



New American MILLINERY.

We beg to announce the arrival of our first shipment of
AMERICAN MILLINERY for Spring 1916.

The most striking novelties of the season and the more conservative creations each are to be found here in ample assortments and at attractive prices.

Included in this shipment are some very smart Novelties for Children.
An Early Inspection Invited.

Marshall Bros

The Too Pretty Gown.

By RUTH CAMERON.

"Yes, that's a very pretty and a very smart dress," said the lady I sometimes go shopping with, in answer to the saleswoman's enthusiasm about a little gown she had been trying on. "And that's just what the matter with it. It's too pretty and too smart."

The saleswoman looked as if she were finding it difficult to hide her doubt of her customer's sanity. Myself, I wasn't altogether sure what she meant and asked her as soon as we were out of ear-shot of the scandalized clerk.

She Couldn't Stand The Contrast.

"I mean that it's prettier and smarter than I am, and therefore I don't like it," she explained. "I can't afford to wear such a strikingly pretty, bright-colored gown any more than I could let myself be constantly contrasted with a strikingly pretty high-colored woman. They both make me look pale and insignificant, and I don't want to look insignificant. I have a style of my own (though I say it as shouldn't), but it isn't a style that can stand that sort of contrast."

"Too pretty a gown" sounded startling at first, but the more I thought of it the more I realized how right she was.

And when she finally bought a soft, silvery-grey gown with just the right touch of rose color, a gown that was dainty rather than pretty, and quaint rather than smart, a gown that seemed to rhyme with her whole personality, I realized her rightness even more.

How Often A Gown Makes Its Wearer Look Insignificant!

When you stop to think of it in that way, how often we see women whose gowns or hats make them look insignificant. And not only that, but completely fail to harmonize with them. One would not think of putting purple trimmings on a green gown; yet some of the contrasts between the gown and the woman in it are just as glaring to a sensitive person as the conflict between purple and green.

A gown should strike the same general note of the wearer's personality, be it smartness, daintiness, quaintness, dignity, or any one of innumerable qualities.

Every beautiful musical composition is built around some theme, it engages upon this series of it, and concludes it, but the fundamental theme keeps the whole composition.

A Good Writer Tries To Keep False Notes Out Of His Story.

Likewise, a good writer is always careful to avoid striking a false note in a story or using language or situations which are not in the key of the story.

This is art. But art, contrary to too common belief, is not something apart from daily life. The building up of a home, the setting of a table, the selecting of a gown are all opportunities for the artistic impulse within us to express itself in ways that will give pleasure.

Of course, if a woman is clever enough to design and make her own gowns, she can put the fullest measure of her individuality into them, but even in selecting a gown, one can express one's self, especially in these days when there is such a wide and wonderful range for selection in the shops.

With My Letter Friends.

Question—Why do husbands always say their wives look shabbily dressed and admire their neighbors' wives, yet never furnish enough money to buy pretty dresses?

Answer—Because husbands, like a good many other human beings, want to get something for nothing.

New Bulk Dates, Fresh Supply Just Received.

<p>Strawberry Pulp, 10 lb. tins</p> <p>Raspberry Pulp, 10 lb. tins</p> <p>Peach Pulp, 5 lb. tins</p> <p>Apricot Pulp, 5 lb. tins</p> <p>Nos. 1 and 2 Baldwin Apples.</p> <p>Fresh Eggs, Fresh Rabbits, New Pack Canned Rabbit, Salmon, Lobster</p>	<p>Labrador Salt Herring,</p> <p>Fresh Frozen Herring,</p> <p>Fresh Halibut, Haddies,</p> <p>Fresh Mackerel, Fish Sounds, Fresh Codfish.</p>
--	--

C. P. EAGAN,
DUCKWORTH STREET & QUEEN'S ROAD.

Cabbage, Onions, Oranges, etc.

Per S. S. Stephano.

BRLS. CABBAGE.
CRATES ONIONS.
BRLS. CRANBERRIES.
CALIF. ORANGES—
176 and 250 counts.
PARTRIDGE BERRIES.
25 brls. Cheap to clear.

Soper & Moore

Salvia Will Grow Hair.

SALVIA, the Great Hair Tonic and Dressing, will positively create a new growth of hair.

If you want to have a beautiful head of hair, free from dandruff, use SALVIA and watch the results.

SALVIA is guaranteed to stop falling hair and restore the hair to its natural color. The greatest Hair Vigor known.

Watch your hair if it is falling out. If you don't, you will sooner or later be bald.

