

Evening Telegram 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.

PRETTY EFFECTIVE LOUNGING OR HOUSE GOWN.



Ladies' Kimono, with Long or Shorter Sleeve, and with or without Collar (in Raised or Normal Waistline).

Figured cotton crepe in blue and white was used for this design, with blue ray and lace for trimming. The design may be finished with long sleeve and straight cuff, or with shorter sleeve and straight cuff. The pattern may be confined by a belt or gathered, or worn loose. The pattern is cut in 3 sizes: Small, Medium, and Large. It requires 6 3/4 yards of 36 inch material for the medium 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 AYRES & SONS, Ltd. Samples on request. Mention pattern number. Mail orders promptly attended to.

9278—A CHARMING STYLE FOR THE GROWING GIRL.



Girls' Dress with or without Broad Collar and Chemise, and with Long or Shorter Sleeve.

Cadet blue galatee, with trimming of white wash braid is here shown. The design is suitable for linen, Anderson gingham, percale, voile, serge, cashmere, silk or cloth. The collar is prettily shaped over the front and outlined by a narrow panel. The square neck is most becoming. The pattern is cut in 4 sizes: 8, 10, 12 and 14 years. It requires 2 1/8 yards of 44 inch material for the 16 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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EMBROIDERY Week at COLLINS'!

A cable to our Agent in Switzerland, to send us a lot of Embroideries, to be retailed at the figures we quoted, met with a reply from him saying that he was sending absolutely the BEST lot of Embroideries, Beadings, Insertions and Edgings obtainable in St. Gall.

They are no seconds, no old goods, every yard is perfectly fresh. Among the lot there are designs and widths suitable for Ladies' Skirts, Childrens' Skirts, Infants' Wear, Flouncings, Flouncings with Hemmed Edge, Blouse Patterns, All Overs, in fact most every use for which Embroideries are used. PRICES:

3c. to \$1.00 a yard.

THE ABOVE GOODS ARE SELLING VERY QUICKLY.

P. F. COLLINS,

299 and 301 Water Street.

REPRESENTING
Dale & Co., Ltd., Montreal,
MARINE and FIRE UNDERWRITERS,
Newfoundland Agency for

FIRE

The British Dominions Gen. Ins. Co., Ltd.

Tessier & Co., Agents.

Just Received!

New Lines and Dainty Patterns.

Gents' Negligee Shirts

Soft Bosom and Double-Cuffs, **\$1.00.**

Solid comfort for Summer wear.

GENTS' SOFT COLLARS,

White and Colored. The acme of comfort in hot weather.

A. & S. RODGER.

A Promising Fishery.

From a correspondent in Bonavista Bay we learn that it promises to be a good season in that section. The weather is very fine and field work is also progressing well. Codfish has struck in and good work is being done, as early as the season is. Trapping has commenced and on Saturday last one of the Fry's of Southern Bay landed 79 qts., and on Tuesday Thomas Brown, of King's Cove, had a haul of 60 qts. He has under salt to date 100 qts. Hook and line men are doing fair. Salmon are scarce.

Fishery North.

The S. S. Prospero reports that the fishery north at most of the settlements is good and good catches have been taken recently all along but operations have been hampered by bad weather. While handliners are getting fair hauls traps are doing exceptionally well. At Fogo and Joe Batt's Arm traps get from 10 to 15 qts. a haul, and at Bonavista and King's Cove from 25 to 50 qts. Cod is plentiful at the latter named places.

Thanks Mullaly.

Editor Evening Telegram.

Sir,—For some years past the sprinkler came across Cabot Street but never went west of Barter's Hill, where the people's residences were enveloped in dust. Complaints were made frequently but without avail, until a few days ago when a couple of residents called on Councillor Mullaly and he just got this boon for us. One would imagine to see the cart turn round at Barter's Hill that the people of west Cabot Street were not taxpayers. Thanks, Councillor Mullaly, when the right time comes the people of west Cabot Street won't forget you.
Yours,
SEBASTIAN.

Electric Restorer for Men

Phosphonal restores every nerve in the body to its proper tension; restores strength and vitality. Premature decay and all sexual weakness averted at once. Phosphonal will make you a new man. Price \$15 a box, or two for \$25. Mailed to any address. The Scotch Drug Co., St. Catharines, Ont.

