


## EARLY ME

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children sho drink tea and posti wholesome at has a deliciou

## EARLY MESSAGES



In Families With Children many parents now use POSTUM the simple reason that children should never and POSTUM which is wholesome and healthfu1,
has a delicious satisfying has a delicious satisfying
taste. tas
the evening t
Thoughts Upon


Hit the Trail of the Caribou, Andmake your people proud of you!

# In the Good Old Times 

## Who Were Careful Shoppers,

could wander down Water Street, or perhaps up the Middle Street
AND GET A BARGAIN A BIT OF POUND COTTON.
With housewifely vision and foresight you could see how these purchases
would make up satisfactorily and economically. Even on the ordinary would make up satisfactorily and economically. Even on the orcinary
piece goods you culd often see your way clear to save money in the
making up, rather than
"But Them Happy Days is Past." Now 'tis a strain on one's brain to know how to make ends meet, and on
one's purse tras worse. For that reason we are going to let you in on a
secret. Possibly some ladies know it already. However, the secret is,
Ladies' Readymade Wear

## BLAIR'S

far cheaper than it can be made up or purchased elsewhere. There are various reasons for this. The most important is, that these
goods were booked before the last great rise in prices, and the materials goods were booked before the last great rise in prices, and the materials
with which they are made, before the other big rise previously. The next ing that we used to sell con abount t12.. per yard haw, on late purchases. to
be retailed at about 35 c . to 40 c. yard, and we hate to mention the price.

But the Prices of Our Ladies' White Wear
we feel we can mention with pride to any customer. We have at the mo-
ment for the early purchaser a large stock of Ladies' White Embroidered Cambric Camisoles and Chemises. Ladies', White Embroidered Cambric Knickers and Combinations.
Ladies' White Embroidered Cambric Nightdresses. Ladies' White Embroidered Cambric Nightdresses.

all these goods we also have in quantity IN FLANNELETTE MAKES. Some of the Flette Goods were last season's, and some we imported
lately, so as to be bale to give you decent prices next Fall. Still, there is
nothing like buying ahead these times.

## Ladies' Blouses.

We are getting a Name and a Fame for Ladies' Blouses, for we sell
good goods at low prices in this department, most assuredly, and stylish
goods.
OTHER GOOD VALUES IN
Ladies' Ready-to-Wear Goods
LADIES' TWEED and SERGE COSTUME SKIRTS. COVERT COATS.
LADIES' BLACK RUBBER COATS.

## HENRY BLAR.



THE EVENING TELEGRAM, ST. JOHN'S, NEWFOUNDLAND, MAY 9 , 1918-

s Talk! ith Us!


## ., Ltd.,

S.

ach.
oks Will Tell You How!


## RareMONEY-SAVING Chances FRIDAY and SATURADY.



For Everyone Desirous of Getting the VERY BEST VALUES---in New Spring Merchandise.

Spring and Summer


A Few of 'The Royal Stores' Low Prices on FANCY HOUSEHOLD GOODS.




 Door Mats.




Striking Values in BOYS' WEAR.























## A Fresh Batch

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 Successful Sale and Conceri













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West End Reserve Firemen Meet.

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Express Passengers.

 The "Sorcerer"
ne "Norcers.


 that the periormance would be re
peated to-night when the public will
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Coughs and Colds seem to be
creasing the past few increasing the past few days.
Try a bottle of Staford's Phor-
atone. Thente Hill Drus Store
open until 9.30 every night.
$\square$

## Prices That Challenge Comparison!

This is not a special sale, or a Friday and Saturday sale, these offers hold good for any working day of the week, and the items offered herein are marked at our regular margin of profit. By comparison you will find our regular prices compete very favourably with many special day sales, and, in some case are very much lower. We give a dollars worth for a dollar. GIVE US A TRIAL.


## Gents' Summer Caps!

 50 doz. Latest American Summer Caps, bought before the last advance, consequentlyValue for $\$ 1.20$. Selling 80c. each.

Durham Duplex Safety Razors ! though steel has advanced more than double, you can secure a Durham at the old price, \$1.30. Extra Blades

Razor Strops!
ecure a Durham at
d price, \$1.20 each.
Shirley President Braces
20 doz. Shirley President Braces in neat holiday
boxes, at our usual low price, 65 . pair.

