

The D. M. Read Co.

Established 1857.

Globe-Wernicke "Elastic" Bookcases

The Globe-Wernicke system of Elastic Bookcases have been perfected to the extent that in the opportunities now created for artistic design and effective arrangement of libraries, it far exceeds all other bookcases of either solid or sectional construction.

Whatever the individual taste may be, there is opportunity to satisfy it, by the various styles we carry, such as mahogany, mahogany finish and the several oak finishes in the "Standard" case.

Have also the favorite "Mission" bookcase.

A visit to the Furniture store will give you the opportunity to see the various styles in library arrangement.

The Model Rooms in the furniture store are handsomely furnished. They are bedroom, den and dining room. The latter with its Sheraton solid mahogany suite, cut glass and silver is especially liked. These rooms will remain on exhibition all of this week.

In the Suit Room

The great demand for our suits is proof of their reliability. This spring we are showing several lots made in the latest style, in the prevailing shades, like old blue, rose, taupe, green, and the various shades of gray and blue. Visit our commodious suit room and inspect the stock.

New Wash Fabrics

One is a Serpentine Crepe which is suitable for women's house dresses and waists. All the new weaves and colorings. White with dots, stripes and all over designs. Also plain shades.

Another is a satin striped Plisse. This is a satin mercerized stripe gingham, 32 inches wide.

The D. M. Read Co.

Radford B. Smith

1072 Main St. DEPARTMENT STORE, 89 Fairfield Ave.

"THE STORE TO FIND SCARCE ARTICLES"

COUPON GOOD

TUESDAY, APRIL 6

Our Splendid Quality
Two Clasp Kid Gloves
Regular price 79c
With Coupon Tuesday
62c

This is the first of our big something new to wear for

E A S T E R
B A R G A I N S

There will be bargains worth looking for all this week.

ORIENTAL RUG STORE. DOLLS' HOSPITAL

EASTER SPECIAL

10 Per Cent. Discount

This week we received four new cases of Hammered Brass Goods of exquisite designs, suitable for Easter Gifts. All our patrons know that our prices for genuine articles are the lowest in the city. However, during this week we will give 10 per cent. discount on all our Brass Goods and Turkish Slippers.

Our Rugs are selling fast, and they are such beauties! During last month we sold three bales of them.

Ask to see our Oriental Jewelry. We receive new goods every week. No two pieces alike.

Let us wash and repair your Rugs.

D. H. MEYMARIAN

143 GOLDEN HILL ST., NEAR MAIN

THE PEOPLE'S DAIRY

28c -- BUTTER -- 28c
TELEPHONE 589 130 STATE ST.
GEO. A. ROBERTSON

Not Many Store-Sales Are Uninfluenced by Store-Advertising!

The store-sales to-day that are uninfluenced, directly or indirectly, by store-advertising will not have amounted to ten per cent. of the total business of the day. By the direct influence of advertising is meant the sales of articles specifically advertised. By the indirect influence of advertising is meant the articles sold that are not specifically advertised, but are displayed to the customers who are drawn to the store by the advertised articles. In the latter case, as surely as in the first, the advertising must be credited with the sale.

Observant merchants know that this is true. They should gain courage from the knowledge to strengthen their advertising campaigns to the point of matching their store-hopes and plans.

ADVERTISE IN THE FARMER

Junior Tailored Suits \$15.

Nothing short of a sensation has been created by the presentation of these handsome smartly-tailored suits for misses and small women. Combined with the modest price, the ease with which these suits are fitted is a wonderful attraction. Many women have been able to put them on and wear them without alteration. They come in all the wanted colors and shades, skirts from 33 to 36 inches in length. They must be seen to be fully appreciated.

Women's Easter Suits \$25.

We are showing a variety of astonishingly beautiful tailored suits in the dressy hipless model, priced at \$25.00. The range of colors is complete and the materials are French serges, wide-wool worsteds, serges and fancy worsteds. The coats are lined with guaranteed satin and the skirts are new flare gored models of exceeding grace.

We have a small quantity of souvenirs left, which will be given out with purchases of \$5 or over, while they last.

MEIGS & CO.

INCORPORATED
OUTFITTERS TO MEN WOMEN & CHILDREN
BRIDGEPORT, CONN.



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THREE DAYS AND A HALF TO THE COAST

What the Belen Cut Off on the Santa Fe Will do for Travel to California.

According to William Allen White "the old order changeth." This is certainly true of railroads, especially in the West. In the early days the first harbinger of this beneficent institution was the bustling, smooth tongued "right-of-way" man. After him came the road builder, the contractor who had a keen scent for bonds and as a result their creation sometimes wandered aimlessly about without apparent end or real purpose. There was a very definite purpose in this twisting and turning. It was to reach certain localities and gobble the bonds that the "right-of-way" man, he did his duty, had arranged for.