SALVIA prevents baldness by fastening the hair to the roots.

Everyday Etiquette.

"Mamma, is it proper for me to thank a gentleman for 'liking' me to a party?" asked Gladys.

"Yes, indeed, you should thank him for giving you a pleasant evening," said her mother.

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. You can get Zylex at your druggists."

Zylex, 50c. a box; Zylex Soap, 25c. a cake.
Zylex, London. sod.11

To doughnuts add one-fourth teaspoonful of ground ginger. The spice will not be detected and the doughnuts will not absorb the fat.

To judge a good ham, see that the skin is thin. Old hams have the thick skin, and they are apt to have a strong flavor.

The Quick Lunch Counter.

By GEORGE FITCH.
Author of "At Good Old Sivash."

In the United States time is very valuable, because we have only had 135 years of it, while European nations have succeeded in using up more than 1,000 years apiece without getting anywhere in particular. In our 135 years, we have had to eradicate Indians, buffaloes and rattlesnakes from 3,000,000 square miles of territory; build houses equipped with steam heat and pianos for upwards of 100,000,000 people; construct 200,000 churches and 10,000 libraries; farm 50,000 square miles of forest into cornfields and potato patches and bring 10,000 baseball teams to their present state of perfection. Because he has been busy at all these tasks, the American citizen has not had much time to waste on lunch. This accounts for the quick lunch counter, an invention by which a man is able to engulf four varieties of food and a toothpick in less time than it takes to flag a waiter in a European restaurant.

The quick lunch counter is as big a time-saver as the telephone, the automobile, the packing house and the lynching bee. With its aid, a man can lower enough food into his digestive in two minutes to keep it busy until evening and perhaps all night. It is coming into a panting and breathless nation as a long sought-for boon and only the loiterer and the dilettante now sit down in a chair and pat napkins on their vests before eating two-in-the-water-easy on a raft, with a raw one, and a stack of wheats on the side.

The lunch counter is manned by a crew of deft jugglers who can deal sandwiches right and left handed and cut a plate of pork and beans from under the deck without spilling so much as a bean. Judiciously concealed by a partition, a sad-eyed cook prepares five orders at once on a gasoline stove. In a gold plated restaurant, a chef will take half an hour to prepare an order, and then get half of it wrong, but no one makes mistakes in a lightning luncheon. Time is money at noon, if not at night, and the cook who murdered 1½ minutes of \$10 an hour time wouldn't last long enough in a fast foodery to walk out by himself.

The lunch counter man makes his patron sit on high stools, so they will go away quicker and give some one else a chance. He can prepare a full meal in two minutes and three minutes later, another man will be ordering from the same stool, while the waiter is hurrying the ironstone dishes used in the last meal at the washer twenty feet away. Marvelous feats are performed by lunch counter patrons, some of whom are able to eat half a pie in thirty seconds with the aid of a knife alone. Men who eat rich dinners, lasting from 8 to 11 o'clock p.m., and women who live on chocolate candy look upon the lunch counter with horror. However, it is a great blessing to the business man. It gives him digestion, spots the eyes and blind staggers and compels him to retire from business and take up civilization at the age of forty-five.

Hr. Grace Notes.

Messrs. R. D. McKee & Sons received word early this week that their schooner Hilda R., Capt. W. V. Venners, had arrived at Alicante after a quick run of 15 days.

A skating race will take place in the Rink here on February 29th. A spirited contest is expected. The race will be under the auspices of the Conception Bay British Society's Band.

Miss B. Watts took a run over from St. John's on Tuesday last to see her mother. Her many friends were pleased to see her.

Mr. Joseph Morris, assistant light keeper at Harbor Grace Island came in yesterday on business. All Joe's friends are glad to note such an improvement in his health, and all hope to see a still greater improvement soon.

Several Waltonians are gone countrywards to-day, with a goodly supply of bait to tempt the speckled sea-trout.

We regret to notice by yesterday's Standard of the death of Mr. Hedley Ash, son of Mr. and Mrs. J. G. Ash, formerly of this town but now of the United States. Hedley died on Feb. 7th at the Sunlight Sanitarium, Denver, Colorado, where he was under treatment for that dread disease, consumption. He was most popular with all acquaintances here, and has no doubt many new friends since removing to the United States, some three years ago.

For years past he was troubled with some sort of throat affection, and it was partly to try the effect of change of climate and medical treatment that Mr. Ash and family removed two years or so ago from town to the United States. Great sacrifices were made to restore him to health but the dread day was only postponed. They have the sympathy of their many friends and well wishers.

