



Said the Miller—
 BEAVER FLOUR is a blend of Ontario Fall Wheat and Manitoba Spring Wheat. Each supplies what the other lacks. It is as good for pastry as for bread—best for both. At your grocer's.

Beaver Flour
 DEALERS—write us for prices on Feed, Coarse Grains and Cereals.
 The T. H. Taylor Co.
 Limited, Chatham, Ont.

GO CARTS and CARRIAGES.



The new Go Carts and Carriages, all the new 1910 models are now on display. New styles and patterns. The finest line we have ever shown.

In Rattan, Leather and Cloth Hood Carriages, Reclining Go Carts and Automobile Carriages. We have the greatest line of low priced Collapsible Go Carts ever shown here, simple in construction and durable, lightweight. Price, from \$3.75 up. See our window display.

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MUSTAD'S Hooks Never Miss.
 Ask for Mustad's.



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 3,000 Hogsheads Best CADIZ SALT,
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 100 Bundles Best Corkwood.

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Good Results
 are obtained when Readymade Departments are stocked with Clothing made at our Factory.

Our Clothing
 enables dealers to make quick sales and gives you an ever increasing number of satisfied customers.

WHOLESALE ONLY.

Newfoundland Clothing Factory, Ltd.,
 225 and 227 Duckworth Street.

The Evening Chit-Chat
 By RUTH CAMERON



It seems to me that it is every woman's artistic duty to make a deliberate effort to dress in style. Now, before you become indignant at that sentiment, please let me add a modifier. I don't mean in "the" style, but in "her" style.

For every woman there is a certain style of costume in which she looks the best. There is the woman, for instance, who looks best in plenty of fluffy ruffles and dainty ribbons and frothy laces, and then there is the woman who looks like a walking junk shop if you put any of these things upon her, but like a queen in the simplicity of severe things.

And it isn't a matter of figure only, but also of face and personality. The clothes of the perfectly gowned woman fit her face and her personality, as well as her figure.

Every woman should know her own style. What is yours? Ever think that matter over or do you just wear what's fashionable and let it go at that? That's the way most women do. Occasionally they get a costume that just suits their personality, and everyone says, "How well you look," and they wonder what makes that inexpensive dress so much admired, but in nine cases out of ten they don't know enough to study the matter and find out.

I know a girl who is a Quaker in personality. Last winter she had lavender-grey gown made with very simple, full lines and a lot of something soft and white around her throat. She was perfect. That was because the gown matched her Quaker personality.

But she didn't analyze her success. She just thought that it showed that white up round her throat was becoming to her, and this year she is hideous in a tight fitting, light blue gown with a white yoke.

I know another girl who believes in this theory and lives by it. She is a girl whose prettiness is of rather old fashioned type—the picture-of-grandmother-when-she-was-a-girl kind of prettiness.

She knows this, and although she very much admires snubby-toed shoes and tailor made things, she never yields to the admiration, for she knows that they are not for her.

Instead she wears, as much as she can, soft, full, dainty things, flowered muslins that make you think of grandmother's garden, and soft white stuffs like the roses that grow in it.

And she is a satorial success. She and her clothes match.

I think every girl, when she gets old enough to dress herself, should look over—and into—herself, and say, "What is my style? Am I the fluffy ruffle style or the snubby-toed, broad shouldered, severe but sporty style, or the one piece gown style, or the quaint old fashioned style, or what am I?"

And after due thought and experimentation, having found the right style, I think she should stick to it. If all American girls would do this I have no doubt we could take the palm of being the best dressed women in the world away from our Parisian sisters.

Ruth Cameron


When You Think

Of the pain which many women experience with every month it makes the gentleness and kindness always associated with womanhood seem to be almost a miracle. While in general no woman rebels against what she regards as a natural necessity there is no woman who would not gladly be free from this recurring period of pain.

Dr. Pierce's Favorite Prescription makes weak women strong and sick women well, and gives them freedom from pain. It establishes regularity, subdues inflammation, heals ulceration and cures female weakness.

Sick women are invited to consult Dr. Pierce by letter, free. All correspondence strictly private and sacredly confidential. Write without fear and without fee to World's Dispensary Medical Association, R. V. Pierce, M. D., President, Buffalo, N. Y.

If you want a book that tells all about woman's diseases, and how to cure them at home, send 31 one-cent stamps to Dr. Pierce to pay cost of mailing copy, and he will send you a free copy of his great thousand-page illustrated Common Sense Medical Adviser—revised, up-to-date edition, in paper covers. In handsome cloth-binding, 50 stamps.