The voting of bonds was a favorite amusement among the early pioneers. Each community had unlimited faith in its own section. Fortunately in most cases this faith has been justified. The payment of these bonds was a matter that did not concern them. That was left to future generations. The enthusiastic voter would have moved on or been called to better land by that time. And so railroad building in the early days frequently offered new point to the old adage that the shortest way round is the shortest way home.

After a few necessary preliminaries in the way of recapitulating and reorganizations, a very original discovery was made. This was that better time could be made and larger loads hauled on a straight road than on a crooked one. Immediately began a great straightening of curves.

Then another discovery. This time it was that the local business largely cares for itself, it requires a mighty hustling to secure and hold long distance competitive traffic.

The big systems that had been poking their noses farther and farther west began casting about for some means of keeping, each to itself, a good share of the traffic from California. After the traffic is secured fast time is necessary to hold it. Fast time is expensive, especially over mountain grades and roads that had such grades to contend with began to seek for some solution of the difficulty.

The officials of the Santa Fe System seem to have solved it to their satisfaction by the building of the Belen cut-off. This is a line from Clovis, on their Pecos Valley lines, to Belen, N. M., a point on the main line near Albuquerque. The saving in distance is not great, but dodging the tremendous grades of the Raton and Glorietta ranges of the Rockies means a great saving in time and operating expenses.

Probably the main line through Colorado and New Mexico will always be popular with the tourist travel. It is a fascinating trip over the romantic old Santa Fe trail through the heart of a country famous from the days of Coronado to Kit Carson, but the new line will offer that all important requirement of these later days—a saving in time.

It took the Anglo-Saxons about two and a half centuries to march from Plymouth Rock to the sunset sea. We, their descendants, do it now in about four days. With the opening of the Belen cut-off the time will probably be reduced to about three and a half days.

Verily, the old order changeth. Are week end parties to California to be the thing in the near future?
DR. HILL LISTENED TO BY ATTENTIVE CONGREGATIONS
Dr. J. Wesley Hill, pastor of the Metropolitan Temple of New York and reputed to be one of the leading preachers of the Methodist faith in this country, spoke at both the morning and evening services of the Washington Park M. E. church yesterday. A more forcible, eloquent and interesting preacher had never before been heard at the church and at both services the edifice was filled to its capacity.

His morning theme was "Christ's Picture of Heaven" and in the evening "The Hidden Sorrows of Life." Digressing from his chosen topic, however, and confined his evening sermon to the quotation from the Corinthians: "For now we see through a glass, darkly; but then face to face; now I know in part, but then shall I know even as I am known." Dr. Hill is closely associated with President Taft, having made an address recently at Chicago for the President, and the latter reciprocated by coming to the Metropolitan Temple and delivering a talk.

Easter services will be held at the new Jewish Congregation Nusach Aris at Arion hall, 1149 Main street, Tuesday, at 8 a. m.

Your Hair is Worth It

Afraid to use hair preparations? Don't know exactly what to do? Then why not consult your doctor? Isn't your hair worth it? Ask him if he endorses Ayer's Hair Vigor for falling hair, dandruff, a hair tonic and dressing. Have confidence in his advice. Follow it. He knows.
Lowell, Mass.

PERSONAL AND PERTINENT

"Don't say Bermuda to me. Bridgeport is all right."—J. H. Kane.
"Me too."—F. E. Lalley.
"The Easter music this year, is surprisingly fine and inspiring."—J. W. Dial.

"That was a good joke on John Hickey, but keep it dark."—J. Hamilton.
"I am too busy preparing for my music recital on Tuesday evening next, to think of anything else."—J. A. Hugo.

"Fair Week was a grand success, and we were congratulated on all sides. We intend to make the year, a permanent fixture, when light, dainty lunches may be served to our patrons."—D. F. Read.
"I am glad baseball season is almost here. I will be on hand for the opening, but we must have a winner this year."—E. J. Taylor.

"If you don't keep that fat policeman off the middle of the road, the car will surely hit him."—Joseph Kiley.
"They were interesting games to win from Harry Pearson's."—J. B. Camp.
The Art exhibit was one of the very best ever shown here and was quite an education in itself.—G. H. Wallis.
Mr. Joseph D. Hartigan, the well known druggist, has returned after a several weeks stay at Lakeview, feeling and looking very much improved. Mr. Hartigan, it will be remembered was critically ill, suffering from phthisis fever, and for some weeks, his life was despaired of.

Mr. C. B. Embury, for more than a quarter of a century with L. F. Curtis, druggist, has taken a winter at the West End plant of Crane Bros. He is succeeded by Herbert Fuller, who will assist Mr. Fred Curtis in the management of the store at the old stand corner Main and Elm streets.

