

Evening Telegram Fashion Plates.

The Home Dressmaker should keep Catalogue Scrap Book of our Pattern Cuts. These will be found very useful to refer to from time to time.

—A PRACTICAL WORK APRON.



There is always a certain charm about a dainty white house apron. It is easily made and is very coming and serviceable, as well as Princess front, adds greatly to the dressy character of the garment. The frills that form the trimming of the wide shoulder effect so essential to the present styles. It would be suitable as a maid's apron, or as a pattern in linen, gingham and scale are all suitable to the design. The pattern is cut in 3 sizes: Small, Medium and Large. The Medium size requires 4 1/2 yards of 36 inch material. The pattern of this illustration mailed to any address on receipt of 10c. silver or stamps.

Suitable materials for any of these patterns can be procured from AYRES & SONS, Ltd. Samples on request. Pattern number. Mail orders promptly attended to.

—A SIMPLE BUT BECOMING MODEL.



Girl's Dress With Yoke. Blue gingham, with blue and white red gingham for trimming. The fronts are made below the yoke, which may be contrasting material. Deep Gib-tucks give breadth over the shoulders. The pattern is cut in sizes 6, 8, 10 and 12 years. It requires 2 1/2 yards of 27 inch material for 8 year size. The pattern of this illustration mailed to any address on receipt of 10c. in stamps.

Please send the above-mentioned pattern as per directions given below.

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LISTEN TO US

"We are only little ones, but we know Zam-Buk eased our pain and cured our sores. Perhaps it would cure you, too, if you tried it?"

Isn't this sound advice from "babes and sucklings?" Take it! The speakers are the children of Mrs. L. Webster, of Seymour St., Montreal, and the mother adds weight to their appeal. She says: "My little girl contracted scalp disease at school. Bad germs formed all over her head, and not only caused the child acute pain but made her very ill. The sores discharged, and occurring on the scalp we feared she would lose all her hair. She was in a pitiable plight when we tried Zam-Buk, but a few days' treatment with this balm gave her ease. Then the sores began to heal, and we continued the Zam-Buk treatment. In a short time she was quite healed. "My little boy sustained a serious scald on the neck. It set up a bad sore, and quite a few things we tried failed to heal it or give him ease. Once more we turned to Zam-Buk, and we were not disappointed. It acted like a charm in drawing away the pain, and soon healed the wound."

Zam-Buk is "something different" in the way of balms. It contains powerful healing herbal essences, which, as soon as applied to skin diseases, kill off the germs and end the painful smarting. Other essences contained therein stimulate the cells that new healthy tissue is speedily formed. Eczema, itch, ulcers, cold sores, scabs, festering sores, blood poisoning, chronic wounds, cold cracks, etc., are healed and cured in this way. Use it for all skin irritations and diseases. It is also of great service for piles. All druggists and stores at 50 cents box, of Zam-Buk Co., Toronto.

Zam-Buk

Address all applications for samples and retail orders to T. McMurdo & Co., St. John's, Nfld.

North Sydney COALS.

Now landing ex S.S. Morien, 300 tons NORTH SYDNEY COALS, at \$6.40 Per Ton, sent home. Also in store, BEST SCOTCH HOUSEHOLD COAL at \$6.20 per ton, sent home.

Newfoundland Produce Co., Ltd.

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TRUEFIT

Means what it says if you buy one of our REGISTERED BRAND SUITS. THIS BRAND is designed with vent in back seam, S. B. Vest and peg top Pants, and is very popular with all classes. OUR SUCCESS with these new models, packed in stock boxes, is so great that we are compelled to build a new factory so as to increase our output.

Ask your Dealer for TRUEFIT, AMERICUS, FITREFORM, PROGRESS, STILENFIT, THE MODE, S. 11, ETC. Wholesale only.

THE NFLD. CLOTHING FACTORY, Limited, 225 and 227 Duckworth Street.

NO THOUGHT READER

Can foretell the day or the hour when your property may burn. Most people are aware of this and make provision for the disaster by insurance. Why are you not so insured? I offer the lowest rates and strongest offices. The promptness and liberality of my settlements are well known.

