


We are golng to Celebrate for Ten Days with a Value-Giving Sale that will stir the City You will get some idea of the scope of this Sale when we tell you that preparations for
it have been underway for more than two months. Our buyer has scoured the markets for and has secured values that will make this event a never-to-be forgotten one. And for and has secured ta
now we wee treat to greet the great buying public at the "Sale of Sales."

Incomparable S25NewSpring Dresses \$12.98 \& $\$ 14.98$
Never could we sell Dresses of this character
for so little were it not that manufacturers gave tor so little were it not that manufacturers gave
them to us. (in some instances) below cost of
production. We pass the savings on to you. STYLES Newest, Draped, Panneled, Pleat-
ed, Circular and Basque Fashions ed, Circular and Basque Fashions. MATERIALS: Paisley, Prints, Flat
Taffetas, Laces, Cantons, Poiret Twills. Dresses so lovely they defy all description; Dresses so lovely they defy all description;
colors, all that fashion sponsors; Dresses for all occasions.
SPRING DRESSES



## SALE:

Men's Suits, Spring Coats and Raglans
JUST OPENED AND READY FOR YOUR NSPECTION.
Suits for big boys, young men, business men
nd elderly men. Mostly conservative colorings and elderly men. Mostly conservative colorings
and patterns in materials of durable textures and patterns in materials of durable textures;
Herringbones, Tweeds and Serges. Prices to suit every purse.
SPRIN COATS-Maginficent ranges in Dark, Medium and Light Greys, Browns and
Mixtures; in straight, ulster or raglan styles; Mixturēs;
all sizes.

See Our Men's Waterproot Raglans Men's Pepartment-Second Floor.

## Men's

Separate PANTS
1000
Und variety ever great here; any color, material
size or price. PAIRS

## EXTRA!

misses' \& Women's New
SPRING D?ESSES
5.98 and 7.98

This is one of the outstanding feaare worth up to $\$ 12.00$. In Cantons,
Crepes, Tricotines, Taffetas. All new Crepes, Tricotines,
styles and colors. WHAT AN OPPORTUNITY! Easter almost here-and here we are offering highest
grade Easter apparel for the whote family at prices that you will positively never
again be able to duplicate. Remember, we specialize in Ready-to-wear, and our alagain be able to duplicate. Remember, we specialize in Ready-to-wear, and our al-
ways lowest prices are still lower in this Sale. Come! The more you buy the more you ways
save.
Wonderful Showing \& Sale
New Spring Coats \& Wraps These are the finest Coat values with the
greatest savings that the new Spring sea- Coats for the Easter Holidays, latest greatest savings that the new Spring sea-
son will bring. Newest styles and latest Coats for the Easter Holidays, lates
sports styles: Polos, Tweeds, Velours. Ac other store in St. John's.
16,88 to $27,509.98$ to 12,98

## Dresses Distinctive

Unsurpassed-in variety-in authentic presentation of newest styles-in
richness of colorings and textures-in value. A colorful and charming collection.
Eloquent of true grace, artistry and beauty. In Flat and Canton Crepes, Taffeta, Paisley, Crepe Back Satin, Lace, Alltvme Crepe, Egyptian Prints.
Colors that are indescribably lovely-Citron, Mauve, Cinnamon, Blue Shades,
Lanvin, Green, Lentil, Almond, Brown, Black.
On Display Second Floor.

## Sale of

## New Spring Hats

ABSOLUTELY THE MOST WONDERFUL VALUES EVER OFFER ED IN THE CITY. THIS IS THE SALE THAT HUNDREDS OF WOMEN AVE BEEN WATCHING FOR.
$\$ 6$ \$7 \$8

## New Spring Hats

Here is your New $\$ 1.98$
easter Hat at a Never before has there been an defful saving. ..... $\$ 4.98$ suchiv values.

| Clant mame |  | Neor stria mataite |
| :---: | :---: | :---: |
|  | mondirfur | neman rean Mimb |
|  | \$6.98 | am |
| Millinery | pt.-- | cond |

New
Spring Suits


## Frices ranging from

 $\$ 12.98 \mathrm{up}$MOTHERS, SEE OUR NEW ARRIVALS IN
Boys'

## Spring Suits

Wool Tweeds, Cassimeres, Serges and Cheviots; all with two pairs of Pants, fully lined; Extra-
ordinary values; all sizes from 3 up to 17 years.

