

**Our Regiment**  
is short of men and the need of reinforcements is great.

Your Brothers are urgently calling for help.

What's YOUR reply to their appeal?

?

This Space Given to the Regiment by Steer Bros.

**SCHOOL SHOES**



Start the Children to School this Spring with Good Durable and Comfortable School Shoes! Most Parents already know that we make a specialty of School Shoes.

We've studied the problem carefully and we believe that we have mastered it at every point.

If you have Children who need School Shoes, bring them here and see how well we meet every requirement.

<b>BOYS' SHOES.</b>	<b>GIRLS' SHOES.</b>
Box Calf, Gun Metal Calf. Solid soles and heels. Lace or Blucher. Perfect fitting and durable, but not clumsy. Tan Leathers, if you prefer.	Patent Colt, Vici and Gun Metal Calf. Medium or Low Heels. Button or Lace. Trim looking Shoes, but formed to fit the growing foot perfectly.
<b>\$2.10 3.00 3.50 to 3.90</b>	<b>\$2.00 \$2.50 \$3.00 \$4.70</b>
According to size.	According to size.

**PARKER & MONROE, Limited**  
THE SHOE MEN.  
l.t.h.s.m.tu

Respectfully Dedicated to

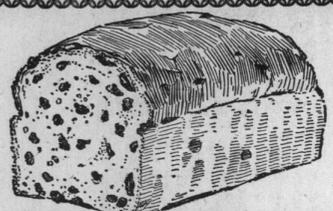
**Newfoundland's Heroic Mothers**

*Who so Unselfishly and Bravely Are Giving Their Boys to Help Their Pals--Over There!*

"O! broken woman I, my treasured only son; Still would I not have ought that he himself has done! Pitying I see them look sometime as I pass by, But I have borne A MAN,—tears do not clog my eye. For I might pitied be, mine perhaps might be the slur Had I A MAN not raised, but just a yellow cur;

And I a title bear—what ask you then?  
I'm of that Motherhood, those who are MOTHERS OF MEN,  
Which mothers send their boys—MEN—forward to the fight  
To help all mothers' boys who battle for the right."

THIS SPACE GIVEN TO THE REGIMENT BY THE REID NEELD CO.



**CALIFORNIA RAISIN BREAD,**  
Made with Sun-Maid Raisins.

A delicious, nutritious loaf, filled with luscious, tender, meaty Sun-Maid Raisins from the celebrated San Joaquin Valley of California.

A "QUALITY LOAF" IN EVERY DETAIL. EVERY LOAF LABELED.

At all Grocers, 15 cents each.  
Made at

**McGUIRE'S BAKERY.**



**CALIFORNIA RAISIN PIE,**  
Made with Sun-Maid Raisins.

Our Raisin Pie will prove a treat for the whole family. The flaky crust is browned to perfection, and is filled with large, juicy, full-flavored Sun-Maid Raisins.

IT IS GOOD, AND GOOD FOR YOU.

At all Grocers, 10 cents each.  
Made at

**McGUIRE'S BAKERY.**

**Now's the Day!  
Now's the Hour!**

**YOUR CHUMS**

*have thrown up their lucrative positions and brilliant prospects to do their bit—*

*Are you doing the square thing by them in hanging back?*

**Does Your Employer Know Why You Haven't Offered.**

THIS SPACE GIVEN TO THE REGIMENT BY A FRIEND.  
a.t.u.th

Insure with the

**QUEEN,**

the Company having the largest number of Policy Holders in Newfoundland.

Every satisfaction given in settling losses.

Office: 167 Water Street.  
Adrain Bldg. P. O. Box 782  
Telephone 688.  
QUEEN INS. CO.

**GEO. H. HALLEY,**  
Agent.

**DON'T BE A QUITTER!**

**ENLIST NOW!**

This space given to the Regiment by  
T. A. McNab & Co.

**Woodworking Factory and Construction Work.**

Our Factory is modern and up-to-date. We make

**DOORS, WINDOWS, STAIRS, OFFICE and STORE FIXTURES, FURNITURE,**

and all kinds of Cabinet Work, Mantels, Balusters, and all kinds of Trim. We also build houses and do all kinds of construction work.

All work done in a first-class workmanlike manner, of good materials, and reasonable prices.

**PLANS AND SPECIFICATION FREE OF CHARGE TO CUSTOMERS.**

**Newfoundland Shipbuilding Co'y, Ltd.**  
HARBOR GRACE.

**If Newfoundland Were Belgium.**

**WHAT THEN**

?

**IT'S UP TO YOU YOUNG FELLOW!**

This space given to the Regiment by  
Geo. Neal.

**J. J. ST. JOHN**

Don't forget the best

**TEA**

to be got in Newfoundland is at our Store, retailing at

**60c.**  
per lb.

**Sun Ammonia,**  
10c. package.

**English Breakfast COFFEE,**  
1 lb. tins.

**Eddy's Matches.**

**J. J. ST. JOHN.**  
Duckworth Street and LeMarchant Road.

**FOR SHOEMAKERS!**

**Kerr's**

**LINEN FINISH THREAD,**  
Black, Tan Yellow.

Sizes: 40, 50, 60, 2 oz. Reels.