PERCIE JOHNSON, Insurance Aet. Office: corner Duckworth and Prescott Streets.

Telegram Ads. Pay

The Evening Chit-Chat

By RUTH CAMERON

Yet where an equal poise of hope and fear Does articulate the event, my nature is That I incline to hope rather than fear.

—Milton. The day on which her first spring picnic had been promised to my small niece, Rosalie, dawned wet and dismal. The excursion was to be in the afternoon and the verdict handed down early in the morning by foreman of the jury—in other words, Rosalie's mother—was "We will go if it clears up enough."

As a consequence an immediate consultation of the weather man and the weather vane was instituted. From the last function Rosalie burst into the living room radiant. "Oh, mother," she announced, "I'm just sure it's going to clear off."

"Why are you so sure, dear?" "Why, because the wind's west and because I want it to do so." Of course we all laughed at that last, and yet after all wasn't there more to think about than to laugh at it? I don't suppose Rosalie's radiant belief that the sun would shine "because I want it to do so," had any palpable effect upon the weather, but it certainly did on Rosalie.

I don't suppose it made the sun shine outdoors, but it certainly created a lot of sunshine in the house with Rosalie's shining eye and upward-curving lips playing the role of the sun.

We Give Away Absolutely Free of Cost

The People's Common Sense Medical Adviser, in Plain English, or Medicine Simplified, by R. V. Pierce, M. D., Chief Consulting Physician to the Franklin Hotel and Surgical Institute at Buffalo, a book of 1008 large pages and over 700 illustrations, in strong paper covers, to any one sending 31 one-cent stamps to cover cost of mailing, or, in French Cloth binding for 50 stamps. Over 680,000 copies of this complete Family Doctor Book were sold in cloth binding at regular price of \$1.50. Afterwards, one and a half million copies were given away as above. A new, up-to-date revised edition is now ready for mailing. Better send NOW, before all are gone. Address World's Dispensary Medical Association, R. V. Pierce, M. D., President, Buffalo, N. Y.

DR. PIERCE'S FAVORITE PRESCRIPTION THE ONE REMEDY for woman's peculiar ailments good enough that its makers are not afraid to print on its outside wrapper its every ingredient. No Secrets—No Deception. THE ONE REMEDY for women which contains no alcohol and no habit-forming drugs. Made from native medicinal forest roots of well established curative value.

The Festival of Empire.

How a Fairy City of Palaces is Nearing Completion—The Largest Carpet in the World.

It is only those who have watched the growth of the Festival of Empire, the All-British Exhibition and the Pageant of London can realize to the full of what 6,000 British workmen, under the guidance of experts, can accomplish. The Imperial City of 300 separate buildings in the 250 acres of grounds has risen as though at the waving of the magician's wand, yet everything is solid, safe and constructed by designers who possess a genius for attracting and entertaining the millions.

To the eight miles of roads and paths in the grounds are being added two more miles of wide roads in order that visitors may reach all parts with ease; bridges and new flights of steps will aid in this effort for the comfort of the public. Yet with all these changes the charm of the Park-land will not be lost; indeed, by the use of millions of plants, rose trees, shrubs, and so forth, the grounds will be more beautiful than ever.

Colonial Troops as Guests. The thousand troops who are coming from various Overseas Dominions to take part in the Coronation ceremonies will, on June 12th, be invited to the Festival of Empire. These guests of honour will be entertained at a banquet by Sir Abe Bailey, K.C.M.G., when at least one British novel to Old England, will be set before them.

The Dominion's Club. Messrs. Hampton, the world famous firm, whose great store adjoins the National Gallery in Trafalgar Square, have kindly undertaken to transform Rockhills into a club house where visitors from Overseas can be entertained. Rockhills was the home of Sir Joseph Paxton, the creator of the Crystal Palace, and the noble mansion will form an ideal Dominion Club. The grounds which join those of the Palace are also being treated and will make a delightful lounge or warm summer days.

The All-British Exhibition. Probably a record has been created by the success of the All-British Exhibition which is to be held in the re-decorated Crystal Palace itself. Practically all the space within the great glass house has been let to British manufacturers, indeed, some sections are so full that additional structures are being put up in the grounds.

