

200.00 CASH

GIVEN AWAY

\$35.00 in Cash
\$25.00 in Cash
in Cash.

Write plainly and neatly, and give him or her enter this contest in his or her name. First, agree with the person who is to do the writing, that you are to receive any prize money or prize that may be awarded. It may take up a little of your time, but as there is TWO HUNDRED DOLLARS in cash and One thousand premiums given away, it is worth your time to take a little trouble over this matter.

Remember, all you have to do is to mark the faces, cut out the picture, and write on a separate piece of paper the words, "I have found the right faces and marked them."

Test of Your Money

Prizes in our late competitions were entered this contest. And the names and addresses of a few from some of our larger prizes in recent opportunity to win a good round sum is that of anyone else, as all previous prizes are debarrd from entering.

in Recent Contests

114 Preston St., Ottawa...	35.00
33 Hargrave St., Winnipeg...	35.00
88 Huntley St., Toronto...	25.00
12 Spencer St., St. John's Nfld...	25.00
10 Railway St., Hamilton...	25.00
115, Goulais River, Ont...	25.00
200 Hingham St., Hamilton...	25.00
1475 Hutchison St., Montreal...	25.00
Box 171, Ingersoll, Ont...	25.00
10, Duckworth, St. John's Nfld...	25.00
100 Meeting, St. John's Nfld...	20.00
Colonial St., St. John's Nfld...	20.00
100, Ayr & Sons, St. John's...	15.00
100, Freshwater Road, St. John's...	15.00
100, Co. Knowlton, St. John's...	10.00
100, Rennie Rd., St. John's...	10.00

EMEDY CO'Y.

MONTREAL, CANADA.

Ice Tower

and records

How safe your building may be at any time. Under any papers secure unless you file

CABINET

fire. We have it in stock.

ESMAN, Agent.

Flower Store Bulletin.

This Week.

The Week's Specialty—
Fine, Fresh, New Season's Lettuce.
Carnations and Chrysanthemums, in great variety.

For any of the above 'Phone 197.

J. McNEIL,
Bawlin's Cross.

Now Due Ex "Cacouna,"

Fresh Table and Dairy

BUTTER.

P. E. I. Potatoes.
Figs, Beet, Parsnips.

JAS. R. KNIGHT.

FORCED! FORCED! FORCED!

Compelled to Sacrifice--Prices Smashed.

C. L. MARCH CO., LTD. FORCED TO SELL

Entire \$75,000 Stock of Dry Goods, Furniture, etc. Must be Sold at once for what it will bring--No reasonable offer refused.

REMEMBER! The entire Stock compelled to be sacrificed -- There is no alternative -- Everything must be sold at any price that will move out the Goods in a hurry.

This is the Reason. The Compelling Cause.

The death of a Shareholder, with retirement of one of the principal shareholders of this Company, together with money stringency, FORCES the C. L. MARCH CO., Ltd., to at once sacrifice their entire stock of DRY GOODS and FURNITURE, compelling an immediate raising of a large amount of money. To accomplish this in the quickest time possible The C. L. MARCH CO., Limited, ENTIRE STOCK is now thrown on the market at the mercy of the public--THIS IS THE PEOPLE'S HARVEST--A GOLDEN OPPORTUNITY TO SAVE MANY GOLDEN DOLLARS on your winter needs. The C. L. MARCH CO.'S LOSS IS YOUR GAIN. Come at once to see the amazing SACRIFICE BARGAINS now at your own price. ACT QUICKLY--COME GET YOUR SHARE.

Prices Smashed! Values Slashed! Profits Slaughtered!

Thousands upon thousands of people have been to this Store since this amazing Sacrifice Sale began, to supply their winter needs, and have found the most Amazing Bargains -- Bargains that far exceeded their highest expectations. Here are a few of the amazing sacrifices that have made this Forced Sale the wonder and sensation of St. John's. Remember, everything in this Big Sale MUST--positively MUST--be sold at the same amazing sacrifice.

