



It's no puzzle
to know that
INSURANCE
THE HOME INSURANCE COMPANY
INSURES soundly
against financial loss

A. Harvey & Co., Ltd.,
Phone 1982

You Cannot

afford to insure your property yourself; otherwise you would not need insurance.

The same reasons that prompt you to carry insurance should, upon due inquiry, admonish you perhaps to take out more insurance, because of the increased cost of building materials, labor, and nearly every other item of expense entering into the cost of making repairs, or of re-building, after a fire.

—and speaking of INSURANCE,

There's NO-o-o Place like "HOME."

Strength—Reputation—Service
apr2,6m,tu,th,s

The Call of Spring

brings with it the call for a good

Spring Blood Purifier

and you can take no better than

Staffords Mandrake Bitters

These Bitters are purely vegetable, and a wonderful strengthener and purifier of the blood. If you want to get rid of that tired feeling, and have lots of energy, we advise you to get a bottle, and before you are finished the bottle we guarantee you will get the results you expect.

PRICE 50c. PER BOTTLE.

Dr. F. Stafford & Son,
Chemists & Druggists, St. John's.

Our Own WHY OH WHY?

Not a Cross Word Puzzle, neither is it an April Fool Question.

What we want to know is—Why do some of the Housekeepers in St. John's buy high priced imported cake when they can get a very good Raisin or Ginger Cake, weighing 1/4 lb. each for the small sum of 5c.

Practically all the grocery stores in St. John's are supplied daily by us with these cakes. We would suggest that you give them a trial and be convinced of their most excellent quality.

SPECIAL:—WEDDING and BIRTHDAY CAKES TO ORDER.

East End Baking Company

apr2,151

Forty-Six Years in the Service of
the Public—The Evening Telegram

Yesterday's Social Events

CONCERT AT MAJESTIC THEATRE WAS A BIG SUCCESS.

A large audience was present at the Majestic Theatre last night and they thoroughly enjoyed the entertainment under the auspices of the Fieldian Athletic Grounds Association. In the concert programme the following took part:—Pianoforte Overture by F. J. King, L.R.A.M., and this was followed by a song from F. M. Ruggles; Duet, Miss Ida Howlett and J. Cannine; Song, Miss Doris Withers; Specialty, Miss Madeline Kavanagh and P. Dobbin; Song, W. A. Tucker; Horn Solo, A. Bulley; Song, Fred R. Emerson; Recitation, T. H. O'Neill; Violin Selection, Mrs. Brian Dunfield; Song, J. J. Strang.

The programme was of an elaborate one, and every item was rendered in a manner worthy of the performers. The second part of the programme was a one-act comedy drama, entitled "The Cross Word Puzzle Rest Cure." In this the characters were portrayed by Messdames Hugh LeMessurier, H. A. Outerbridge and R. B. Herder; Miss Edith Cleary and Hubert Rendell. The performers were quite at home in their different roles, and each part was played with a perfection that left nothing to be desired.

SACRED CONCERT AND CANTATA GOWER ST. MISSION CIRCLE.

The Church hall, of Gower Street Church, contained a large audience last night, the occasion being the presentation of a sacred concert and cantata, under the auspices of the Gower St. Mission Circle. The concert programme was one of exceptional merit and every item was splendidly rendered.

The Cantata "From the Palms to the Lilies," which followed, was presented in a manner that could scarcely be improved on. The story dealt with memorable incidents in the Saviour's life, during His last week on earth. The whole story was portrayed in prose and song, the enunciation of the speakers being all that could be desired, and the singing of a very high class. The promoters of the affair are to be congratulated on the success achieved.

ENJOYABLE SOCIABLE AT CONGREGATIONAL LECTURE HALL.

The large audience that was present at the lecture room of the Congregational Church last night, thoroughly enjoyed the sociable that had been arranged by the Ladies' Aid. The two-act sketch "The Winning Widow," was presented in a manner that left little to be desired, and provided a feast of entertainment. The cast consisted of Misses Langmead (2), Miss M. Rose, Miss B. Thomas and Messrs. Calver (2). A splendid concert programme was also provided in which the following performers took part: Messdames Alex. Mews, H. Small, C. F. Garland; Misses Ruth Calver, Marguerite Murray, Ryna Curtis; Messrs. Alex. Mews and S. Richard Steele. All the items were well rendered and encores were asked for and given. Following the programme tea was served by the ladies, whilst during the evening candy and ice cream were on sale.

SALE OF WORK OPENS AT CANON WOOD HALL.

