

The Newest of the New!

A splendid array of bright Spring Merchandise is here to greet you on every hand. The very spirit of Spring is caught and held in attractive new things now shown for the first time. We know you'll enjoy seeing them.

REALLY DISTINCTIVE MILLINERY

just opened, up to the minute in style, shape & shade.

SEE OUR DISPLAY TO-DAY.

A Good Display of Exquisite Blouses

Lavish in style but quite moderate in price.

Dainty Creations in Infants' Apparel

ROBES, BODICES, GOWNS, ETC.

For House Furnishings, See Our Windows.

Alex. Scott,

18 New Gower Street.

apr16,ood.f

1915

Models in Baby Carriages

Fashion varies, even in Baby Carriages, as our recent shipment plainly shows. We have just received a quantity of 1915 Models and they have several improvements on those of last year.



We have Runabouts, Go-Carts and Pullman's in Fancy Wood and Cane, all well hung on tested springs; upholstered in Rep. Leather Cloth, Corduroy and Broadcloth, and all remarkably well-built and perfectly finished. For comfort, beauty of design, quality of workmanship and reasonableness of price, you cannot do better than get Baby her new Carriage at the

U. S. Picture & Portrait Co.

UNGAR'S Service to Young Men!

The young man who is particular about his personal appearance finds our service of Dry Cleaning a real help. His suits, overcoats and other articles of apparel not only wear longer but always look fresh, crisp and new.

We appreciate the patronage of young men and exert every effort to please them.

UNGAR'S LAUNDRY & DYE WORKS, Halifax.

MESSRS. NICHOLLE, CHAFF & INKREN, Agents, St. John's, Nfld.

mar24,w.f.m

Advertise in The Evening Telegram



I, personally "decorated" my new cottage with

NEPONSET WALL BOARD

FOR WALLS AND CEILINGS

It was no trouble at all and took me a very short time. You see, anyone can apply it.

I simply gave my dealer the dimensions of the cottage and he sent me up enough bundles of this new material to cover the walls and ceilings—I did the rest with hammer, nails and saw.

It cost me a great deal less than lath and plaster, and there was no dirt and muss or delay of drying-out.

NEPONSET WALL BOARD comes in sheets, all decorated; 7 to 10 feet long, and to fit across standard studding. It is ideal for unfinished rooms in houses, camps, garages, and for partitions anywhere—makes wonderfully attractive interiors. Surfaces waterproofed.

The Direct Agencies, Ltd., SOLE AGENTS.

NEW NOVELS

By the Best Authors.

GENERAL & WAR LITERATURE—ALL THE BEST AND LATEST.

The Man and the Moment by Elinor Glyn, 60 & 80c.

The Day of Judgment by Jos. Hocking, 80c.

The Thirty Days by Hubert Wales, 60 and 80c.

The Great White Army by Max Pemberton, 80c.

God's Country and the Woman by J. O. Curwood, 80c.

The Turbulent Duchess by Percy Jas. Brenner, 80c.

The Blue Buckle by Wm. Hamilton Osborne, 80c.

The Man of Iron by Rd. Dehan, 60 and 80c.

The Graves of Kilmorna by Canon Sheehan, 60 and 80c.

The Wall of Partition by Florence Barclay, 80c.

Innocent by Marie Corelli, 60 and 80c.

The Honourable Percival by Alice Regan Rice, 80c.

Patrol of the Sundance Trail by Ralph Connor, 80c.

Facing Fearful Odds by Jos. Hocking, 80c.

The Laughing Cavalier by Baroness Orczy, 60 and 80c.

A Mixed Pack by Dorothea Conyers, 60 and 80c.

Whom God Hath Joined by Arnold Bennett, 60c.

Percy and Others by F. Anstey, 60 and 80c.

The Carnival of Florence by Marjorie Bowen.

Prussianism and Its Destruction by Norman Angel, 80c.

Deeds That Will Never Die by Fraser.

Fighting in Flanders by E. Alex. Powell, \$1.10.

How Belgium Saved Europe by Sara-Sarolea, 30c.

Home Life in Germany by Miss A. Sidgwick, 30c.

The New (German) Testament, 10c.

Mutual Aid by P. A. Kropotkin, 30c.

Keeping Fit by O. S. Marden, \$1.10.

What I Found Out in Germany by an English Governess, 90 and 80c.

We have also received a new supply of My Heart's Right There, by F. M. Barclay, 30c., and Europe in Arms—The Titanic War of the Nations, 25c.

GARLAND'S Bookstores, 177 and 353 Water Street.



IT'S WORTH CONSIDERING.

Every problem that takes into account the payment of a small insurance premium coupled with the element of risk is worthy of careful consideration.