## SPECIAL!

145
Boys' 3-Piece Suits
Coat, Pants and vest at only
$\$ 3.98$
ritamemition Also a limited range only of BOYS' SUITS
es 3 to 6 years
$\$ 1.98$ $\$ 1.98$ Boys ${ }^{\circ}$ Department-Second Floo

OPENERS!
COME EARLY FOR THESE SPECIALS. We cannot guarantee how long
they will last; the prices markable that there will be a great


## $\$ 1.00$ CAMISOLES 45c

 Ladies Under Vests 3 for 45cChild's Panty Dresses

$$
\mathbf{8 8} \mathbf{8}
$$

## Child's

Woolen Leggings 98c
vaites tyen
450 NEW SPRING WOOL
Sweaters Values up to s.ase Siniphan Tuxades, Catat and Rus $\$ 2.98$

MAGNIFICENT RANGE OF Skirts Waists

## Just opened, in a limitless range of

 colors, materials, styles. Prices inkeeping wth Easter Sale Prices; all keepin
sizes.

# <div class="inline-tabular"><table id="tabular" data-type="subtable">
<tbody>
<tr style="border-top: none !important; border-bottom: none !important;">
<td style="text-align: left; border-left: none !important; border-bottom-style: solid !important; border-bottom-width: 1px !important; border-top: none !important; width: auto; vertical-align: middle; ">LOWCI</td>
</tr>
<tr style="border-top: none !important; border-bottom: none !important;">
<td style="text-align: left; border-left: none !important; border-bottom: none !important; border-top: none !important; width: auto; vertical-align: middle; ">350</td>
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<td style="text-align: left; border-left: none !important; border-bottom: none !important; border-top: none !important; width: auto; vertical-align: middle; ">Pairs</td>
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<td style="text-align: left; border-left: none !important; border-bottom: none !important; border-top: none !important; width: auto; vertical-align: middle; ">MEN'S</td>
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<td style="text-align: left; border-left: none !important; border-bottom: none !important; border-top: none !important; width: auto; vertical-align: middle; ">BOOTS</td>
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<td style="text-align: left; border-left: none !important; border-bottom: none !important; border-top: none !important; width: auto; vertical-align: middle; ">3.00 Pr.</td>
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| :--- |
| 350 |
| Pairs |
| MEN'S |
| WORK |
| BOOTS |
| only |
| 3.00 Pr. |</table-markdown></div> <br> 10 per cent Cash Discount on Rubbers to fit all Shoes. <br> Ladies' Evangeline Boots \& Shoes <br>  <br> Men's Dark Tan Blucher Boots, Rubber Heel, $\$ 4.75$. <br> Men's Dark Tan Blucher Boots, Rubber Heel, \$5.25. Men's Dark Tan Blucher Boots, Rubber Heel, \$5.50. Men's Black Calf Boots, Rubber Heel, $\$ 5.00$. <br> 325 Pairs Misses' and Growing Giris' Boots. <br> Regular $\$ 4,00$ to $\$ 6.50$ Boots. <br> Now Only <br> $\$ 2.00$ Per Pair. <br>  

## F. SMALLW00D,

The Home of Good Shoes, ,


THE WEST'S AWAKE

## Monster Gommittee Meet-

 ing Last Night.

## Care in Dieq Safeguards Health -

WRLL balaroed diet furnishes the material fock
nerves. You can beand suine of, firm flesh and heolthy, when Grape-Nuts and milk is a regular part of your daily diet.
Grape-Nuts,
barley, is rich in all the cloments that Nature needs for body-buildine.
This sturdy food hase delicious, nut-like flavor, and is easily assimileted even by the most delicate
digestive system. Economical, too, because digestive system. Economical, too, because
small amount provides unusual nouriehment.

Sold by Grocern Eversuhere
"There's a Reason"
for Grape-Nuts嫘々



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## "Watch Your Step,"

With CULLEN LANDIS and PATSY RUTH MILLER.
A picture with real people, real love and a real two-fisted fight between rivals. It's a picture that every
member of the family will love. - DO NOT MISS IT -

A TWO-ACT CHRISTIE COMEDY and PATHE NEWS.
BIG SPECIAL MATINEE SATURDAY AFTERNOON-BIG SHOW AND TWO SERIALS.




Dr. Chase's Kidney-Miver Pills GERALD At Dill Dealer


## AILYCABLES. <br>  <br> Now in Readiness <br> Easter-the day of glorious New Apparel-is but one Our preparations, for the great Festival, are complete, The Store grows brighter every day with New Goods. Many  Women's Dressing Gowns. Women's Fleeced  Women's Overalls. 

 vireEasteri

Stamped Linen Specially Reduced

 foluwing examples
crsinox Tops-w





## For Friday and Saturday

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## Dainty Wash Fabrics of Enduring Charm


 Ioriean sourre of sumply. The broad assortments indude
many practical things that you and your family will wear or many practical th
use in the Home.


