











LADIES' BLOUSES.



Never before has our Blouse Department been so replete with all the most fashionable ideas as now.

Here is a Store Full of Splendid Opportunities

which you are cordially and earnestly invited to come and see. Pleasure, Satisfaction, Economy will be your reward for coming here before making purchases.

Ladies' Reversible Silk Oil Hats.

This is an innovation just placed on the market. Can be worn in fine weather as well as rainy by reversing the crown. We have them in colors Saxe, Brown, Old Rose, Navy, White, Purple.

MARSHALL BROS.

LADIES' Neckwear.

A beautiful display of Ladies' Collars in Muslin, Lawn, Pique and Lace. Nicely worked in various colors; the very latest from the American markets.

Prices 14c. to 40c. ea.

Ladies' Lawn Handkerchiefs.

A job lot of samples; no two alike, from 6c. to 18c. each.

Ladies' Silk Underskirts.

We are offering a clearing lot here in Fancy Silk. These would be cheap at \$4.50. We mark them at

\$3.50 each.

Efficiency and Humanity.

RUTH CAMERON.



RUTH CAMERON

A very ambitious conscientious young girl who lives in our neighbourhood works as a stenographer in the city. A few weeks ago I was calling on her mother, and she mentioned that Ellen was home in bed. When I expressed my sympathy, she said, "Oh, she's not really sick. She's just felt as if a cold were coming on."

cold has grown worse and lasted perhaps a week, perhaps longer. Maybe in the end you were sick and had to stay out a week or two. Maybe you managed to stick to your post, but felt so mean that it was a big strain to work. Probably you gave the cold to two or three others, who went through the same experiences.

Asked Them To Be Less Devoted To Duty.

"Now I thank you all for your pluck and devotion to duty" (he is a man who really inspires these qualities); "but for both our sakes I don't want you to be so plucky or devoted this winter."

"Last winter I lost some months of time from serious colds, besides the general loss of efficiency where people worked under the handicap of a cold. This winter I suggest that we co-operate in trying to nip these colds in the bud."

"Whenever any of us feels that he has a cold coming on, he is to telephone the office and stay in bed until the cold is better. Don't bring it in and pass it around. And don't let it get the upper hand of you. I trust in your honour not to abuse the privilege either by taking time when you don't need it or by doing anything else with the time except going to bed and working just as conscientiously to get rid of the cold as you would work in the office."

Stopping The Efficiency Leak From Subnormal Health.

"That was the substance of his talk. The results of it make Ellen, usually a quiet person, quite voluble with enthusiasm. Although this has been an unusually severe winter, only one person in the office has been out more than three days with any form of cold. In her own case she broke up two colds, one with two days' rest, another with one day's. The gain in general efficiency from stopping the

EGGS!

Fresh Country Eggs for Easter Sunday.

We can supply any quantity.

Phone 480

Soper & Moore, Importers & Jobbers.

leak caused by subnormal health from colds cannot be measured, but her employer is entirely satisfied with it.

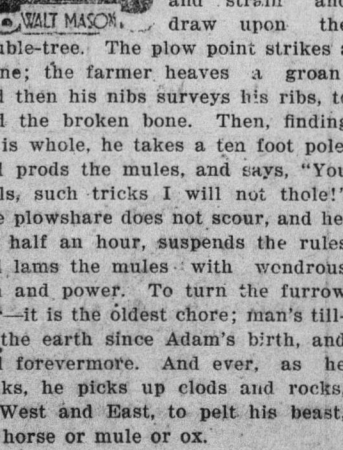
There are times when the principles of efficiency seem to be pitiless and inhuman, there are other times when efficiency and humanity plainly go hand in hand. And this seems to be one of the latter.

AMOS T. SMITH.

Fort Hood Island.

PLOWING.

I watch the farmer plow; he's busy at it now; he deftly toils his span of mules, and wags them with a bough. One minute he says, "Gee!" Next minute, "H a w!" says he; t h e mules, they haw, and strain and draw upon the double-tree. The plow point strikes a stone; the farmer heaves a groan; and then his ribs surveys his ribs, to find the broken bone. Then, finding he is whole, he takes a ten foot pole, and prods the mules, and says, "You fools, such tricks I will not thole!" The plowshare does not scour, and he, for half an hour, suspends the rules and lams the mules "with wondrous win and power. To turn the furrow o'er—it is the oldest chore; man's tilled the earth since Adam's birth, and will forevermore. And ever, as he walks, he picks up clods and rocks, in West and East, to pelt his beast, his horse or mule or ox.



