Fashion Plates.

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

8921.—A SIMPLE EFFECTIVE MODEL.

Women realize the importance of having a house dress that is adapted to its purpose. This one is simple in design and comfortable. We submit in the design here shown a model that is practical and that will prove desirable and suitable. The waist may be developed with centre front plain closing, or with the extension as illustrated. The skirt has the new back panel effect and closes at the centre front. This practical feature will appeal to every home-worker and laundress, as it renders the ironing of the dresses easy. The sleeves may be made in elbow length, or in wrist length. The pattern is cut in 7 sizes: 32, 34, 36, 38, 40, 42 and 44 inches bust measure. It requires 6 yards of 36 inch material for the 36 inch size.

A pattern of this illustration mailed to any address on receipt of 10c. in silver or stamps.

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

9096.— A NEW FROCK FOR MOTHER'S GIRL.

Girl's One Piece Dress with Chemisette and with Revers Collar Trimming.

This desirable model has a most unique collar trimming, cut in sailor style over the back, while the front extends in revers fashion on one side to the hem of the dress, and forms a yoke collar on the other side. The closing is effected in the front under the revers. The sleeve may be in full or ¾ length. Any of this season's popular dress fabrics may be used for this model. It is cut in 4 sizes: 6, 8, 10 and 12 years. It requires 3 yards of 44 inch material for the 8 year size.

A pattern of this illustration mailed to any address on receipt of 10c. in silver or stamps.

PATTERN COUPON.

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

No.....

Size.....

Name .....

Address in full:—

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.....

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N.B.—Be sure to cut out the illustration and send with the coupon, carefully filled out. The pattern can reach you in less than 15 days. Price 10c. each, in cash, postal note, or stamps. Address: Telegram Pattern Department.

MAGIC BAKING POWDER

INSURES PERFECT BAKING RESULTS

CONTAINS NO ALUM

MADE IN CANADA

MAKES THE WHITEST, LIGHTEST

MAGIC BAKING POWDER

NEW STYLE LABEL

E.W. GILLETT COMPANY LIMITED TORONTO, ONT.

1912—New Year Cards, Calendars, Diaries—1912

Never before did we have such a demand for Xmas Cards as this season, due entirely to the Wonderful value given in our "Royal Leap Year Packets." We now offer the same good value in **New Year Cards**.

The Sovereign Packet of 10 cards, only 10 cents.
The Crown Packet of 10 cards, only 15c.
The Diamond Packet of 10 cards, 20c.
The Duke Packet of 10 cards, 25c.
The Empress Packet of 15 cards, 25c.
The Prince Packet of 12 cards, 30c.
The Princess Packet of 10 cards, 40c.
The Red Cross Packet of 12 cards, 40c.
The King Packet of 10 cards, 50c.
The White Star Packet of 10 cards, 50c.
Packets of assorted Xmas and New Year Cards, at 5, 7, 10, 15, 20, 25, 30, 35, 40, 50, 60 and 75 cents.
Boxes of assorted Xmas and New Year Cards, 25c. to $1.50.
Special prices in lots of 100 cards and up, assorted, to S. S. and Day School Teachers.

We name a few Art Calendars, no two copies alike.

The Harrison Fisher Calendar		1912,	$3.90
The Henry Hutt	do	1912,	3.90
Scenic, three engravings,	do	1912,	1.00
Limpid Waters	do	1912,	0.65
Eyes Loveliest	do	1912,	1.00
The Holy Family	do	1912,	1.10
The Cathedral	do	1912,	0.80
Scenes from Dickens	do	1912,	1.50
Engagements Art	do	1912,	1.50
Pictures from Shakespeare	do	1912,	1.50
Oxford Illustrated	do	1912,	1.50
The Leap Year Art	do	1912,	1.75

Fcy Calendars—5, 8, 10, 12, 15, 20, 25, 30 and up.
And to arrive, a new supply of Collins' Office and Pocket Diaries for 1912, in all sizes.
Standard Pocket Diaries, 1912.
Letts Office Diaries—Octavo, Quarto and F. Cap. sizes.

GARLAND'S BOOKSTORES, 177-9 & 353 Water St., St. John's.

Another Shipment of

Herring NETS,

2 3-8, 2 1-2 and 2 5-8 in mesh.
35, 40, 45, 50 and 60 rans.

Lowest Prices in Town.

Special Prices Quoted on Wholesale Orders for Spring Delivery.

ROBT. TEMPLETON'S.

FRUIT FOR NEW YEAR!

We offer recent arrivals:
350 barrels Choice Red Apples,
50 cases Sweet Oranges,
50 Kegs Sweet Grapes,
10 cases Choice Lemons,
50 cases Small Onions,
Parsnips, Carrots and Beet.

Order in good time for shipping.