Sensible and Stylish
heet. Col. walter f. kemplil, , APpoivted off

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## Specials



SCHoONER ASHORE-Yesterday



## Spring Wallpaper Campaign


THE GREATEST SALE of Wallpapers ever staged in St. John's is now in progress at our Store. All this week Papers have been selling in unprecedented quantities. Owing to our heavy importations, we are in a position to satisly any demands that may be made upon us--no matter what class of Wallpaper you may desire. We are determined to uphold our reputation of "MARSHALL'S FOR WALLPAPERS" and have been busy installing a new and up to date Department wholly given up to this class of Goods. There you can select with the least possible loss of your time and the greatest ease the very newest in Wallpaper Designs. The Patterns showing, and the prices at which they are selling, appeal to us so much that it is always a pleasure to show you our selection, whether you wish to purchase or not.

JOBS-18c., 20c., 22c., 24c., 26c., per piece and up.
REGULARS--30c. to $\$ 1.20$ per piece, Striped, Tapestry, Floral designs, etc.
er OATMEAL INGRAINS--30 inches wide, 95c., \$1.10 8 \$1.20 piece, Frieze to match SPEGIAL OATMEAL INGRAIN, 50c. per piece, Frieze to match

## Mlawhate Buos



## The Menace

of Coakerism.

| PAINTERS and DECORATORS | KNOWLING'S HARDWARE | A NEW LOT OF SUPPLIES JUST OPENED. |
| :---: | :---: | :---: |
| SPECIAL: |  |  |

PAINT- A LARGE SHIPMENT OF PAINT

| Fine Copal | Painters' Dusters. | Orange Shellac. |
| :---: | :---: | :---: |
| Putty-In tins of 1-lb, | Striping Brushes. | Gold Paint. |
| 2-lib., 7-1b, 14-1b., 28-1b. | Kalsomine, Wall. | Damar Varnish. |
| Furniture Varnish-1/4 | Sash Tool, Bronzing. | White Shellac. |
| \& $1 / 2$ Pts., Pts., Qts., $1 / 2 \mathrm{Gals}$ \& Gals. | Sign Writers and ${ }^{\text {Varnish Brushes. }}$ | Wood Filler. |
| Genralac. | Gord Leaf. | Knotting. |

SAPOLIN VARNISH STAINS
all colors now in stock to select from.
BLACK STOVEPIPE ENAMEL

 MARY PICKFORD Through the Back Door.
and

Nurntin Plasters Tirsing Botlie eittings, each
Het of Iodine ( (two sizes) per
 Corn Cure
Adhesive Plas
 THIS LIST OIF MONEY SAVERS AND

Duckworth Street and Theatre Hill
"How Can Billy Make a Million?"
by ben batsford






nity mass betrifr tmiss.




 Campon hit dieguan
 Con is taxing him serlously.


LEFT-OVERS from our WHITE SALE. Listed for Clearance






When the Toronto Man predicts rain be readly for it


Sparkling New Spring NECKWEAR


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an mosidethe it en


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Cusarer.
can bet sou thad tuilix


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41 yrot tho


## 48 Pairs of White Lace Gurtains 

| 48 Pairs of |
| :---: |
| White Lace Curtains |
| and |

#  <br> FOR THE WEEK-END <br> OU SAVE THE DIFFERENCI BUYING IT AT BAIRD'S. 

 and helpful hints on dressing up for EASTERRTMME Let's have your opinion of these SPEGIALS for FRIDAY, SAT. and MONDAY

Beautiful Quality WHITE QUILTS
arrived too late for our White Sale.

They're priced lowe than they should be.


GLOVES
Inseparable from the Easter outfitting needs.


## THE SHOVVROOM

Was never better prepared to serve you with the Newest Things for the New Season GODD VALUES FOR THE WEEK-END
$\qquad$
 tassels.

 such ile Frias, si
BRASSIERES.
 Brays,
HAT SHAPES.








## New Patterns In <br> Men's Ton Shirts



## 






Men's

## ENGLISH CAPS

## ENGLNA cavs

${ }^{5}$ Prices range trom 0 c . ${ }^{10} 80 \mathrm{c}$.




