## WHITE'S PORTLAND CEMENT.

BOVVRING'S Retail Store.


The MILITARY Boot.
 $\$ 3.00, \$ 4.00, \$ 6.00$. Cloth top, short, vamp, stage last, plain toe and
spool hees. This is the very latest creation in Women's. 5 .ootwear as worn in New York, Lon-
don and Paris. The New Cloth Tops are Pearl Grey, Sand
and Batteship Grey. PARKER \& MONROE, Ltd. The Shoe Men.
Secret Sale Houses
Fred. J. Roil \& Co.
best screrned North Sydney COAL. Anthracile Coal,
M. MOREY \& CO.

DON'T FORGET THE SOAP
THAT WORKS FOR YOU
Perfection
wn manas rmaz
The Standard Mig., Co., Ltd.

|  |
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| Those Excellent Table Potatoes |



We are hourly expecting another consignment of the We are hourly expecting another consignment of the
Very Best; also NEW GREEN CABBAGE, TURNIPS, Onions mat EDWIN MURRÀY.



Establusied 189.
Dr. A. B. LEHR,

ULL UPPR or Lowis sers,





To Let 2 Floors on Water

TO LET-Store and Office
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 $\$ 12.00$.






$\overline{\text { FOR SALE-At a }}$ inargain



To ARRIVE

HELP WANTED. WANTED-Kitchen Maid;

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& \text { Turuips, Potatoes, Oioions. } \\
& \text { Oranges }(176 \text { count). }
\end{aligned}
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& \text { Orangee ( } \text { (17nas count) } \\
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\end{aligned}
$$ WANTED-A Farm Han



A Sociable \& Entertainment



 F. SNALWWOOD, the Home of Good Shoes.

JUT RECEIVED - Ship

An Inteligent Person may




the evening telegram, st. John's, newfoundlánd, April 13, 1915-2


RemainApril Nun ysum



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## THE IMPORTANT POINN:

- You can PICK OUT THE MAN you are Particularly interested in, in OUR PHOTOS of the Contingent on S. S. "STEPHANO."

THE HOLLOWAY STUDIO, LIMITED,




| Towels <br> 500 lbs. <br> White Turkish Towels, Hemmed, Ready for use, Only $\qquad$ 5 cents | $\frac{\text { Our Store is Now Filled with Bargains. Come and See Them! }}{\text { Ont }}$ | 3000 yards American Wash Ginghams, Just the thing for Wash Dresses and Overalls, Value 12.., Selling at per yard. |
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## Special Notice To Farmers, Gardners, etc.

We have a complete stock of WIRE NETTING, Barbed and Plain
Wire, also Staples. These goods are from the best manufacturers and are well finished and rust-proof.
We also carry a full line of Farm and Garden Implements, including
PLOWS, RAKES, HOES, FORKS, SPADES, Etc. Don't forget to use STEELE BRIGGS' SEEDS. We have them in
Hewer and Veetable-Pansies, Wallfower, Sweet Peas, Asters, etc.; Fiower and Vegetable-Pansies, Walllower, Sweet Peas, Asters, etc.;
Cabbage, Turnips, Beet, Parsnips, Savory, etc.

Aype \& Sons, Ltd.,
HARDWARE DEPARTMENT

Choice Selection BEAUTIFUL

## WHITE LAWN BLOUSES Ladies.

Dainty Dtsigns, Low Neck Effect, Perfect Fitting.

SPECIAL WINDOW DISPLAY. SEE IT.

## S. MILLEY.

 SPRINGTIME! Iymonth RoCare Alan
the Rocks.


 Rum ner Dueters.
16 LeMarchant Roa
1.0 ze Turkeys.
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Bros.


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 thal a palle bats manac a 4
## Corsets.

 A. \& S. RODGER
${ }^{\text {AABCOTO}}$ "All remove stain



## Here and There.



 Rheumatism, Lumbaro. Neuraa
gia and all Aches and Pains gia
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Staford's Phoratone Coug
and Cold Cure is sold everywher and cold Cure is sold everywher
for all kinds of Coigh has and Colds
Brond
Litas. ror alkinds or coughs and
Bronchitis Asthma and vai
Lung Troubles. - apr 5, tf

## ${ }^{\circ} \mathrm{Cr}$

40 c . $45 \mathrm{c}, 50 \mathrm{c}, 65 \mathrm{c}$ 75c., \$1.00,\$1. 30, \$1.50, \$1.60, \$2.00

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## BIG SALE OF

## Fire Goods

| Zinc Wash Boards, 30c. Now . . . . . . . . . . . 18 18 c. |  |
| :---: | :---: |
| Crumb Brush and Trays, 40c. to \$1.00. | to 50c. |
| ur Sieves . . . . . . . . . . . . . . . . . . . . .8. each |  |
| . |  |
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| rass Druggett Pins, 2 doz. |  |
| rass Curtain Pins |  |
| Can Openers |  |
| ${ }_{\text {Brass Eeatensio }}$ |  |
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| Arm To |  |
| ${ }^{\text {g Whips }}$ |  |
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| Brass Curtain Chains |  |
| Ois Skins, 25c. to \$1.00. | . . . 15 to 70c. |
| A big | e Brush |

MARTIN HARDWARE CO., Ltd.