Edwin Murray

The Last Word

ABOUT

Overcoats

Is to Be Found in our New Models

CHESTERFIELD

AND

STORMAWAY.

Wholesale Only.

Nfld. Clothing Fcty., Ltd.

225 & 227 Duckworth st., St. John's.

THE CHARACTER

of my companies well warrants their abundant success. Their strength, their careful selection of risks and their promptness of settlement recommend them to all insurers. Consider also their favourable rates.

PERCIE JOHNSON,

Lower Rates. Insurance Agent.

The Evening Chit-Chat

By MUTE CAMERON

It is written of Robert Louis Stevenson, that on seeing a dog mistreated, he at once interposed, and when the owner resented his interference and told him, "It's not your dog," he cried out, "It's God's dog, and I'm here to protect it."

I have been wondering to-day if we—that is, you and I, and all the other women who cannot bear that there shall be unnecessary suffering in the world, even among the dumb brutes—cannot do something to protect God's delivery horses.

As I sat at my window this morning, I saw at least half a dozen delivery wagons of various kinds go by at a rattling pace—sometimes a fast trot, sometimes a pathetically feeble gallop. Two or three stopped within my line of vision and I watched the horses stand panting, and sometimes even trembling and shaking, while the boy went into the house, and saw them lashed into a gallop again as soon as the boy had clambered back into his seat.

Two or three of the horses were very old. One was a light carriage horse that should never have been put into a heavy delivery team at all. Now all delivery horses have a hard enough time with their long routes and cold stops, even if they are allowed to go at a reasonable pace, but perpetual hurry breaks down a horse even more quickly than it does a man and it was evident that these poor hounded animals were suffering cruelly from the continual strain.

Now, surely if you are enough interested in animals to notice them at all you must have seen similar conditions.

You admit it, but you don't see any possible way you could help prevent such conditions.

I am not so sure of that.

I can think of one simple way at once. Some of these boys were driving their horses at such a wicked speed because they enjoyed it, or because they weren't given time enough to cover their round at a reasonable pace. But some of them were rushing because they had to fill some hurry order. Madame had forgotten to give her order until just before lunch, and had urged the grocer when she finally did telephone him to "send it up just as quick as possible, please." And it was to nullify the effects of her forgetfulness that some poor tired horse was forced into a gallop.

That's one self-evident way you can take care of God's deliverey horses, isn't it—by sending in your order at the proper time and if you forget, taking the consequences of your own forgetfulness and not asking some poor animal to suffer.

And here's another way. Can't you speak to the boy who delivers your groceries, if you see him over-driving your horse? Tell him you don't want your groceries brought you by ill-treated animals. Tell him you spoke to him first to give him a fair chance, but if he doesn't do better, you'll speak to his employer.

A great many times I think the employer would be more indignant than anybody if he knew how his horses were treated, for good horses are expensive things and he can't afford to have them wastefully used.

But when you suspect that the fault lies with the employer's shortsightedness and cruelty, can't you have the courage to speak directly to him and even use the loss of your trade as a club to club a little decency and humanity into him?

You think he would say that the horses were his, and that you were interfering in what was none of your business.

Perhaps so. But surely you'd know what retort to make to that.

Mute Cameron

Patriotism

The stomach is a larger factor in "life, liberty and the pursuit of happiness" than most people are aware. Patriotism can withstand hunger but not dyspepsia. The confirmed dyspeptic "is fit for treason, stratagems and spoils." The man who goes to the front for his country with a weak stomach will be a weak soldier and a fault finder.

A sound stomach makes for good citizenship as well as for health and happiness.

Diseases of the stomach and other organs of digestion and nutrition are promptly and permanently cured by the use of

Dr. PIERCE'S GOLDEN MEDICAL DISCOVERY. It builds up the body with sound flesh and solid muscle.

The dealer who offers a substitute for the "Discovery" is only seeking to make the little more profit realized on the sale of less meritorious preparations.

Dr. Pierce's Common Sense Medical Adviser is sent *free* on receipt of stamps to pay expense of mailing *only*. Send 31 one-cent stamps for the paper covered book, or 50 stamps for the cloth bound. Address World's Dispensary Medical Association, R. V. Pierce, M. D., President, Buffalo, N. Y.

Fads and Fashions.

Ratine is still in favor.

Striped fabrics are in vogue just now.

Bordered effects are shown to some extent.

A navy serge frock is always pretty and dainty.

One-piece dresses of corduroy are very popular.

Motoring gloves are made of the best tan Cape.

The latest motor coat has a multitude of pockets.

Blouses in net and lace are just as popular as ever.

The Coiffe or Dutch bonnet for children is in favor.

Brocaded silk gauze as well as crepe de soie have also a revival.

Tan, beaver, brown, gray and black are the favorite colors for gloves.

