

## Life Guards in your Blood!

If hostile forces invaded Germany to-morrow, a to destroy them. And the same thing ought to happen every time your blood is invaded by one nose whenever you breathe, and your mouth whenever you eat or speak. Millions of soldiers whenever you eat or speak. Millions of soldiers
should be ready to defend you against disease. What are those soldiers? Ask any doctor. He will tell you that your blood contains certain
white cells which garrison your body, living side by side with the red cells-workers which supply the tissues of your body with oxygen. It is only lately that scientists have discovered the purpose

By watching tiny drops of warm blood


Uirol, the food which replenishes the blood with white cells that conquer disease.

## VIROL <br> Used in mcre than a

Thousand Hospitals and Sanatoria



## Everybody <br> Rubbering BLAIR'S

NO WONDER! MATTER OF PRICES! Why, their prices now, despite the tariff changes and the conse future deliverie
Are away below Regular Prices even. If you anticipate buying Rubbers or Gaiters, just as
is good.

See some of the lines in window. Come in side and see other lines of these goods. RELIABLE RUBBERS, REMORSELESSLY REDUCED

## HENRY BLAIR

Just to
Remind You
that if you are trying to
make the old OVERCOAT do for the winter, you ma have a long time of it yet. Why not try
"MAUNDER MAKE ?
We can show you something snappy in Overcating and Suitings and can give style with ease and comfort.

## Ladies' Hats, Coats,

Blouses, Gloves, Etc.
WILLIAM FREW.
.
WHOLESALE DRY GOODS.
To THE CITY AND OUTP ORT TRADE: We carry in stock for Spring trade an attractive stods

- Regular Piece Goods and Pound Remnants. Prices:

Cheapest in the City.
NOTE.-See our Special Brand of Cotoon Tweed 1 ill
enim Overalls and Jackets. Give us $s$ eall
SLATTERY BUILDING, Duckwarth and George's Sts.. St. Jotn s $_{\text {I }}$
Easter Offering!
Cobnontaumed


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Continued - -A List of the HOLLOWAY STUDIO, Ltd., Latdscape and Seascape Photographs.

I PLLACENTIA, FROM RAILWAY TRACK N0. 9 - 2 - TWILINGATE. F0.92-TWLDANGARBOUR, LABRADOR. No. 94 - BONNE BAY.
No 0 . 95 -LITLLE RIVER, BAY D'ESPOIR.

No. 96.-DASHWOOD'S POOL, LITTLE RIVER
No. 97.-LORD NORTHCLIFFE'S HOUSE, GRYND FALLS.
No. 98.-INTERIOR OF POWER HOUSE, GRAND FALLS.
No. 99.-GROUP AT OPENING OF GRAND FALLS
No. 100-SHOWING STOCK PLE, GRAND FALLS

101-INTERIOR OF POWER HOUSE, GRAND FALL . 102,-THE GRAND FALLS
-These Photos are all size $10 \times 12$, and sell for 50 c. each unmounted, and $\$ 1.00$ mounted. Order by number. Prints of all Photographs may be seen at any time
The HOLLOWAY STUDIO, Ltd., corner Henry Street and Bates' Hill, St. John's, Nfid.

## Sympathy.

TTER OF PRICES:
espite the tariff changes
increased costs for w
ar


## AT THE NICKEL.



## Romeo and Juliet!

## WALTER J. McCARTHY, the St. John's boy with the big tenor MISS.ETTA GARDNER, in all the latest ragtime hits. PROF. P. J. Megarthy, at the pian <br> The Nickel for a Good Show all the time.



Don't misa this opportuaity to withess the biggest and best Educational Eatertainment ever produced Secure your seats early from Mr. Power at the Bookstore,
TRULY THE GREATEST PHOTO-DRAMA IN THE WORLD.

## Somothing NEW for Easter!

## What about a New Costume?

We have just opened a seeond shipment of these in Serge, Tweed and Cloth in the leading shades and newest models. They range from $\$ 5.00$ to $\$ 12.00$.

or something new in neckwear. We have them in Point Lace, Peter Pan and Lace Coat Collars and Embroidered n Collars, Lace Yokes and Sleeves. 42
New Gloves, Hosiery,
Fancy Hat Pins, Frillings, Embroideries, Laces, silks, \&c.


