 5 days from New York and Halifax, arrived here Thursday evening, bringing the following passengers in saloon. From New York—Miss H. Anderson, Miss M. Winter, W. H. Parsons, Hon. J. R. and Mrs. Bennett, Miss Bennett, Mrs. M. Hennessy and two in second class. From

nessy and two in second class. From Halifax—W. R. Howley, L. M. Trask, Mrs. W. J. Herder, Miss E. Mott, Miss

M. Stick, C. R. Brown, Mrs. M. E. Locke, H. Barlow, Capt. Alan Good-

Locke, H. Barlow, Capt. Alan Good-ridge, J. L. McGregor, W. A. Munn, Capt. A. Montgomerie, E. Dickie, S. Milley, Misses Goodridge (2), A. Moulton, J. W. Bontilieu, J. R. Saunders, A. J. Gallishaw and Mrs. T. Cook. The run from Halifax to this port was made in 44½ hours and from Cape. Bace in 5 hours. The ship hypught a.

oal to the Reid Nfld. Co.

Tyler-Bro. George Morris. Following the investiture of the and within ten minutes there will be officers, a Past Master's Jewel was an appearance of abundance; fresh-Answer.—For obvious reasons Bro. R. F. Goodridge, after which see, for one person who would be pleased to read this again there might Fund. One-fourth of the members of all Jones' customers that times are terribly hard and that everybody is publication I will try to supply her United the Inches of Whiteway Lodge, including Bro. Cyril Duley, the Junior Warden, is now with the Nfld. Regiment at Edinburgh

Obituary.

Mr. Robert White, son of Mr. Richard White. Lighthouse Inspector whose death occurred at the parental home "Afton." Old Placentia Road esterday. The deceased was in his 33rd year, and had been ailing for some time past as the result of chill received some years ago. To his sorrowing relatives and friends the

pald Macpherson was installed as land M. Gaden. The deceased was well

Beautify Your Hair.

Being back its gloss, lustre, charm and get rid of dandruff-Try the moist cloth.

To be possessed of a head of heavy, beautiful hair; soft, lustrous, fluffy, wavy and free from dandruff is merely a matter of using a little Dander-

It is easy and inexpensive to have nice soft hair and lots of it. Just get a 25 cent bottle of Knowlton's Danderine now-all drug storcs recommend it—apply a little as directed

brief addresses were given by the Installing Officers and the Masters of you cannot find a trace of dandruff or the local lodges. The collection was falling hair; but your real surprise devoted to the Masonic Benevolent will be after about two weeks' use will be after about two weeks' use when you will see new hair-fine and downy at first-ves-but really new hair-sprouting out all over your scalp-Danderine is, we believe, the only sure hair grower; destroyer of dandruff and cure for itchy scalp and it never fails to stop falling hair at ASSED 45 ICEBERGS_BROUGHT

If you want to prove how pretty and oft your hair really is, moisten carefully draw it through your hair -taking one small strand at a time. Your hair will be soft, glossy and beautiful in just a few moments-a delightful surprise awaits everyone who tries this.

MISSION FATHER LEAVES. Rev. Fr. Cox, S.J., will take passage by the Stephano, leaving here Tues-

REACHED PERNAM .- The bargt. Attila, Mergan, 40 days from this port, has reached Pernambuco. The schr. Duchess of Cornwall has also arrived at Pernambuco, after a 40



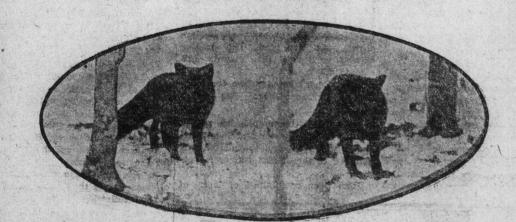
Light as a feather

YOU'LL be proud to slice the light, snowy-white bread made from

May cost more than some flours, but you I find it more than worth the difference.

"More Bread and Better Bread" Western Canada Flour Mills Co., Ltd. Mills at Winnipeg, Goderich, Brandon.

The Canada-Nfld. Silver Black Fox Company, Ltd.



Shares in the above Company will be for sale until the 15th of April.

The object of the Company is to breed in captivity Silver Black Foxes, to develop them by careful selection and sell same for breeding purposes in the best markets of the world.

Why not invest your money in the country when you can realize good dividends on local investments, besides having the added advantage of a personal oversight of your property and a vote in the management of the Company? 医产作品的各个数据器产品

For further particulars apply to

C. G. HOWARD, Crosbie Hotel.

HIGHER GRAND F Grand

without D

George

WEST EN

Peter

0:0:0:0:0: P. E. Ol (Agent

137 W.

Evening

W. J. HERD W. F. LLOY

SATURDA

Easter

messages from men, working in Newfoundle from the R to-day. reverend trials time. Th they dwe comfor sent a rifice. If t see their grave, East shall see ther

occupie war ar awarded ing the they have ment than the

> ST. MARY'S Young Men's A entertainment next. An intere been prepared, candy will be o

> > <u> ୬୦୭୭୭୭</u>

Fresh Fruit, New Vegetables, New Butter, etc., for Easter. To arrive S. S. Stephano: Fresh Easter Eggs.

New Potatoes.

New Cabbage. New York Corned Beef.

Yellow Onions. Red Onions. Wine Sap Apples. Baldwin Apples.

Ben Davis Apples. California Navel Oranges. Canadian Creamery Butter

in 56 and 14 lb. boxes.

Cranberries, 30c. gallon.

Lowney's Chocolates. viz: Cubes, Stems, China.

Crystalized Ginger Chips in

Selected Canadian Bacon.

Foster's Wrinkled Peas, 10c. package Marrowfat Green Peas.

HOMESTEAD TEA. Moir's Chocolates Wallace & Co's. Chocolates. Preserved Ginger in Syrup,

Crystalized Ginger Cubes in