

## The New Dress Goods!

Perfect Style—Huge Quantity—Low Prices.  
Three Hints of Special Importance to you.

THIS STORE has made very special efforts in preparation for your Spring Dress requirements.

We have assembled lines of Dress Fabrics from London, Paris and Berlin that will appeal to every woman requiring this class of goods. They are exceptional in point of value, and command your special attention at this date.

This statement is backed up substantially.

There are the Silk and Wool Shantung, Silk and Wool Santogs, Sedan and Amazon Cloths, Coat Cloths, Shepherds Checks and Plaids, Satin Cloths, Lustres, West of England Serges, Queen Cloth, Armures, etc.



MAIL ORDERS  
RECEIVE  
OUR  
PERSONAL  
PROMPT  
ATTENTION.

Prices range from 35 cts. to \$2.25 yard.

**SHANTUNGS.**  
—Silk and Wool; colors of Black, Cream, Navy, Pale Blue, French Grey, Champagne, Amethyst, Mole, Bronze, Prunelle, Brown and Myrtle.  
\$1.00 yard.

**SANTOGS.**  
—Silk and Wool; colors of Black, French Grey, Navy, Mushroom, Neptune, Periwinkle, Aumone and Ninette.  
90c. yard.

**SEDAN CLOTHS.**  
—Colors of Light, Mid and Dark Navy, Light and Dark Brown, Cinnamon, Cardinal, Myrtle, Reseda and Olive.  
\$1.25 yard.

**QUEEN CLOTHS.**  
—Colors of Navy, Seal Brown, Fawn, Myrtle and Catawba.  
\$2.25 yard.

—Colors of Light, Mid and Dark Navy, Light Brown, Cinnamon, Cardinal, Myrtle, Reseda and Olive.  
\$1.40 yard.

—Colors of Navy, Drab, Claret and Rose.  
\$1.50 yard.

**PLAIDS.**  
—The Gordon, Black Watch, Argyle, Victoria, McKenzie, Hunting McKinnon, McDonald and Hunting Menzies.  
50c. yard.

**AMAZON CLOTHS.**  
—Colors of Myrtle, Reseda, Light Brown, Dark Brown, Cinnamon, Cardinal and Dark Brown.  
40c. yard.

—Colors of Light, Mid and Dark Navy, Reseda, Moss, Myrtle, Saxe, Amethyst, Prunelle, Light and Dark Brown, Cinnamon, Cardinal, Myrtle, Reseda and Olive.  
55c. yard.

—Colors of French Grey, Vieux Rose, Light and Dark Brown, Cinnamon, Prunelle, Claret, Cardinal, Light, Mid and Dark Navy, Myrtle and Reseda.  
75c. yard.

—Colors of Electric, Mole, Terra Cotta, Iron, Dark Iron, Prunelle, Crimson, Cardinal, Olive, Myrtle, Light and Dark Brown, Cinnamon, and Light, Mid and Dark Navy.  
90c. yard.

**COVERT CLOTH.**  
—Colors of Light, Mid and Dark Navy, Myrtle, Prunelle, Cinnamon, Cardinal, Crimson, Dove Grey, Vieux Rose and Manila.  
\$1.00 yard.

**WEST OF ENGLAND SERGES.**  
—Colors of Black, Navy, Myrtle, Olive, Saxe Blue and Catawba.  
\$1.00 yard.

**BRADFORD SERGES.**  
—Colors of Black, Navy, Brown, Olive, Myrtle, Saxe Blue and Vieux Rose.  
75c. yard.

**SATIN CLOTHS.**  
—Colors of Terra Cotta, Champagne, Nile Green, Myrtle, Brown and Drab.  
60c. yard.

—Striped in colors of Brown, Reseda, Saxe Blue, Prunelle, Navy and Helio.  
60c. yard.

—Colors of French Grey, Tweed, Drab, Olive, Navy and Brown.  
70c. yard.

**LUSTRES.**  
—Colors of Olive, Nile Green, Navy, Myrtle and Brown.  
55c. to \$1.00 yard.

Black and White Checks—30c., 40c., 55c., 60c. and 70c. yard.

NOTE.—You are most welcome to samples. In fact we would encourage you to take them for comparison where you will. Our goods will do us honor everywhere. We are sensible of it. Why should we not delight to see them measured by the standard of other goods.

## RUGS and MATS. Buy Them Now.

OUR BIG RUG DEPARTMENT was never so big, never so superior, never so splendid as now.



Every beautiful novelty from home or abroad is here. Now is the best time to select the Rugs and Mats you want. By seeing us now you're going to receive the maximum of satisfaction, for we've just opened up our New Spring Arrivals, and you'll have the choice from one of the most magnificent assortments of handsome Axminster, Wilton, Brussels, Plush and Wool Rugs that we have ever shown.

