

WHITE-SALE SPECIALS



Our "World of White" Sale
Commences **TUESDAY, March 16th.**

SPECIAL OFFERINGS IN—

Wash Goods Dress Goods Lingerie Shirt Waists Silk Waists Wash Dresses Child's Dresses	Embroideries Underskirts Princess Petticoats Corsets Knit Vests Child's Bonnets Sleeping Suits	Handkerchiefs Towels Face Cloths Sheets Pillow Slips Sheeting Table Damask, etc.
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No Sale Goods on approval. Mail Orders carefully looked after.

Ayre & Sons
LIMITED

Evening Telegram

W. J. HERDER, - - Proprietor
W. F. LLOYD, - - - - Editor

TUESDAY, March 16, 1915.

Stirring Times.

The war news of the last twenty-four hours is most important. The first in importance was the publication of an Order in the Official Gazette in reference to trade to and from Germany by sea. The Admiralty has issued instructions that British warships will stop all shipping proceeding to or coming from German ports. In other words they have given orders for a complete blockade of German ports, and we may rest assured that Lord Fisher will carry it out strictly. The next news is that the Dresden, which escaped Vice-Admiral Sturdee's squadron at Falkland Island has been sunk in the Pacific near Juan Fernandez Island, which is situated about 1,200 miles west of Valparaiso. She was caught by the Kent, the Glasgow and the auxiliary cruiser Orama. The armament of the first two was much superior and the speed of the Glasgow greater. The Dresden carried ten 4.1 guns, and her speed was 24 knots. The Kent carries fourteen 6 inch guns and has a speed of 24 knots. It will be remembered that her engineers and firemen distinguished themselves by the extra two knots they got out of her in the Falkland Island fight which enabled them to overhaul and sink the Nürnberg. The Glasgow carries two 6 inch guns and ten 4.1 inch. Her speed is 25 1/2 knots. The fight was over in five minutes, as well it might be, for without counting the Orama, the British had sixteen 6-in. guns and ten 4-in guns to put against ten 4.1 inch guns. Juan Fernandez was the residence of Alexander Seckirk and made famous in Defoe's Robinson Crusoe. Another item of news is the mining, beaching and dismantling of the Goeben, the only formidable capital ship in the Turkish Navy. She was the German battle cruiser which escaped from the Mediterranean early in the war, and has met with nothing but a series of misfortunes. The Turkish battleships remaining are the Kheyy-ed-den-Barbarossa, 1894, 9,900 tons, six 11-in. guns. The Turgut Reis, 1894, a sister ship. The Messoudieh, 1876, rebuilt in 1902, 8,199 tons, two 9.2 inch guns. The Medjridieh, 1904, 3,432 tons, two 6 inch guns. These are not capable of giving the Russian Black Sea battleships much of a fight, and are quite incapable of meeting the fleet bombarding the Dardanelles. In the House of Lords, Earl Kitchener expressed satisfaction with the work being done by British and French troops in the West, the Russians in East, and the allies in the Dardanelles, but he was not satisfied with the output of munitions of war at home. He asked for the better co-operation of employer and employee, said the Government would take over some of the factories and give employees some of the advantages of the profits hitherto accruing to the emp-

ployers, and called upon the employees to cut out drink and remove trade union restrictions which were impairing the output of war material. He pointed out that those engaged in turning out munitions of war were as important to the country as those fighting at the front and that their importance would be recognized.

Did Not Connect.

The Allan Liner Hesperian was five days late in leaving Liverpool, and did not get away for Halifax until Wednesday last, the 10th inst. She has on board five Nfld. Army officers, namely: Capt. O'Brien and Lieut. Ayre, who are commissioned to take charge of the next batch of volunteers and accompany them across, and Lieuts. Alderdice, Wighton and Nunns, who are to come here and remain to instruct the Reserve Force. Allowing the Hesperian to make an ordinary passage she will not reach her destination before Thursday morning or at least to-morrow night, whilst the Stephano, which the officers were supposed to connect with for this port, sailed from Halifax at 3.30 p.m. yesterday. Under these circumstances, therefore, Capt. O'Brien and Lieut. Ayre, we regretfully learn will not be able to visit St. John's. Officers Alderdice, Wighton and Nunns, the Reserve Force instructors, will come overland to the city.