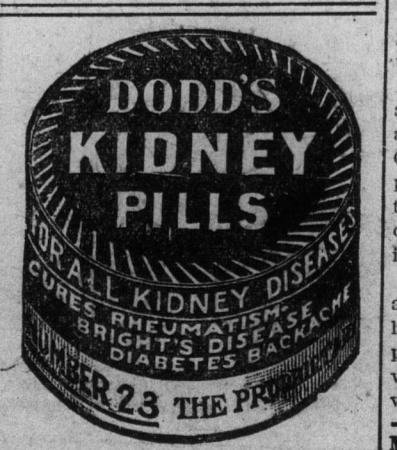
Newfoundland Heroes Gain Carnegie Awards

Bronze Medal and \$500 for a Worthy Purpose, as Needed.

Nathaniel Sheppard, aged sixty, fisherman, helped to save Nicholas and Thomas Keefe, aged sixty and sixty-two, respectively, fishermen, from drowning. Tilting, N.F., June 28, 1912. The Keefe brothers, who were in an open fishing boat, running before a gale on the Atlantic Ocean, struck a submerged block of ice at a point about three miles from land. Their boat began to sink. Sheppard and his son were in their fishing boat about half a mile to windward of the Keefe boat and were also running before the storm in order to reach shelter. They changed their course and sailed toward the Keefes. When they were thirty feet from the Keefe boat, Sheppard's son let the jib fly in the wind, stood on the bow with his arm around the foremast, and caught the disabled boat with a boat-hook. Nathaniel Sheppard handled the tiller and mainsail. The Keefe boat had sunk so far that the Keefes were in water to their chests. Waves six or eight feet high broke over the boat. Young Sheppard pulled the bow of his boat over the submerged stern of the Keefe boat. A wave lifted his boat and let it fall violently on the corner of the stern of the other boat, and a piece of plank a foot long and five inches wide was knocked in at a point a foot above the water line. Nicholas Keefe scrambled into the Sheppard boat. Thomas fell into the water between the boats while trying to get on board. Sheppard dropped his boat-hook and pulled Thomas into the boat; then he used the boat-hook to work the bow of his boat to the lee of the Keefe boat. He mended the hole in the side, and he and the others sailed three miles before the wind to port in safety.

Mark Sheppard, aged thirty, fisherman, helped to save Nicholas and Thomas Keefe from drowning, Tilting, N.F., June 28, 1912.

R.N.R.—The following young men have answered their country's call, and are now on board H.M.S. Briton. From April 24 to noon to-day those who have become wearers of the blue are: Vincent Hurley, Cross Roads, Brigus; George Hooper, Rocky Pt., P.B.; Jacob Pearsy, New Perlican; Robert Parsons, Shearstown; Chelsea Albert Kelland, Robert Hiscock, Wilton, T.L.; Adam Coles, Chesley George Fye, Brooklyn; Percy Capp, Bloomfield; William Alcock, John Peddie, Ernest Walter Alcock, John W. Alcock, Leading Tinklers; William C. Hourtos, Piley's Island; Nathaniel B. Hibbs, Port de Grave; Mark Hutchings, Spaniard's Bay; Alexander Pennot, Flat Bay, St. George's; Timothy S. Delaney, Bay St. George.



Boucher and Gregory.

In every home and hamlet upon our native Isle To-day the face of every man is lighted with a smile; Placentia Bay, especially, two of her noble sons, Have met with recognition for their work against the Huns. The King, His Royal Majesty, God spare him to live long, Our curses on the vagabonds who'd dare to do him wrong, 'Twas he who praised our valiant boys who love dear Newfoundland, And on the parol cruisers most bravely take a stand.

There's Donnelly a hero from St. John's his place of birth, And Greene, who first at Trinity trod on our native earth, They are two worthy heroes, and now we find to-day We've Boucher and brave Gregory From old Placentia Bay.

Where e'er our boys are scattered on the land or on the sea, They show a courage unexcelled, and proud of them are we; With the Union Jack above them, oh! long may the Old Flag wave, 'Tis the banner which courts freedom and defies the trucking knave.

Come, be all Newfoundlanders, send up a prayer on high That victory may be perched upon that banner by and bye, And pray long live to Boucher and to Gregory to-day, Two gallant valiant heroes from old Placentia Bay. JAMES MURPHY. April 22nd, 1916.

Will You Take Two At Our Risk?