A new fad has arisen for boudoir caps made of silk instead of lace.

The skirts are still narrow, straight and inlet at the side by buttoned over panels.

Coats are generally short and on some small tassels trim the skirt and coat.

Long tunic dresses on transparent fabrics nicely embroidered are just now in great demand.

While revers are not so large as they have been the low opening in front is much in evidence.

In the matter of trimming and garniture fringes banding and embroidery are used as lavishly as ever.

The latest dress suits for men are very short at the waist and the lower part of the front quite round.

Crepe meteore continues in favor and forms the foundation of many of the season's most lovely gowns.

Black silk chenille fringe is used to excess and adds very much to the charm of the street and house gown.

Many artificial flowers are worn. Single flowers often supply the needed note of colour on a darker costume.

Belts are used on some of the wraps, some of which are of leather, in black, matching or contrasting shades.

Very new is a frock of white satin with a tunic of finely-tucked ninon held by a broad band of satin with flowerettes.

A very new skirt has an opening in front with a wide flap, the same idea being carried out in the back seam.

An attractive boudoir cap is in the shape of an Empire drummer cap, much like the cocked hats children fold from newspapers.

Ribbon has returned to its own again and is likely to count strongly among hat trimmings during the next three months.

Black velvet costumes, with either a muff or a stole, or both of them, of white fox, are very becoming for fair-haired ladies.

Grebe feathers and ostrich plumage have been used for collars and trimmings on some of the shawl draped tissue mantles.

It looks very much, indeed, as if for the present the fashion on the Continent would favor more Oriental style then the Occidental.

Fur trimming is meeting with a go; chiffon or silky ninon with bands of skunk, chinchilla or mink forms a piquant arrangement.

Chiffon taffetas are confidently offered as the ultra-fashionable silk fabrics for the coming season. Glace chiffon taffetas are in the ultra style.

Owing to the high cost of furs some imitations are now on the market; zibelinette, for instance, is greatly used for linings. It looks like sable.

Asthma Catarrh

WHOOPING COUGH CROUP BRONCHITIS COUGHS COLDS

Vapo-Cresolene

ESTABLISHED 1879

A simple, safe and effective treatment for bronchial troubles, without doing the stomach with drugs. Used with success for thirty years. The air rendered strongly antiseptic, inspired with every breath, makes breathing easy, soothes the sore throat, and stops the cough, assuring restful nights. Cresolene is invaluable to mothers with young children and a boon to sufferers from Asthma.

Send 2c postal for descriptive booklet. 310

ALL DRUGGISTS

Try Cresolene Antiseptic Throat Tablets for the irritated throat. They are simple, effective and antiseptic. Of your druggist or from us. 10c in stamps.

Vapo Cresolene Co. Leeming-Miles Bldg. MONTREAL

H.P. SAUCE

(THE NEW SAUCE)

Made in England and used on the dining tables of the British and Canadian Houses of Parliament.

Remember, a representation of the British Houses of Parliament appears on every bottle of the real H.P. Sauce.

Grows Hair Abundantly

This is an age of new discoveries. To grow hair after it has fallen out to-day is a reality.

SALVIA, the great Hair Tonic and Dressing, will positively create a new growth of hair.

If you want to have a beautiful head of hair, free from Dandruff, use SALVIA once a day and watch the results.

SALVIA is guaranteed to stop falling hair and restore the hair to its natural color. The greatest Hair Vigor known. At McMurdo's.

Here and There.

DUE TO-MORROW.—The S. S. Fogota is due here at noon to-morrow.

ICE UP TO FOGO.—The S. S. Prospero reports heavy ice right up to Fogo.

EXPRESS DELAYED.—The incoming express will not arrive here till about 9.30 to-night.

ICE AT GRIQUET.—The S. S. Prospero was unable to get through the ice to Griquet last trip.

ARRESTED FOR LARCENY. — A young lad was arrested for the larceny of fifty cents at Garland's store yesterday.

WATCH NIGHT SERVICE.— The regular Watch Night Services at the Anglican and Methodist Churches will take place to-morrow night.

PATIENT FOR HOSPITAL.—A woman, of Catalina, was brought up by the S. S. Prospero to have an operation for appendicitis.

BRING OUT SEALER.—Capt. Linklater will bring out Baine Johnstone's new steamer Commodore. The crew will leave here early in the New Year to join the ship.

SAILING TO-NIGHT. — The S. S. Prospero will sail for the north at midnight. She will not take freight for points beyond Fogo on account of the ice.

ST. BON'S. CONCERT.— The concert held last night at the Aula Maxima in aid of St. Bonaventure's College was a great success. All those who took part acquitted themelves admirably.

ANNUAL CONCERT.—The C. L. B. warrant and non-commissioned officers will have their annual concert and dance on January the 12th.