Pageant of London. As is now generally known, the Pageant of London and Empire will consist of thirty-two scenes divided into four parts. There are 15,000 voluntary performers, and this will be a record Pageant in every way. Quite a number of eminent ladies and gentlemen will represent various historical characters, and, in each case, the scenes will be mounted with historical correctness, artistic feeling, and a lavish outlay of money. The scenery alone has cost some £6,000, the thousands of dresses are valued at £14,000, and the properties, weapons, State coaches, chariots, ships, and so forth, represent another £6,000.

A 600 Foot Curtain. For one of the episodes which needs a continuous background, the longest stretch of tapestry in existence has been made. Though this is 600 feet across, it will be put in place and removed with amazing speed.

Ayer's Hair Vigor is for men, too.

For Men It is a splendid hair-dressing. It is refreshing, cooling, and it keeps the scalp clean and healthy. It never changes the color of the hair, not in the least. Ask your doctor.

SALVIA HAIR TONIC

An Ideal Hair Dressing.

SALVIA HAIR TONIC is compounded on the most scientific principles, and nothing on the market today can compare with it. It accomplishes so much more than the ordinary tonics and does it so quickly that users are astonished.

SALVIA kills the dandruff germs and eradicates dandruff, stops falling hair, itching of the scalp and splitting hairs in two weeks or we will refund your money.

SALVIA gives a fascinating lustre to women's hair and makes it beautiful. It makes the hair grow luxuriantly; it is the daintiest and most refreshing hair dressing that science has produced, and has not a particle of grease or stickiness in it. SALVIA costs 50 cents at your druggist. McMurdo & Co. wholesale agents.

sixty men now being in training for the work. In front of this curtain will be the largest carpet in the world. It measures 600 feet by 150 feet, and eighty men are required to handle this ten ton of material.

Costumes From 5s. to £120. All the dresses, armor, and so on, to be used in the Pageant of London have been made by hundreds of hands employed by the Festival of Empire, and this means that the work is not only all that it should be, but performers gain their costumes at cost price. The costumes range in price from 5s. to £120, the latter being the values of the armor and decorations to be worn by Lord Howard de Walden as the Black Prince. Some of the ladies, whilst appearing as grand dames of the past, will use real jewellery of great value.

It should be noted that while the 15,000 Pageant performers are giving their services in this splendid "living history book," work is found for many who need it. Some hundreds of ex-soldiers have been engaged to form marching armies of various periods, and the staff of grooms, dressers, property men, wardrobe attendants, electricians and scene shifters numbers quite 500. The Pageant is the cause of money going to far off parts of the Kingdom, for 500 horses and 500 cattle are being acquired for use upon this great grass stage in the Crystal Palace grounds.

The Council of the Festival have decided to use both electricity and high pressure gas in order to turn the Palace into a fairyland of light. In the terraces and principal avenues there will be 400 high pressure lamps, and the latest type of Messrs. Keith Blackman's high pressure gas lamps. Engineers and others interested in public lighting will thus be able to compare the relative effects of these illuminants, and it is believed that the tests between electricity and gas will be of great value to Municipal Corporations and other authorities. A power station erected in the grounds and containing machinery aggregating 3,000 horse power, will form a very interesting exhibit.

The interior of the Palace will be brilliantly lighted in the south transept and adjacent courts by large arc lamps, and in the north positions there will be placed Messrs. Oliver's newest pattern Oriolite electric arc lamps, and the latest type of Messrs. Keith Blackman's high pressure gas lamps. Engineers and others interested in public lighting will thus be able to compare the relative effects of these illuminants, and it is believed that the tests between electricity and gas will be of great value to Municipal Corporations and other authorities. A power station erected in the grounds and containing machinery aggregating 3,000 horse power, will form a very interesting exhibit.

The members of the T. A. & B. Society's Band met Monday night in the music room of the T. A. Hall, together with the Band trustees, Messrs. P. Hanley and J. F. Grace. Leo Wadden (cornet player) was presented with an address and a valuable dressing case, embossed with a silver plate suitably engraved. The presentation was made by President Rolls who read the address which was an illuminated one printed on satin in the colors of the Society. Appropriate addresses were delivered and refreshments, and good wishes extended to the recipient who will in future reside abroad.