The old roads to be tried as an experiment here, are sure to be a boon to those riding in any vehicle. Those who have enjoyed traveling about the suburbs of Boston, are loud in their praise of the clean, dustless condition of the streets, and the public parks and all driveways leading out of the city for miles, in every direction are so treated, throughout the country.

The joy of the ever-changing beautiful views, without having to swallow the proverbial "peck of dirt," we are told to expect, is a means let us have of the roads, where possible, rather than sprinkling, which oftentimes only makes muddy streets in the early morning, and by noon, thick layers of dust to be whirled to the four corners of the earth, by every wind that blows, to the discomfort of man and beast.

"A Reader," asks how to tie a shoe lace to stay tied. Make a bow knot, but before pulling tight, pass the left hand loop under the center, then draw tight. It will stay fast until pulled out and when wanted untied, will come out like any slip knot.

LEW.
CASTORIA.
The Kind You Have Always Bought
Bears the Signature of *Cast. A. Peckin*

LLOYDS, FEARING WAR RAISE THEIR RATES
New Insurance is Against war Before March 31, 1910 and Cost is 10 Per Cent More.

(Special from United Press). London April 5.—Fears of an eventual clash between England and Germany took tangible form today in an increase of Lloyd's insurance rates against such a war from eight to ten per cent. The new insurance that Lloyd's is writing is against a war before March 23, 1910.

The increase in insurance rates and general uneasiness are attributed directly to Germany's activity in naval construction.

JEWISH FEAST OF THE "PASSOVER"

Coincident with the Easter celebration in the Christian churches, the feast of the Passover will be observed by the Jews, their commemoration of the delivery of ancient Hebrews from Egyptian bondage beginning at sunset tonight and lasting for eight days. The first and last two days are particular feasts and on those days the pious Jews sustain from all work and spend a large rest of their time in the synagogue. During the continuance of the Passover the Jews are not supposed to touch leavened bread. The Passover like Easter is a variable feast, and it was during the celebration of it that Christ was put to death.

KNIGHTS TURN OUT 500 STRONG AT K. OF C. RETREAT

Eloquent Sermon by Director of Diocesan Missionary Band.

Special Services All of This Week at St. Augustine's Church—Father Mitchell Speaks Tonight.

At St. Augustine's church last evening the first annual retreat for the Knights of Columbus of this city was opened, about five hundred Knights from the five councils in this city attending. While annual retreats are quite the rule among the western councils of the Knights of Columbus, it is an innovation in this city and the members of the organization have enthusiastically appreciated the opportunity to stir up the immortal in them and at the same time fittingly close the Lenten season.

The retreat will last throughout the week, evening services being held at which sermons will be preached by members of the Connecticut Apostolate Mission Band, whose direction the mission is being given. On Saturday night the members will go to confession and on Sunday morning they will go in a body to Holy Communion.

Last evening's service commenced at 7:30 o'clock when fully five hundred of the knights filled the center aisle of St. Augustine's spacious church. The other aisles were filled with friends of the members and others wishing to participate in the retreat, which while primarily for the knights, is open to any one who may care to attend. The vesper service was conducted by Rev. Father O'Meara, during which the choir rendered an exceptional musical program. The subject of the opening evening's sermon was "The Warfare of the Christian Knight," Rev. Father P. H. McLean, superior of the band, using for his text, "What shall it profit a man if he gains the whole world and lose his own soul." Following this most eloquent lecture, Rev. Father J. F. Callahan, of St. Charles' church, chairman of the John F. Rogers Council, sang benediction.

The sermon for the second evening of the retreat, tonight, will be preached by Rev. Father Mitchell. His subject will be "The Enemy of the Soul." Rev. Father Lynch, pastor of St. Charles' church and chairman of the Cecil Calvert Council, will officiate at the benediction of the most Holy Sacrament. The services will commence at 8 o'clock.

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LABOR CONDITIONS ARE MENACING IN FRANCE

Government, Threatened by General Suspension, Doubts Loyalty of Army.

(Special from United Press). Paris, April 5.—Labor conditions in France, particularly in Paris, have grown so menacing since the government's weakening in the recent post-war strike and telegraphers' strike that today the government is receiving exhaustive inquiries regarding police heads and army commanders as to their ability to combat the threatened general strike of May 1. The big labor demonstration at the Hippodrome last night, attended by nearly 10,000 agitators against a war from eight to ten per cent. The new insurance that Lloyd's is writing is against a war before March 23, 1910.