From our experience in this line, coupled with our buying facilities, we're positive that it's impossible to get better value elsewhere, in fact we're sure we can save you money over all others.

**PLUSH DOOR MATS.**  
..... In Crimson and Green,  
70 cts., \$1.10, 1.50 and 2.40.

**COCOA DOOR MATS.**  
..... 60 cts., \$1.00 to 2.20.

**ROPE OPENWORK MATS.**  
..... \$1.70 to \$2.00.

**WOOL DOOR MATS.**  
..... 40 cents

**Linoleum Door Mats.**  
..... 40 cts.

**ROPE DOOR MATS.**

..... Plain and Crimson Border,  
14 cts., 17 cts., 22 cts. and 30 cts.

**BRUSH DOOR MATS.**  
..... \$1.00, 1.25, 1.60 and 2.00.

**BRUSSELS DOOR MATS.**  
..... 20 cents.

**BLACK SKIN MATS.**  
..... \$1.25.

**Velvet Pile Door Mats.**  
..... 25 cts. to \$1.20.

**HEARTH RUGS—80c., 90c., \$1.00, 1.25, 1.50, 1.75 to \$12.00.**

Also, a splendid selection of Floor and Stair Canvas and Linoleum in Tile, Block and Floral effects. Full range of Carpet Squares.



## Here and There.

**SIGN OF FISH.**—There is a good sign of fish at Fogo and Bonavista.

Stafford's Liniment will cure all aches and pains, etc. Buy a bottle for 14c. and prove it. Postage 5c. extra.—ap 11

**ICEBERGS SEEN.**—The S. S. Montgolfier reports icebergs plentiful on this coast, over twenty were seen last Friday.

The Annual Meeting of the C. L. B. Athletic Association will be held in the Gymnasium after luncheon this evening. C. B. DICKS, Secy.—ad 11

**CHIMNEYS SWEPT.** All orders will receive prompt attention. WM. GARDNER, 14 Wickford St., off Carter's Hill.—ap 17, lm, eod

**PREACHED AT ST. PATRICK'S.**—Bishop Power who celebrated 10:30 o'clock Mass at St. Patrick's yesterday, preached a sermon on the Gospel of the day.

"STAFFORD'S Liniment" cures rheumatism, Lumbago, Neuralgia, etc., only 14c. a bottle. Postage 5c. extra.—ap 3.

**FRESH CHOICE CHICKEN.**—Just arrived in splendid condition. HALIBUT 7 cents lb. G. KNOWLING.—m 13, 3in

**Dr. de Van's Female Pills**  
A reliable French regulator; never fails. These pills are exceedingly powerful in regulating the generative portion of the female system. Refuse all cheap imitations. Dr. de Van's are sold at 25c a box, or three for \$1.00. Mailed to any address. The Sobell Drug Co., St. Catharines, Ont.

**CAME TO ASYLUM.**—By Saturday night's train a man was brought in from Western Bay for the Lunatic Asylum. He has been demented for some time, and was accompanied here by a relative.

**Electric Restorer for Men**  
Phosphonol restores every nerve in the body to its proper tension; restores vigor and vitality. Premature decay and all sexual weakness averted at once. Phosphonol will make you a new man. Price \$3 a box, or two for \$5. Mailed to any address. The Sobell Drug Co., St. Catharines, Ont.

**IS ABOUT AGAIN.**—Mr. John Day, who was hurt by a fall from the repairing car while at work at the electric wires on Rawlin's Cross, got out on Saturday. For the first time since the accident, he is still however very weak from the effects of the fall.

**NINE PRISONERS JAILED.**—The police were kept pretty busy for a while Saturday evening and night, and by 10 o'clock had nine prisoners under lock and key. Several of these were disorderlies, and some of them were old offenders who are well acquainted with a night's lodging in the cells.

The Tonk Piano is a great favorite with all. It retains its clear bright tone without producing the jingle of the cheaply made piano. We put this characteristic against any other make in the world and offer this instrument in our great clearance and change of business sale at greatly reduced prices. CHESLEY WOODS, Sole Agent for Nfld.—ap 11, 14

**AT THE R. C. CATHEDRAL.**—Rev. Dr. Greene preached last night at the R. C. Cathedral on "The power to forgive sin," left by Christ to His Apostles. The discourse was very instructive and the arguments were clinched by quotations from the Gospels. Benediction of the Blessed Sacrament followed.