ARMOUR FOR THE PAGEANT OF LONDON.

Story of Two Terrified Burglars.

In the Electra Theatre, Upper Norwood, 20,000 pieces of armour are being manufactured for the great Pageant of London, the central feature of the Festival of Empire, to be held at the Crystal Palace this summer. The theatre is a scene of extraordinary activity, as the first performance of the Pageant is fixed for Mary 23rd. All kinds of armour and weapons, from the stone-axe of the Ancient Britons to the tilting suit of the tournament knight, are being made, and historical accuracy is insisted on in each case.

In an interview yesterday, Mr. Fortner, the armourer, told some interesting stories concerning the work of making imitation armour for pageant and other purposes.

"Altogether," he said, "something like 20,000 pieces of armour and arms will be required for the Pageant of London. Perhaps the most difficult to make is the tilting armour, as the original was lavishly decorated. A suit of this armour would weigh 108 lbs., but the Pageant suit will be no heavier than one's ordinary clothes."

"From the outset we were instructed that every piece of armour made must be historically correct, and I assure you that neither pains nor expense have been spared to faithfully carry out the instructions. The longest and weariest search was for examples of the early periods, particularly from B.C. 66 (where the Pageant commences) until the Norman Conquest, 1066. Particulars for this period can be obtained only from old manuscripts, monuments, statuary or coins. One part of a particular suit of armour may be found on an old tomb with the shield and helmet missing.

"Some of the shields which will be used in the Pageant are copies of very rare specimens in private collections.

"What is done with our armour after the Pageant? It is to be sold—no, not for another Pageant but to private individuals, clubs and hotels for decorating purposes. You are surprised? Many a piece of grand old armour hanging on the walls of a grand old mansion is just—paper, mache! But it is so exquisitely made that no one, not even an expert, could detect the sham from a distance of a few feet.

"Mention of this phase of the work recalls to mind an amusing incident. The country house of a gentleman to whom I had sold a set of arms for hall decoration, was entered by burglars. Aroused by the noise the householder went down stairs and discovered two men gathering together the silver in the dining room. The men sprang up as he reached the hall. He stepped back in alarm and seized the first weapon that came to hand; this was a terrible-looking war-hall. The householder brandished the weapon, threatening to brain the men if they moved. Awd by its appearance, the burglars crouched in a corner until the police arrived, and then the householder told them the weight of the war-hall—a few ounces!

"Another gentleman to whom I had

A Happy Mother's Letter

Tells How She Brought Her Sick Daughter Back to Health.

"My daughter enjoyed a vigorous and happy childhood," writes Mrs. Eugene Jardine, from Shepherd's Point. "Being an only child, our anxieties were great, when just at her approach upon womanhood, her strength failed and her mind became somewhat depressed. Her appetite became so variable that no effort I could make to supply variety and changes of diet would induce her to take comfortable meals. I never saw a girl tire out so quickly—she had nothing to fall back upon, no resistance at all. Her natural functions were checked and her color was blanched. It looked like pernicious anaemia until I found how quickly Ferrozone was building up her blood. Even the first sign of redness in her cheeks, and the improved interest she began to take in things, gave us courage. This improvement was only the beginning of good that Ferrozone started. Jennie's appetite improved, and her daughter's case proves Ferrozone the best tonic treatment for growing girls. It restored Jennie's health when we were almost in despair, and I hope many other mothers will see their girls use it too."

It's from twelve to twenty that every girl needs iron for her blood—a bracing tonic to keep her vitality high—all she requires is combined scientifically in Ferrozone: try it, one or two tablets with meals; 50c. per box, six boxes for \$2.50, all dealers, or The Catarrhozone Co., Kingston, Ont.

sold a set of 'ancient armour' returned home one night to find his wife in tears and the armour ruined. The servant had endeavored to brighten up the 'beastly rusty weapons' with emery cloth and metal polish. Unfortunately the 'rust of ages' was a secret paint.

"The most costly of the armour made for the Pageant of London will be that used in the tournaments. Much of the original was beautifully chased or inlaid with precious metal. The arms used in the Queen Elizabeth scene are also of beautiful workmanship and have been carefully reproduced in every detail. In part 1, scene 5, of the Pageant, which will represent the Norman Conquest, A.D. 1066, the pieces of arms number 2,500; they have been carefully reproduced from the famous Bayeux Tapestry."