The Passing of Mr. H. H. Steele.

A bright young man, Mr. Herbert Harris Steele, the third son of Mr. Samuel O. and Mrs. Steele, succumbed last evening to the dread disease consumption. Every effort that medical aid and loving care could make to ward off the disease was done. Last summer his parents took him to the West Coast, where he lived an outdoor life and seemed to benefit by it. Some weeks ago he took a turn for the worse and has since then been gradually sinking until he passed away. Two of his brothers are with the Newfoundland Regiment. The Evening Telegram extends its sympathy to his parents, family and relatives in their bereavement.

"What Are You Doing for that Eczema?"

"Nothing; I've about given up trying to cure it."
"That is not wise. Do as I did and you will probably be cured in a short time. I used Zylex and Zylex Soap with it and my Eczema began to improve at once. A couple of boxes cured me. You can get Zylex at your druggist's."
Zylex, 50c. a box; Zylex Soap, 25c. a cake.
Zylex, London.
mar16,ed,tf

Berlin, Feb. 26.—George Carpentier, the champion heavy weight pugilist of Europe, has been wounded and is now a German prisoner of war, according to the Tageblatt.

MINARD'S LINIMENT CURES DIPHTHERIA.

Sealing News.

Captain Couch received the following message last night from Captain Jacob Keen:—
"Adventure 15 miles N.E. Cape Bonavista; Nascope and Beothic ahead; Florizel and Bellaventur 15 miles astern. Will require change of wind to proceed."

(From Nascope March 16th, '15).
"Monday evening; our position now as follows:—20 miles S.E. Cabot Island; made 45 miles to-day; wind S. by E., light light ice as far as can be seen, very heavy. All the ships are in sight except 'Neptune,' 'Bloodhound.' Position 'Neptune' Monday afternoon, off Elliston, making poor progress. 'Bloodhound' off centre Trinity. Just passed one family hoods; all well. Just boarded 'Beothic'; Captain very sick, acute rheumatism; fear probably prolonged, receiving every attention both doctors. Sam Bob in charge. Unable connect Fogo before."
(Sgd.) JOB."

The subjoined messages were received to-day by the department of Marine and Fisheries:—
"Change Islands—ice moved off; 10 old harps killed here yesterday."
"Seal Cove—Bay still jammed with ice; no seals."
"Port aux Basques.—No ice; sealing steamer Erik arrived last night and sailed this morning."
"Twillingate.—Day full of ice; water under shore; 50 to 60 hoods and harp seals shot yesterday."
"LaScie.—Light south wind, weather dull; seals within two miles of the shore; about 500 old and young landed yesterday, appears to be S.W. end of seals which extends N.E. and E. direction from the Cape; believed to be main patch; ice bad in shore, difficult for men to work."

SEALS NEAR FOGO.

FOGO, To-day.
To A. S. Rendell & Co.:
Islands report body of hoods and young harps can be heard; conditions for securing them are adverse, but some have done fairly.
HODGE.

FLEET NEAR CABOT ISLAND.

S. S. FLORIZEL, To-day.
To Bowring Bros., Ltd.:
All steel ships some distance from Cabot Island. Wooden ships astern; ice very heavy. Took young hood this evening.
A. KEAN.

ITALY A FACTOR.

(From the London Chronicle).
It is clear that the refusal of Italy in 1915 was a factor, perhaps the decisive factor, in the abandonment of the aggression (of Austria) on that occasion; and it is scarcely less clear that it was in substance the same aggression, which was carried through in 1914, when Italy's assistance was not sought and the two Germanic Powers had time to make, as they supposed, sufficient preparations to win without her.