So many customers who suffer from run down nervous condition with its attendant insomnia, indigestion and general debility are being greatly helped by Zoetic—the nerve tonic, that we wish to have every ailment person in this town try this really famous remedy. It is all that a tonic should be and more than any other tonic in its class. It combines the most precious of health-building substances. Glycer Phosphates are the actual element of the human body in its most assimilative form. You know the value of Cod Liver Oil and the invigorating effects of tonic wine. In Zoetic these are combined into an exceedingly pleasant tonic which in two weeks will work quiet wonders in your health. If at the end of two weeks' honest trial you cannot report real progress toward health we will refund the purchase price. Doesn't this convince you that you should start trying it to-day? Sold by T. McMurdo & Co., Sole Distributing Agents for Newfoundland. (1)

Your Boys and Girls!

Many babies suffer from squinty eyes because their eyes, when out of doors, are not properly shaded from the sun. Never allow the sun to shine directly in baby's eyes. Always screen them with the top of his coach when on the street, and in the house you can always soften the light with the window shades.

Sound, clean teeth bear an important relation to health, strength, endurance, grace and personal appearance. Children should be taught the importance of preserving the temporary teeth. Their neglect is almost sure to cause the permanent set to be defective.

A happy occupation for children on a rainy day is to cut out of magazines houses, churches, automobiles and people. Paste these on blocks of wood and stand them up, making a village.

Minard's Liniment Cures Distemper.

Advertisement for Light, Heat, Comfort! featuring St. John's Gas Light Company. 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."

Advertisement for Chairs for Comfort. Chairs—being the most used articles of furniture—need to be of many designs and qualities to suit all needs. Here in our large Show-rooms we have every kind conceivable, and all are the best of their particular make.

Advertisement for The Emerson Piano. It is not a Piano of yesterday. There are Emerson Pianos in use to-day that we sold 30 years ago. They are veritable curiosities as they still retain their wonderful tone quality, and go to prove that they are easily the best Piano for the money imported into Newfoundland.

Advertise in the TELEGRAM

Advertisement for C. P. Eagan, aimed at you for Easter. This advertisement is intended to catch your eye with the express idea of calling your attention to the merits of Homestead Tea. Once you have tried Homestead, as far as you are concerned we need advertise no longer—you'll advertise it for us by recommending it to your friends.

Advertisement for Eastm, Tooto, and War Ne. Just arrived by express man Roll. Headquarters for Tooto. War Ne.

Messages Received Previous to BRITISH RECAPTURE LONDON. Last night the King's Light Infantry recaptured on the Ypres-Langemar which was lost on the night of the 19th. Our line there is re-established. To-day there has been artillery activity about Serre, Sochez, Chimely, etc. There was some mining at Hohenzollern redoubt, north of Chapelle.

YPRES ANNIVERSARY LONDON. The anniversary of the battle at Ypres, inspires an article in the Sunday Canadian Minister of Militia. One who knows his fighting-Sam's life work, in form of the Canadian, referring to his early days as a writer says: "Sam Hughes' Imperialism. There were many stalwart Imperialists but his Imperialism was not as practical, full-blooded as a definite end in view. A of his career concludes: Canada and himself before history."

Advertisement for Rids Poisons Clean. Sallow Skin, Pimples, Pains Kidney. The doctor feels your pain looks at your tongue, but at the time he is reading your count your face. The sallow complexion tells him that your liver is at work, the pimples tell the kidneys are not properly filtering the blood, the constipated bowels are constipated and toxic overloaded with poisons. You can apply this test to your own case and may be able to detect other symptoms, such as pains and aches through the limbs, spells of biliousness and indigestion. If you have not used Dr. Kidney-Liver Pills you will find to find how quickly it rid your system of poisons and thereby remove it of pains, aches and skin troubles.

## Eastman Roll Films.



Just arrived by express a fresh shipment of the celebrated Eastman Roll Films, in sizes to suit every camera.

PRICES RIGHT AT

### TOOTON'S, THE KODAK STORE

320 Water Street.

Headquarters for Everything Pertaining to Photography.

## War News.

### Messages Received Previous to 9 A.M.

#### BRITISH RECAPTURE TRENCH.

LONDON, April 23. Last night the King's Shropshire Light Infantry recaptured the trench on the Ypres-Langemark Road, which was lost on the night of April 19th. Our line there is completely re-established. To-day there has been artillery activity about Mametz, Serre, Sochez, Cuncilly and Ypres. There was some mining activity near Hohenzollern redoubt, north of Neuve Chapelle.

#### IN GERMAN EAST AFRICA.

LONDON, April 23. The British Expeditionary Force against German East Africa has captured Umbigo and Salanga, according to an announcement made to-day by the official bureau.