## Chaplin,

THE STORE THAT PLEASES


| Our TEAS have nearly doubled their sales the pas few months. We are not surprised as we are selln few months. Our ECLIPSE and TIP-TOP are our tw leaders, 40c. and 55 c . lb. We find buyers for these from nal Hill. <br> PURE IRISH BUTTER is another leader; in fac we can't keep enough stocked, as ours is the only rea Irish in the market. Price now 45c. per lb. <br> beans, 5c. lb. PEARL bARLEY, 7 c. lb. <br> Make your purchases from us, get your free Coupons and see how pleased you will be at Xmas. <br> J. J. ST. JOHN, <br> DUCKWORTH ST. \& LEMARCHANT ROAD. |
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## New Easter

 MILLINERY TEMPLETON'S. CHILDRENS HATS Specially Attractive Very Low.
## REID-NEWFOUNDLAND C…

## Water Street Stores Department:

The well-known Headquarters for Motor Engines, Motor Boats, Motor Supplies, Gasolene and Motor Oils. Our Columbia Cells and Multiple Batteries give results unheard of before.

Programme of Mr. A. H. Allen's Evening Concert METHODIST COLLEGE HALL, THURSDAY NEXT, April 15th, commencing at 8.15


## FROM THE HEART

of the style world we have received the newest
nd smartest desi $\%$ and fabries.

## WE ARE TAILORING FOR MEN

clothes that embody every new and approved idea.

At this season we wish to express our appre ciation for past patronage, to extend Easter greetings, and to invite you to call and let us ake your measure for a

## J.J.Strang,

Ladies' and Gents' Talloring,
153 Water Street, ․ St. John's.

| Green Cabbage, Red Apples, etc. <br> Now due ex S.S. Morwenna, 100 crates New Green Cabbage, <br> 40 brls Am. Baldwin Apples. <br> And Overdne ex S.S. Furness Steamer <br> 50 cases Small Onions, <br> 40 cases Sweet Oranges. <br> GEO. NEAL |
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Advertise in The Evening Telegram

## New Wall Papers



New Canadian Wall Papers,
17c to patterns, with Borderings to match A CHOICE LÓT OF JOB PAPERS, Canadian, American and English, 10c. to 20c. per piece.
Floor Canvas and Linoleums, Art Shades.
Floor Canvas, 2 yards Wide,
45c., 50c. and 65c. per yd.
Linoleums, 2 yds. wide, 85c. $\$ 1.00$ and $\$ 1.10$ per yard.

Inlaid Linoleums, 2 yds wide, $\$ 1.75$ yd.
STEER Brothers.


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## $\xrightarrow[410]{10}$

Bed, Spring, Wool Top Mattress, only $\$ 7.50$ outit.
The Bed has brass tons, White Enamel; strong and aurale.
sing ind ind of woven wire with cable run-
ning through to support same. Mattress has wool top.
The three for the small sum of 87.50 .
 This Bed can be supplied in Black, Green or White Enamel.
We strongly recommend our Lath We strongly reat The Spring is built right into the
bed and does away with sides etce bed and does away with sides, elz.
Put up in $3,31 / 2$ and 4 ft . sizes. Bed and Spring, \$4.95 up.
The Ideal Spring is the Acme of Perfection


Evening Gowns at Reduced Prices!

While many of the larger social functions are-on account of the war-conspicuou
by their absence this season, there are by their absence this season, there are
never-the-less many smaller affairs which
take place where a really smart gown is not take place where a really smart gown is no
only admissable, but really necessary. ${ }^{1}$ We are offering a limited number only of Evening and At-home Gowns and
Blouses, in combinations of Silk and Net, Blouses, in combinations of Silk and Net,
Satin and Lace, Charmeuse, Ninon, Voile, ete.-in very beautiful designs and in dif-
ferent sizes. These Gowns and Blouses are ferent sizes. These copies of French and American models, and owing to the depression in trade, are to be
sold at heavy reductions sold
This week presents an excellent chance
for you to purchase a dainty Evening Gown for you to purchase a dainty Evening Gown
for the coming Easter festivities at actual
cost.
U. S. Piefure \& Porrtait $\mathbf{C} 0$.


