

CABLE NEWS.

THE REAL CAUSE.
AMSTERDAM, April 18.
 Emperor William recently made a visit to the battlefield near Quent, west of Cambrai. A War Correspondent of the Berlin Anzeiger writes, His Majesty's silence was broken only once when he remarked, "What have I not done to preserve the world from these horrors."

OLD HOME RULER DEAD.
BELFAST, April 18.
 Samuel Young, the eldest member of the House of Commons, died here today. The Sinn Feiners will make a great effort to capture the seat thus vacated in the eastern division of County Cavan. In view of the Government decision to apply conscription to Ireland, it is not unlikely that they will succeed. Mr. Young was 84 years old. He was a Protestant although he represented a Catholic constituency; he was an earnest advocate of self-government for Ireland.

FOR EFFICIENCY'S SAKE.
LONDON, April 18.
 The appointment of Viscount Milner to the War Secretaryship, it is considered, will make for efficiency as he is rated by many as the strongest member of the war cabinet. Personally he is not among the popular politicians because he is extremely conservative in his views and Liberals always have condemned his South African policy. The Earl of Derby has a genial personality which induces the view that he will fit well into diplomacy. The selection of Mr. Chamberlain does not seem likely to be greeted with unanimous enthusiasm. The Daily Mail, for instance, yesterday said such action would be trifling with the nation. It described Mr. Chamberlain as an honest mediocrity who owed his advancement entirely to the prestige of his father, the late Joseph Chamberlain.

THEY'LL BE THERE.
OTTAWA, April 18.
 Advice has been received in Ottawa which indicates that at least one Canadian division, believed to be the first, is now participating in the mighty conflict at Lys. Detailed information is hourly expected by the authorities. Up to the present Dominion troops have not had an extensive share in any of the fighting that has been raging with such fury during the past three weeks. In their Picardy offensive the Germans struck south of the Canadian lines and only the Dominion cavalry brigade with some Canadian armoured cars took part in the battle which followed. Their losses, it is understood, did not exceed two thousand in killed, wounded and missing.

RIOTING IN VIENNA.
ZURICH, April 18.
 Vienna newspapers report serious rioting in the meat market there on Sunday. Ten thousand people demanded meat, but only one thousand kilograms were available. Then they demanded horse flesh and when none was forthcoming they stormed the meat stalls. The police were summoned, and many arrests were made.

BIG RED CROSS FUND.
LONDON, April 18.
 The Red Cross Fund has reached £10,000,000. The King has written the Times, which raised the fund, expressing his congratulations. In the course of the letter he says: "I am especially proud of the noble generosity displayed by Britons overseas, nor can I forget the munificence with which the American Red Cross has supported the work of the British Red Cross, cementing still further the ties which unite the two countries."

STARVING IN BOHEMIA.
WASHINGTON, April 18.
 Thousands of families in Bohemia, especially at Prague and vicinity are starving, according to an official despatch from France to-day which quotes the Leipziger Volks Zeitung. Last week it was estimated that there was a deficit of one hundred thousand loaves of bread in Prague.

Welch's Grape Juice.

By JOHN BURKE.
 (Author of "The Tapsal Gelsia," etc., etc.)

The winter's gone, the spring is come
 And the summer's drawing nigh;
 You want a cool, refreshing drink—
 The best that you can try.
 The one we highly recommend,
WELCH'S GRAPE JUICE near in mind,
 No finer drink in Newfoundland
 Can anywhere you find.

For that "fired and all gone" feeling
 If you only take a sup,
 You'll find that **WELCH'S GRAPE JUICE**
 Is the drink to brace you up.
 For old and young it's good to take,
 The flavor rich and sweet.
 No other drink in Newfoundland
 Can **WELCH'S GRAPE JUICE** beat.

It's sold all over Newfoundland,
 In every town and bay.
 For **WELCH'S** is the standard drink,
 The drink that's come to stay.
 Just buy a good sized bottle
 And make the test yourself,
 You'll find that **WELCH'S GRAPE JUICE**
 Will not stay on the shelf.

You can buy it almost everywhere
 In bottles large and small.
 The price is very reasonable.
 It's within the reach of all.
 And if any information
 Of this drink you wish to learn,
 Just call on **F. E. OUTERBRIDGE**,
 Who is agent for the firm.

May we add that a large shipment
 of **WELCH'S GRAPE JUICE** has just
 been received and that all orders in
 hand are being filled as quickly as
 possible. **F. E. OUTERBRIDGE**,
 Sole Agent for Nfld., 208 Water St.,
 Telephone 60, April 17, 1918

Every Saturday evening after
 7 o'clock, Choice Ends of Beef,
 Mutton, Lamb, Pork will be sold
 at cost. **ELLIS & CO., LTD.**,
 203 Water Street—Nov 25, 1917

VAN RAALTE
VEILS.

