

LIGHT, HEAT, COMFORT!

The proprietor of one of the best known multiple shopping systems is credited with saying, "Give me any old shop, in any old street, and I'll guarantee to make it in twelve months the most widely known and best frequented shop in the district." He was asked to explain. Holding up three fingers he said, "I believe in the trinity of LIGHT, WARMTH, COMFORT. I should dazzle the moths until the candle drew them. I should bring them into a warm, comfortable shop, filled with a soft, pleasing radiance, and the rest is—well, mere child's play."

Mixed metaphors, perhaps, but expressive. Now we can more than imagine the kind of shop this well-known individual would open, for we pass it in almost every town—always a landmark to the street. No one fails to notice it. There is an indefinable air of welcome and invitation as one stands for a moment on the pathway and lets one's gaze travel inside it. The subdued, restful lighting effect, that so charms because of its very unobtrusiveness, the absence of dark corners, the intangible feeling that if one would step inside one would be sure of experiencing a delicious sense of warmth and comfort and cheerfulness—all these are part of its appeal. Truly a shop with an individuality.

We cordially invite all progressive business men to visit our showrooms to see our latest Lighting and Heating Appliances, by the adoption of which the ideal outline in the above extract from a London paper may be easily secured. Our new RADIO X. Lamp and GASTHEAM Radiators fill all light and heat requirements.

ST. JOHN'S GAS LIGHT COMPANY.

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Address

To His Excellency and Lady Davidson from Botwood.

Sir Walter Edward Davidson, K.C.M.G., Governor and Commander-in-Chief in and over the Island of Newfoundland and its Dependencies. May it Please Your Excellency—

On behalf of the members of the Patriotic Association representing Botwood and the surrounding places, I gaily welcome you as the Representative of our Most Gracious Sovereign, King George the Fifth. We desire to express to you our feelings of deepest loyalty for our beloved Sovereign the King and the Empire over which he reigns. As patriots of this most Ancient Colony, we are proud you have come to your great office at a time like this in our Empire's history. We appreciate the responsibility and extra burdens which have been necessarily yours owing to this gigantic war in which our Empire is engaged and take this opportunity of expressing our great admiration of the manner in which you have been able to enlist the hearty co-operation of all the people of this Colony.

You have shared with us the feelings of pride that so many of Terra Nova's sons have answered, through you, the call of the King. Your personal interest in the Boys has been greatly appreciated.

The various means which have been adopted under Your Excellency's sanction have received hearty support and we rejoice that so much of material help has been given to assist the Empire. Above all, we are glad that the great principles for which our King and Nation stands have become dearer and more sacred to us and we are proud to think the neutral nations with us have given their endorsement to these principles.

We have rejoiced with you that our Colonies have rallied round the Grand Old Flag. The spirit of our forefathers has shown itself in their sons of to-day and brighter records of valour have been added to the already bright history of our National heroes. With all our sister Colonies we are in this war to win. We assure you that any further help will be gladly given.

T. J. Edens

NEW Goods from the OLD Country by s.s. Tabasco:

- 50 sacks Irish Potatoes.
- 50 sides Irish Bacon.
- 7 cases Jacobs' Biscuits.
- 10 English Cheddar Cheese.
- 5 Dunlop Cheese.
- 20 cases Hartley's Jams & Marmalade.
- 20 cases Valencia Onions.
- 20 cases Valencia Oranges.

By s.s. CHICKEN, N. Y. DUCKS, N. Y. SAUSAGES, N. Y. CORNED BEEF, BANANAS.

TABLE APPLES, CAL. NAVEL ORANGES, GRAPE FRUIT, CAL. LEMONS, CELERY, RIPE TOMATOES.

20 crates New Cabbage

- FISH—Fresh Oysters, Fresh Halibut, Fresh Herring, Salt Herring, Kipper Herring, Finnan Haddies.
- 10 brs. Canadian Cabbage.
- 20 crates Yellow Onions.
- 20 crates Red Onions.
- 20 brs. No. 1 Apples. (Baldwins, Starks, Russets.)

BILDOG TEA . . . 45c. lb. DANNAWALLA TEA . . . 50c. lb. The kinds they come back for every time.

FRESH RABBITS, FRESH EGGS.