Men's XXXX quality Rubber Collars sacrificed for...	10c	Special lot White Lawn Aprons...	21c	Men's Wool Half Hose...	18c
Antoinishing sacrifice offer of Men's Tweed Caps, for...	13c	Ladies' nice quality Black Satin Belts for only...	11c	Men's heavy winter Caps, with fur laps...	47c
Grey Army Heavy Work Shirt...	50c	Ladies' handsome White and Ecru Lace Jabots, now only...	17c	Men's good wool Sweater Coats...	89c
Good strong serviceable Pants in assorted patterns. This lot contains an assortment of American fabrics, styles and fashion cuts. They are good \$1.50 values and up. You can take your pick while they last for only...	78c	Ladies' Black and Colored Ringwood Gloves at only...	17c	Women's good Corsets...	29c
Men's good Worsted Pants for only...	90c	Ladies' Black Cashmere or Pileed Gloves...	17c	Boys' extra grade heavy weight Pants, sacrificed for...	39c
Very special fine quality Wool Pants of American form cut and style. A correctly shaped garment in attractive patterns. They are worth \$3.00, and some of the lot even more. Our Sacrifice Price is only...	\$1.25	White and Colored Wool Clouds for but...	32c	Boys' very fine quality and weight Pants, sacrificed for only...	49c
Good Tweed Suits, sizes 3 to 7, striped and mixed patterns. A durable and serviceable Suit, during this sacrifice for only...	\$2.95	Very neat design Black Leather Handbags at...	\$1.25	Ladies' Black Cloth Dress Skirts sacrificed for...	75c
Men's good value Tweed and Navy Serge Suits at the Big Sacrifice Price of only...	\$4.15	Extra great sacrifice value, Ladies' Black Caracul Necklets at...	50c	Ladies' Navy Skirt, trim med satin buttons...	88c
Very finest All Wool Suits, comprising Fancy Worsteds, Serges, unfinished Worsteds and Mixed Tweeds. These Suits are the very latest American cuts, shapes and styles; very neat, dressy and up-to-date. These Suits are worth from \$11.00 up. You take your pick from the lot for only...	\$6.25	Very pretty Brown high-class Fur Necklets, each...	1.55	Ladies' fine extra quality Black Navy and Tweed Dress Skirts, nicely assorted trimmings, sacrificed for only...	\$1.37
Guaranteed \$8.00 Men's Mackintosh Rain Coat for...	\$3.98	Special American imported Blouses, very newest patterns and designs, and warranted perfect fitting. Sacrificed at only...	50c	A \$15.00 Reversible Cushioned Morris Chair, sacrificed for...	\$7.95
		Extra quality American White Lawn Blouses, sacrificed for...	75c	A good durable and comfortable Fibre Mattress, sacrificed for...	\$1.85
		Newest Tweed and Navy Cloth Coats, sacrificed for...	\$2.69	A pretty neat Angle Iron White Enamel Bed, sacrificed for...	\$3.25
		White Cotton Underskirts, embroidered trimmed, for only...	59c	A brass trimmed Bed, with laths, sacrificed for only...	\$3.75
		Heavy Black Ribbed Ladies' Wool Hose...	15c	A fine Verona 5 piece Parlor Suite, a splendid \$42.00 set...	27.50
		Good Pillow Cases, size 40 x 33, only...	12c	A good neat pattern 3 drawer Hardwood Dresser, in Golden Oak, sacrificed for only...	\$6.95
		Handsome Bear Skin Coats for...	\$1.65		

C. L. MARCH CO., LTD.
ENTIRE STOCK
NOW BEING SACRIFICED TO THE PEOPLE.

THE BIG WEST END STORE,
Corner West Water and Springdale Sts.

The Evening Chit-Chat

By MARY CARROLL



Yesterday we had the long promised symposium of my letter friends' opinions on the kind of a woman a man likes best, and the opinions expressed were so interesting that I had to let them spill over into to-day's space.

Here is a description of an ideal of womanhood that sends me to my Stevenson to hunt up his description of the ideal married life--"for the faults of married people continually spur up each of them, hour by hour, to do better, to meet and love upon a higher ground. And ever, between the failures, there will come glimpses of kind virtues to cheer and encourage."

"My wife," says this idealist, "should be thoroughly domesticated, intensely fond of children and allied to the real home life; musical, interested in the best literature, very affectionate and ready to forgive; neat in dress and very exact as to boots and gloves; unselfish, broadly religious, with charity towards other creeds; fond of and willing to entertain genial society, with a knife and fork always ready for 'strangers un-awares.' She must be a true life's partner who would tell me of my weaknesses and failures and help me daily with her woman's intuition and prayers to overcome my many faults; who would make our lives happier, holier and better for our unity."

"A married woman" yesterday declared that men would bear her out. Here is one who does.

"My ideal woman must be neat, plain, sincere, cordial, generous, large hearted, with a kind, pleasing personality. She must be one who converses on what she has seen, not what she has heard or read. One whose life and character is unquestioned, one who has traveled and with sufficient vocabulary to express herself intelligently; an independent girl and not a flirt or a jollier, and last but not least, a good plain cook who would try to please her husband."

I think this next man ought to get the exceedingly reasonable order that he puts in, filled. Don't you?

"Much depends on a man's nature as to what kind of a girl he likes. I have observed that intellectual men usually admire girls who possess good solid common sense, but not overburdened with knowledge; girls who can appreciate a serious conversation and still not be serious enough to lack

the sense of humor. Furthermore, a sympathetic girl always appeals to a man, especially if her sympathy leans towards himself. Not too much spirit but some. Some self-control, and not too eternally sweet; just a little capricious--that keeps him on the alert. Also one who can keep her spirit sweet and avoid all manner of petty anger. That is an ideal girl and an observant man can find her I am sure."

I asked especially for leaves from personal experience. Here is a rather sad one:

"Up to twenty-five or thirty years of age the vivacious and the chie dresser attracts a man, although not always without his having some feeling of fear. Men of this age ignore or are unconscious of the good and endearing qualities which make the woman estimable, companionable and lovable and also the qualities which produce the opposite effect."