The annual sale of work, under the auspices of St. Thomas's Women's Association and St. Margaret's Guild, was opened yesterday afternoon in Canon Wood Hall before a large audience. The sale was declared opened by Lady Allardice, who made a brief address, eulogising the work of the organizations and wishing the workers abundant success. During the afternoon many buyers were present and much business was done, the stocks being greatly depleted at closing hour last night. Lady Allardice was presented with a handsome bouquet from the Women's Association and St. Margaret's Guild, the presentation being made by Misses Ethel Noonan and Joan Stirling, who were dressed as Easter Lilies. Her Ladyship was agreeably surprised and expressed her thanks. The sale will be continued this afternoon, with replenished stocks and will close with a grand concert at night.

SALE OF WORK AT PRESENTATION CONVENT.

A very successful sale of work was conducted in the Kindergarten School of the Presentation Convent, yesterday afternoon, under the auspices of the Presentation Convent Association. A fair assortment of fancy goods was offered for sale on large counters, and a large number availed of the opportunity to make purchases. The ladies in waiting were given a busy afternoon and the day's sales were quite up to expectations. High teas were served during the afternoon, and the proceeds from this and also were very gratifying to all concerned. The sale will be continued this afternoon. At night a card party will be held for which splendid prizes are offered.

AT ST. JOSEPH'S HALL.

The concert held at St. Joseph's Hall last night was largely attended and proved very enjoyable. The programme

me opened with a fairy song and dance by the Junior pupils of St. Joseph's Convent, and this was followed by songs from Misses R. Brophy, J. McNamara, C. Walsh, K. Hayes and K. Conway; Messrs. T. Doherty, P. Smith, R. Jardine, D. Delmar, R. Redmond; duet, Misses Conway and Walsh; recitations, Misses Mildred Brophy and Rose Fitzgibbon; French Horn Solo, Mr. Darcy; Violin Solos, Miss Petrie and Mr. Willar; Dances, Misses Agnes Brophy, Margaret Walsh and Joan Darcy; and Misses Colbert and Marshall; Misses Margaret Brophy and A. LeDrew and Mr. M. Day; Club Drill, Misses Kearsey and M. Kennedy, and Hoop Drill by a class from St. Joseph's School. Every item was rendered in a manner that called for much applause from a well pleased audience. The proceeds were in aid of St. Joseph's Convent and all were up to expectations.

ENJOYABLE CONCERT AT ST. MICHAEL'S.

The concert at St. Michael's Lecture Hall last night was well attended and was an unqualified success in spite of so many other attractions. Instrumental selections were rendered by Misses Grant and Chate; Messrs. Pope, Noel and Chate; Messdames S. Wood and F. Moore. Solos were sung by Misses Pauline Vaughan, M. Molloy; Messrs. F. Neville G. W. Macklin, S. S. Horsley, A. Rowe, and Master Michael. Duets were given by Messrs. Vavasour and Pitcher, Mrs. Cate and Messrs. Neville and Green, and recitations by Messrs. Grant, Harnett, and Mr. H. Moedell, while Mr. Morgan gave a splendid exhibition of club swinging. The members of the Faith Class performed two humorous sketches which brought down the house. Teas were served to a large number and a pleasant evening was terminated by votes of thanks to all who assisted. The proceeds were devoted to the Fund for a Bell for St. Michael's Parish.

FRECKLES

Sun and Wind Bring Out Ugly Spots.
How to Remove Easily.

Here's a chance, Miss Freckleface, to try a remedy for freckles with the guarantee of a reliable concern that it will not cost you a penny unless it removes the freckles; while if it does give you a clear complexion the expense is trifling.

Simply get an ounce of Othine—double strength—from any drug or department store and a few applications should show you how easy it is to rid yourself of those ugly freckles and get a beautiful complexion. Rarely is more than one ounce needed for the whole case. Be sure to ask the druggist for the double strength Othine as this strength is sold under guarantee of money back if it fails to remove your freckles. We recommend Othine Complexion Soap for use with Othine, also as a shampoo—it's wonderful for bobbed hair—25c. a cake at all drug or department stores or by mail. Othine Laboratories, Inc., Buffalo, N.Y.

Young Lad Injured on Southside

While a young lad named Payton of Rosier's Lane was playing about Bowring's Southside premises yesterday afternoon, he accidentally fell over the wharf into a boat, and received serious injuries about the head, which necessitated his removal to hospital. A number of eye-witnesses who were standing about rushed to the lad's aid and carried him into the watch-house alongside. In the meantime, Dr. Fallon hurriedly arrived in response to a telephone call, and upon an examination being made it was found that the boy was suffering from concussion of the brain.

Government Boats

Argyle leaving Argentina, after arrival of Saturday morning's train, for Red Island out.
Glencoe arrived Argentina 12.05 p.m. yesterday; leaving after arrival of Saturday morning's train.
Home arrived Burin 11.15 a.m. yesterday.
Kyle left Port aux Basques 7.15 a.m.
Portia left Pushthrough 3.20 p.m. yesterday, going West.