BOY SCOUTS.

A contingent of boy scouts of the Methodist College left by last evening's train for Carbonear to spend Empire Day there.

MINARD'S LINIMENT CURES GARTER IN COWS.

The s.s. Stephano is due late to-night from Halifax.

The Cadet Footballers.

The Cadet footballers met at their Amoury last night and appointed the following officers for the season:—

Captain—W. Hart.
Vice-Capt.—J. Walsh.
Sec.—Treas.—W. Caul.
Delegate—Mr. Frank Summers.
The Sports Committee also met, and elected as
Chairman—S. Cullen.
Asst. Chairman—A. Doyle.
Secretary—M. F. Summers.
Asst.-Sec.—P. J. Grace.

The lads appointed as Honorary President Lt.-Col. Conroy, and Honorary Vice-President Major J. Fergus Donnelly. Sub-Committees were appointed to coach the lads in running, rowing, swimming and other kinds of athletics. A vote of thanks was unanimously passed to William Clancey, the expert swimmer and all round athlete, for training the lads in swimming last year. Clancey is a Naval Reservist also and has an all round good record. After some other routine work the meeting adjourned.

The s.s. Stephano is due late to-night from Halifax.

Odd Fellows

Welcome

THEIR GRAND MASTER, MR. J. A. CRAIG.

Atlantic Lodge, No. 1, I.O.O.F., met last night and formally received Bro. J. A. Craig, the Grand Master of the Lodges of the Maritime Provinces. Mr. Craig came here accompanied by Mr. Bayne, of Prince Albert Lodge, Moncton, N.B. At the meeting were many outport brethren, and it is safe to say that it was one of the largest gatherings of Odd Fellows ever held in St. John's. Shortly after the meeting opened Mr. E. D. Spurrell, the Noble Grand of Atlantic Lodge, rose and read a most flattering address to the Grand Master. It was printed on white satin, and is as follows:

ADDRESS (I.O.O.F.)

St. John's, Nfld.,

23rd May, 1912.

J. A. Craig, Esq., Grand Master Grand Lodge of the Maritime Provinces and Newfoundland Independent Order of Odd Fellows:

Dear Sir and Brother,—It is with feelings of sincere pleasure that we meet to welcome you to this Ancient Colony.

Your visit marks the first occasion on which, since the inception of our Order here, we have had the honour of receiving in official capacity, or indeed any other, a Grand Officer, and we trust that when again you meet in Grand Lodge, you will be able to give our brethren on the Continent such a favourable report of us that we may look forward to many more such visits.

When our beloved Order was first established here, our Charter was granted by the Sovereign Grand Lodge direct, but lately, as you are aware, we have become affiliated with, and are working under the Charter of the Grand Lodge of the Maritime Provinces and Newfoundland. While Odd Fellowship recognizes no artificial boundaries, but seeks to inculcate and spread throughout the world, the principles of Universal Brotherhood, it nevertheless increases and intensifies our pleasure to welcome one who owes allegiance to the same flag as ourselves and shares with us in all the glorious traditions of the British Empire.

We are confident that your official and fraternal visit to Newfoundland will tend not only to cement and strengthen the bond of fellowship between us and our neighbouring Provinces, but will also stimulate us in our efforts to make more widely known the beneficial character of our Order, and so induce others to aid in the good work. That our endeavours hitherto have not been in vain you will have ample opportunity to observe when you visit Grand Falls and Bonavista, and meet the flourishing Lodges there.

We have watched with great interest the remarkable growth of the Order throughout the world, but especially the rapid advance in the jurisdiction over which you so ably preside. We, in Atlantic Lodge, take pride in being a unit in the strongest fraternal Society in the world, the most powerful financially, and the most widespread in its benevolences and whose great influence is ever exerted to benefit, even the least of the members, of the weakest Lodge where the need for help and counsel makes itself felt.

We congratulate you on attaining the highest position in the gift of the Grand Lodge, and trust that you will be spared for many years to be a useful and honoured member of that august body.

In conclusion we ask you to accept this baby seal, and trust that in years to come it may remind you of what we hope will prove to have been a very pleasurable trip.

