

Every Man Who Enjoys Good Coffee and isn't getting it at home... Perfect Coffee - Perfectly Made... Write today for your copy.

Filling the Gaps. The Regimental Recruiting Roster. Through all the countless ages, since first the Freedom Fighters were divided...

113 MEN. THE BIG RECRUITING DRIVE STARTED ON APRIL 15. MORE ARE NEEDED BY THE END OF APRIL. ARE YOU GOING TO BE ONE OF THEM?

Here and There. When you want Steaks, Sausages, and Collops, try... SUCCESSFUL "AT HOME" held at St. John's... HELPING THE SOLDIERS.

McMurdo's Store News. FRIDAY, April 19th, 1918. There are on the market a number of preparations...

Llewellyn Club and Selective Conscription.

The session of the Llewellyn Club, patriotic in its nature, last night, will live long in the memory of its members...

"Over There"

They're calling for Men! Eventually YOU'LL BE FORCED to go. Why wait to be forced? Go now while your Island Home is proud of you.

THIS SPACE DONATED TO THE ROYAL NEWFOUNDLAND REGIMENT BY THE Imperial Tobacco Co. (Newfoundland) Ltd.

C. L. B. Remembers Fallen Comrades.

At the C. L. B. Armory last night Major Goodridge gave a lengthy address extolling the life and character of Capt. Charles Strong...

Photographic Plates.

SEED 26. SEED 27. We have just received a new shipment of Seed DRY PLATES of all the different sizes at the regular prices.

Tooton's, The Kodak Store, Headquarters for Everything pertaining to Photography.

Shipping Notes.

A schooner 55 days from a European port arrived safely yesterday. The sealing steamer Thetis is now getting ready for the summer's work...

Here and There.

Selective Conscription and a Newfoundland Victory Loan will help win the war. PERSONAL—Mr. and Mrs. S. D. Grant of Trinity will arrive by express to-night...

Here and There.

WITH THE VOLUNTEERS.—The volunteers now in training are showing up remarkably well in their drill and they are taking a keen interest in their work.

Fast Car Driving.

We notice of late and particularly when the streets are in their present state that a certain car (not a tin flivver) takes much pleasure in racing up and down a certain street...

Public Notice.

SOLDIERS' FUND. Amount acknowledged... \$587 50 April 12th... 297 20 Total to date... \$884 70

Baseballer's Annual.

The annual meeting of the Baseball League will take place on Monday night in the office of Mr. Hawvermale, Vice-President. The reports for last year's business will be presented...

A Revelation in Cereal Beverages

DRINKET

Practically everybody has wished, time and again, for a food-drink that adults and children could partake of, without the usual after-effects of coffee. DRINKET has solved the problem.



W. K. Kellogg CEREAL CO. TORONTO, Canada. KELLOGG'S BRAN, KELLOGG'S DRINKET, KELLOGG'S CRUMBLES, KELLOGG'S WHOLE WHEAT BISCUIT, DOMINION TOASTED CORN FLAKES.

AutoStrop SAFETY RAZOR

THE AutoStrop Safety Razor is always in the pink of condition—so perfect that "once over" will remove whiskers with comfort every particle of hair.



IDEAL FOR ALL BRANCHES OF SERVICE.

WHENAS, Newfoundland as a Dominion of the British Empire is committed to a practical part in the great war for liberty and justice...

Public Notice.

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GIRLS' INSTITUTE.

The weekly session of the Institute for our Girl Leaders, conducted by Miss Bridgen, will take place this evening at 8 o'clock...

Public Notice.

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Public Notice.

WHEREAS, Newfoundland as a Dominion of the British Empire is committed to a practical part in the great war for liberty and justice...



Zam-Buk. Zam-Buk is the best remedy, also, for eczema, boils, pimples, blood-poisoning, piles, burns, scalds and cuts.

CABLE NEWS.

THE REAL CAUSE. AMSTERDAM, April 18. Emperor William recently made a visit to the battlefield near Quana...

OLD HOME RULER DEAD. BELFAST, April 18. Samuel Young, the eldest member of the House of Commons, died here today...

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...

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...

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...

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...

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 Leipzig Volks Zeitung...

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.

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.

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.

You can buy it almost everywhere In bottles large and small, The price is very reasonable, It's within the reach of all.

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, 14

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

FRIDAY, SATURDAY & MONDAY. Earnings Will Appreciate the Spending Powers of the Dollar Here. TWEED PANTS--Come in and look these over, they are a splendid lot, well tailored, well shaped, good looking striped patterns...