#### GENERAL LAKE'S REPORT.

LONDON, April 23. General Lake telegraphs to-day: Attack made this morning on the Sammayat position on the left or north flank, failed. The position had been bombarded on 20th and 21st at intervals during each night, and again this morning. Owing to floods it was found impossible for one brigade only to attack over a very contracted front. The leading troops of this brigade, consisting of a British composite battalion advanced with great gallantry, and penetrated the enemy's first and second lines through bog and submerged trenches. A few got up into the third line. The brigade was unable to maintain it under the enemy's counter attacks. Other brigades pushed on the right and left to reinforce, but were unable to reach their objectives across the flooded ground under heavy machine-gun fire. Our troops on the right bank were also unable to make much progress.

#### YPRES ANNIVERSARY.

LONDON, April 23. The anniversary of the second battle at Ypres, inspires an appreciative article in the Sunday Pictorial on the Canadian Minister of Militia and Defence. One who knows him tells of fighting Sam's life work, as the reform of the Canadian militia. Referring to his early days as proprietor of the Lindsay Ward, the writer says: "Sam Hughes was an Imperialist. There were even then many stalwart Imperialists in Canada, but his Imperialism was different. It was practical, full-blooded and having a definite end in view." A summary of his career concludes: "In such fashion has Sir Sam Hughes justified Canada and himself before the bar of history."

#### REPORTED RESIGNATION OF THE MINISTER OF MUNITIONS.

LONDON, April 23. Reynolds's Weekly reports that Lloyd George will unhesitatingly resign. Persistent Liberal attacks upon him continue, especially as his insistence in getting his own way on "complotion," has left much bitterness among certain of his colleagues. The account adds that upon the first time the public will learn the real facts underlying the Government's terrible blunders, including shells, the disastrous Balkan development, and responsibility for the Dardanelles tragedy. Reynolds concludes with a definite prediction.

## Rids Poisons From the Blood, Clears Up the Complexion

Sallow Skin, Pimples, Pains and Aches Are Soon Gone When Dr. Chase's Kidney-Liver Pills Are Used.

The doctor feels your pulse and looks at your tongue, but at the same time he is reading your condition in your face. The sallow complexion tells him that your liver is not doing its work, the pimples tell him that the kidneys are not properly purifying the blood, he realizes that the bowels are constipated and the system overloaded with poisons.

You can apply this test in your own case and may be able to find out other symptoms, such as headaches, pains and aches through back and limbs, spells of biliousness and indigestion.

If you have not used Dr. Chase's Kidney-Liver Pills you will be surprised to find how quickly they will rid your system of poisonous impurities and thereby remove the cause of pains, aches and skin troubles.

## Good Cheer For Men.

COUNTESS OF LIMERICK TELLS OF FREE BUFFETS.

Sight of the First War-Worn Soldiers Home From Flanders With Never a Soul to Welcome Them Nearly Broke Her Heart, She Says, and so the Free Lunch Counters Came Into Being.

First time how the free buffets for soldiers at British Railway stations originated. The lunch counters which are exclusively for incoming and outgoing soldiers have proven a blessing to the men, and are one of the most remarkable features of the war.

It was soon after the start of this terrible war, she says, when Belgian refugees were flocking to this country, and when some of our first wounded soldiers were returning to their native land.

The scene: Victoria Station, late at night, over a year ago when I was helping my good friends Mrs. Butler, Mr. and Mrs. Clapham, and Miss Hilliard, who worked for the Belgian refugees there.

I shall never forget that night when some of our soldiers came back from the front on their first leave. Men who walked like machines, with wide-staring eyes gazing in listlessness and cheeks, oh! so horribly grey and drawn, and the mud of Flanders still upon their khaki.

No voice was raised to give them welcome, there was not a note of music, not a solitary cheer. It was terrible, ghastly. I could not bear it. It nearly broke my Irish heart. I wept. I could not help it, and the third night I could stand the strain of the numbing silence no longer. I walked over to them. I put my hand on the shoulder of first one and then another, and said, "God bless you! Welcome home, you splendid fellows!"

Oh, how grateful they were for the little refreshment that I was able to obtain for them, and, oh! how a word of cheery welcome home made an instant and electrical difference in their wearied bodies and their wan faces; how the light came into their eyes and their tongues found utterance.

"We've only done our little bit, lady," they said, "and we're going out again to do a bit more," and they laughed merrily.

From that moment I did not pause until free station buffets had been established for the men, and to-day they are all over London at the great railway termini.

My own special one is at London Bridge, and I have a band of willing lady helpers in this labor of love.

Often and often from 1,000 to 1,500 men have been served in a day, and you should see them. They are so pleased, so grateful, and the welcome home they get or the speeding words on departure bring the joy into their eyes when they realize how much they are appreciated. What we strove for and what we have succeeded in securing is the real "human" side in our enterprise.

It is not just demanding "What will you have—tea or coffee?" but the putting the question with a smile. It is our pride and honor, as we tell them often, to wait upon our glorious soldiers who are doing so much for the women of England.

