## Your Boots

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(8V) PAGES TO-DAY. THE EVENING TELEGRÄM

## BARIRON!

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he evening telegram, st. Johns, newroundland, march 28, 1918-2


The 'Florizel' Inquiry,

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## Inquiry.

BRTISH LINE HOLDING Im Losses Approach Half a Million - British ReCapture Several Villages.

## ad Piles for Ten Years



REINFORCEMENTS BEING HURRIED TO THE FRONT







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DODD'S
KIDNEY PILLS


## G. KNOWLING, 11. Ladies' Spring Hats,

STRAW, TAGAL and MOHAIR.

We are opening $a$ feem Spring Hats in
Untrimmed and Ready-to-Wear, in the following oolors: Navy, Niigger Brown

## Panama Hats,

Rolled Brim, Black Bands. Prices, $\$ 5.50$ each.
G. KNOWLING, Ltd.


## EveningTelegram

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The Beginning

> of the End.

## 2

 Eitime
 Women's Spool Heel Rubbers.


G. KNOWHNG, Limited
A Full Page of Easter Specials
THURDAY Ren
NATURDAY:
Red

WOMEN
(lof Black, Tan, Mahoag nd Grey Leathers, with 6, 8, $10 \& 12$ ins. high to $\mathbf{\$ 8 . 0 0}$
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## S|Stationery

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f, Ltd. tment.
$\qquad$ You can Save Money Here on All Your Easter Needs.


Strong Price In- New Spring Merchandise.
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 GHT STRIPED BLDCSES-of durable



| Visit the Millinery Dept. and view the |  |  |  |  |  |  |
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| NEW SPRING GOODS. |  |  |  |  |  |  |
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## MARCH is the Month When People Turn

 Their Thoughts to Spring Cleaning. We Are Now Showing Some of the Prettiest Patterns and Colorings in St. John's. The Prices Will Be Found Exceedingly Reasonable.

Silk and Lisle HOSIERY IS ATTRACTING MUCH ATTENTION.



The New Spring Cottons are Extremely Pleasing.


 Rene
Rand saturday.. .7
and





Big Savings on SMALLWARES.






 4 TheRoyal Stores Itd.

## CHARMINGEASTERMILLINERY.

Announcing Our First Opening of
Millinery
for 1918.
Latest Am. and English HATS.
It is with exceptional pride that we invite you to view our beautiful showing of New Spring Millinery.

The most striking novelties of the season and the more conservative creations, each are to be found here in ample assortments.

## Jack-TarTogs

SIMPLICITY in apparel is the acme of comfort.

This is represented in Jack Tar Togs, bu hey lose none of their attractiveness throug it. Quality is also found in these super-Middies and quality of the best.

We now have in stock sizes to fit $8,10,12,1$ and 16 years, and expect shortly those suitable for 3,5 and 18 years.
Rub 'em, Tub 'em, Scrub 'em.
They come up smiling.

## Mavshall Sros



915 A.M.
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## THE EVENINF TELEGRAM. ST. JOHNS, NEWFOUNDI,AND, MARCH 28,1918 -

## Great Sale of Damaged Goods.

We had a considerable quantity of much needed Dry Goods damaged on the last English steamer and sold recently by public auction for the benefit of whom it may concern, at sacrifice prices.

We were fortunate in securing the undermantioned. Grasp this opportunity to save money.

2500 yards of White, Striped and Pink
FLANNELETTE,
Sale Prices, 20c. to 30c. yard. Good value for 40c, yard.

1300 YARDS

## SHIRT REGATTA,

Sale Prices, 20c. to 25c. yard. Good value for 33 c . yard.

Buy Largely! Buy Now!
Prices will be much higher later. These were pur chased last October in the English market, when prices were much less than the present quotation.

## BISHOP, SONS \& COMPANY, LIMITED. <br> DRY GOODS DEPARTMENT.

Phone 484.
P.O. Box 920, St. John's





|  | $\begin{aligned} & \text { EASTER } \\ & \text { WANTS } \end{aligned}$ |  |
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| Cherres Mrint Fravor). | 'Phone No. 11. |  |


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AYRE \& SONS, Ltd. Grocery Department.