LADIES RUBBERS—High grade, low cut
 Rubbers for Spring wear. New shape
 with fancy toe. Sizes 2 1/2 to 7. Reg.
 value. To clear Friday, Saturday
 and Monday **79c**

P. O. Box 920,
St. John's.

Published by Authority

Owing to the collapse in Russia which allowed Germany to remove the main part of her Army from the Eastern to the Western front, the Allies have been severely handicapped in meeting the greatest offensive of the war.

There is an urgent call to all parts of the Empire for men.

In the United Kingdom steps are being taken to conscript all men up to the age of 53 years.

As a self-governing Dominion Newfoundland has been called upon to do her part in filling the ranks. We have been specially called upon by the Secretary of State for the Colonies to keep the Royal Newfoundland Regiment at its full war strength. Three hundred men (300) are required immediately and sixty (60) men additional per month. The need for these men is set forth in the despatch received Tuesday, April 9th, from the Secretary of State for the Colonies which reads as follows:—

"April 9th.—Statement has been received from Army Council to the effect that the Newfoundland Regiment in France is now short of the authorized War Establishment by 175 men, and that the number of men under training in England is not sufficient to make up this deficit. Since very heavy fighting must be anticipated, at least 300 men will be required from Newfoundland as early as possible in order to bring the Battalion up to strength and to perform the duties of the month which will be required to maintain it in the field.

H. M. Government trust that your Government will be able to supply these men.

(Signed) LONG.

Conscription prevails throughout Canada and the United States, and Newfoundlanders in Canada are being conscripted.

Under the War Measures Act the Newfoundland Government has ordered:—

That no unmarried man between the ages of twenty and thirty-five who is eligible for the Army or Navy, shall be permitted to leave the Dominion.

That no person whose name shall be allowed to leave the Dominion without a Passport.

Newfoundland must do its part and cost what it will, the Regiment must be maintained. Our Regiment has performed deeds of valor equal to any in the history of the British Army.

Its gallantry in the field has won the recognition of the King by the bestowal of the glorious prefix "ROYAL".

It has earned so many encomiums from the Commander in Chief, the Divisional and Brigade Generals, that we cannot allow it to be withdrawn from the scene of conflict.

It has placed the name of Newfoundland on the Honour Roll of Nations. It would be an eternal disgrace to the eligible men of Newfoundland to allow the name to be erased from that Honour Roll by falling to keep the Regiment up to its full fighting strength.

An opportunity is now afforded the young men of the country to join the ranks.

On St. George's Day, the 23rd April, the Legislature will be convened, and immediate attention will be given to the consideration of the steps to be taken to maintain the Royal Newfoundland Regiment at full strength.

In the meantime the need is urgent and every effort should be made to answer the call from His Excellency the Governor and from the War Council, to enlist as many men as possible.

W. W. HALFYARD
 Acting Colonial Secretary
 Dept of the Colonial Secretary,
 April 11, 1918.

Coughs, Colds, Bronchitis, Asthma, and various Lung Troubles can be cured by
Stafford's Phoratorn Compound
 Cold Cure. Price 30c. 6d. 1/2 age 5c. extra.—april 17

INTEREST
AROUSING
SPECIALS for

Pretty Scrims and Pretty Chintz Coverings at Easy-Paying Prices.

NEW SCRIMS—Here is another batch of very handsome scrims at a low price, they have everything to recommend them. Appearance, adaptability, and easy reaching in price. White and Cream, with pretty floral borders. Reg. 35c. Fri., Sat. and Monday **22c**

PRETTY SCRIMS—The loveliest range we have ever handled. Pretty beyond compare—White and Cream with delicately tinted floral patterns, and border to match. 36 inches wide; choose from these very Summer Curtains, the reduced price is helpful. Reg. 50c yard. Fri., Sat. and Monday **45c**

PATRIOTIC TEA CLOTHS—Handsome Nottingham Lace Tea Cloths, with heads of King and Queen in centre. Union Jack corners and Crest, uncommon looking and very serviceable. Reg. 85c. Fri., Sat. and Monday **49c**

2 Leaders in Ladies' Glove Values

LADIES' GLOVES—Best quality Tan Cape Kid; the Glove that gives you the most wear; nice dark shades, 2 dome wrist. You make no mistake in buying a glove like this. Reg. \$2.50. Friday, Saturday & Monday **\$2.60**

LADIES' SILK GLOVES—Our Dollar line of Black and White Silk Gloves, wrist length, dome or button wrist; now is the time to buy in your supply of Summer gloves. Reg. \$1.00. Friday, Saturday and Monday **89c**

SIDEBORD RUNNERS—Very pretty Lace Sideboard Runners, wave edge. You would be surprised at the wear these give, and the small outlay is helpful; easy to wash and launder. Special, each, Friday, Saturday and Monday **25c**

Respond to These Excellent Values in Bedroom Requirements.