Proposed Branch Factory

It is stated on good authority that as a result of the recent tariff changes one of the largest candy and chocolate manufacturing establishments in Canada will erect a branch factory here for the manufacture of their goods.



Many small, out-of-the-way places can be reached and dusted with a three-inch paint brush.



"Capstan" Navy Cut Cigarettes

For the Cigarette Smoker
—are just as good to-
day as when you first
tried them. Probably,
even, just a little better.

Imperial Tobacco Co.
Bristol & London

WOMEN!

When you buy Lantic Sugar in packages you get full weight of cleanest, whitest, purest, granulated sugar. Lantic Sugar in packages is from contamination through germ-bearing dusts, flies, which are invariably disease carriers.

In Life or in Death

—a Crown Life Policy is a possession to be thankful for. If you outlive your dependents, its cash value is available at any time. If you die first, it provides for them. Enquire to-day.

CYRIL J. CAHILL
MANAGER FOR NEWFOUNDLAND.
Law Chambers, Duckworth St., St. John's
CROWN LIFE
INSURANCE COMPANY

dec5,eod

Do you want a reliable concern to guarantee that your full salary will be paid to the day of your death, in the event of your meeting an accident?

For 28 years this \$41,000,000 Company has been making a specialty of paying men's salaries when they become disabled, and during that period we have paid away over \$114,000,000. This can apply to YOU if you wish it. Let us tell you just how it is done and at what little cost. We pay for a day, a week, a month, a year, a lifetime.

The data is yours for the asking.

U. S. FIDELITY & GUARANTY CO.
J. J. LACEY, Nfld. General Agent.



Four-Wheel brakes

another reason for Buick popularity and leadership
Only the great resources resulting from Buick popularity and leadership made it possible to carry out the expensive tests, and the world-over search for four-wheel brakes, practical for all drivers in all weather.

Now after two seasons of use, in the hands of practically 400,000 users, Buick four-wheel brakes have convincingly demonstrated their value as an added factor of safety. Buick four-wheel brakes are but one example of Buick's constant effort to add to the comfort, convenience and safety of Buick owners and to give them the greatest possible value for their money.

Buick four-wheel brakes are convincing evidence that Buick popularity and leadership have a dollars and cents value to you.

BERT HAYWARD,
apr11,15,16,th Water St.

STOCK MARKET NEWS

NEW YORK, April 16.

TO-DAY'S NEW YORK OPENING.

Baldwin	113 3/4
Anacosta	38 1/2
C.P.R.	143 1/2
Cosden	27
General Motors	78 1/2
General Petroleum	51
Punta Sugar	43 1/2
Pacific Oil	55 1/2
Studebaker	194
Southern Pacific	102 1/2
Union Pacific	140 1/2
U. S. Steel	117 1/2
Inter. Nickel Comb Engineering	37 1/2
Allis Chalmers	80
Inter. Nickel	29
Hudson Motors	52 1/2
Reading	74
Pan. American "B"	74 1/2
Radio	59 1/2
Shell Union	23 1/2

Montreal Opening.

Abitibi	65
Brazilian	50 1/2
Montreal Power	179 1/2
Breweries	46 1/2
Shawinigan	127 1/2
Can. Steel	84

Excursion Rates

Excursion fares will be placed in effect between St. John's, Grates Cove, Picochita, Heart's Content and Trepansey to cover St. George's Day. Further particulars can be obtained from General Passenger Dept. of the Railway.

MINARD'S LINIMENT RELIEVES NEURALGIA.

We are offering as a SPECIAL, a small quantity

TEA-SETS \$1.38

S. O. STEELE & SONS, Ltd.
Opp. Seamen's Institute.

Phone 192 : 100 Water St. East
mar19,th,s,tu,3m



What a charming Room!
TRANSFORM drab, faded walls into backgrounds of bright, cheerful freshness. Do them now. Time? Expense? Bother? Negligible! Simply apply one coat of Muralite over plaster, painted wall, wall board, bur-lap or tightly pasted plain paper. The cost is less than \$2.00.

Made by M. EWING FOX CO. New York Chicago

W. & G. RENDELL.
Water St. East. (Opp. National War Memorial).
Phone: 883. P.O. Box: 834

MURALITE
MAKES A PERFECT WALL FINISH

apr11,16,Lead

RUBEROID ROOFINGS
50 DIFFERENT GRADES
The better Roofings that cost no more
THE RUBEROID CO. LTD. Stocks of Large Centres
MONTREAL TORONTO

Don't Say Paper, Say the Evening Telegram