COAT JERSEY Six BLOOMER DRESSES

 ROMPER SUTIS

 infants vests


## Gorgeaus <br> SILK GUSHIONS <br> 


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Sucessful Drama.
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C. Y. M. L. A. vemorer pon ippriaurnt. mo catarar. Yous wers uers





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Shipping




 Household Hints.

 Hitar mill









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дп momarspanga- Don’t say Paper, Say "EVENING TELEGRAM."

## CHOICE STOCK

Winesap Apples, California Oranges, Cranberries, Arrived ex "Rosalind."

George Neal Limited

## The Brunswick Gramophone.

N.B.-Do you realize what it means when you are told
that it plays all records without any attachment? Get one for St. Patrick's Day and enjoy in your
own homes a concert by the great artists, John McGet one for st. Patricks
own homes a concert by the great artists, John Mc-
Cormack and Karle singing as nobody else sings "The Cormack and Karle singing as nobody else
Melodies" and other delightful Irish music.

## Charles Hutton, <br> Sole Distributor for Newfoundland.

Tinsmiths, Attention!
65 BOXES I. C. COKE TINPLATE. BEST ENGLISH QUALITY.
BAR COPPER for Soldering Irons. FLUX on Draft and in Pint \& Gallon Tins. SOLDER-Half and Half.
INGOT TIN-28-lb. Ingots.
LOW PRICES TO THE TRADE
Robert Templeton


Forty Four Years in the Service of
the Public-The Evening Telegram.

THE JOY OF A REGORD That is Virtually Noiseless.
To-night put on your Phonograph any of the Records you enjoy most. Does the surface noise in-
trude and prevent yout from completely enjoying the music? To-morrow come in to see us and let us play
Columbia
NEW PROCESS RECORDS

Instantly you will notice that the disconcerting sur-
face noises which have always annoyed you are absent. COLUMBIA NEW PROCESS RECORDS will make your Phonograph what it should be, a musical instrument of the highest, purest type.
U. S.Picture \& Portrait Co. grafanola department.
00000000000000000000000000 Sale of Sample Shoes FOR LADIES.



## $\frac{a}{\frac{9}{9}}$ SMALL

when your clothes don't fit well or are out of
date, lack style and elegance. Put on one of our date, lack style and elegance. Put on one of our Made-to-Order Suits and you feel like a big man, as big as the biggest in your town. Fine
clothes do make such a difference to a man.
J. J. STRANG,

CADIES' \& GENTS' TALLOR,
00000000000000000000000000
50 Weeks Free Insurance.

$$
\begin{aligned}
& \text { FREE PROTECTION for FIFTY WEEK } \\
& \begin{array}{l}
\text { It's really worth your while } \\
\text { to ask us for full detalls. }
\end{array} \\
& \text { UNION CASUALTY COMPANY. } \\
& \text { Only \$2.95 Only }
\end{aligned}
$$

> PARKER \& MONROE East End Branch.

| Fish Hooks fanive |
| :--- |

Small, Medium, and Large Quarter, Kirby and
Round. Extra Large Hake and Jigger; 5 \& \& 6 Square SELLING AT LOWEST PRICES
Bowring Brothers, Lta,
нarbware departinnt.

Wallace Silverware.
 mex mon toued wat puiv prot mat



 Tea spoons cost 88.00 for a Dozern
T. J. DULEY \&CO.,LId.

Reid-Newfoundland Co., Limited
To all Concerned.






 Reid-Newfoundland Co., Limited


The American Tailor's Custom Tailoring is Personal Service. The Service of quatirry in cluort in making, box 45. W.P. SHORTALL Phove m7n, 300 WATER STREET.

"RIM LAC"
the latest thing in optical science.
Rim Lac on the edge of a lense greatly improves
is appearance, leaving a smooth glossy finish which its appearance, leaving a smooth glossy finish which
is mosta tatracteve and prevent chippin of the edde,
also cutting out the usual reflection of light from the liso cutting out the usual reflection of light from the
edge fenses.
R. H. TRAPNELL, Ltd,

SPRING OVERCOATINGS and SUITINGS
A $\$ 60$ OVERCOAT FOR \$48
ysumax max



SPURRELL The Tailor
wrmest vert


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M. MOREY \& Co., Ltd.

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and Albert
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Morey's Coal is Good Coal! In Stock, Best Grades of
North Sydney Screened, Seotch Hoasshold and Anthracite 6 COAL.

Porty-Four Years in the Service of Years in the Service of
the Public-The Evening Telegram Men's Work Shirts, Good Quallty Blue Chambary, cut roomy
$89 c$
BON MARCHE.