What exists to-day has grown to my delight out of what happened that night at Victoria Station. The men are just wonderful—that is the only word for it—whether they are back from the trenches or returning to them—wonderful! simply wonderful! I have never seen anything like it, and it rejoices my heart.

I've had all sorts of curious incidents with the "Tommys" at London Bridge. One man insisted on bringing us flowers, another was not contented to depart until I had spoken to his dear mother, who had been told all that the buffet had done for himself and his comrades. "She treated me like a mother, mother," he said.

One man said, "I never believed this was true. I was told, 'Oh, these society ladies do nothing at all but just look in during the day.' Now I know to the contrary." He was right, for even Queen Alexandra and the Princess Victoria helped Tommy Atkins to tea and cake and cigarettes one Saturday afternoon, and on that day a civilian was so delighted that he wrote out a handsome cheque and handed it to Her Majesty to help our funds.

This war is shattering class distinctions and removing old prejudices.

I had a curious experience of it. A man—educated, too, one who could quote Virgil in the original—a soldier, told me that he appreciated so much what had been done here that although he was a Socialist at heart, and had never taken the hand of "a lady" in his life he would like to shake hands with the superintendent of the buffet. I shook hands with him and he asked my name. I told him that did not matter. I was just a "helper." He insisted, and I at last gave way, and then his answer, mingled with surprise, was: "I've been

## A New Straw Hat for 25 Cts.

### WITH DY-O-LA Straw Hat Color

DY-O-LA STRAW HAT COLOR is an ideal Straw Hat Color in every way—Not too glossy and still fast and wash-proof. Makes hats look just like New; not like old hats painted over. Also works well on Satin Slippers and Basket Work.

25¢ A BOTTLE WITH BRUSH

Ask your Druggist or Dealer.

Mfd. by The Johnson-Richardson Co., Limited, Montreal, Can.

out to the front, I've been wounded twice, and I'm going back to the front again. For years I've denounced your class—lords and ladies—although I've never met one. I've denounced your class from the platform and in every place where I've been, but when the war is over and I'm back again in England, please God, I'm going to do all in my power to undo the harm I've done."

## Sand.

By GEORGE FITCH.

Sand is composed of tiny bits of rock, nibbled off the face of the earth by the relentless tooth of time. It is also a mysterious substance in the human economy which makes some men get up after they have been knocked down and go after another wallop with vim and devotion.

Sand is hard and gritty and indestructible. When it is put on a railroad track it enables a locomotive to climb a steep grade. When it is put in a human being, it enables him to get up at the bottom of the toboggan slide of trouble and walk back.

When sand is mixed with cement and made into concrete, it will withstand heat, cold, strains and hammer. When sand is poured into the human disposition, it enables it to endure anger, frosts, hard work and knockers without showing even a dent.

When sand is made into mortar and placed between stones, it holds them together for hundreds of years. When sand is put into a man's courage, it enables him to keep on racing after his legs have quit, keep on fighting after he has been licked, and keep on working after the sheriff has carried off his desk.

Sand is in reality the fragments of ancient mountains, carried down into the valleys by the rushing rivers. And it is also bits from the lives of fine old heroes carried into human minds to-day by history and romance, poetry and drama. Some men have some of the sand which Paul Jones used when he kept on fighting after he should have been hunting for a life preserver. Some men use the sand with which George Washington held off raid at Valley Forge. The sand which Andrew Johnson the tailor used when his wife taught him to read and he started out for the presidency keeps our night schools full of young men. The sand of Sir Walter Scott, who began paying a wagon load of debts at sixty, is a blessing for many creditors to-day, while fragments from the granite backbone of old Samuel Adams are woven into the fabric of many a modern insurgent who maps out a new advance in government, and cheerfully tells the opposition to begin the club swinging.

Young men in search of sand will not find it in pool halls, or on the street corners, or in dance parlors, or around the side doors of "the theaters, or in dime novels, or in tailor shops, where their fathers have plenty of credit.

## GOOD WORK.

Proper Food Makes Marvelous Changes.

Providence is sometimes credited with directing the footsteps by so simple a way as the reading of a food advertisement.

A lady writes, "I was compelled to retire from my school teaching because I was broken down with nervous prostration. I suffered agony in my back and was in a dreadfully nervous condition, irritable, with a dull, heavy headache continually, had no appetite and could scarcely digest anything. I was unable to remember what I read and was, of course, unfit for my work."

"One day, as if by providence, I read the testimonial of a lady whose symptoms were much the same as mine, and she told of how Grape-Nuts food had helped her, so I concluded to try it."