Signed on behalf of Atlantic Lodge: E. D. SPURRELL, Noble Grand; W. T. YOUNG, Recording Sec.; J. C. PHILLIPS, D.D.G. Master, District No. 26.

The Grand Master made a very eloquent speech in reply and heartily thanked the members for their warm welcome to him. When speaking he referred to the Home Scheme Fund, which has for its object the raising of a home for aged Odd Fellows and for widows and orphans of members. The Home may be erected in Halifax. When Mr. Craig had finished his address, Mr. D. Johnson, who had just taken his degree, and the youngest Oddfellow in Newfoundland, presented Mr. Craig with a pretty little baby whitecoat. Bro. Bayne also delivered an excellent address, wherein he dealt with the Oddfellows Relief Association. A very pleasing feature of the meeting was the receipt of a note from Empire Lodge, S.O.E., heartily welcoming the Grand Master to Newfoundland. Mr. Craig presented his photograph to Atlantic Lodge and this will be enlarged and hung in the main room of the Lodge. To-night Mr. Craig will be dined at Wood's West End Restaurant.

The s.s. Adventure is due to-morrow from Sydney.

Minard's Liniment Cures Colds, Etc.

At the City Hall.

The Council held their weekly session yesterday afternoon.

Inspector General Sullivan wrote about alarm indicator at the Water Store and stated cost. The Council thought this was a matter for the Fire Department. The Inspector General also wrote about a forge on Barter's Hill reported to him as in a dangerous condition.

Inspector Bambrick's laborers asked for increase of pay. This was deferred.

Messrs. A. Harvey & Co. asked to have hose attached to hydrant for sprinkling purposes. Referred to Engineer.

John Burke asked permission to hold moving picture shows in Victoria Park. Referred to Park Committee.

Inspector General Sullivan asked for names of all registered motor drivers to date.

James Angel asked for compensation for land taken by Council belonging to him. Claim being considered.

The Imperial Tobacco Co. asked to extend their water supply in conjunction with their increased fire protection. Granted.

Mr. P. C. O'Driscoll asked that arbitration re compensation for land be held soon. Council have appointed Mr. J. C. Barter to arbitrate for them.

Baine Johnston complained of unsanitary dump near premises on South Side. Referred to Sanitary Supervisor.

Thos. Butt asked to build on Flower Hill. Referred to Engineer.

Mr. W. J. Ellis was granted leave to erect boarding while making repairs to St. Patrick's Church, and Mr. J. Harvey was allowed to make repairs to house on South Side.

Messrs. Johnston and Emerson submitted plans of proposed building and were approved of.

Poles will not be erected in Banerman Park by the Postal Telegraph Co.

The fish market in the West End will be removed to a better locality.

Turnkey Fogarty of the Water Department reported damage to property caused by a street car. The Reid Co. will be asked to make good the damage done.

Bowring Bros. will be permitted to build a stable on their premises. Plans of houses from Mrs. Fitzgerald, Carter's Hill; B. Bryden, Merry-meeting Road; M. Pittman, South Side and T. Pottles, Cornwall Avenue, were submitted and approved.

Engineer will make report as to wall at Museum.

The meeting adjourned at 6:30 p.m.

Stop Coughing!

It's quite as foolish as it is annoying to keep on coughing since

"PHORATONE COUGH MIXTURE"

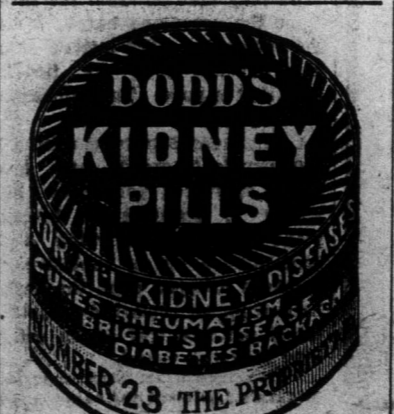
is guaranteed to soothe the irritated parts at once, and to rapidly destroy the very cause of this aggravating nuisance. Pleasant to take, too. The children just love it.

Prepared only by DR. F. STAFFORD & SON, St. John's, Nfld. Price 25 cents; postage, 5 cents extra. may22.ft.