"After that age, especially if they have been married, a man looks for and likes the woman who is not entirely selfish, who desires to see him happy, whose ideas are to help him and not simply to have him produce substance for her to devour. Then men want a perceptive mind and a woman loyal and not wholly self-sympathetic. As this is a leaf from my experience you will pardon me for not signing my whole name."

Here is an infinitely sadder and yet at the same time infinitely happier experience.

"Judging by my experience, I like what I had--a woman who was gentle, affectionate (not effusive), considerate of everybody, respected during thirteen years of married life and revered now eight years after her death. She was a woman that everybody, relatives, acquaintances and servants, loved for her considerateness towards others, a woman whom all children held out their arms to with smiles on their faces, a woman who loved every child she saw in spite of having seven of her own, a woman who went through the terrible ordeals of motherhood with a smile on her face and without a whimper--a woman who was always at the door to greet me with a smile, no matter how trying her day had been--a woman for whom my first love turned into a holy love such as one generally gives one's mother."

I trust my own sex have noticed that beauty has not once been mentioned as a necessary quality, that a sweet temper is generally demanded and that health, love of children, and domesticity are at premium.

MAGIC BAKING POWDER
PURE WHOLESOME RELIABLE ECONOMICAL
MADE IN CANADA
E.W. GILLETT & CO. LTD.
TORONTO--ONT.

Sidewalk Sketches.

By H. L. RANN.

CHRISTOPHER'S SECOND VOYAGE



When Christopher Columbus (who, it will be recalled by some of our older citizens, discovered America in 1492) arrived home from his first voyage, he was greeted with a loud acclaim and several gold-filled medals. The American ambassador gave a pink tea in his honor and he was made keeper of record and seals in the royal livery barn entrusted with the grip of an entire apprentice. It is painful to relate that this adulation caused Christopher to swell so appreciably that he had to scratch his right ear at a distance of several feet from his head. After lying around for a few months and taking on considerable flesh, Christopher decided to run over to America again and subdue the natives with kindness and a bull whip. History states that he sailed in seventeen vessels, but gives no further particulars of his whereabouts. He received warm welcome from the natives, who plotted a tasty burying ground and proceeded to fill it with alien citizens. Columbus succumbed to an attack of the shingles, due to a lack of building material, and hovered between life and death so long that the first mat emitted a neat obituary poem. But Christopher rallied, introduced a case of Spanish rye into the bed chamber of the head chief, and left upon the natives while they slept, scattering a large number of vital parts about the premises, with a repeating shotgun. After this act of valour, he returned home and was greeted with some new medals. Although he discovered America twice after that, the press of the day seems to have looked upon him as a habit, for he was taken off the first page and sandwiched in between the insurance column and the market report. Columbus died at the age of sixty, leaving an imperishable name and no life insurance to speak of.

The Lost Schooner.

The schooner Renown, lost at Little Bay, last Saturday, was owned by J. Baird, Ltd. She was on her way here from Harbor Breton with a cargo of fish for Mr. Smith, of that place. The Renown was 43 tons burthen and was built in Smith's Sound, by J. Morris, of Trinity.

rest in mother earth after departing this life quite suddenly. It is our sincere and fervent prayer that all three are now happily united in the bosom of their Creator where, those who are left to mourn will never cease to pray to meet their loved ones in God's own good time. --Com. St. Joseph's, Nov. 14th, 1911.

Eczema on Face and Hands

Gave up work--Could not shave--Red and cure obtained from

DR. CHASE'S OINTMENT.

"I had eczema nearly all over the body," writes Mr. John Gordon Campbell, foreman Holland Grove Lumber Co., Sudbury, Ont., "head, neck and wrists were blistered and itching with it. I could find absolutely no cure until I obtained Dr. Chase's Ointment. After using this ointment I was almost instantly relieved and soon completely cured."

"So bad was the eczema that I had to give up work. Could not shave. It was so bad that they had to take me out of camp in a wagon and send for a new foreman. I cannot recommend this ointment too highly."

As a means of soothing raw, itchy, irritated skin no treatment can be compared to Dr. Chase's Ointment. It often heals in a single night. You can see for yourself each day the good it is doing. Sample box free, 60c. box, at all dealers or 50c. direct. Bates & Co., Toronto.

Whooping Cough
CROUP ASTHMA COUGHS
BRONCHITIS CATARRH COLDS
Vapo-Resolene
ESTABLISHED 1877
A simple, safe and effective treatment for bronchial troubles, avoiding drugs. Vaporized Camphor stops the spasms of Whooping Cough, soothes the inflamed throat, and relieves the distressing cough. The air is rendered strongly refreshing, easy, soothing the sore throat and easing the lungs, assisting the mother in her efforts to soothe her child. Send for postal free descriptive booklet.
ALL DRUGGISTS
Try Vapo-Resolene. A little Vapo-Resolene in a glass of water, inhaled for the first three days, they are cured. It is effective and antiseptic. 25c. per bottle. Sent on receipt of 10c. from J. C. Bates & Co., Montreal.
Vapo-Resolene Co.
Lecanville, Quebec, Canada.
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