## EasterShowing

of Spring Styles in LADIES'
Ready-to-Wear MILLINERY.

Not a bit t INOW Ladies' Imi $\underset{\Delta \text { Hat to outt eved }}{\text { Trimmme }}$
$\$ 1$
Hearth Rugs,
UNI


 und Moniay..



## 'Tis Strenuous

## Shopping These Days

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But our ads. will help you some (at least we intend
\hem to do so). The buying and getting of goods is
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items. Just now we have received some things, long
expected, that you may want. Then
expected, that you may wank COATS.
LADIES' BLK. \& WHITE BUCKRAM HAT SHAPES.
LADIES' BLK. \& WHITE BUCKRAM HAT SHA
A Small Selection of MLLINERY VELVETS.

Don't Wear Out Your Boots
tramping the town looking for
tramping the town looking for
LADIES' KID GLOVES.
LADIES' KID GLOVES.
BLACK BEE HIVE, 4 -ply fingering.
BLACK BEE HIVE, 4 -ply fingering.
BLACK CRESCENT, 4 -ply and 5 -ply fingering
BLACK CRESCENT, 4 -ply and 5 -ply fingering.
RIVERSIDE FINGERINGS in Brown, Heather, Black
and Navy.
BOYS' NAVY SERGE SUTTS.
BOYS' NAVY SERGE SUITS.
We can give you the best values in these and many
other items you may be searching for. We have been
other items you may be searching for. We have bee
thinking about you. As a matter of fact we are tryin
thinking about you. As a matter of
to make your shopping excursions
A Pathway of Flowers
as far as possible. With this end in view we are this
week showing
A Job Line of Flowers.
10c., 12c. and 15c.
Get in amongst these early and pluck the best, don't
wait for the last rose of summer. Be one of the wise
crowd that watches the buying opportunities here.
Henry Blair


The First Principle of Modern Business is SERVICE.

## That is where we shine. <br> Good Goors well shane. mod- erately priced, and honest effort <br> erately priced, and honee, moor mado to deliver on time. Exper macounting and and <br> accounting' and satisfact tlements of all claims. <br> The biggest clothing manu-- facturingorganization in New- foundland backs up its claim <br> foundland backs up its for Superior Service.

Newfoundland Clothing Co., Itd.
Pork an Beans

HAM BUTT PORK
"BOS" FLANK BEEF
"BOS" PACKET BEEF
BONELESS BEEF
BEEF CUTTINGS.
Millions of People in this World are
Hundreds of Millions are Short of
Food.
CONSUME LESS
PRODUCE MORE
HARVEY \& CO., Lid.,
WHOLES A LE ONLY


We Have
Warner's Corsets


Marshall Bros
Sole Agents for Newfoundland.

Gossage's Soaps
The Best ! The Sweetest! The Cheapest!
GEO. M. BARR, AGENT.


NO MATTER HOW THE FIRE IS CAUSED it you're not insured, you're a loser. Take time to see
about your policies. We give you the best companies and


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AMERICAN BLOUSES.
若
We have just open. DAINTY AMERICAN
ranging in price fr
$\$ 1.70$ to $\$ 8.00$.
Line comprises Lawn,
Organdie, Voile, Silk,

E. IIemnoleton 333 Water Street.

## Reid-Newfoundland $C_{0}$

## Easter Excursion!

Excursion return tickets will be issued to
all points between and including St. John's, all points between and including St. John's,
Carbonear, Grate's Cove, Heart's Contert, Placentia, and Trepassey, at

One Way and One Third First-Class Fare.
Good going Saturday and Sunday, March 30th
and 31st, and good returning Monday, April 1st.
Also at
One Way and Two Third
First Class Fare. Good going .Thursday and Friday, March 28th
and 29th, and good returning Monday, April 1st.

REID-NEWFOUNDLAND Company