"I began with Grape-Nuts, a little fruit, and a cup of Postum. I steadily improved in both body and mind. Grape-Nuts has done more for me than all the medicine I have ever taken. I am now well again and able to do anything necessary in my work. "My mind is clearer and my body stronger than ever before. "There's a Reason." Name given by Canadian Postum Co., Windsor, Ont.

"Ever read the above letter? A new one appears from time to time. They are genuine, true, and full of human interest."

## HOUSE CLEANING GOODS.

Alabastine, Marbleine, Maple Leaf Paint, Varnishes, Brushes of all kinds, Vacuum Cleaners Carpet Sweepers, Curtain Stretchers

And all the other needful Articles for this important work

# AYRE & SONS, LTD.,

## GOOD ADVICE!

To one and all we say, that before making your purchases for the coming season, be sure and see the charming lines we are showing in

Ladies' MILLINERY, Ladies' BLOUSES, Ladies' NECKWEAR.

It costs nothing to see, and the prices are very moderate at

# A. & S. Rodger's.

49c. and \$1.25 each.

## Two Big Ready-to-Wear Specials for Easter!

Among the 49c. assortment are Hats up to \$1.50 each.

Among the \$1.25 assortment are Hats up to \$3.60 each.

See Our Window.

# S. MILLEY.







### Fresh Stocks

Now due Red Cross Lines:  
NEW GREEN CABBAGE—Crates.  
NEW TEXAS ONIONS—Said to be extra good.  
50 lb. crates ORANGES, CALIFORNIA LEMONS.  
Also the BEST P. E. I. BLUE POTATOES.  
Book your orders to secure goods.

EDWIN MURRAY.

## Spring Suitings!

Have just opened our new Spring Suitings. We were fortunate in securing a splendid range of

English Worsted and Irish and Scotch Tweeds.

Notwithstanding the scarcity of the woolsens and the drawbacks in freights, we are able to show as good a selection as before the war. The latest in cut, the best in make. Write for samples and self-measuring cards.

**John Maundel**  
TAILOR & CLOTHIER  
St. John's, N.F.

TAILOR and CLOTHIER,  
281 and 283 Duckworth Street, St. John's, Nfld.

### You Can Help Win The War

by keeping your money circulating in British channels. Why, therefore, buy American packed Pork & Beans when you can buy

## Clark's Pork and Beans,

which are packed under the Union Jack.

P. E. OUTERBRIDGE,  
Agent for Nfld.,  
2 Commercial Chambers,  
Telephone 60.  
f,m,w,t

### "GOOD CLOTHES."

We all like to wear what we call "Good Clothes." Now good clothes are costly—not dear—but they become dear if they have to be discarded practically unworn. The French Dry Cleaning Process meets the difficulty. We can afford to buy the best and most beautiful fabrics without being extravagant, because of their quality we can rely on being able to have them restored by this process to their original beauty quite often enough to enable them to be eventually discarded without a lament.

Consult our St. John's agents.  
Messrs. NICHOLLE, INKPEN & CHAPEL, St. John's, Nfld.

UNGAR'S LAUNDRY & DYE WORKS, Halifax.  
mar29,w,f,m

## Just Arrived!

Per "Durley Chine,"

500 barrels Sugar,  
100 barrels }  
200 hill-brls } Rolled Oats.

Per "Dorothy Baird,"

350 Puncheons Choice  
Barbados MOLASSES.

HARVEY & Co., Ltd.

### TORIC

There's a lot of difference between Toric Lenses and Flat Lenses besides their slight extra cost. They give you extra vision and extra comfort. They are better-looking, too. Come and see us about Toric Lenses.

### LENSES

R. H. TRAPNELL,  
EYESIGHT SPECIALIST,  
St. John's.

## THE EASTER SEASON

is one of the prominent festive seasons of the year, and you will require some of the many GOOD THINGS mentioned below.

### Easter Novelties

In CHOCOLATE EGGS, CHOCOLATE CHICKEN, ETC.

HEINZ SOUPS. Cream of Celery, Tomato, Cream of Green Pea, Asparagus, Green Peas, French, Mushroom, Black, Sweet Corn, Dandelion.	Moir's Cakes, Guava Jelly, Leaf Gelatine, Preserved Ginger, Mango Chutney, Mince Meat, Calves' Feet Jelly, Moor Honey, Knox's Gelatine.	Table Raisins, Assorted Nuts, Shelled Nuts, Blanched Almonds, Cry'd Cheries, Dromedary Dates, OLIVES: Queen, Stuffed, Ripe.
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CHOICE FRUITS,  
(in glass)  
in heavy syrup.