A Pleasing Event.

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The BEST Liniment in use.

I consider MINARD'S LINIMENT I got my foot badly jammed lately. I bathed it well with MINARD'S LINIMENT, and it was as well as ever next day.

Yours very truly, T. G. McMULLEN.

We are glad to note that District Inspector Collins, of the police force, who had been very ill for a couple of months is now almost fully recovered, and will soon resume duty. Inspector Collins' many friends will give him a cordial welcome when he once more goes to harness.

MUST be SOLD

Pianos & Organs,

ALL the STOCK

No chance like it ever before in Newfoundland. Expiration of lease and change of business require the sacrifice. COME EARLY.

Chesley Woods.

BEWARE of INFECTION!

The doctors tell us that one of the greatest carriers of infection is MILK—that thousands are killed annually by germ-laden milk—that the only safe way is to use milk that has been thoroughly STERILIZED, such as

Reindeer Brand Condensed Milk—Sweetened; and Jersey Cream—Unsweetened.

Manufactured and Guaranteed by

THE TRURO CONDENSED MILK CO., LTD., Truro, Canada. mar21, eod

At The Big Furniture Store.

Now that the Spring has come house cleaning will soon follow. You will all require something in the way of

Window Draperies, Floor Coverings,

etc., etc., and before buying elsewhere we would kindly ask you to give us a call, as we have Curtains in all descriptions, Swiss White and Ecru Lace, Madras Muslin, Coin Muslin and Curtain Canvas; and to arrive in about two weeks time a handsome selection of Chamber Cloth, Art Muslins, etc., etc. Just have a look at our Floor Cloth and Linoleum Remnants, it is worth your while.

CALLAHAN, GLASS & CO'Y,

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The Height of Perfection!

LIPTON'S Confectionery!

No Goods Better—No Prices as Low.

Lipton's Celebrated Cream Caramels—Chocolate and Vanilla Flavoured—in 1 lb. tins, containing 20 Caramels—only 10c. tin, and in 1/2 lb. tins, containing 40 Caramels—only 20c. tin.

Lipton's Ass'd Fruit Caramels—in 1/2 lb. tins, containing 40 Caramels, only 20c. tin.

Lipton's Delicious Walnut Toffee—A new Sweet Meat that has come to stay, put up in 1/2 lb. tins, only 20c. tin. This Toffey is perfectly delicious and is wonderfully wholesome. It is made of Pure Cane Sugar, best butter and finest fresh walnuts.

Lipton's Butter Scotch with the real Butter Scotch flavour, always fresh, in packets, at 3c. each and 1/2 lb. tin at 12c. each.

Lipton's Nut Milk Chocolate, ("We are Seven,") 7c. pkt.

Lipton's Milk Chocolate, 2 oz. cakes, 8c. cake. Lipton's Milk Chocolate is always fresh and has the utmost delicacy of flavour, as has also his Nut Milk Chocolate.

Lipton's Assorted Chocolates in 1/2 lb. Boxes—only 33c. and 35c. box.

Lipton's Assorted Chocolates in 1 lb. Boxes—only 60c. and 70c. box.

You will find Lipton's Confectionery handled in St. John's by Wood's Water Street and Duckworth Street Stores; Mrs. Summers and McMurdo's, Military Road; A. A. Delgado, A. S. Wadden, F. J. Wadden, and Reid Nfld. Co.'s Stalls and Trains, etc.

If your Confectioner cannot meet your requirements we can supply you.

HY. BLAIR,

General Agent for Lipton, Ltd.

ARE YOU IN NEED OF A SUIT OR OVERCOAT and cannot get the material and design you want? We can show the largest stock and latest patterns in Suits and Overcoats in the city. Satisfaction guaranteed. Mail orders given prompt attention. Samples and self-measuring cards sent to any address.

JOHN MAUNDER, 281-283 Duckworth Street, Newfoundland's Store for Fashionable Tailoring