COTTON BLANKETS—Coloured Cotton Blankets in pink or blue, with white striped borders. Just the weight you would welcome for later use in wear, or a Blanket you could put up immediately as they won't soil as easily as the White Blanket. Reg. \$1.50. Friday, Saturday & Monday **\$1.80**

PILLOW CASES—Here are some very serviceable Pillow Cases, size 21 x 33. We have just a dozen of these left over; they offer excellent value for those looking for Pillow Cases. Regular 50c. Friday, Saturday and Monday **45c**

DOLBY CASES—Extra heavy and strongly made from best quality English Pillowings, size 20 x 28. Best case that will give years of wear. Reg. \$1.20. Friday, Saturday and Monday **98c**

ENGLISH SHEETS—Large size family Bed Sheets in the best of English Sheetings, plain finish; size 80 x 90. hemmed. These are value to-day for \$4.70. Friday, Saturday and Monday **\$4.35**

WHITE QUILTS—A clean-up sale of pure White Honeycomb Quilts, some hemmed, others fringed; these you get at the old sale price during this Sale. Come along early, you surely need a new Bed Spread for your room in the house. Reg. to \$3.50. Friday and Monday **\$3.19**

Remnants of Cotton Blankets.

Useable lengths in Factory Ends; excellent quality, very useful where there is a family, as you can pick up pieces for almost any size bed; plain and striped pieces. Come along early, there is a saving in every purchase from this pile. Prices range from 45c. up, according to size.

LADIES' RUBBERS—A very dainty looking Spring Boot, made for service; comes in high and out style, being 15 eyelet height, high heel and pointed toe. Reg. \$5.25. Friday, Saturday and Monday **\$5.00**

MEN'S RUBBERS—Spring time is renewing time for footwear; there is a longing to discard the rubbers and get a strong Blucher style; very easy fitting shape; sizes 6 to 10. Reg. \$2.80. Friday, Sat. & Monday **\$3.50**

INFANTS' RUBBERS—Sizes 3 to 6 in fine Black Donagola Kid Boots, Gun Metal top, spring heel style; good foot form; just the boot for the little ones. Special Friday, Saturday and Monday **\$1.25**



FRIDAY, SATURDAY and MONDAY
Days of Thrift Pickings at this Store

THIS specially prepared list of superb value-giving offerings will be heartily welcomed in homes of prudent shoppers for many miles around. It's important for you that you acquaint yourself with these values.

Great Sale of Gabardines, Cotton Serges and Shepherd's Checks

In Factory Ends.
 Great help to mothers making up girls frocks and dresses, or Ladies' Skirts. White and Cream Gabardines with Navy or Black Pin Stripe and Shepherd's Checks. The Black Pin Stripe and Shepherd's Checks at low price, the special price, should induce you to buy as many yards as possible while the opportunity lasts, per yard, Friday, Saturday & Monday **33c**

SHOW-ROOM VALUES
That Strongly Emphasize Their Worth. READ!

LADIES' KNICKERS—Very special value in Ladies' Silk Muslin and Crepe Knickers, elastic at waist and knee, closed; shades of Pink, Sky and Black or White. Good value at \$1.75. Friday, Saturday & Monday **\$1.57**

LADIES' TIES—There is always a demand for a pretty Tie. See this lot in Crepe-de-Chine; a great selection in all the most approved styles. Reg. 20c. Friday, Saturday and Monday **15c**

DR. PARKER'S WAIST—For growing girls or boys, from 2 to 10 years. Let the children know and feel the comfort of these easy-fitting waists. They help to keep the young forms erect and shapely. Suspenders attached. Reg. 40c. Friday, Saturday & Monday **36c**

COAT BUCKLES—Now that belted coats are so fashionable, there is a demand for pretty buckles. See this line in bone. You'll find Black, Champagne and Grey here, made with firm clasp of brass and bone. Suitable alike for Dress or Coat. Reg. 90c. Clearing Friday, Saturday and Monday **52c**

Important because it offers you first of the Season's Styles in White Muslin and White Plique Blouses. See the lovely styles for Summer wear, large Sailor and Shawl Collars, embroidered and tucked here and there; others in fancy coloured and striped Muslins and Linens, etc., equally attractive and sure to be admired. Take in this Blouse Sale, it's important to you, there is value combined with variety and prettiness; sizes from 38 to 48 inch bust. Regular \$1.75. Friday, Saturday and Monday **1.54**

TWO LEADERS for THIS WEEK
GIRLS' Camp Dresses **Ladies' New Spring Coats.**

Reg. \$1.60, Clearing at 59c. **at an Easy-Reaching Price, 6.95**

Just the handsomest lot of Spring Coats you could wish to see. Their several styles are at once attractive; plain Fawn in belted style; others in fine Fawn Cloths with bright Green collar and cuffs, and others again in pretty mixed checks smartly trimmed. This is THE opportunity of the Sale. Special Friday, Saturday and Monday **\$6.95**

James Paird


BOYS' FELT HATS—Soft Felt American Hats for Spring wear; assorted shades; others in Tweed and Cord Velvet. Special Friday, Saturday and Monday **39c**

Earners Will Appreciate the Spending Powers of the Dollar Here.