**ST. BON'S ASSOCIATION.**—Messrs. Garrett Byrne, John St. John, M. P. Gibbs and W. L. Carroll will serve TEA in the Aula Maxima on WEDNESDAY, MAY 17th inst. Instead of the usual Concert a SHORT DRAMATIC SKETCH has been substituted, which will be under the direction of Mrs. Charles Cox assisted by a number of talented performers. Doors open at 8:30 p.m. Comedietta will commence at 4 sharp. Admission INCLUDING TEA, 20 cts.—may 13, 15, 16

**REPAIRS TO FLUME.**—The employees of the Red Nfld. Co. at Petty Harbor were engaged all yesterday making repairs to the flume at Petty Harbor. Owing to this the street cars did not run yesterday and the current was turned off from the city. At 6 o'clock last evening repairs were completed and the cars took up the service.

**T. A. & B. MEETING.**—The regular monthly meeting of the T. A. & B. Society took place yesterday afternoon when seven new members were enrolled. Dr. O'Connell, the new physician for the Society, arrived here Saturday and will take up his duties this week. The members were pleased to hear yesterday that the President, Mayor Ellis, is on the high road to recovery.

**WILL BE CARED FOR.**—The little lad Leo Burke to whom we referred Saturday and who has no parents, they being dead, was taken in by fireman W. Harvey of the Western Station, fitted out with clothes and kept with his own boys in his home. Sergt. Byrne looked after the two lads also and interested the clergymen at St. Patrick's in them. As a result both boys will be sent to the Mount Cashel Orphanage.

## "Standard" Bread

made from Standard Flour is a meal in itself!  
White Bread is not.

**ELLIS & Co.**  
Limited,  
203 Water-st.,

Just received the first consignment of the Celebrated STANDARD FLOUR.

What is STANDARD BREAD? STANDARD BREAD is the old farm-house loaf, made by milling good, sound, sweet, dry wheat, and taking out of the Flour the coarser bran.

STANDARD BREAD is not a patent food, or a patent bread, and it is called "STANDARD" by everyone, because it agrees with a standard fixed by eight eminent medical men in a Manifesto, published first by the "Daily Mail" on January 26th, 1911, and since widely republished by the newspapers of the world.

Since the doctors first published their Manifesto, STANDARD BREAD has been welcomed everywhere. For years it has been supplied to the King and Queen at Windsor Castle, and at Buckingham Palace. It is eaten by rich and poor, by young and old, by healthy people and sick people.

STANDARD BREAD has been used for years at many of the great hospitals for Consumption.

STANDARD BREAD made from STANDARD FLOUR has been completely summed up by a Harley Street Surgeon in this statement:—

"The short stature, the pale face, the weak chest, and the general degeneracy of the present generation, are greatly due to WHITE bread diet."

STANDARD BREAD made from STANDARD FLOUR is all right.

Doctors and learned scientists have declared with no uncertain voice for the plain unadorned product of the WHEAT BERRY.

The trouble started when a man commenced to "Paint the Lily" to improve on nature.

STANDARD FLOUR contains 89 per cent of the WHOLE WHEAT, including the germ and semolina.

**ELLIS & Co.**  
LIMITED,  
Agents for Nfld.,  
203 Water St.

For Lumbago and Rheumatism,

Use Dodd's Liniment, for sale at W. COURTENAY'S, the Prescription Pharmacy, corner Duckworth and recott Sts. 25c. per bot. "It touches the spot."—ap 21, 14

## Harbor Grace Notes.

Business is now getting brisk in this town. Labrador planters are hustling about preparing for the voyage and securing the necessary number of men. Farmers are preparing the ground for the summer's crops, and seem to be working with a greater determination than ever to reap the full benefit from the soil this season. We think the efforts of our Agricultural Society in this respect is deserving of a word of praise. The exhibitions held here during the past few years, together with the other efforts of the Society, are bearing much fruit, and we trust the encouragement given will stimulate them to even greater efforts in future.

Another well known figure in this community passed to the unknown land on Wednesday in the person of Mr. Tobias Lahey, butcher. Mr. Lahey had been falling for some six or seven months, but as he was up and about each day, his death was not anticipated so quickly. On Wednesday he left his bed at the usual time, and shortly after going to his sitting room he placed his head on a lounge and passed away instantly. Mr. Lahey was a son of the late Mr. Richard Lahey, and was one of a family of ten children, only three of whom are now living. These are: Patrick, now of Boston, and Miss K. Lahey and Mrs. Smith of this town. Mr. Lahey was a member of the Seal-skimmers' Society, and although feeling very weak this spring he took his place as usual, but after a few minutes he was compelled to give up. For a great number of years Mr. Lahey carried the mails around this bay, and that at times when much hardship was gone through. A quiet citizen, he was well known and much respected. The sorrowing friends have our sympathy.