T. J. EDENS.

Duckworth St. and Military Rd.

Extraordinary German Sermons.

"Perhaps there is no better way of getting an insight into the strangely perverted attitude of the German mind touching the present war than by reading passages taken from the sermons of their great preachers, which have recently appeared in German newspapers," says the Rev. William Burgess in the Methodist Times.

No Compromise With Hell.

"Pastor Zoebel, speaking in the great Lutheran Church in Leipzig, said:—

"It is this deep consciousness of our mission that permits us to congratulate ourselves, and rest content with a heart full of gratitude, when our guns beat down the children of Satan, and when our marvellous submarines—instruments to execute the Divine vengeance—send to the bottom of the sea thousands of the non-elect.

Divine Mission of Germany.

"We must fight the wicked with ever means in our power; their sufferings should give us pleasure; their cries of despair should not move German hearts. There ought to be no compromise with hell, no mercy for the servants of Satan—in other words no pity for the English, French and Russians, nor, indeed, for any nation that has sold itself to the Devil. They have all been condemned to death by a Divine decree."

"Pastor Fritz Philipp, of Berlin, from his Protestant pulpit, among other things, said:—

"As the Almighty allowed His Son to be crucified that the scheme of redemption might be accomplished, so Germany is destined to crucify humanity in order that its salvation may be secured. The human race can only be saved by blood, by fire and sword. German warriors do not shed blood with a light heart. They look upon it as a sacred duty imposed on them, a duty they cannot neglect without committing sin. Our beloved Emperor hates the horrors of war. Through long years he labored to maintain the peace of the world. Germany has never employed force to menace the independence of any nation.

"It is really because we are pure that we have been chosen by the Almighty as His instruments to punish the envious, to chastise the wicked and to slay with the sword sinful nations. The Divine mission of Germany, oh brethren! is to chastise humanity; the duty of German soldiers, therefore, is to strike, without mercy. They must kill, burn, and destroy; any half measures would be wicked. Let it then be a war without pity. The immoral and the friends and allies of Satan must be destroyed, as an evil plant is uprooted. Satan himself, who has come into the world in the form of a great Power (England), must be crushed.

"On Germany is laid the Divine command to bring about the destruction of those who are the personification of evil. When this work is finished, fire and sword will not have been used in vain. The redemption of humanity will be achieved. The kingdom of righteousness will be established on the earth, and the German Empire, which will have created it, will remain its protector."

A Killing Charity.

"Professor Rheindorf Seeb, who teaches theology in the Berlin University, preaching in the cathedral of the city, said:—

"We do not hate our enemies. We obey the command of God, who tells us to love them. But we believe that in killing them, in putting them to suffering, in burning their houses, in invading their territories, we simply perform a work of charity. Divine love is seen everywhere in the world, but men have to suffer for their salvation. Human parents love their children, yet they chastise them. Germany loves other nations, and when she punishes them it is for their good."

Subpender and bristle effects are used in many taffeta and serge dresses. Wings are becoming used in every possible way, and some that are impossible.

Gin Pills FOR THE KIDNEYS

What They Have Done

"I suffered a great many years with kidney trouble; tried several remedies, and also doctors' medicine, with no result. Two years ago I read an advertisement for 'GIN PILLS FOR THE KIDNEYS' and sent for two boxes. They did me more good than all the medicine I had ever taken. After I used the first two I sent for two more boxes, and I am satisfied, and also know, that Gin Pills are the best kidney remedy made. I used to have to rise three or four times in the night; now I can sleep and don't have to get up at all, thanks to GIN PILLS. Am seventy-two years old."

ALEXANDER LA DUE, Watertown, N.Y. See a box at all Drugists. Sample free upon request to National Drug & Chemical Co. of Canada, Limited, Toronto.

New Records Created by The Sun Life of Canada

PROGRESSIVE business methods, backed by forty-five years of fair-dealing, have achieved for the Sun Life of Canada during 1915 records that are new in the Canadian life assurance field.

Assurances of over \$34,000,000 issued and paid for in cash; Total Assurances in Force of over \$250,000,000; Total Payments to Policyholders since organization of more than \$52,600,000; Assets in excess of \$74,000,000; a Cash Income of nearly \$16,000,000 and an Undistributed Net Surplus of over \$7,500,000—all are high-water marks in the annals of Canadian life assurance.