MINARD'S LINIMENT CURES DIPHTHERIA.

Presentation.

On Saturday evening a deputation of the workmen engaged at the South-side premises of the Monroe Export Co., waited upon Mr. Stephen Rodgers—at his home—Alexander Street, and presented him with a valuable silver-mounted meerschaum pipe and pouch. The presentation was made by Mr. John Constantine, who in a few appreciative words referred to Mr. Rodgers' long connection with the firm and to the pleasant relations which had always existed between him and the workmen, concluding with the hope that the evening, of his life might be happy, and that he might enjoy to the full the repose earned by forty years of faithful service. Mr. Rodgers, who was deeply touched by this expression of affection on the part of the men, made a suitable reply.—Com.

COWAN MISSION.— Under the distinguished patronage of H. E. the Governor and Lady Davidson, Annual Tea and Concert in the Methodist College Hall on Wednesday, March 17th, at 3.30 p.m. The following ladies are taking part: Mrs. W. C. Job, the Misses Strang, Bennie, Mitchell, Storey and Johnson. Admission 30c.—mar13,21,5,tf

McMurdo's Store News.

TUESDAY, March 16th, 1915.
Massatta Talcum Powder well sustains its reputation as an all round toilet powder. For infants and children, for ladies, for the use of men after shaving it has more good points than any other powder of the kind. It is smooth, quite bland and soothing, and delightfully perfumed. We will back it against anything of the sort. Price 25c. a tin.
Sorethroat, tonsillitis, sore mouth and tongue, Nyal's Sore Throat Cure has been almost uniformly successful. It is useful for all such conditions of the mouth or pharynx. Price 25c. a bottle.

Here and There.

B 4 U buy Chocolates C that U get Wallace's—mar10,ed,tf
LOCAL ARRIVES.—The local from Carbonar via Broad Cove arrived in the city at 12.50 p.m. to-day.

Try "Cooking Nutter," it makes cooking easy.—f25,ed,tf

WEATHER.—It is calm and dull along the line of railway to-day with the temperature ranging from 19 to 23 above.

"ABCOT" will remove stains from all fabrics.—f17,tu,th,s,tf

POLICE COURT.—A loose and disorderly character was sent down for 30 days. A number of civil cases were disposed of.

Venus Drawing Pencils are Perfect.—mar1,ed,tf

Fresh Rabbits, Fresh Codfish, Fresh Cod Tongues and Halibut at BISHOP & SONS' Grocery. Phone 679.—feb26,tf

BROUGHT LARGE FREIGHT.—The S.S. Kyle which arrived at Port aux Basques at 7.45 a.m. to-day, brought a large freight from Louisburg. She will likely get away at 7 o'clock this evening.

Don't miss Wesley Soable on St. Patrick's Night, March 17th. Full Brass Band of the Salvation Army assisting.—mar15,2t

SERVICE FOR VOLUNTEERS.—A service for the volunteers of the Army and Navy will be held at Gower Street Church at 8 o'clock to-night. Rev. C. A. Whittemark will preside, and the speakers will be the Rev. D. Hemmison and Mr. G. W. Gushue.

Mr. M. A. Devine will lecture in the Star Club Rooms on Thursday, at 8.30 p.m. Subject: "Clippings from the Back Bay Bugle." Admission 10c. Bring your friends.—mar16,2t

FADS AND FASHIONS.

The English soldier's coat resembling the Norfolk jacket is the coat that is copied for spring fashions.
Blues are very much in it this spring—what with the military blues, Hussar blue and the blues one has in the old French painting.
There is a new tunic effect that is still and has the lower edge gathered into the skirt, and the effect is that of the bloomers of the little Dutch boys.
The fact that a great deal of wash braid, cotton loops and fancy buttons are used on children's dresses, proves that military styles are being followed even for the kiddies.
The Dutch dress is a very smart style for little girls; the skirt is usually made of plain or checked fabric, white the waist is of light lawn, voile or organdie.