Moir's Crackers  
and Novelties

CHOCOLATES  
A Choice Assortment of  
NIELSON'S,  
The Chocolates that are  
different.  
Moir's, Ganou's, Cadbury's.  
Also a few choice boxes suitable  
for Easter Gifts.

BY STEPHANO:  
Cal. Oranges, Bananas,  
Tomatoes, Celery, Pears,  
New York Corned Beef,  
Sausages and Chicken,  
Also a few Easter Lilies.

### FRESH EGGS.

**Bowring Bros., Ltd.**  
'Phone 332. Grocery. 'Phone 332.

## ENGINES!

LARGE STOCK OF  
REGAL, PALMER and FRASER,  
And all fittings now on hand—Coils, Spark Plugs, Batteries.  
We can give you an engine for whatever purpose you require  
it; the best, cheapest and most durable on the market. Write  
us or call and see us.

Franklin's Agencies, Limited,  
Showroom, Commercial Chambers,  
apr1,t

Advertise in the "Telegram."

## Milkmaid

CHEWING TOBACCO.

The best in Newfoundland.  
(This is no boast.)

7 cts a Plug

All other brands refused  
after once using

"MILKMAID."

M. A. DUFFY

Distributor.



JUST AS YOU WANT  
it, we cut the choice meats we offer  
you. Come in and tell us what you  
want and how you want it and see  
how satisfactory

OUR MEATS,  
our service and our prices prove.  
You will like sanitary cleanliness of  
our market, our honest weight and fair  
dealing also.

M. CONNOLLY,  
mar14,tu,th,s,t

### SLATTERY'S

## Wholesale Dry Goods House

Being in close touch with the American Markets,  
can quote the finest wholesale prices on all classes of  
POUND REMNANTS and REGULAR PIECE GOODS,  
FLEECE LINED UNDERWEAR, MATS, RUGS and  
CARPETS, etc.

Before placing this season's order, we would appreciate  
an opportunity to quote our prices.  
SOLE AGENT for the Leader Overall Co. (Local  
manufacture).

Slattery Building, Duckworth and  
George's Streets,  
ST. JOHN'S, NEWFOUNDLAND.

P. O. Box 236. 'Phone 522.

### ARE YOU A MAN

who likes to be dressed well? If so, read this: It is, no doubt,  
YOUR  
ambition to get clothing fit for a  
KING  
and if you will enlist you will be able to get your uniform and  
great coat made by us. Our prices are right  
AND  
our styles and qualities are of the very best. There is no other  
factory throughout the  
COUNTRY  
where you will be better treated than by us, and where you can  
get better value. We are the oldest established factory  
in Newfoundland. If you  
NEED  
proof of what we say, give us a trial and  
YOU  
will not be disappointed. We are noted for the finest military  
and civil clothing in Newfoundland.

Nfld. Clothing Company, Ltd.

## Furness Line Sailings!

From	St. John's	Halifax to	St. John's
S. S. GRACIANA	April 11th	April 20th	April 24th
S. S. DURANGO	April 11th	April 20th	April 24th
S. S. TABASCO	April 20th	April 29th	May 1st
		April 29th	May 6th
			May 8th

For freight and other particulars apply to

FURNESS WITHY & CO., LTD., Water St., East  
apr13,t

## REID-NEWFOUNDLAND COMPANY.

### Easter EXCURSIONS.

Excursion return tickets will be issued to and  
from all stations between St. John's, Carbonear,  
Heart's Content, Placentia and Renewals at

One Way First-Class Fare.

Good going Saturday, April 22nd, and good  
returning Monday, April 24th.

One Way First-Class Fare & One-Third.

Good going Thursday and Friday, April 20th  
and 21st, and good returning Monday, April  
24th.

Reid-Newfoundland Co.

## Easter Millinery!



We have been told Our  
Hats are the Prettiest in  
Town. Come and see what  
we have to offer.

Our range includes a splendid  
line of

American Sample Hats.

No two alike. Selected for  
us by an expert.

Prices Moderate.

Robert Templeton,  
333 Water Street.

## LADIES!

THE FOUNDATION OF MODISH DRESSING  
IS A GOOD CORSET.

## W. B. CORSETS

ARE THE BEST CORSETS MADE.

We have just received from New York and are now  
showing a full range of the latest models in these  
world wide Popular Corsets. We have a style to suit  
you at a price that will suit you. Prices are:

80c., \$1.20, \$1.60, \$2.25 and \$2.80.

We have the largest assortment and completest  
stock we have had for some time, and will have much  
pleasure in showing you the various models.

We have modish models for young ladies of seven-  
teen, special models for slight ladies, and comfortable  
fitting models in extra large sizes for stout matrons.