RISK IS ELIMINATED

when it comes to policies written here. That house of yours needs an extra policy, and why not have me write it? A day's delay may cost you thousands. It's the time to act and not to procrastinate. Do it to-day.

PERCIE JOHNSON, Insurance Agent.



SCHOOL SHOES

We're ready for the Boys who want

SCHOOL SHOES!

If we don't know the School Shoe requirements for Boys, who does?

Experience has taught us exactly what Strenuous Boys want in sturdy School Shoes, and—

We Have Got Them.

Velour Calf, Vici Kid, Gun Metal Calf and Tan Russia are some of the good leathers. Durable Soles, good Shoe Making, with seams reinforced. Strong, but not clumsy. Lace and Button styles.

\$1.20 \$1.60 \$1.80 \$3.50.

According to size.

Ask for "THE ROVER SHOE"—Our own make.

PARKER & MONROE, Ltd. The Shoe Men.

SEASON 1915.

Notice to Butchers!

We are expecting a few carloads good Fat Cattle due to arrive about Saturday Night.

Auction Notice Later.

GEO. NEAL 'Phone 264.

SEE THEM TO-DAY!

Now showing our first shipment of LADIES' and CHILDREN'S

New Spring Hats.

An astonishing variety of newest creations for your approval. We invite your inspection.

WILLIAM FREW.



The coming of Spring means the shedding of the old coat and the putting on of the new. We are showing something neat and dressy in Spring Coatings. Have you seen our Greys with silk facings? Topnotchers, aren't they Also something good in Scotch suitings, Glenris and Wha-haes; all hand made.

EXCLUSIVELY MAUNDER.

John Maunder Tailor & Clothier St. John's, N.F.

CHAPPELL PIANOS!

ENGLAND'S BEST PIANO.

CHAPPELL PIANOS accompany the following artists on tour: Kreisler, Kubelik, Melba, Caruso; and are used exclusively in The Royal Academy of Music, Royal College of Music, Guildhall School of Music, etc.

Musicians Supply Department, ROYAL STORES FURNITURE, Corner Duckworth and Prescott Streets.

apr21,w.s,w

Smyth's Men's Wear

Rightly or wrongly, other men will judge you largely by the details of your dress. A single faulty detail is a needless handicap. We can save you from error.

Everything in Fashionable Accessories to Men's Dress.

Smyth's

GEO. KEARNEY Manager

P. O. Box 701.

Phone 726.

You Like Good Things to Eat, Don't You?

HERE THEY ARE:

HARTLEY'S Jams & Marmalade.

ENGLISH SOUPS in Tins and Glass.

Imperial Cheese, McLaren's Cheese, Snyder Bacon, Bacon in Glass.

Something good in Butter—"BLUENOSE."

BONED CHICKEN in 1 lb. Tins.

New York SAUSAGES, in 1 lb. Cartons.

BUFFALO FLOUR in 14 lb. sax.

INSTANT CHOCOLATE. Will make a cup of Chocolate instantly.

VI COCOA.

Invaluable for weak digestion.

ITALIAN TOMATOES.

ASPARAGUS.

BRITISH HONEY.

GUAVA JELLY.

CAL. ORANGES.

TABLE APPLES.

GRAPE FRUIT.

CAL. LEMONS.

CRANBERRIES.

FRESH EGGS.

SPECIAL THIS WEEK.

Apples in gall. tins, 28c.

Cream of Wheat, 22c. pkg.

Sultana Raisins, 21c. pkg.

Seeded Raisins, 11 & 13c. pk

Prunes, size 60-70's, 16c. lb.

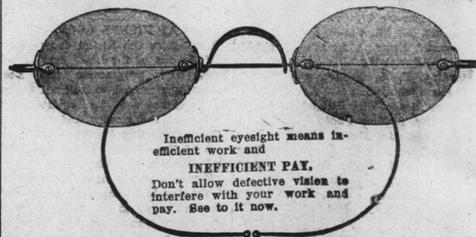
Dates, 9c. pkg.

BOWRING BROS., Limited.

Phone 332.

Grocery.

apl12,m.w.f.t.f



Inefficient eyesight means inefficient work and INEFFICIENT PAY. Don't allow defective vision to interfere with your work and pay. See to it now.

R. H. TRAPNELL,

Eye Specialist.

Water Street

New Easter MILLINERY

—AT—
TEMPLETON'S.

(See Window.)

CHILDREN'S HATS Specially Attractive

Owing to hard times we have marked our Goods Very Low.

WEATHER TORONTO, to fresh N. to-day and much change ROPER'S, N. ther 40.

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The Bride's Fat

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