Life-Saving Station!

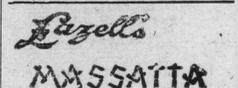


Fishermen! Get Smallwood's Hand-made, Waterproof Tongue Boots, Wellingtons, High and Low 3/4 Boots, and you will have dry, warm feet this summer when fishing. More people die of consumption, chills, etc., brought on by getting their feet wet than by any other disease.

Beware of imitations. See that the name Fred. Smallwood is on the Heel Plate.

Mail Orders filled same day as received.

F. SMALLWOOD,
The Home of Good Shoes.



A NEW AND TOTALLY DIFFERENT TALCUM POWDER
Not only after-shaves, more satisfying than any other, but distinguished by the "True Oriental Odor," a fragrance intangible in its subtlety and charm.

In addition to Massatta, we carry a complete line of Laxell's Famous Soaps, including the most exquisite Palmolive, delightful Toilet Waters, superb Creams and Powders of unquestionable excellence.

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



Per S.S. "Stephano,"

New York Table Apples, Pears, Bananas, Parsnips, Carrots, Beetroot, Oysters and Haddies, N. Y. Chicken, N. Y. Celery, American Corned Beef.

JAMES STOTT.

BUSINESS AS USUAL

Fashion Plates.

The Home Dressmaker should keep a Catalogue Scrap Book of our Fashion Plates. These will be found very useful to refer to from time to time.

1219.—A SEASONABLE ATTRACTIVE STYLE.



Ladies' House or Home Dress (with Sleeve in Either of two Lengths) and with Skirt in Raised or Normal Waistline.

White linen was employed for this model, with trimming of striped tulle. The design would be pretty in rose colored gingham, or blue seersucker. It is suitable for all wash fabrics, and lovely for lawn and batiste, for cashmere, voile and poplin. A neat and becoming business suit could be developed after this pattern in serge of a pretty Burgundy shade, or the new brown or Russian green, with braid binding or silk or woollen of contrasting material for trimming. The right front of the waist is crossed over the left in surplice style, and the low neck opening is filled in with a "dickie" or insert. This of net, tucking or embroidery would be very neat and cool looking. A new round collar and simple cuffs finish the smart waist. The skirt is gored and cut on new lines, with ample width at the foot. It may be finished in raised or normal waistline. The pattern is cut in 6 sizes: 34, 36, 38, 40, 42 and 44 inches bust measure. It requires 6 1/2 yards of 4 1/2 inch material for a 36 inch size. The skirt measures 2 1/2 yards at the lower edge. A pattern of this illustration mailed to any address on receipt of 10c. in silver or stamps.

1213.—A COMFORTABLE ATTRACTIVE NEGLIGEE.



Ladies' House Gown or Lounging Robe (with Sleeve in Either of two Lengths).

Figured cotton crepe in blue tones was used for this design. The free edges were bound with satene in a contrasting shade, and buttons to match trimmed this shaped front. The style is neat and pretty. It will lend itself nicely for developing in flannel, flannellette, silk, lawn, voile or cashmere. The sleeve is comfortable and may be finished in wrist or shorter length. This design could be used for a bath robe in flannel blanketing, eiderdown or towelling. The pattern is cut in 3 sizes: Small, Medium and Large. It requires 5 1/2 yards of 56 inch material for a Medium size. A pattern of this illustration mailed to any address on receipt of 10c. in silver or stamps.

No.

Size

Address in full—

Name

.....

N.B.—Be sure to cut out the illustration and send with the coupon, carefully filled out. The pattern can not reach you in less than 15 days. Price 10c. each, in cash, postal note, or stamps. Address: Telegram Pattern Department.

Let Us Fill Your Order from FRESH SUPPLIES!

ELLIS & CO., Limited,
203 Water St.