Kyle Resumes


## JOHN M. DEVINE, the RIGHT HOUSE. <br> 

FURNESS LINE SAILINGS:



## FURNESS WITHY \& CO., Ltd.

## abs

## KYANIZE

Is a wonderful product, it makes old woodwork look like new, and is a money-saver for every
family. It is made in clear and seven popular colors, drys hard with durable, glossy finish, can be easily cleaned, and is very sanitary.

## KYANIZE

was especially made to was especially made to stand hard usage-on
floors and street cars; but it is the best finish ever made for all interior woodwork-chairs, bookcases, desks and all kinds of furniture.

You can use it yourself with wonderful results.
BISHOP, SONS \& CO, Ltt. Phone 679.

## Ladies' Spring Costumes.

Newest in Cut, Materials and Trimmings.
Prices: $\$ 5.50$ to $\$ 14.00$.
ROBERT TEMPLETON


How I Became a Governor? By Sir Ralph Williams.
The book that caused so much local newspaper comment
few months ago and the book that won the highest praise o
Sir Robertson Nicol in the "Pritis We Sir Robertson Nicol in the "British Weekly",
We have three copies. The price is $\$ 3.00$ each; 6 c. extra

DICKS \& Co., Limited.

## Ford Prices The Same.

TOURING CAR, $\$ 800.00$. RUNABOUT, $\$ 725.00$. I do not take advantage of you because there is a
rise in duty. I want every person to have every chance,
also a good square deal. Contract for 1914 almost exhausted, so get your
order in and avoid disappointment.

GEO. G. R. PARSONS, King's Road. Telephone 109

> J. J. ST. JOHN.

## Where do you buy your Tea? At St. John's, Duckworth st.

 Sure everybody is talking of their Teas, I buy their tee, andit's the best value by codss I can find. Their 50 . Tea is like some of the good old-time Tea of 20 years ago, that used to cost $30 \mathrm{C}, 35 \mathrm{c}, 40 \mathrm{C}, 50 \mathrm{e}$ \& 60 c . PLUII, DAIISOK and MARMALIDE JLMS, 3 lb . pots, 5OC, each. Agent for Sloan's Leniment, that cures Rheumatism and all pains, 25c. bottle.
J. J. ST. JOHN.

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Everybody's drimking verybody's drinking Goun
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Stafford's Liniment curr
Lumbago. For sale by Mri, Lumbago. For sale by Mrs
Ryan, $1+$ Casey St.-aprotif


 Just arrived and in stoks ten
thousand pounds Golden Pheas ant Tea.-apr11,tf gove to hilfis. afternoon
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Staffords Liniment cures Toothache. For sale by A. O if sons, New Gower St,-appla,tit

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The best is the chespest. Buy The best is the chespest. Buy
Golden Pheasant Tea and be oon vinced.-apr 11,tf

\section*{BAREAMS that Indicate BUSY DAYS For Us

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Specials in House Furnishings.

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SIDEBDARD CLOTHS.


## Important Reductions on New Goods In Our Showroom.

| LADIES <br> HANDKERCHIEFS 25ce doz. dainty Mandkerchiefs medium size. Specin Pri- 8 haty \& Satarday, Padt .... |  |
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starting values IN FOOTWEAR.

## Ladies'

Strap Shoes
Well shaped Shoes, 1 -Strap sityle: Dongola,
wid, Mlack ouly. Hedium Heel, Pibbon Bow.


## Ladies'

House Shoes.

Ladies'
Walking Boots.

Ladies' Hose.

Child's Hose.
Stout Black Ribbed Cashmere
wear well.
Sizes 2 to 4 . Seprial per pair.
Sizes 5 to 7 . Special per puir.
Child's Gloves.

Ladies' Kid Gloves.



By the dessruection of this animal,

therer isnt a single alimal of the malo gender in elther rillage of. age Tor sestica. Then there is the toss of



Poor Work.



## RI, RFMARKABLE VALUES IN <br> PURE WHITE TABLE LINEN, <br> 45c. VALUES for 33 cents.  पurliy for such wemall wree. This special purelase witich we secell:   <br> WE SELL FOR LESS!

The Wave of popular Favour Flows Through our Showroom.

## OUR COSTUME EXHIBIT

WILL BE TOWN-TALK THIS WEEK
Lovers of the latest conceptions in Spring Styles will appreciate this opportunity of see-
ing and purchasing from this bewwithing assemblage. The most elaborate styles direct from the
World's fashion centres Every World's fashion centres. Every kind of figure, from the dianty slight waisted to the more
portly, all will find Costumes to fit, Costumes to suit, in shades generously assorted. Prices portly, all will find Costume
range from $\$ 3.80$ to $\$ 25.00$.
extra value in side and back COMBS, 21c.