FRIDAY, SATURDAY and MONDAY Days of Thrift Pickings at this Store. THIS specially prepared list of super value-giving offerings will be heartily welcomed in homes of prudent shoppers for many miles around.

FRIDAY, SATURDAY and MONDAY 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.

FRIDAY, SATURDAY and MONDAY 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.

FRIDAY, SATURDAY and MONDAY Peerless Values Offering in Boys' Wear. BOYS' TOP SHIRTS--Very strong make of striped Cotton Shirts with improved collar and soft cuffs...

FRIDAY, SATURDAY and MONDAY Window Blinds, Blind Lace and Insertions Underpriced. WINDOW BLINDS--A line of better grade Opaque Linen Window Blinds, in Light and Dark Greens and Creams...

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...

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...

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...

Remnants of Cotton Blankets. Usable lengths in Factory Ends; excellent quality, very useful where there is a family, as you can pick up pieces for almost any size bed...

LADIES' BOOTS--A very dainty looking Spring Boot, made for service; comes in high and out style, being 15 eyelet height, high heel and pointed toe.

FRIDAY, SATURDAY and MONDAY. FRIDAY, SATURDAY and MONDAY. FRIDAY, SATURDAY and MONDAY. FRIDAY, SATURDAY and MONDAY.



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FRIDAY, SATURDAY and MONDAY. Window Blinds, Blind Lace and Insertions Underpriced. WINDOW BLINDS--A line of better grade Opaque Linen Window Blinds, in Light and Dark Greens and Creams...

James Paird. 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...

Coughs, Colds, Bronchitis, Asthma, and various Lung Troubles can be cured by Stafford's Phorotone Cough and Cold Cure. Price 30c. 5d. age 5c. extra--april 14

5c. The Crescent Picture Palace 5c.

PRESENTS TO-DAY

"Trench Warfare."

An exceptionally fine picture, showing the battlefields, trenches, etc. Taken in France.

"A PLUNGE FOR A FORTUNE"—Drama in 2 parts.

"ADVENTURES OF DICK TURPIN."

Also 2 Comedies—"THE MILLINERY BOMB" and "THE RIVALS."

PROF. MCCARTHY will sing "Somewhere in France."

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

Beauty In Rugs!

A very fine collection of Rugs, just received, is now on display in our Showrooms, and consists of splendid examples of Oriental, Persian, Indian and Conventional designing.

The Rugs are in varied sizes, their quality is excellent. Their tone-harmonies are exquisite, and the entire stock is one of genuine interest to any lover of really beautiful Rugs.

U. S. Picture & Portrait Co.
St. John's.

It Pays to Paint

Paint protects the wood from the effects of sun, rain, wind and snow. It costs less to paint your house frequently than to make repairs. Paint saves the big loss of depreciation. All this, with the satisfaction of having your house bright and attractive. Any painter will tell you it pays to use the best paint. We sell it.

B. H. English Paint, Varnishes, Stains, Alabastine, Marbleine, Harland's White Enamel, Paint Brushes, Etc.

BOWRING BROTHERS, Ltd.
HARDWARE DEPARTMENT.

YOU can keep all painted and varnished surfaces clean, bright and lustrous by using

O-Cedar Polish
25c. to \$3.00 sizes and

O-Cedar Mop
Two styles
Price 25c. each

O-Cedar Polish lightens house-work, and beautifies the home. Let your fine furniture, piano, automobile, enjoy frequent applications.

Two Imperial Forces

RENDERING YEEMAN SERVICE TO THE CONSTITUTION.

Fry's COCOA

THE HIGHEST COCOA VALUE OBTAINABLE

MAKERS TO H.M. THE KING.

A. T. Macnab & Co.,
Wholesale Distributors for Newfoundland.

HAVE YOU A REASON OR ONLY AN "EXCUSE" FOR Not Enlisting ?

THIS SPACE GIVEN TO REGIMENT BY JOHN MAUNDER, Tailor.

Some "CURTIS" Facts

A going, seasoned enterprise. Tough, flexible material, specially processed. Present capacity to be multiplied. Increased earnings now provided. Exclusive manufacturing process. Broad and secure guarantees. Extremely low capitalization. All common non-assessable shares. Large orders constantly coming in. Big profits because of big output.

SHARES, \$10.00 each.

J. J. LACEY & CO., Ltd.,
Investment Specialists, City Chambers.

Seamen's Institute Movies!