Mr. James Garland, foreman of the tannery of the Harbor Grace Boot and Shoe Co., received the sad news from Boston a few days ago of the death of his brother, Silas, which took place at that city on the 1st inst. Mr. Garland left here some 19 years ago and has resided in Boston ever since. He was married to a Miss Sophia Wheatley of this town. His death was very sudden. He was at the railway station bidding good-bye to some friends when the dread messenger came, and after falling to the ground he was taken into the waiting room, where he expired in a few minutes.

CORRESPONDENT.  
Harbor Grace, May 13, 1911.

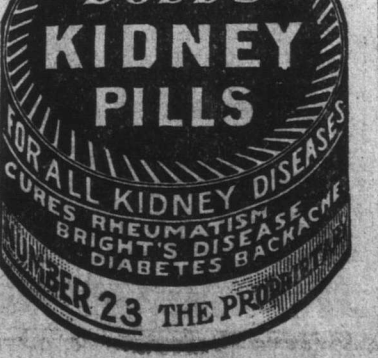
**Tilling Notes.**  
Spring is now with us, and although "winter, lingering, chills the lap of May," still the weather is a delightful contrast to that of a few weeks ago.

We were glad to see the s.s. Fogota on her first appearance for the season, last Friday, and still further pleased to see the gallant Capt. B. Barbour again in charge. The presence of Capt. Barbour on the bridge of the Fogota is a guarantee that the service will be punctually carried through despite weather conditions; and our best wishes are with him. It was also a source of gratification to find our old acquaintance, Mr. Jno. Bennett, in his usual position as mail officer—a wise selection, as a more capable, obliging and courteous official could not be found. In his care the postal department on the Fogota will receive proper attention.

Some of our young men, who have been away all winter to Grand Falls, Sydney and other places, are beginning to arrive home to spend a few weeks at the fishery; and some married men, who with their families have spent the winter in Norris' Arm, are making preparations to return here also.

Rumor has it that Rev. Edward O'Brien will soon take a trip south. After his unceasing labors during the past winter a vacation is almost a necessity. The rev. gentleman has lately had a road built to the school house, thus filling a long felt want and giving further evidence of the close attention which Fr. O'Brien bestows upon the temporal as well as spiritual needs of his parishioners. That he may be long spared to the parish and continue a career so full of promise is the wish of your

CORRESPONDENT.  
Tilling, May 10, 1911.



## Spring Clean!

Have YOU prepared for it?

The Town is about to be cleaned.

Have you prepared for it?

WHAT SOAPS, POWDERS and Disinfectants

Are you using? Get the BEST—it is the cheapest when HEALTH and CLEANLINESS are concerned.

Sunlight Soap,

None Better. No Rubbing. No Scrubbing. A child can use it.

Lifeguard Soap,

The Lifeguard thrown in the "Nick of Time" saves life.

To-morrow—NO! this very day ask your dealer for Lifeguard Soap.

Lever's Genuine Carbolic Soap,

For Clothes, Linen, Flannels and Blankets.

Old Home and Fine Pale Soap, in bars, for scrubbing

Monkey Brand Soap, in Bars for Scrubbing. Cleans and Polishes at the same time.

VIM—If there is anything you find difficult to clean—Try Vim.

LUX—For Lace Curtains, White Goods, or other delicate fabrics.

Sunbeam Soap Powder

Should be in every Household, for it gives every satisfaction.

Y. Z. (Wise Head) Royal Disinfectant Soap Powder proves itself "The Friend of Health."

SWAN SOAP—White Floating for the Nursery.

BOWLS OF SOAP with Brush, for the Bath Room. Most economical and delightful.

TOILET SOAPS of many kinds. All bearing the name of "Lever," which is a guarantee of purity and excellence.

SCRUBBING CLOUTY AMMONIA ZOTAL DISINFECTING FLUID

—For watering streets, &c. JEVES' FLUID—Is far more efficacious than Carbolic Acid and is non-poisonous.

SAPOLIO, BOX AMI, SILVER SMITH'S SOAP, "CHIVER'S" CLOTH and CARPET SOAP.

GLOBE METAL POLISH, SPLENDOR METAL LIQUID POLISH.

"Adams" FURNITURE POLISH LIQUID VENEER, WASHING SODA & WHITING, BRUSHES—Scrubbers, Stove, Shoe, Danbers, Kalsomine, Brooms, Hearth Brushes & Waiaks.

**ELLIS & Co.**  
Limited,  
203 Water Street.

W. A. ELLIS,  
Agent Lever Bros., Ltd.  
Port Sunlight.