MEN'S BRACES—Another product of the Shirley President Brace Manufacturing Co., a strong dignified looking brace with best quality clasps, gild mountings, and all leather fastenings. Reg. 75c. Friday, Saturday and Monday **69c**

MEN'S SHIRTS—Pretty novelty stripes, mercerized front and soft cuffs; a shirt that appeals to any man who is fashionable and like the newest; they come in well fitting sizes. Our Shirt section teems with values, this is one of them. Reg. \$1.75. Friday, Saturday and Monday **\$1.58**

MEN'S WATERPROOFS—Just at this season when they are most wanted comes this offer of Men's Fawn Waterproof Coats, loose fitting, easy to slip on style, with strap, cuffs, sloping pockets, assorted sizes; there are good value at \$12.00. Fri., Sat. **\$10.50** and Monday

MEN'S WHITE KID GLOVES—Your wardrobe is not complete without a pair of White Kid Gloves. In fact you always need a pair for special occasions; these are exceptional value. Friday, Saturday & Monday **48c**

PIJAMA SUITS—In summer weight Pajama Coats, White or Cream. With silk braided button loops, pearl buttons; also a nice line of others in striped, similar weight, assorted sizes; these are faultless in finish. Reg. \$2.00 suit. Friday, Saturday & Monday **\$1.80**

FRIDAY, SAT. & MONDAY, \$1.80

Men's Spring Suits.
Before You Decide on Your Spring's Suit
 drop in and see our stock of Ready-made Suits in fine Worsted, Serges and Tweeds. These are all well tailored and offer a very wide range of patterns. Come in, it's a pleasure to show them. Prices range from **\$10.00 to \$28.00**

Peerless Values Offering in Boys' Wear.

BOYS' TOP SHIRTS—A very strong make of striped Cotton Shirts with improved collar and soft cuffs, serviceable and very suitable for school boys. Sizes from 12 to 14. Reg. \$1.10. Friday, Saturday and Monday **99c**

BOYS' PIJAMA SUITS—They prefer the Pjamas to the night shirt, the latter is old-fashioned, the Pjamas are more comfortable, more convenient. This line comes in strong wash Cotton; a nice range of striped patterns, silk braided button loops; assorted sizes; per Suit. Friday, Saturday & Monday **75c**

BOYS' TWEED SUITS—A sale of Boys' Spring Suits that will be of interest to every mother. Russian Blouse style in Grey and Striped Tweeds, large sailor collar, belted coat, pants lined; a very serviceable school suit; to fit boys from 3 to 8 years. Reg. \$4.00. Friday, Saturday & Monday **\$3.75**

SAILOR SUIT COLLARS—Boys' White Plique Sailor Suit Collars, in assorted makes; plain, braided and others with anchor corners; all white; these look well for Sunday wear. Reg. to 35c. Friday, Saturday & Monday **29c**

BOYS' CELLULOID COLLARS—The shipment we have been waiting for has arrived at last. Best quality, Eton shape; sizes 12 to 14. Friday, Saturday and Monday, each **25c**

BOYS' SHIRTS—Sizes 12 to 18 1/2, in good English Flannel, striped, assorted striped patterns, collar attached; these shirts are good wearers. Reg. to 80c. each. Friday, Saturday and Monday **68c**

Window Blinds, Blind Lace and Insertions Underpriced.

WINDOW BLINDS—A line of better grade Opaque Linen Window Blinds, in Light and Dark Greens and Cream; 36 inches wide, 6 foot long, lace end; mounted on dependable rollers, complete with fittings. Reg. \$1.00 value. Friday, Saturday and Monday **89c**

BLIND LACE AND INSERTION—A few pieces of each, 4 inches wide, in Cream shade, new patterns; just what you want to brighten up your windows after the winter. Friday, Sat. & Monday, per yd. **17c**

FELLOW SHIRTS—The finishing touch to your bedroom—a nice Sham. We offer White Linen Sham with a pretty lace edge and fancy lace insertion centre that would improve any bedroom. Value for 70c. Friday, Saturday and Monday **58c**