## Easy


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## Henderson

PAINTS ateed nt. PURE. re-a flat oil wall fnish -z cold water nd Siliver Enamel.
ve Pipe Enamel. ve Pipe Enamel.
$r-$ for removing
ond

any price you like
Hardware

ITEMS FROM HERE, THERE \& EVERYWHERE for Friday, Saturday \& Monday

NEW SHAPES FOR SPRING
1914 IN MENS HARD FELT HATS.

 Priday Saturday and Monday $\mathbf{\$ 1 . 6 6}$
CURTAIN VALUES
ARE HERE TO-DAY, $\$ 2.33$ Per Pair.
 lamury

## A Real Revelation in Blouse Values.

this week we offer a yery wide range of rare indefinable styles in ladies' challe and nun's veling blouses.


the Glove Section.
LADIES' SUEDE LISLE GLoves, 35 c .

35 cts.
LADIES' KID GLOVES.


$\$ 1,18$,

WHITE \& COLORED QUILTS, Some Specials From


| Some Specials from <br> the Glove Section. <br> LADIES' SUEDE LISLE GLOVES, 35c. <br> This is a nice weight Glove for present wash litie new. 2 dome fasteners Reg. 40c. Friday, Saturday d Mon. <br> 35 cts. <br> LADIES KID GLOVES. <br> The very newest in Kid Gloves, in Cream, Grey and White only; all with fine black large pearl button fasteners. The very makers. Friday, Saturday \& Monday, |
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hair ROLLS, 10 c.
Vot the least contribution by any means to the stylisis
lady to-day is a perfect hair roll; we ther a very sur
perior grede in nice plump rolls, Light, Medium and

PRETTY NECK CORDS, 9c. per yard.
All the newest in this line, now showing in our show-


BONE HAIR PINS, 25 c.



A Full Page of PROFITABLE READING
For Friday, Saturday \& Monday Shoppers
One thing is certain, you make no mistake by confining your Spring Shopping to this Store. Our system of paying cash for choosing, and our taste in selection, these methods coupled with our pricic inducements compel public patronage, and angone visiting our spacious store can amply verify the truth of this statement. Haste to our big Bargain Sales, all kinds of dependable merchandise featured at incomparable prices.

It Pays to Pay Cash.

## SPRING FOOTWEAR

FOR THE TINY TOTS.
Compellig Prices Tell the Tale of How Ruthless We Slash Prices in This Section




HEARTH RUGS.
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| TABLE NAPKINS, 10 c . 12 dozen of pure White Damask Table Napkins, size $18 \times 18$, hemmed ready for use, soft finish; portion of a Job Line. Try a half dozen of these; will outwear any you have previously paid more money for. Friday, Sat- 10 C. urday and Monday, each |
| :---: |
| HEMMED <br> TABLE CLOTHS. <br> ust two dozen of these, in pure White Satin Damask, rather rich designs, soft finish damask: size $58 \times 78$, excellent value. Reg. $\$ 1.70$. Friday, $\$ 1.47$ |
| BOLSTER CASES, 67e. <br> These are the best English manufacture; size $20 \times 58$; deep hem at the end and hemstitched, cotton. R $\in \mathrm{g}$. 75c. Friday, 67 C . Saturday and Monday |
| TOWELINGS. <br> 2 pieces of plain huchabuck Towelings. This is a splendid hard wearing Toweling, 18 inches wide. Special Friday, 14 C. Sat. |
| TRAY CLOTHS, 12c. ea. <br> A whole lot of White Tray Cloths, some in muslin, others in white cotton; sizes assorted, border desigus, plain edges; price for rridas, Saturday and Monday 12c. |

DOOR MATS.
You'll Be Requiring Mats Now That the Muddy Weather Has Come.

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TAPESTRY
CUSHION COVERS, 34

daes. and Mriday, satur- 34c.










5 cent Section









## WARNER'S.

 The Corset with the best ship and the best of every. Corset.
## Wear a Warner Corset

and your ligure will be correct; your gowns will look their test, and you will still be wearing it long after ah ordinary Corset would have sone to pieees, for Wamer's Consets are extraordinary Corsets,

## Dosigned to fit and Mate to Wear.

Ask for Warner Modek. See how well they toek. Seleet the style that fits you and wear a Wamer's, conserious that the shape is absolutely right.