## Ladies' Sport Coats!

30 only Ladies' American Sports Coats, Black and White Check, Brown and Selling : $\$ 4.30$, to $\$ 6.50, \$ 7.00$ and $\$ 7.50$.

Ladies' White Street Skirts!
A Big Job in Ladies' Skirts, all White, Pique, Jean and Poplin.
Selling : \$1.20 to \$3.80 each.

## Thaverale sanes

Children's Ready-to-Wear Hats! hey come in Khaki, White, Fancy Checks, Send he e cidaies
Price 80. each.

Soft Collar Buttons and Pins A big variety of very useful Collar Buttons and
Pins at prices that will compel you to buy. Call se them,

| Laundry Bags! <br> 2 doz. only White Laundry Bags, with nice design, ready for working. Price 40c. and 50c. each |
| :---: |
| Toilet Soap! <br> 20 gross assorted Toilet Soaps, nicely perfumed, only 5 c . per cake. |

Filling the
The Regimental Recru


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Casualty List,


## Eventually

YOU MUST
DON THE KHAKI.

## Why Not

 To-Day?You are Needed at Once.


WHAT'S YOUR EXCUSE
For not being with the Boys?
YOU ARE BADLY NEEDED 'OVER THERE
Your duty is to go!
Why not TODAY?

DON'T BE A QUITTER!
ENLIST NOW!

This space given to the Regiment by
T. A. McNab \& Co. $3 \times 200000000000000000030000$
The "Evening Telegram" is read b. over 40.000 People daily,


Grea
Clearing
Manufacture
Women's
Here's the Great Shoe Op
Season. We will start this Ba
Season. We will start this Bat
Morning, 9 o'clock. There a and Tan Vici of the very B
Heels, Stylish Toes, and a The value of these Shoes ar
pair.

Our Sale Price
$\$ 2.90$
andle them, so call early as t
limited, and avoid disappoin
G. Knowl

Central Shoes



## Boy's Clothing News.

We are now opening a mosi complete line of Boy's Suits made of the finest Sootch and English Tweods it has ever been our privilege of showing. Thay come at a most opportune time, for with the opening of spring and shadding of Overcoats, every Mother in the Dominion is fully aware that her boy must have new suits. SEE OUR WINDOWS
$\qquad$
WASH SUITS, $\$ 1.35$ to $\$ 2.00$.
Fit 3 to 8 years old, in White, Khaki, Blue,
and Navy and White.
RUGBY and NORFOLK SUITS,
$\$ 4.40$ to $\$ 12.00$. Fit 3 to 8 years old.
TWEED \& SERGE CONWAY SUITS,
$\$ 4.50$ to $\$ 8.30$. Fit 3 to 8 years old. $\$ 4.50$ to. $\$ 8.30$. Fit 3 to 8 years and Navy and White. Fit 6 Fit 6 to 16 years old. See the newest pinch-
A Big Snap in Boy's Glengarry Caps Only 60c each. Value for \$1.20.

BOYS' OVERALL PANTS, 33 c . to 65 c . BOYS' AMERICAN STRAW HATS,

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

Phone 484.


House of Assembly House of Assembly






## 2000000000060000060000000063000600000

NEW RONIS: NEW AODRS
Just opened and ready for inspection.
MEN'S SUITS, TWEED PANTS
kHaki and Negligee shirts, overalls,
SUSPENDERS, SOCKS, COLLARS, TIES, CAPS, GLoves and HANDKEpCHIEFS. LADIES' BLOUSES, SKIRTS.