**R. Templeton**  
333 Water Street.

**ORANGES, CABBAGE, etc.**

**Oranges, Cabbage, Apples, Onions.**

**BURT & LAWRENCE,**  
14 NEW GOWER STREET.

**NO MATTER HOW THE FIRE IS CAUSED**

If you're not insured, you're a loser. Take time to see about your policies. We give you the best companies and reasonable rates.

**PERCIE JOHNSON**  
Insurance Agent.

**A. PITTMAN,**  
PLUMBER, STEAM & HOT WATER FITTER.

Come in Out of the Wet.

You can't afford to lose much time now. Spring is coming on, so get your pipes, traps and drains in good order and don't delay your house-cleaning.

SEND FOR ME

If you want expert Plumbing or Heating done at Low Rates. Orders left at Parsons' Phone 885, will be taken care of.

Remember, am right on the job and personally perform or supervise my own work.

**A. PITTMAN,**  
PLUMBER, STEAM & HOT WATER FITTER.

5c. The Crescent Picture Palace

PRESENTS TO-DAY  
The first of the great "Seven Deadly Sins" Series, entitled

**"PRIDE."**

With Shirley Mason, Holbrook Blynn and George LeGuere. A great 5 part Photo-Play.

**PROF. McCARTHY** will sing "Thora" at both afternoon and evening shows.

5c.—LATEST MUSIC, DRUMS AND EFFECTS—5c.

VOLUME XL.

**Auction Sales,**  
OF  
**First Class Property!**

We are instructed to sell by AUCTION on the premises on

**Monday Morning,**  
April 29th next, at 12 o'clock noon, (if not previously disposed of)

**That Most Desirable Property,**

containing 2 acres, with Residence, 2 Barns and Outhouses, belonging to the

**Estate of John and Bridget Coady,**

No. 82 PENNYWELL ROAD.

The Residence is 2 stories, and stands back about 50 feet from Road; plastered throughout, and contains Drawing Room, Dining Room, Breakfast Room, Kitchen and Bathrooms on 1st floor, 1 Bedroom and Parlor on 2nd floor, and spacious Basement with concrete floor. The property has frontage on Pennywell Road of 212 feet (also frontage on Avenue leading from Pennywell and Freshwater Roads, 334 feet, particularly valuable for building lots). East corner of property 114 x 136 feet with Barn thereon, is Freehold. The remaining part is under a long lease at the annual rental of sixty dollars per annum. Premises may be inspected at any time.—It must be seen to be appreciated.—We recommend as a unique opportunity to secure a charming Home in a delightful locality. Immediate possession. Further particulars upon application to

**FRED. J. ROIL & CO.,**  
Auctioneers.

**FOR SALE BY PUBLIC AUCTION.**

ON SATURDAY NEXT,  
at 11 o'clock,

At the Central Auction Mart (Beck's Cove),

20 boxes BABBITT'S LYE (Without Reserve.)

about 20 doz. LOCAL CABBAGE.

**M. A. BASTOW,**  
Auctioneer.

**Sheriff's Sale!**

By virtue of a Writ of Fieri Facias directed in an action wherein Edna Johnston and Company are Plaintiffs and George Earle is Defendant, I will sell by Public Auction, at the Sheriff's Office, in the Court House in St. John's, on Saturday, the 27th day of April, A.D. 1918, 12 o'clock noon, one Boat "Stella", part Trap, 1 part Bottom, 1 part Under, 12 Trap Moorings, 3 Grapnels, 1 Trap Keg, 5 Buoy Moorings, 2 fathoms 2 inch Manila, 30 fathoms 2 1/2 inch Coir, 40 fathoms Coir, Dip Nets, 1 Herring Net, 5 hogsheads Salt.

For further particulars apply to  
**ROD & KELLY,** Plaintiffs' Solicitors, Temple Building, Duckworth St., St. John's.

**SYDNEY D. BLANDFORD,**  
Sheriff of Newfoundland.

**FOR SALE**  
ON VERY EASY TERMS.

**Newly Built House,**  
fitted with all modern improvements; contains 4 Bedrooms, bathroom, Dining Room, Kitchen and Shop. Shop can be changed into a Parlor if purchaser so desires. An ideal stand for small grocery.

Apply to  
**WM. CUMMINGS,**  
of Brazil's Field & Pleasant St.

**For Sale or to Let!**

That highly desirable Residence, known as

**"Morningside,"**

located on the corner of the Commercial Road, at present occupied by Mr. Stewart, Esq., Manager Bank of Commerce. Apply to

**Geo. W. B. Ayre.**

**INGRAM'S VELVEOLA**  
The Milkweed Cream Face Powder

A complexion powder especially distinguished by the fact that it stays on. Furthermore, a powder of unexcelled delicacy of texture and refinement of perfume.

Four tints—Flesh, Pink, White and Brunette.  
Price 40c. a box.

**PETER OWARA,**  
The Druggist,  
46-48 WATER ST. W.

**The Evening Telegram**  
is The People's Paper