Princess Louise, Duchess of Argyll, is taking inordinate interest in the preparations that are being made for the Festival of Empire. At the request of the organizers Her Royal Highness is having sent to the Crystal Palace, for inclusion in the Canadian section, the famous collection of North American Indian relics and other objects of interest which were collected during the Duke of Argyll's Governor-Generalship of Canada. Princess Louise is a well known sculptor and has graciously consented to have a replica of her statue of the late Queen Victoria placed in the Crystal Palace. The original statue is in the beautiful gardens of Kensington Palace.

Coughs, Colds BRONCHITIS

If there is an ailment in the throat or chest, it is surely essential that the remedy be conveyed direct to the affected parts. It's because the healing vapor of Catarrhozone is breathed into the sore, irritated throat and bronchial tubes, because its balsamic fumes kill the germs and destroy the cause of the trouble. These are the reasons why Catarrhozone never yet failed to cure a genuine case of Catarrh, Asthma, Bronchitis or Throat Trouble.

The wonderfully-soothing vapor of Catarrhozone instantly reaches the furthest recesses of the lungs, produces a healing, curative effect that is impossible with a tablet or liquid, which goes merely to the stomach, and fails entirely to help the throat or lungs.

To permanently cure your winter ills, your coughs, sneezing, and Catarrh, by all means use a tried and proven remedy like Catarrhozone. But beware of the substitutor and imitator. Look for Catarrhozone only, 50c. \$1. at all dealers.

Catarrhozone Just Breathe It.

C. L. B. SPORTS.

The Sports of the C. L. B., which take place at the new armoury on Tuesday night next promises to be very interesting. There will be a tug of war between the four companies for the shield won by C. Co. last year. A squad has been put on guard duty in the armoury doing duty for a week, when it is succeeded by another; sentries are posted and military routine observed. The C. C. C. have challenged the C. L. B. to a game of field hockey, and have also challenged the Guards for basket ball in their sports which are shortly to be held.



GENTLEMEN.—Our shelves are now replete with the choicest goods that the West of England can produce. All parts of Old England are famed for the excellence of their goods, but more especially the West, and, as regards that undecidable "thing" called style we know how, and can give full expression to that elusive quality. We please both young and old. You can have your choice of either English or American cut. Personal supervision given each order. Give us a trial and we have a customer. Thirty years experience in the tailoring line.

JOHN MAUNDER, 'THE' TAILOR,
 281-283 Duckworth St., St. John's

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A LARGE SHIPMENT OF

Grindstones,

Sizes—12, 14, 16, 18, 20, 22, 24 ins.
 Also, Scythe Stones, Selling Cheap.
 Prices on application. Wholesale and Retail.

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BLAIR'S HAT & MILLINERY Spring Show
 IS NOW OPEN FOR YOUR ATTENTION.

We are making a display of all the latest styles and novelties in Ladies' Hats of all kinds, Flowers, Ribbons and other Millinery Trimmings. Beautiful selection

Children's White and Fancy SILK HATS and BONNETS.
 Now is the best time to make your purchase when stocks are full.

LARGE SELECTION Ladies' and Misses' MOTOR CAPS.
 We have a leader in Ladies' Motor Caps, in fine Serge makes, colors Black, Navy, Cream, Brown, Moss and Vieux Rose. Price, 70c. each, and have the same style in assorted Tweeds, at same price.

Magnificent Assortment of the following goods:

Ladies' Shell Hair Back and Side Combs, Shell Hair Pins and Barretts.
 Ladies' Leather Purses and Purse and Vanity Bags.

Neck Frillings, in Lace, Chiffon, Tourist, Fancys and New Edged.
 Swiss Cambric and Muslin, White Embroideries and Insertions.

Swiss All Over Embroideries. Wide White Swiss Embroidery Flouncings for Underskirts and Dress Skirts—very fashionable.

Ladies' White Embroidered & Farcy Trimmed Dress Skirts and Underskirts. In these Skirts we are showing some Jobs and Special Values.

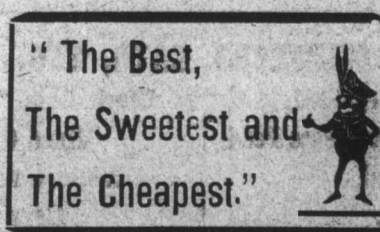
Ladies' Embroidery and Lace Collars, Gibson, Military and Puritan Collars showing in large variety.

Ladies' Fancy HAT PINS, BROOCHES, Fancy BROOCH PINS and Fancy NECKLETS—in all the Newest Styles.

Henry Blair.

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