

Here evining telegram, st. johnss, newfoundland, may 22, 1915-

the evening telegram, ST. John's, newfoundland, may $22,1915-3$


RE CO., Lud.


PNELL,
Water Street

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| riockiss. |

Company, Ltd.
ning Telegrpm

THE LION is recognized as the King of Beasts,
Suvught Soap is recognized as the King of Laundry Soaps. The rule of the Lion extends only over
the animal world; the rule of

## SUNLIGHT SOAP

LONDON GOSSIP.

THERE COMES PROFESSOR SCREECHER THE VERSATLLE MUSICIAN -HE HAS THE

BUT THIS IS HOW HE DID IT


T. A. PIPPY,

Machinist, AND BRASS WORKER


AFLOAT.
Just arrived a
Cargo per S.S. "Mountby."
Gook your orders at ones.

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Br. A. B. LEHR,
 $\$ 12.00$.

Buried With
Military Honors

 Eoly one of the many good teatures

M. CONNOLEY,

Here and There. 1 I












A Surprise Party.



Knowling's SHOE STORES 2 21st Day of the War
Headquarters for Men's, Women's, Boys' and Girls' EMPIRE BOOTS and SHOES; also, KNOWLING'S Special Line for Women, known as EMPRESS. These are Shoes of Quality and Styles of Shoe Excellence.
?

Here is a smart, effective DRESSY SHOE,

1 1 2.50

## Other STRAP SHOES

$\$ 1.35$ to $\$ 3.20$


This is a very popular
line a good wearer and line, a good wearer and
suitable for House or Street wear, only
$\$ 3.20$
$\$ 3.20, \$ 3.50$ to $\$ 4.50$


## Women's

 Empress Boots, Laced and Buttoned, Range in prices from $\$ 3.60$ to $\$ 4.50$ OXFORD SHOES and PUMPS, Men's EMPIRE SHOES,from $\$ 2.40$ to $\$ 5.00$.

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## LATEST

From the Front.

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In all the Best Leathers,
such as patent Gun Metal, Vici Kid and patent with Cloth and Gun Metal top effects,





PHOTOGRAPAS of the First Company of Reserves for the First Newtoundland Regiment--Those that have just left here! We have individual Photographs of each man, Groups of each Section, and the Non-Commissioned Officers, men being inspected at Government House,

Going aboard the Steamer etc., etc. THE HOLLOWAY STUDIO, LIMITED,
'PHONE 768

## CHAPPEL PIANOS!

 ENGLAND'S BEST PIANO CHAPPELL PIANOS accompany the following artists onour: Krisiser, Kubelik, Melba, Caruso; and are used exclusive-
 Musicians Supply Depariment,

$\frac{\text { Just in Time for Empire Day! }}{\text { Received per s.s. Durango. }}$ a shiment of
Swall English pans
All personally selected. 50c. to $\$ 1.50$. SMYTH'S,


286 Water- Streel.

$$
\begin{aligned}
& \text { J. J. St. John. } \\
& \text { People say its the only Good Butter to be had } \\
& \text { Our Real lrish, } \\
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\text { per s.s. Durango. } \\
\text { NORWEGIAN SMOKED SALMON }
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& \text { is delicous, } 5 \mathrm{Cl} \text {. } \\
& \text { duekworth st. \& LEMARCAANT RoAn. }
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## REID-NEWFOUNDLAND Co

EMPIRE DAY EXCURSION---MONDAY, MAY 24th, 1915.
Excursion Return Tickets will be issued to all points between St. John's, Carbonear, Placentia \& Renews,

Good going on all Regular Trains Saturday, Sunday and Monday, May 22nd, 23 rd and 24th, and returning on all Trains up to Tuesday, May 25th.


PRIME FAT CATTLE! 4x $x^{2}$ y

Auction!
On TUESDAY NEXT, at 12 o'clock, on the Whari of
GEORGE NEAL, 25 Head Prime Fat Oxen and Cows.
Ex s .5 . Brrcece and Train

## AMERICAN SUITS:



## Season-1915.

Never was Men's and Boys' Tailor-
ing more perfectly demonstrated than in this season's models. The new
consignment of American Cut Suits we have just opened contains some
splendid examples of really smart Tailoring. In Pure Wool Tweeds and Serges, Mixtures, these Suits for Men and Boys are without question the finest stock we have ever handled. The reputation we have attained
for Ready-mades has been built for Ready-mades has been built up by refinement of style and coloring, and sential features character-the esfaction in wear and a well-dressed ALL SIZES. PRICES RIGHT.
U. S. Picture, \& Portrait Co.

## Little Boys' Fancy Suits




Fancy Tweed and Navy Serge
D. B D. B. "CONWAY" SUITS, or Collar; sizes 000 to 3 . Price
$\$ 3.00$ to $\$ 5.60$. cy Tweed 2 Garment "Trent" Suit, and dark; sizes 000 to 3 . $\$ 1.90$ \$3.00.


Fancy Tweed 2 Gas "Langside Suifs, Belted with detachable
Linen Collar; light Linen Collar; light and
dark; sizes 000 to 3. Price
$\$ 300$ to \$4.20.


These Suits are Shown in Our Easiern Window.
STEER Brothere.


Insure with the Good, Old, Reliable
QUEEN,
which has stood the test
promptly paying
$\$ 54,000$
GEO. II. HALLEY,

 from everyone. Just Try It and be convinced

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 VOLUME XXXVII.
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positive sale!



P. C. o'driscoll
public auction.
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M. A. BASTOW,

To the ade!

Mr. P E Outerbridge
Biz Nrizi siret


"Insist on
Clark's and Study Your Reputation."

They are Going to be Married Soon











DICKS \& CO., LTD.