Their achievement maintains the established prestige of the Sun Life of Canada as **A Leader Among the Life Companies of the Empire**

The following substantial and uniform increases registered during the past year clearly demonstrate the strength of the Company's position:—

	1915	1914	INCREASE
Assets as at December 31st.	\$ 74,326,423	\$64,187,656	\$10,138,767 (15.8%)
Cash Income	15,972,672	15,082,275	\$890,397 (6.1%)
Surplus Distributed to Policyholders	985,487	861,784	123,704 (14.3%)
Net Surplus as at December 31st.	7,545,591	6,503,794	1,041,797 (16.2%)
Total Payments to Policyholders	7,128,479	6,161,287	\$968,192 (15.7%)
Assurances Issued and Paid for in Cash	34,873,851	32,167,339	2,706,512 (8.4%)
Assurances in Force	257,404,160	218,299,333	39,104,825 (17.9%)

The Company's Growth

YEAR	INCOME	ASSETS	LIFE ASSURANCE IN FORCE
1872	\$ 48,210.73	\$ 96,461.95	\$ 1,094,350.00
1885	819,987.05	1,411,004.33	7,930,876.77
1895	1,628,054.09	5,365,770.53	34,754,840.25
1905	5,717,492.23	21,309,384.82	95,290,894.71
1915	15,972,672.31	74,326,423.78	257,404,160.42

T. B. MACAULAY, F. I. A., F. A. S., PRESIDENT AND MANAGING DIRECTOR.

S. H. EWING, VICE-PRESIDENT.

FREDERICK G. COPE, SECRETARY.

SUN LIFE ASSURANCE COMPANY OF CANADA

1871 HEAD OFFICE MONTREAL 1916
ALEX. BRYDEN, - - - Manager Newfoundland Division, St. John's, Newfoundland.

McMurdo's Store News

WEDNESDAY, March 15, 1916. Transparent Nipples are sometimes hard to obtain but we have lately stocked up with the Crystal Transparent Nipple, held to be one of the best nipples of this kind, and made of pure gum rubber of good quality. These nipples are likely to become popular as they are tough, do not easily collapse, and are easily cleaned. Price 10c. each.

Hill's Pills for Liver Ills have made their mark, and some people prefer them to any other Liver-Kidney Pill to be had. They are mild in action and thorough in effect. As a general household laxative and cathartic they are invaluable. Price 25c. a box.

Total Canadian Enlistments

ARE 263,000 TO MARCH THE 1st. Ottawa, March 9.—Two hundred and sixty-three thousand recruits had been enlisted in Canada up to the first of March. These figures comprise the total from the time of the original enlistment at the outbreak of the war. Fifty-two thousand have been recruited from the East of the Ottawa River, and the remainder from West of that boundary. Ontario has raised 117,000; Quebec, 28,000; The Maritime Provinces, 24,000; and the Western Provinces, 100,000.

The enrolment by divisions is as follows: No. 1, London, 23,000; No. 2, Toronto, 40,000; No. 3, Kingston, 40,000; No. 4, Montreal, 29,000; No. 5, Quebec, 2,000; No. 6, Maritime Provinces, 24,000; No. 10, Manitoba and Saskatchewan, 50,000; No. 11, British Columbia, 25,000; No. 13, Alberta, 24,000.

Mrs. M. Bastow

Receives Letter of Thanks from Australian Soldier. Mrs. M. Bastow received the following letter from Private Carroll, an Australian soldier, thanking her for a pair of socks she had knit which he was wearing:—

Mosassar, 5/2/16. Dear Margaret Bastow—I am writing to let you know that in a pair of socks I got on the Peninsula or better known as the Dardanelles, I found inside a piece of paper, and on reading it I learn that you are the good-hearted friend, and I feel it my duty to write and thank you for the gift which the boys appreciate. It makes a fellow proud to think that some one takes an interest in the welfare of the men at the front. I suppose you have read all about our evacuation of the Dardanelles which was a great bit of work. I see by your note that you have a son at the front in the second contingent. I am sorry to say that it would take a lot of enquiry to find him as to find any one he wants to know; what battalion he is in and what company, but I will try and find him. I myself am an Australian and belong to the 15th battalion which comes from Queensland, Australia. I was on the Peninsula for three months and I was not sorry when we left. It was very cold when we were there, and in the end of November we had about six inches of snow and it lasted on the ground for a week. You can imagine what the Australians would think of snow considering about only one out of every hundred had seen it before. We have it very hot where we are now and I hope we are away before the summer sets in properly. Well I think I have told you all the news for the present, so I will conclude by saying that in the next time, and don't forget to write and let me know if you receive this. I remain your soldier friend, JIM CARROLL.