AT T. A. HALL.—Mr. T. M. White and his talented company will stage that attractive play, "A Woman's Honor," at the T. A. Hall, New Year's night. Amongst the performers are Frank Walsh, T. J. Rolls and Leo Murphy.

CONVIDO PORT WINE

has stood the test since 1670.

This record held by no other firm.

Sold in every quarter of the globe, in bottles only.

D. O. ROBLIN, Sole Agent for Canada, Toronto.

J. JACKSON, St. John's, Resident Agent.

EAST and WEST END.

KNOWLING'S

GROCERY DEPARTMENTS

Offer the following

Choice CHRISTMAS FRUITS:

CHOICE VALENCIA ORANGES	17c. and 25c. doz
CHOICE GREEN GRAPES	10c. lb
CHOICE CHESNUTS	12c. lb
NAPLES WALNUTS	19c. lb
BRAZIL NUTS	24c. lb
BARCELONA NUTS	13c. lb
ALMOND NUTS	17c. lb
PEA NUTS	9c. lb
MALAGA LEMONS	20c. doz
CRYSTALIZED CHERRIES	37c. lb
SPLENDID APPLES—KINGS, BALDWINS, etc.	
CHOICE TABLE FRUIT	10c., 15c. and 20c. doz

We have also received a shipment of

Pure Cane White Moist Sugar, selling at 7c. lb. only.

G. KNOWLING.

dec19,4in,eod

Uncle Walt

THE POET PHILOSOPHER.

What meledictions have been hurled at this poor misbegotten world by human failures, shorn of hope, who've reached the end of all their rope! A thousand young men you may see, who waste each opportunity; who give their days to cheap delights, and hold high wassail through the nights, and when departed is life's morn, and they are poor and sick and worn, they'll cuss the poor world to its fcae, and say it is a mean old place. A thousand others you may find who do not like the beastly grind; they do not care to earn their bread by honest toil, and so, instead, they take the path of vice and crime, and when at last they're doing time with sebra clothes upon their backs, they breathe alasces and alacks; they cuss the world up hill and down and say it always wears a frown. But honest men who earn their pies by methods safe and sane and wise, the men who work for all they gft and bathe their earnings with their sweat, all say the world that we infest will stack up with the very best.

THIS WORLD

Copyright, 1911, by George Matthew Adams

Clark Mason

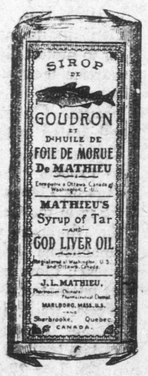
PERSISTENT COUGH.

Wherever soothing syrups fail to cure that persistent cough which exhaust you,

MATHIEU'S SYRUP

of Tar and Cod Liver Oil and other medicinal extracts will rapidly and definitely rid yon from it.

The merits of Mathieu's Syrup are highly recognized and endorsed. Here are a few proofs :—



Waterville, N.S., Dec. 27, 07.
Fillmore & Morris, Amherst, N.S.
Dear Sirs,—Herewith we enclose our checque $15.00 in settlement of our account to date.
W. O. COOK & SON.

ST. JOHN, N.B., Jan. 10, '07.
Fillmore & Morris, Amherst, N.S.
Dear Sirs,—We telegraphed you to-day to ship immediately 5 Gross Mathieu's Syrup. We hope you will send it promptly, but if you are not able to send the whole amount at once, please send us some as our stock is getting low.
NATIONAL DRUG & CHEM. CO

ORANGEDALE, C.B., Aug. 7, '08.
Blacking & Mercantile Co.'y, Ltd., Amherst, N.S.
Dear Sirs,—We have nothing but good to say of Mathieu's Syrup and can conscientiouly describe it as the most popular and successful Coagh Medicine we handle. Owing to the absence of any drug store in this vicinity there is a great variety of proprietary medicine sold in the course of the year, and Mathieu's Syrup pre-eminently leads in its own class. Yours sincerely,
D. MARTIN.

AGAINST HEADACHE there is no remedy so active as **Mathieu's Nervine Powders** which contain no opium, morphine or choral. 25 cents per box of 18 powders.

J. L. MATHIEU Co., Sherbrooke, Can.

THOS. McMURDO & Co., Wholesale Chemists and Druggists, St. John's, Nfld.

THE RIGHT HOUSE.

Keep it in your mind during the closing days of 1911—only three or four more shopping days remaining in this year—but they will be prosperous days for those who patronize our store.

Splendid As'm't Ladies' Blouses

Just to hand.

Our White Lawn Special, $1.00,

is particularly classy.

N B.—Children's Toys free with purchases of $1 and upwards.

J. M. DEVINE,

The Right House—167 Water Street.