At 7.30 and 9.

Norma Talmadge in

"Fifty Fifty."

A story of Bohemia.

Comedy—"SAFETY FIRST, AMBROSE"—Featuring Jack Swan.

Coming—"GIRL GLORY."

5 and 10 cents.

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.

Advertise in the "Telegram."

A Really Useful Chafing Dish

Everyone wants a chafing dish! Why not get one that is more than a buffet ornament? The G-E chafing dish is always ready. No flame, no muss, no danger—simply connect to the nearest socket and turn on the current.

The G-E chafing dish is of plain, substantial design—handsome and of guaranteed quality.

Reid-Nfld. Co.,
Electrical Department.
Phone 40.

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.

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.

Now Landing 500 Barrels Atlas Cement.

H. J. Stabb & Co.
OUR LATEST

SONG LIST.

OUR CONTINUED LIST

We'll Meet Them Over in France
I'll Fight for Uncle Sam and
We're Here, Lafayette, We're Here
Here
When It's All Over
My Spanish Rose
The Little Patriot
Sunshine
Mothers of France
You're a Better Man Than I
Gungaden
Our Liberty Bell
Back in Those Old Kentucky Hills
I Don't Want Just Any
Boy
The World's Assassin Kaiser
Don't Be Anybody's Soldier
But Mine
Good-bye, Germany
Just a Bit of Driftwood
Sea of Life
That's What God Made Mother
When the Old Boat Heads
Home
The Heart of a Rose
Let Us Take a Trip to Lough
Twilight Memories
Sundown
France, We Rebuild Your
for You
My Dear O
The Hour of Prayer
April Weather
Patriotic Day
That Old Family Album at Home
Underneath the Gentle Moon
Don't Waste the Moonlight
Yiddish Army Blue
Let the Chimes of Normandy
Our Wedding March
NOTE—Cut the above out and send to us for ordering and underline name.

Dr. A. B. LEHR,
The Senior Dentist,
203 Water St

Teeth Extracted without pain 25c.

Artificial teeth repaired and made as strong as ever.

Full Upper or Lower Sets, best quality \$12.00

All branches receive careful and personal attention.

Address:
A. B. LEHR,
The Senior Dentist,
203 WATER STREET,
St. John's, Nfld.

Just Received from Michigan,
25 sacks
Choice Eating and Seed Potatoes.

Selling Wholesale and Retail by bushel or sack.

M. A. BASTOW,
Beck's Cove.

S. E. GARLAND
Music Dealer,
177-9 WATER STREET.

WEATHER FORECAST

TORONTO, Mon.—Fresh west and north west winds, fair and cold to-day and Sunday.

VOLUME XL



The Maritime Dental Parlors.

(The Home of Good Dentistry.)

Give the matter of your teeth some thought. They deserve it. If you require dental advice consult us. It will cost you nothing, and any work you may entrust to us will be done in such a way as to give entire satisfaction. We are specialists in extraction and plate work. Our painless method of extraction, used solely and exclusively by us, cannot be surpassed. Our artificial sets, which are of the best quality, fit perfectly and defy detection. Crown and Bridge work and Filling at reasonable prices. Plates repaired and made strong as ever.

Painless Extraction 25c.
Full Upper or Lower Sets . . . \$12.00

PHONE 62.

M. S. POWER, D.D.S. (Graduate of Philadelphia Dental College, Garretson Hospital of Oral Surgery and Philadelphia General Hospital.)

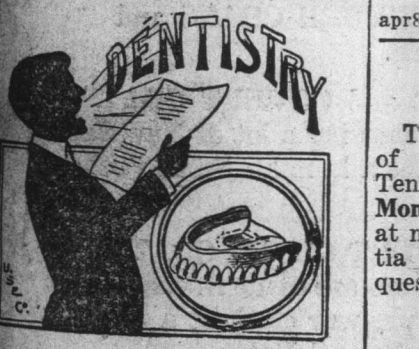
136 WATER ST. (opp. M. Chaplin's),
Nov 24, s.w. 11

INGRAM'S VELVEOLA
The Milkweed Cream Face Powder.

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

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

PETER O'MARA,
The Druggist,
46-48 WATER ST. W.



Dr. A. B. LEHR,
The Senior Dentist,
203 Water St

Teeth Extracted without pain 25c.

Artificial teeth repaired and made as strong as ever.

Full Upper or Lower Sets, best quality \$12.00

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25 sacks
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