

Every Lady Should Visit Our Showroom Department

To See the New Stocks of Ladies' Wear We've Opened.



We have opened our new **BLOUSES**. Latest styles in Smocks, Long & Short Sleeves, in White and all the Newest Colours, in Crepe de Chene, Georgettes, Crepe, Tricollette, Voiles & Shantung Silks, etc., etc.

New Ribbons,

in Fancy Vest Ribbons, Fancy Sash Ribbons, Embossed Velvet Ribbons

NEW DRESS TRIMMING, in Rose, Bead, Silver and Gold

New Evening Dresses, New Evening Scarves.

COLLARS, in all the Newest Styles.

UNDERWEAR, in Silk Crepe de Chene, etc.

New Silks, Georgettes, Crepe de Chenes and Ninnons.

BISHOP, SONS & CO., LTD.

Life is often a gamble.
Death is a certainty.
Health is elusive.

A London Life Insurance Policy

is a sure thing.
Have you got one? If not you would do well to see to it at once.

Policies "Good as Gold."

London Life Insurance Co.

London, Canada.

G. VATER PIPPY, - - - District Manager.
330 Duckworth St., St. John's.
tues, thurs, sat, ff

no such thing. There people lived harmoniously, without a thought of what each other's denomination was. He blamed the newspapers for most of the sectarianism. People who never gave a thought to such a thing had their minds inflamed by the newspapers. It should be stopped.

It certainly should, and the newspapers that deal in such unsavory wares should be suspended. What Mr. Cheeseman said in that connection is very largely true. A few more earnest haters of sectarianism like Mr. Cheeseman and the thing is quenched. Mr. Cheeseman should really be on the opposite side of the House. He was never meant to sit still and listen to other people talk.

There was no evening session—and no morning either. Evidently the honorable members tired of the like, and decided that, after all, the good old orthodox afternoon session was good enough for anybody.

And, as one who attends regularly, I would not dispute with them!
LOBBYIST.

Seen From the Lobby.

House of Assembly, April 23.
The honorable members appeared to be fresher yesterday, and probably had a good long sleep yesterday morning.

In the course of presentation of petitions, Hon. W. R. Warren, Minister of Justice, who is member for Fortune, suggested the buying out of the Anglo-American interests on the South coast by the Government. Mr. Small at the time was presenting a petition for telegraphic communication for Renouveau, Burgeo and La Poile District.

"Not 150,000 qtls. of old fish remain in the country to be disposed of," said Mr. Coaker, dealing with the fish situation.

It costs \$17.70 per quintal to send \$12 fish to Italy, was another interesting fact that he gave. That is \$29.70. Add to that the merchant's profit, the buyers profit, the retailer's profit, and various other profits, and it is easy to see where the poor old consumer gets off!

The Government intends erecting another Directional Wireless Station, either on Signal Hill or Cape Spear, stated the Minister of Marine. This with the one already at Cape Race, would make it impossible for any ship with wireless to go ashore between here and Cape Race.

Freights for fish, this year, will be 20 per cent. more than those of last

year; yet fish will be sold at \$1 less expense than last year, he said.

"I have been in Opposition," said Mr. Coaker, "and I know what it is. I know how hard it often is to obtain satisfactory replies to questions. I will do everything in my power to get any information that the members of the Opposition may want. The Opposition seats are filled with men who can well follow the militant footsteps of those who preceded them."

Sir M. P. Cashin, Leader of the Opposition, said, in congratulating Mr. Coaker, "I am glad that there is one man in the Government doing something!"

Mr. John Cheeseman (Burin), made his maiden speech yesterday. When it is stated that he spoke for about an hour, it will be seen that he was at home therein. Mr. Cheeseman is a young business man who evidently knows all about fish.

Twenty-two years ago his father started the business (which is to-day one of the biggest of the West Coast), with a capital of \$20.

Mr. Cheeseman is an earnest and persistent advocate of the belief that the Outports deserve more representation than they had been getting.

Referring to hard times in the city, he asked why people did not go to the outports, where there was lots of work, comfortable living and congenial healthy surroundings?

Mr. Higgins laughingly replied that it was just the other way about—outport people were always coming into St. John's.

"And they come in and buy houses outright," he said, "and put the tenants on the street."

"That is when they have made their pile in the Outports," smilingly replied the outport member.

Mr. Cheeseman made a sincere plea for the workingman. Treat the workingman squarely, said he; give him his rights; look upon him as a brother man. Then and only then will you see the workingman contented.

Two other matters he touched on—Profiteering and H. C. L. and Sectarianism. A mistake often made, he said, is that all the profiteering is on food and provisions. As a dealer in everything from a needle to an anchor, he knew that larger profits were made in clothing. "I would rather sell a pair of pants than two barrels of flour," he stated.

The cancer of Sectarianism he handled without gloves. Down on the South West Coast, he said, there was

How Some Girls Dress So Well

"Diamond Dyes" Make Faded, Old, Shabby Apparel Colorful and New.