You are invited to see THE NEW STYLES that we have just opened


The Corset of Fashion and Health

## WARNER'S.

The season's most perfect
nodel. Greater supplenes, greater fineness of fabric, the secret
ure grace.


WARNER'S
this wide world to comple with them

## Ladies' Department GREAT Easter Bargains

 Ribbons and Ladies'Lace Collars HENRY BLAIR'S.Sich Brilliant Glime Risbouns in White Cream and tho somes. Nue whe wiutins and penes. 14) an incan wise. 14 岁, inches wicte:
$13 / 4$ inches wide. $24 / 2$ inches wide 2 theches wid Special AT Sit Mor the, per yand White crat tra, per yard. 7 inches wide, worth toe. for 3oc. per yand ye.

## Ladies' Lace Collars.

hars, in White and cream. Note the prices: 1TCo 3nc:
HENRY BLAIR.

THE AUTO PIANO


Phays wumout manms er winh hands迹 The Chivice of the Enitad States Thangs. Solit the meadit ames:

## CHESLEY WOODS,



## "GIN PILIS ARE Wonctras"

 I Used The Second Box, The Pain Had Left"

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## ry Irritating Hack 0f Bronehitis

Instanlly Relieved By "Catarrh"zonic



Most Artistic ever seen "Romoo and Jutiet" shoult



Make Your Own Jams and Marmalade
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## ads and

Fashions.




## Bilious, 'Cascarets' 

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## M. T. \& T. Co.

The number of new subscribers secured by the Maritime Telegraph and Telephone
Company during the past year was 2,379 Company during the past year was 2,379 , or an increase of business of 16 p.c. This maintained for some time to come. We have instructions to offer a small block of this common stock, at an attra
tive price, to yield well over $61 / 2$ p.c.
F. B. McCURDY \& CO.

C. A. C. BRUCE, Mgr, St. John's

## SOPER \& MOORE

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A Canada Life Actual Result!



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【C. A. C. BRICE, Manager, S. John's.

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Those are three points $n$ which our Suits exell all othera.


Insist on Getting "WINDSOR" SALI.
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It is guaranteed absolutely pure.
advertise in The Felegram


The Newfoundland Disaster Enquiry Before Judge Knight.

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Hay, 0ats, Corn, Corn Meal, Brath, Hominy Feed,
50 Bags Molassine Feed.

|  | 10 tees. Sinclair's Spare <br> 3 bris. Nidelity Hams. |
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| BULEDOG BRAN TEA redareed from 40 c . 1 b . to $33 \mathrm{e} . \mathrm{lb} .5 \mathrm{~F} .5$ lbs. dANNWALEA TEA reduced from 50 c .. lb to 40 c . b , $; 5 \mathrm{lbs}, 36 \mathrm{c}$. 1 bb . | 300 lbs. Cedat Rapids Bacoll. <br> 3 brls. Bologita Sausage. 1rish Hams. Irísh Bacon. Irish Butter, 1 lb . prints. |
| T. J. EDENS, <br> I51 Dinckworth Streat. I12 Militam Road. |  |







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The Birthstone for the


## Bonnie Emblems

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Lovely Styles

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## Birthday.

EASTER HATS At A. \& S. RODGER'S.

## Newasters Dinquiry.



LADIES ${ }^{3}$
Who require a Comfortable, Close fitting Ready-to-Wear Hat.

Will find their ideal in our Favourite as illustration.

We've had this Hat expressly made For Ladies who want a Contortable, Close fiting, Small Shaped Hat; and, at

## \$1.20 each.

We believe the price will prove as popular as the Hat.


SEE THEM IN OUR WINDOW. S. MILLIEY.

## Ladies' "0dd" Coats

## FOR SPRING WEAR.

One of the most noticeable features of the ad vanced Spring Fashions will be the varied and strik ing "Odd" Coats and Wraps to be worn over dresses of all kinds. These coats are of numerous fabrics and designs and are adapted for all uses, there are severely plain, Tailored Coats for morning or general use, and handsomely trimmed ones for Sm arte wear.

Our display of these Coats is a fine one, we have beautiful, supple Cloths, Serge, Whipcords, etc: well cut, built on the latest models and Splendidly finished ; with large Shawl and other style Collars of Brocade or Satin; trimmed with very handsome buttons, and many are silk-lined. These Coats are designed to suit all figures.