Address—2564—Private J. Carroll, C. Co., 15th Battalion, 4th Infantry Brigade, Australian Expeditionary Force, on active service.

4 Points.

1. So strengthening and invigorating as a hot drink in cold weather.
2. Better than beef-tea in sickness.
3. Very delicious for enriching soups, stews, pies, etc.
4. Economical and ready in a moment.

Time of 4, 10, 30 and 100 Cubes. **DXO CUBES** McMurdo's Liment Cures Diphtheria.

Demand for Fish.

This item appended is taken from the Canadian Grocer of the 3rd Inst. The curtailment of supplies from the North Seas from the fact that a very large proportion of trawlers and drifters have been taken over for Admiralty work and to a large proportion of the fishermen have enlisted affords a great opportunity for Newfoundland to get a footing in the British fish market. The appeal is based on the Marine and Fisheries Department should take up.

"J. Stubbs, Curator of the White Chapel Museum, London, is advocating what public opinion is already favouring, an increased consumption of fish during the war. The appeal is based on the patriotic grounds of cheapness and the necessity of patronizing a home industry."—Canadian Grocer.

New Army About 1,000,000.

Captain Paterson, who returned from England last Sunday, says that previous to his leaving the Old Country, Great Britain had more than 1,000,000 men under arms, trained and ready to go to the firing line. The greater number of these had enlisted under the Derby scheme and were representative of the best manhood of Britain. Captain Paterson believes that at least 250,000 more men had joined the colours since he left England. He has no knowledge of the disposition of this great army.

Cape Report.

Special to Evening Telegram. CAPE RACE, To-day. Wind north light, weather fine, sea about 6 miles of shore; no shipping sighted to-day. Bar, 29.62; ther. 23.

PREACHES TO-NIGHT.—The Rev. J. E. Leeger, Rector of Portugal Cove, will be the preacher at St. Thomas's Church to-night. The service begins at 8 o'clock.

TOO—LATE!

Almost every person you meet at the present time is suffering from a cough or cold. If you are one of them don't wait until it develops into the cough that you are not able to throw out.

STAFFORD'S PHORATONE COUGH and COLD CURE is what you need. Try a bottle. Price 25 cts. Postage 5c. extra. Prepared only by DR. F. STAFFORD & SON, St. John's, Nfld. Manufacturers of "3 Specialties": STAFFORD'S LINIMENT, STAFFORD'S PRESCRIPTION "A", STAFFORD'S PHORATONE.

Stafford's Drug Store (Theatre Hill) open every night from 7.30 to 9.30.

PLENTY OF HERRING WITH NO DEMAND.

During the past season the fishermen of Placentia Bay had to discontinue the herring fishery owing to there being no great demand for that commodity; in a great many cases the men went to the lumber woods or to work in Sydney mines. At the present time the fish continue to be abundant about St. John's, Red Island and Ragged Island, but few men are engaged catching them.

THERE IS A VAST ARMY

of men and women who really never know what it is to enjoy sound, vibrant health—who would be surprised to suddenly gain that exhilarating vitality that robust health brings. Literally thousands without any particular sickness live in "general debility", as the doctors call it—have headaches, are tired and indifferent. To all such people we say with unmistakable earnestness—Take Scott's Emulsion after meals for one month and allow its rare oil to enrich and enliven your blood, quicken your circulation, stimulate nutrition, and aid nature to develop that restful-blooded life that means activity, enjoyment, success. Scott's Emulsion is not a drug, but a pleasant food-tonic—free from drugs. One bottle may help you. Scott & Bowne, Toronto, Ont. 12-13