When you are looking at these American made Cor-  
sets ask to see a lot of

Ladies' American  
Silk Bengaline Dresses,  
at \$6.50, \$9.50 and \$10.00 each.

## Henry Blair

### New Hats for Easter!

Another shipment of Ladies' and Children's Ready-to-Wear and Untrimmed  
Hats just opened.

Make Your Selection To-Day.

An astonishing variety of new styles and colors to choose from. Also  
a great display of Hat Flowers, Moun's, Ribbons, etc.

WILLIAM FREW.

Advertise in The Evening Telegram

EIGHT PAGES TO-DAY

WEATHER FORECAST.  
TORONTO, Noon.—Moderate  
to fresh winds, partly cloudy  
to-day and on Wednesday a few  
local showers near East coast.  
ROBERTS, Noon.—Bar. 29.59;  
Ther. 36.

VOLUME XXXVIII.

SALES

### Auction Sales

THE PEOPLES AUCTIONEER

AUCTION.

Superior Household  
FURNITURE.

At the residence of

R. H. ANDERSON, ESQ.,  
No. 5 Park Place, Rennie's Mill  
Road, on

To-Morrow, Wednesday,

26th inst., at 10.30 a.m.

a quantity of household furniture and  
effects, consisting of:

Drawing Room—2 superior uphol-  
stered arm chairs, 1 walnut framed  
settee, 1 walnut centre table, 2 large  
rockers, 3 occasional chairs, 6 carpet  
squares, brass rods, winter and  
curtains, 1 fern stand, 1 oak chest of  
drawers.

Dining Room—1 extension dining  
table, 6 oak dining chairs with leather  
seats, 1 carver's do, 1 handsome  
huffert with bevel plate mirror, 1 dining  
china cabinet, 6 white curtain panels  
and fittings.

Halls—Stair carpet, inlaid linoleum,  
tables and chairs, 1 electric  
vacuum cleaner.

No. 1 Bedroom—Handsome white  
and brass bedstead and health mat-  
tress, 1 superior mahogany dressing  
case with bevel plate mirror, 1 gent  
white enamel dressing case, 1 single  
white enamel bedstead and mattress,  
bed lounge, white enamel rockers.

No. 2 Bedroom—1 handsome cast  
dressing case and washstand, 1 white  
enamel bedstead and mattress.

Sitting Room—1 drop leaf table,  
book shelf, 1 electric reading lamp,  
ladies' secretary, 1 sectional bookcase,  
1 walnut framed couch, 1 centre table  
and cover.

No. 3 Bedroom—1 white enamel bed-  
stead and mattress, 1 dressing glass,  
1 table, 1 folding screen, toilet table  
and chairs.

No. 4 Bedroom—1 handsome A.M.  
bedroom suite consisting of dressing  
case, washstand and bedstead, white  
and health mattresses, toilet set, car-  
pet square, 1 white enamel bookcase,  
etc.

No. 5 Bedroom—1 handsome A.M.  
bedroom suite consisting of dressing  
case, washstand, bedstead, wire and  
health mattresses, 1 carpet square,  
etc.

No. 6 and 7 Bedrooms—1 elm bed-  
room suite consisting of dressing  
case, washstand, spring and health  
mattresses, floor canopy.

Bathroom—Nickel fittings, mirror,  
and canopy.

Kitchen—1 dresser, 1 King Edward  
range, 1 oil stove with oven and zinc  
sheets, tables, lawn mower, wash table,  
1 refrigerator, flower pots, linoleum  
pots, kettles and sundries.

P. C. O'DRISCOLL,  
apr25,li Auctioneer.

AUCTION.

At the Stable of

MRS. E. A. STRANG,  
George Street, rear of  
General Post Office, on

FRIDAY Next, 28th inst.

at 10.30 a.m.

One Superior General Purpose Horse,  
kind, fast and gentle in any harness;  
one Express Van, one Family Carriage,  
one Sledge, one Express Sledge,  
one Side Sleigh, one Catamaran, two  
sets Harness, four Collars, Hay, Feed  
and Sundries.

P. C. O'DRISCOLL,  
apr22,25,27 Auctioneer.

## Globe Steam Laundry Co., Limited.

Under an entire new man-  
agement we are endeavoring to  
do all the work possible by hand.  
We have the most reliable help  
on our starch and fancy work  
and can guarantee

### The Work to be Perfected

in every way. The discarding of  
machinery will mean less dis-  
truction to fine goods, thereby  
giving them longer life. Give  
us a trial and let us prove what  
we say.

Globe Steam Laundry

Co. Ltd.

MILNARD'S LINTMENT CURES

TEMPER.