Exclusive styles at reasonable prices.

## U. S. Picture \& Portrait Co.

Headquarter for Post Card Views,

## Parsons' Art Store

We are continually adding rew subjects to our extensive variety. We have views of the Sealing Disaster, a new view of S. S. Newfoundland, views of Bowring Park
in winter and summer, Street Scenes taken during the last heavy snow storm, Humber River with its majestic hills and mountains, Sporting Scenes, Esquimaux Pictures on Labrador and in the Far Noth.

## South Coast Service.

## S. S. "GLENCOE"

will leave Placentia after arrival of $8.45 \mathrm{a} . \mathrm{m}$. train from St. John's to-morrow, Friday, April 17th, calling at the usual ports on the South Coast.

## Reid-Newfoundland Company.



BUTCHERS, ATTENTION! Auction ! To-Morrow, FRIDAY, At BEETEN OCLCOX, on the Wharf of GEORGE NEAL, 22 Head Prime Stall Fed CaTTLE.

## SALT Afloat!

Ex Hulk "CAPELLA" Fitted with Gasoline Winch) Schooners Fitting Out will find this a Cheap and Expecitious Method of Obtaining their Supplies. For Prices apply to
BAINE, JOHNSTON \& CO.

## NOT AN EXTRA

Molassine Meal is not an "extra" but should be substituted for a portion of the regular food. Your feed bill is therefore not increased. Neither is Molassing Meal a medicine, but no
other food can prove that its use keeps Horses, Cattle, Sheep, Pigs, Poultry

## NAGICAL RESULTS: Thio reutur otatien by meab  magical. Articies that ar sovile, staned muid crumpied till   Messrs. Nichole, Chafe, Ltd Ankpes UNGAR'S LAUNDRY and DYE WORKS, Halifax. <br> CEMENT

 1500 Barrels White's Portland Cement$$
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\text { The Cement with a } \\
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## H. .STabb \& CO.



The Crescent Picture Palace
The House of Features-Wednesday \& Thursday. THE BETTER FATHER-A great universal Eclair
2 reel feature. in the tepees light-An Indian feature, with BALDDY BELMONT AND THE OLD MAID-A lively - Crystal comedy.

SLDNEY ERNSHAW, Lyric Baritone, the singer who sings. MISS LOUISE ARKANDY, Vocalist and Nioinist.
Comonderful 3 reel dramatization of Mas-
terlink's Literary Masterpiece, "Pelieas and Melis-

Always Something New
BEARNS'
Phone 379. Per Durango:
20 brace ENGLISH PARTRIDGE. 20 only LINCOLNSHIRE TURIKEYS. the American cold storage variety

10 bexes "ENNISKEAN" IRISH BUTTER. 5 boxes EVAPORATED FRUIT SALAD, 20 c . pound.

## W. E. Bearns.

Telephone 379.

FARMERS \& GARDENERS CLOUSTONS IMPROVED FERTILIER. We can supply you with Special Crop Producers
suitable for CLASS (A)—Potatoes.
CLASS (B) Graina
CLASS (C) Cabsses
CLASS (B) - Cabains and Celersy, Parsley, Lettuce and
Canliflower CLASS (D) - Cuanifinew, Mangolds, Carrots, Parsnips,

Price $\$ 2.00$ per sack of 150 lbs. net weight.
Circular giving directions how to apply tham.
JOHN CLOUSTON,
Tel. 406. mar31,2m,eod 140-42 Duckworth St.

WE ARE LOOKING for the avivial of ss. Sardininan from Liverpe to-day with our shipment of 334 Sacks SCOTCH POTATOES. These Potatoes are put up in sacks of 112 lbs and 168 los . each, and are recommended as ver
superior quality. We shall be glad to book you order for prompt delivery on arrival. F. McNAMARA, Queen Street.
"Nugget" Shoo Polist
The Polish of ligh Quality, which Gives an EASY, BRLLLIANT and LASTING SHINE.
The Craatst Leather Preservative in the Wort
 Stepenadibe Talioring.
Merit is our strongest argument.
W. H. JACKMAN (The West End Tailor,
2 Doors East of Railway Station.
P.
Phone 795 .
39 WATER 39 WATER STREET WEST,
THE STORE OF SERVICE.
ANOTHER FIRE!
 FIDEITH (FIRE) ONDERWRITERS OF NEW YORK,

Telegram Ads. Bring Results


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