The immediate cause of Hedley's death was an attack of a gripe which followed one of dysentery. He had been falling for three weeks before the end came, but not wishing to alarm his home folk, he kept the truth from them, and they did not know of his danger till they had heard he passed away, else they wrote, they would have been with him at the last. They reside in West Somerville, Mass., at 20 Whitman Street.

CORRESPONDENT.
Harbor Grace, Feb. 19, 1916.

60 Years Old Today

Feels as young as ever

DR. WILSON'S HERBINE BITTERS

A true blood purifier containing the active principles of Mandrake, Burdock and other medicinal herbs.

Sold at your store or a little family size, 5c.

THE BRATLEY DRUG CO., Limited,
ST. JOHN'S, N. F.

BRITISH THEATRE!

On MONDAY and TUESDAY.

A tense drama that trembles with strong heroic actions, high emotional interest and heart throbs.

"COURT-MARTIALED."

FOUR SUPREME ACTS.

Life's cross-currents with their treacherous undertow are strikingly portrayed in this ultra-modern photo-drama of mother's love and a father's duty.

SUMPTUOUSLY PRODUCED BY THE UNIVERSAL PLAYERS.
DON'T MISS THIS BEAUTIFUL PRODUCTION.

Admission, 5 cents.

5c. The Crescent Picture Palace. 5c.

PRESENTS HERBERT PRIOR IN
"The Test."

A thrilling social drama in 3 reels, produced by the Edison Company.

"WITH THE AID OF THE LAW"—A Selig western drama, featuring Tom Mix.

"PHILANTHROPIC TOMMY"—A Vitagraph comedy. She comes a queer lot as her birthday guests; her parents are shocked, but very happy that Tommy has saved her sister from a terrible mistake, with Naomi Childers and Rose Tapley.

DAVE PARKS, Baritone, the Man with the Voice, singing Classic Ballads and Popular Songs.

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

Ready for Your Selection

are the most popular fabrics and smartest designs. Come in and see what attractive suits

We are Tailoring for Men

at this season. We know we could fit you correctly and satisfy you in every particular with our high-class work.

Let us take your measure this week.

J. J. Strang,

Ladies' and Gents' Tailoring,
153 Water Street. St. John's.

Advertise in the Telegram

A word sufficient, a stant user

Imperi

"Cold Sunday"

Editor Evening Telegram:
Dear Sir,—On this date twenty-two years ago (Feb. 21st, 1904) was one of the hardest snaps of frost since forty years, and perhaps the longest longer period. It is known as "Cold Sunday," and the temperatures last week and the day of the registers may be of interest just now.

The cold wave struck on the night of the Saturday, and at noon on Sunday the temperature was 25 below zero. A gale of N.W. wind, which is the most comfortable climate, made it impossible for anyone to remain on the streets for any length of time. The police doing their duty had a hard time, and said that human flesh could stand, could not leave their faces as long as they would be better frozen. The wind blew with great force and when daylight dawned a blizzard was raging, making it impossible to see for any great distance through the whirling drift. The mercury ran very low in the meters exposed at different places. People who were caught out about early, suffered from intense cold that they have never violently felt. The records of registering thermometers on this night were as follows:

St. John's (Christie) 23 below.
Monkstown Road (Mr. H. H. Higgs) 23 below.
Mount Cashel (Prescott) 23 below.
Mr. Harris who had been a constant recorder for many years, said this was the coldest day in years. The records of registering thermometers made after the blizzard was raging, were as follows:

Signal Hill, 7:30 a.m., 25 below.
Cape Spear, 8 a.m., 19 below.
Cape St. Francis, 8 a.m., 18 below.
Mount Cashel, 8 a.m., 18 below.
Dry Dock, 8 a.m., 15 below.
Rae Island (now Bowen's Pt.) below zero.
Mrs. Higgins, 8 a.m., 15 below.
Rennie's Mill Road, 9 a.m., 15 below.
Portugal Cove Road, 8 a.m., 15 below.
St. Bon's College, 8 a.m., 20 below.

The keepers at Signal Hill Cape Spear believe it may have at least 25 below at the pointing the night, as no such severe frost had ever been felt in the collection.

Milkmen coming citywards receive the full benefit of the blizzard. Many were nipped with the same being more or less bitten the face, hands or ears. The so-called "milk" became solid in the cans, and had to be out in the houses of customers. Mount Cashel boys, who were with milk, being found in the

Mechanics

Good REGATA with Color at Superior BLACK each FANCY FLANNEL each Good Strong CO PANTS per

J. M.