Fresh New York Turkeys, Fresh New York Ducks, Fresh New York Chickens, Fresh N. Y. Corned Beef, Fresh New York Geese.

Scotch Beef Ham, Ayshire Bacon
(Not Smoked).

FRESH CODFISH, FRESH SALMON, FRESH HALIBUT.

California Oranges, Palermo Lemons, Dessert Apples, Cooking Apples, Tangerines, Bartlett Pears, Grape Fruit.

LOCH FINE SMOKED HERRING.

English Cheddar Cheese (Prize Dairy), Gorgonzola Cheese, Blue Nose Butter, N. Y. Fresh Butter.

CORNED SCOTCH HERRING (Small Kegs).

Remember Our Telephone 482 & 876

GEO. H. HALLEY

Respectfully Solicits a Policy From all His Friends.

Queen Insurance Co.
G. H. HALLEY, Agent.

Jan16,ed,tf

EUROPEAN AGENCY.

Wholesale Indents promptly executed at lowest cash prices for all British and Continental goods, including Books and Stationery, Chemicals and Druggists' Sundries, China, Earthenware and Glassware, Cycles, Motor Cars and Accessories, Drapery, Millinery and Piece Goods, Fancy Goods and Perfumery, Hardware, Machinery and Metals, Jewellery, Plate and Watches, Photographic and Optical Goods, Provisional and Oilmen's Stores, etc., etc. Commission 2 1/2% p.c. to 5 p.c. Trade Discounts allowed. Special Quotations on Demand. Sample Cases from \$50 upwards. Consignments of Produce Sold on Account.

WILLIAM WILSON & SONS
(Established 1814).

25, Abchurch Lane, London, E.C. Cable Address: "Annualre, London."

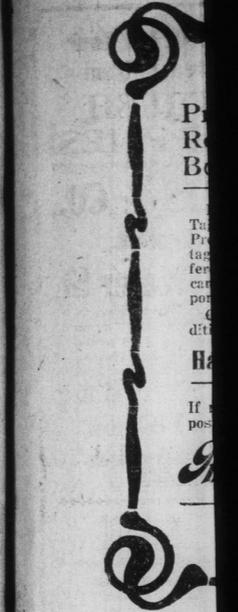
CEMENT

Just received ex "Graciosa," from London.

White's Portland Cement,
In Barrels and Bags.

H. J. Stabb & Co.

mar16,ed,tf



Sr. John Ambulance Brigade

Editor Evening Telegram
Dear Sir,—Would you please send your paper through the stations towards the all Westville Branch Women's Patriotic Union, per Miss Hann, per Mrs. M. Hon. Secy. W.P.A. Cheque from "Lady Own Division" of Ambulance Brigade, Violette Macpherson:—
Rink Suppers, per Munn
Rink Suppers, per Baird
Rink Suppers, per Rink Suppers, per Hayward
Rink Suppers, per field
Donation from Miss Rink, per Mrs. Ch. Macpherson

DR. DEVAN'S FEMALE

medicine for all Female troubles for \$10, and drug address on receipt by price. Co., St. John's, N.F.

PHOSPHONO. FOR

the Nerve and Brain. A Tonic will build you up. \$5. Address: Dr. J. W. DeVan, 100 St. John's, N.F.

Belgian Rel

The Treasurer (Mr. Military Road), being receipt of the following Amount acknowledged: Ladies' Methodist Church, N.D.B., per A. Manuel, Secret. Proceeds of Concert of Candy in Pres. School, by Miss Misses Isa and E. denting
Mrs. Michael Whelan, under Street
The following per J. He, Botwood, viz.: Balance of cash at Botwood for Mrs. P. LeDrew Miss F. LeDrew Miss G. LeDrew

For Prot

against the serious likely to follow an digestive organs or inactive bowels on the best know

Beech

Pill
The Largest Sale of Any B Sold everywhere. In