BLACK and COLORED SATEEN UNDERSKIRTS
WOOLLEN UNDERSKIRTS, VESTS, CAMISOLES gLoves, TEA APRONS and Hoslery.
WHITE BED SPREADS, WHITE \& GREY BLANKETS,
FLANNELETTE, CURTAIN SCRIM, COLDD SATEEN
gingham, POUND COTTONS, OLL BAIZE.
SPECIAL FOR THIS WEEK ONLY
3 only LADIES' SWEATERS. Reg. \$4.95. Now
4 only LADIES' SWEATERS. Reg. $\$ 3.75$. Now
only MEN'S NEGLIGEE SHIRTS, short sleeve
Regular \$1.25. Now
Lot LADIES' BLOUSES. Reg. 80c. Now
98c.
The C. L. MARCH CO.,I Ltuln
Corner Water and Springdale Streets. 000000000000000000050600000300006000

Another Big
ENAMELWARE SALE
We have just opened 300 Cases of Job Enamelware,

BOILERS, SAUCEPANS, KETTLES, STEW PANS, PIE PANS, DOUBLE SAUCEPANS, BOATS KETTLES, SOUP TOUREENS PUDDING BOILERS, CHAMBER PAILS, ETC., ETC. These goods are the best value we have ever received and we extend to all our patrons a hearty invitation to our Store where we are sure chey will be satiafied with the value we are offering. SALE, STARTS ON FRIDAY MORNING.
Martin-Royal Store Hardware Co,

Tooton's, The Kodak Store,
yeadquarters for Breerythusg
perrulthing to
pertulifing to Photopraphys

mex

SEED 26. SEED 27. We have just receeived a nef shipment DRY PLATES of all the different sizes at the regular prices




mim ronnsseneme- DON'T SAY PAPER, SAY "EVENING TELEGRAM."

## Late Canadian

 Papersinform us that the British Government have arranged to purchase the entire exportable surplus of Canada's Cheese production for the present year. The effect of this arrangement may not mean higher prices $b$ t it will possibly mean SCARCITY of supplies for this market.
We have a good deal of

## CHEESE

on hand and would advise our cus tomers to safeguard themselves again st shortage by anticipating their wants and laying in stocks whilst this valu able Food product is procurable at present reasonable prices.

## F. Menamara,

 QUEEN STREET.


## Talle CORNMEAL

450 sacks Table Corn Meal, 200 sacks Feed Meal, 200 sacks Badger Feed 200 sacks Bran, 200 barrels Potatoes, 50 barrels Turnips, 25 sacks Hayseed, 500 rolls Sheathing Paper, 150 barrels Rolled Oats,
120 1-2 brls Rolled Oats, 20 barrels 0almeal.

## Steer Brothers.



## 

## Good

Style!


Marshall Bros




The sentiment represented $b$ THE WEDDING RING suggests the selection of an article guarmade with great care-a ring to be found
T. J. DULEY \& CO., Reliable Jewelers, St. John's. ห3x,

## HARVEY \& CO., Ltü,

 WHOLESALE. ONLY. <br> \title{ONTHESPOT! <br> \title{
ONTHESPOT! <br> <br> 1000 Sacks <br> <br> 1000 Sacks Finest Finest <br> <br> Table Meal. <br> <br> Table Meal. <br> 800 Sacks Very Superior Corn Meal. <br> <br> |3W
} <br> <br> |3W
} Now Landing: 500
Barrels ATLAS

## GEMENT

H. J.Stabb\&Co. Come in Out of the Wet.
橉 Pritman,

## Reid-Newfoundland $\mathrm{C}_{0}$

Trinity Bay Service!
S.S. "PETREL"
will leaveClarenville after the arrival of Thursday's Train from St. John's, for ports of call in Trinity Bay.

REID-NEWFOUNDLAND Company



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Handsome Turnout.

## 1 Superion Mare, kind and

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FOR SALE !



Dr. A. B. LEHR, The Senior Dentist, 203 Water St Teeth Extracted withort Artifcical teeth repaired and made as sirong as ever.
Full Upper or Lwer Ste best quality All branches reeeive careful and personal altention. A. B. LEHR, The Senior Dentist,
203 WATER STREET,
 2. may4,6i 10 Gear Building.
 CHOIGE BARRELLED BEEF

IN STOCK: 200 Barrels LINCOLN BEEF. 100 Barrels TERRA NOVA BEEFF. 100 Barrels LIBBY'S FAMILY BEFF. 200. Barrels H. B. PORK-- Light 100 Barrels FAT BACK PORK.
GEO. NEAL

Photographic PLATES.

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

## Tooton's, <br> The Kodak Store,