Don't worry about perfect results. Use "Diamond Dyes," guaranteed to give a new, rich, fadeless color to any fabric, whether it be wool, silk, linen, cotton or mixed goods—dresses, blouses, stockings, skirts, children's coats, feathers, draperies, coverings.

The Direction Book with each package tells so plainly how to diamond dye over any color that you can not make a mistake.

To match any material, have druggist show you "Diamond Dye" Color Card.

Faustina's Repairs.

The schooner "Faustina" which was found off Cape Spear, last year, bottom up, and towed into port by tugs Ingraham and John Green, has undergone extensive repairs and will shortly be ready for sea again. The work is being done by Mr. H. J. Taylor. Three spars were stepped last week and the rigging is progressing. With fine weather it is hoped to have the vessel ready for sea about the end of May. Mr. Geo. Penney, manager of the firm of Penney & Sons, Ramea, (owners), arrived here by last Prospero with a crew to take over the vessel, when completed.

H.P. SAUCE

The World's Appetiser

is used on the dining tables of the British and Canadian Houses of Parliament.

Grocers and Stores over here are selling H. P. Sauce.



Fishermen!

Here's the Boot for You!

Excel Boots

Have Pliable Uppers. Weather Proof and Weather Resisting. Tire-Tread Soles. Hard to Wear Out.

For Men and Boys.

Pliable Uppers, Weatherproof and Wear-Resisting, Tough Tire-Tread Soles. Hard to wear out.

You know from experience what happens to ordinary boots when used in fishing. You've seen how salt water seems to take the life out of the rubber and how the rubbers crack and the soles wear through in a surprisingly short time.

The "EXCEL" is a different and better kind of boot. It has been made especially to stand up under the unusually hard use a fisherman's boot gets.

The rubber and fabric in "EXCEL" boots are of the very highest quality. But it is the special method of curing, under tremendous pressure, that makes the "EXCEL" so wear-resisting. The pressure forces the layers of rubber and fabric together so that they are actually "one-piece", without losing the least bit of the life of resiliency of the rubber. Salt water has practically no effect on "EXCEL" boots. The UPPERS remain pliable and weatherproof, and resist the drying-out action of sun, heat and cold far longer than other boots, consequently they don't crack anywhere so quickly. The SOLES are almost wear-proof, because they are made like an Auto Tire, with 8 plies of rubber and fabric welded by tremendous pressure into a "tire-tread"

sole that rivals an automobile tire for toughness and durability.

These are exclusive features of "EXCEL" boots.

The picture at the left, of an "EXCEL" boot, with every detail of construction visible, shows how "EXCEL" boots are reinforced at every point of strain. There is not a single feature but what has been proved necessary and desirable by tests of severest use. Your own experience will tell you that a boot with these features simply must be a better boot.

Study this picture. Learn these features. Remember them when you compare "EXCEL" boots with ordinary boots. And remember, too, that very important point, which the picture cannot show, namely, that "EXCEL" boots are cured under tremendous pressure which leaves the rubber pliable, weather-proof, and wear-resisting. It is only by the use of this tremendous pressure combined with highest quality materials that the best results are obtained.

Below are listed seven special features which make "EXCEL" boots superior. Read them carefully so that when you need boots you will know how to get the best value for your money.

Seven Special Features that make the "Excel" Best.

FEATURE No. 1—The entire boot is cured under heavy pressure, forcing all parts together in "one-piece", and retaining the full life and resiliency of the rubber.

FEATURE No. 2—An 8-ply double sole of tough, durable rubber, made like an Auto Tire, running all the way under the full moulded heel. This sole and heel are so wear-resisting that they are commonly called the "tough on rocks" sole and heel.

FEATURE No. 3—A heavily reinforced boot which will withstand the hardest kind of wear.

Most reliable dealers sell "EXCEL" boots. Be sure to look for the name "EXCEL". Substitutes and "just as good" boots will not give you "EXCEL" service. If your dealer does not have them in stock, write us for name of nearest dealer.

FEATURE No. 4—Six plies at the instep relieves strain and prevents wrinkling or cracking.

FEATURE No. 5—Reinforced five-ply leg for extra wear. Just the right amount of strength to stand up, yet not be uncomfortable.

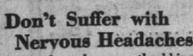
FEATURE No. 6—Four-ply top, very pliable.

FEATURE No. 7—Heavy duck lining, and a heavy insole prevent dampness and keep feet dry and comfortable.

Parker & Monroe, Ltd.

Sole Agents.

nov17.mon.th.tf



Don't Suffer with Nervous Headaches

Simply rub your throbbing temples with Mentholatum. There is no similar relief quite as cooling and soothing. Just as beneficial for burns, cuts or bruises.



Mentholatum

At all Chemists
J. B. MITCHELL & SON, LTD.
327 Water St., St. John's.

Don't Say Paper, Say The "Evening Telegram."