CREW OF INDIANA SAVED BY RESCUERS

(Special from United Press). Los Angeles, Cal., April 5.—A wireless message today from the Point Loma Station says that the crew and passenger list numbering 124, of the Pacific Mail steamer "Indiana," which went aground on Point Tosca Saturday, were rescued by the United States cruiser California. All the ship's records, mails and the like, were saved. The Indiana will be a total loss, estimated at \$200,000.

The Indiana, which plies between San Francisco and Ancon, left Mazatlan April 1, north bound. She went aground in a dense fog. Tugs are trying to save everything possible of the \$200,000 cargo. In the cargo are 1,250 tons of bar iron and steel and 11,000 bags of coffee.
H. L. Blackman & Son offer from May 1st a beautiful house in Brooklawn avenue, for rent, furnished. See their advertisement today.

STATE STREET PRICES

MAKE SHOPPING ON MAIN STREET AN EXTRAVAGANCE—BUY WHERE MONEY GOES FAR—BUY FROM GREAT STOCKS

Quality, Design, Durability and Satisfactory Price enter into every piece of Furniture, Rug, Lace Curtains, Couch Covers, etc. Don't be misled. Compare our prices with those elsewhere.

THE NEW GO-CARTS ARE IN NOW

Hundreds of beautiful Parlor Rockers and Chairs have been placed on sale the last few days. We furnish the Prettiest Home.

N. BUCKINGHAM & CO., Inc.

Est. 1842 177 STATE STREET

THE WENTWORTH FURNITURE CO., Inc.

115 JOHN STREET
If you desire to furnish out a house complete or simply want one or two articles to make the home more attractive and comfortable, we can please you. We have the goods, our prices are right. We are not afraid of comparison with any firm.
THE WENTWORTH FURNITURE CO., Inc.

Painting AND Decorating

In all its branches by practical workmen who thoroughly understand their business and with the best lead, oil, turpentine and other painting material you can feel perfectly sure of getting what you want—a first class job—one that will last, cost a trifle more, but lasts so much longer that it is not only cheaper in the end but you have the pleasure of seeing your work done as it should be. Call us on the 'phone or write for estimates.

We have a beautiful line of new wall papers to select from, the largest assortment in the city; also sample books of same, the best and latest ideas in wall decorations.

THE JOSEPH P. COUGHLIN CO.
Practical Painters and Decorators. Manufacturers of Picture Frames
PHONE 1164-S 777-783 EAST MAIN STREET

We Loan MONEY \$10 and Upward

TO HOUSEKEEPERS. 10 AND UPWARDS
Right now is the time everybody needs a little ready money. Perhaps you want to get a new Spring suit or you may owe some small bills you would like to pay if so come to us and we will make you a loan and you can return it to us in small weekly payments. The loans we make are dependable and always satisfactory.
Call, write or 'phone 2018. Private offices.

AMERICAN LOAN ASSOCIATION

29 FAIRFIELD AVE. Over Evening Farmer

CIGARS THAT SATISFY In Quality and Price

No matter what you pay for cigars at D. D. Smith's you are certain of getting greater value than elsewhere. Goods are always fresh, as stock is moved quickly. Biggest line in the city and prices the most reasonable. Box trade a specialty.
Fine Line of Pipes, Cigar Holders, Tobaccos in Tins and all Smokers' Accessories.

D. D. SMITH, Opp Poli's Theatre, Fairfield Avenue

FINE Wines and Liquors

BRIDGEPORT DISTRIBUTING CO.,

102 STATE STREET, NEAR PUBLIC MARKET
California Port or Sherry, 75 cents per gallon.
Port, Sherry, Tokay, Muscatel, Rhine Wine, etc.
Full quart Sherwood Rye Whiskey, \$1.00.
Cooking Brandy, Liquors, Cordials, Ale and Lager Beer
Free Delivery. Telephone 264-3

WHERE TO GO THIS SUMMER

Not a bit too early for you to begin casting about for a place to go this summer. Summer's not so very far away.
You'll get the pick of the cottages—the most desirable rooms at the hotel or boarding cottage—if you look about now.
Cape Cod's to be theogue this summer. You really ought to know about it.

Then there's Buzzard's Bay; there's Marthas Vineyard and Nantucket; there's Narragansett; there's Newport; there's Watch Hill and there's the beautiful shore line of Connecticut.

No other summering places can offer you greater or more varied attractions.
For information as to routes, train service, etc., write A. B. SMITH, General Passenger Agent, New Haven, Conn.

NEW YORK, NEW HAVEN & HARTFORD RAILROAD

LOS ANGELES NEXT SUMMER

With the B. P. O. E. LOW RATES VIA UNION PACIFIC

Unequaled Service, Finest Equipment, Fast Time
THREE DAYS FROM CHICAGO
FOUR DAYS FROM NEW ENGLAND
For advertising matter, information, etc., address
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