Prospero Back.

The S. S. Prospero, Capt. Kean, reached here at 1 o'clock this morning from Northern ports. She reached Gt. Priquet without difficulty but while there encountered a strong N.E. snow storm. On returning the gale increased in violence so much so that the Prospero ran to Twillingate for shelter. Afterwards moderate weather prevailed. She brought a full freight and as passengers—Messrs. J. Howley, R. Gosse, S. Dave, J. Sullivan, J. B. Osmond, C. Norris, S. Rogers, D. Newman, Constable Green; Mesdames Spurrell, White, Rogers, Brown; Misses Batstone, Blandford, Wheeler, Spurrell, Hennessey (2) and 38 in steerage.

DUNERY OFF.—The barq. Dunery, Capt. Hartley, which was delayed in port since Monday looking for seamen, left for Pernambuco last evening. She took a shipment of fish from Bowring Bros. and has a fair wind off.



CONVINCING

It is impossible for any argument in favour of Sunlight Soap to be more convincing than a trial of the Soap itself.

SUNLIGHT SOAP

TRY THE SUNLIGHT WAY.

NO DIFFERENCE.

By WALT MASON.

I will not argue things, my friend, or waste my time debating, for I have harness here to mend, and other chores are waiting. Let candidates conduct their game—that sort of thing's expected—but things will go on just the same, no matter who's elected. The orators may rant and bray and hand out roast and stricture; my buckskin hen has laid astray, confound her silly picture! and I must go and seek her nest, and see that she's corrected; and things will all be for the best no matter who's elected. The country's future is in doubt? It always was, my neighbor; and I, to help that future out shall stay at home and labor; the threats of statesmen don't distress or make my soul dejected; the land will hump along, I guess, no matter who's elected. Oh, worry! for the frantic chaps and those self-seeking sinners who hope to collar pleasant snaps if their men are the winners. I keep my growing pumpkin vine from bugs and worms protected; the land will still be doing fine, no matter who's elected.

Copyright, 1911, by George Matthew Adams. Walt Mason

A Shape Strongly Favoured

By those intimately familiar with the trend of fashion.

17c.		17c.
EACH.		EACH.
3		3
FOR		FOR
50c.		50c.

THE K. & A. STORE,

The Young Man's Store.

J. F. KEARNEY. J. M. ATKINSON.

Advertising Our Advertisers.

AN ADVERTISER'S EARNEST REQUEST TO ALL OF THE READERS OF ADVERTISING.

After you have read what a man has to say for his product, whether he be a retailer or a manufacturer, then you measure the goods themselves up against his claims for them, and in a very short time you know where to get the best of everything. It is all so simple. It is such a money-saver; it is such a time-saver. And since every good thing you buy, you do buy through advertising, whether you know it or not, why not look for the advertising instead of making it constantly look for you?

If you will do this, the whole problem will be simplified immediately. The advertiser will not spend sixty per cent of his money trying to get your attention. He will already have it and he will be able to devote his entire attention to his selling talk. When this is done, the selling cost of everything will again be lowered and, the buying public, will be the ones to gain the benefit.

Advertising as it is, is so much cheaper method of salesmanship, that the non-advertiser is simply clinging on by his teeth. So think how much cheaper every product is going to be, when the cost of selling is again reduced, and you learn to turn willingly to the ads.

Get the habit now—for your own sake.

Now why don't you do your share toward lowering the cost of marketing merchandise? Practically every standard thing you buy is an advertised article. And it is always cheaper because it is advertised. The volume and the distribution more than make up for the advertising. You can't send a salesman around from door to door as cheaply as you can a newspaper.

But the pity of it is that most advertisers have got to get their ideas into your mind when you are not looking. The greater part of advertising impression is subconscious impression. Your eye registers the thought against your will.

If you would only learn to read consciously and even eagerly what an automobile manufacturer or a clothing merchant or a shoe store has to say about its product you would bring down the cost of each article immeasurably.

ANYONE, anywhere, can start a small order business at home, no canvassing. Be your own boss. Send for free booklet. Talk free. HENCOCK, 17-1 Lockport, N.Y. (fac.11)