

# MICHELIN



**Michelin Tyres**  
THE  
**Standard**  
OF  
**Quality.**

The only high class Tyre on the market.  
**A. H. MURRAY, Agent.**

P.O. Box 236 **SLATTERY'S** Phone 522

## Wholesale Dry Goods,

TO THE CITY AND OUTPORT TRADE:  
We carry in stock for Spring trade an attractive stock of Regular Piece Goods and Pound Remnants. Prices:

**CHEAPEST IN THE CITY.**

NOTE.—See our Special Brand of Cotton, Tweed and Denim Overall and Jackets. Give us a call.

### SLATTERY BUILDING

Duckworth and George's Streets, St. John's.

### A Canada Life Endowment.

New Glasgow, N.S., February 26th, 1914.

J. I. FLICK, ESQ., District Manager, Canada Life Assurance Co., New Glasgow, N.S.

Dear Sir,—  
I wish to state that I am well satisfied with the results which your Company have given me in connection with my Endowment Policy No. 47,775, which matures on the 17th of March. I find that the returns give me over \$424.00 more than I have paid in premiums, in addition to the protection that I have had during the Policy term. I consider this all the more satisfactory taking into account the fact that the dividends were applied as a Bonus every five years. I, therefore, received a return beyond Bank interest, in addition to the protection.

Yours very truly,  
**JOSEPH STEWART.**

**GIVES RETURN OF \$424 OVER COST.**

**C. A. C. BRUCE, Manager, St. John's.**

## ORANGES, ORANGES

Now in:  
40 cases CHOICE SWEET ORANGES.  
30 cases CHOICE SILVERPEEL ONIONS.

Also come:  
CABBAGE PLANTS.  
We are now booking orders for same, so please place your order early to avoid disappointment.

**BURT and LAWRENCE, 14 New Gower Street.**  
Box 245, Telephone 759.

**FOR SALE—CHEAP.**


### Schooner "GONDOLA,"

75 Tons. In First-class Order.  
**A. H. MURRAY.**

ap28, eod, tf

## On Fragrances.

By RUTH CAMERON.



The fragrances which are hunted down, caught and imprisoned in a sachet powder or toilet water to be sold to the public, are not the only odors which one loves to sniff. There are some fragrances that have never been caught and imprisoned for man's pleasure which are just as dear to our nostrils and heart as the most expensive sachets. For instance, I know of no sachet which could give me half as much pleasure as the first whiff of the salt sweetness of the sea air which salutes my nostrils when I come back to the ocean.

Personal preferences in the matter of fragrances are usually very strong. It seems to me there is an exceptionally large element of the subjective in our sense of smell. As has often been said, an odor seems to bring back the past more poignantly than sight or sound. Therefore, our like or dislike of an odor is not merely for its intrinsic quality but for its association, and the two are often tangled up so closely that we cannot untangle them if we try.

It seems to me, for instance, that I love the smell of salt air for itself and would love it if I had never seen the ocean. But if that feeling could be analyzed just as we analyze chemical compounds I fancy I should find that

it was about 25 per cent physical enjoyment of awakened memories of the sight and sound of the great blue, thunderous ocean, and of a thousand pleasant hours which I have had beside it, within it or upon it. Again, to many people, the smell of the stable is a distinctly offensive odor, but a friend of mine who is passionately fond of horses and cows and anything connected with the country, tells me that she loves it. "When the milkman comes my maid insists on opening the window to get that 'barny' smell out," she says. "I have never quite dared to tell her, but I think it is very sweet, far sweeter than the perfume she puts on her handkerchief."

Speaking of barns, I wonder why the exquisite fragrance of new-mown hay has never been captured and distilled into a sachet. I should think its sweetness and novelty might make it popular with that class of people who have nothing to do but hunt for novelties.

The odor of fresh cut wood is another which I particularly like. And another friend thinks there is nothing quite so sweet as the smell of fresh baked bread.

The sense of smell does not seem like a very important one to us, and indeed it has been greatly blunted since the early days of the race when it was actually used in a practical way. Nevertheless it is still capable both of giving present pleasure and of potently recalling past pleasures.

*Ruth Cameron*

## Grand Falls.

Among those who have visited Grand Falls during the past week were Magistrate Fitzgerald, Messrs. Pollett from Millertown, Mr. and Mrs. Harvey, J. J. O'Neill and R. Flynn and T. White from Bishop's Falls.

The Esperance Lodge of Rebekahs gave a very successful dance in the Town Hall on the 13th inst. Quite a number of couples were present and a very pleasant evening was spent, and was quite up to the standard that was reached by their previous entertainments.

On Monday, 25th, the Wood Room began the new season's operations and 120 men were added to the force. At present the rough wood in the wood pile since last year is all that will be prepared, and the cutting-up-mill will begin cutting the new logs about the middle of June. The booms in the river are being hung and everything is being prepared for the 1914 drive.

Mr. J. A. Hiscock arrived from St. John's on Friday 22nd on a business visit in the interests of the Imperial Tobacco Company.

A daughter was born to Mr. and Mrs. V. S. Jones on Tuesday, 19th. Wednesday, 20th, the first football game of the season was played between England and Newfoundland. The evening was ideal for a game and a very good exhibition was given. After a very evenly contested match the English team won 2 goals to 1.

On Monday, 18th, the clocks of the town were put forward one hour and the usual routine will be followed according to the new time. This movement has been in operation now for three years and has proved very satisfactory and has become increasingly popular. It gives the young men a chance to spend more time in outdoor athletics and enables the "old uns" to enjoy a longer evening smoke. The young ladies, also, can "lengthen their days" considerably and still get their beauty sleep, and it certainly seems to be conducive to early rising.

Baseball is going ahead here. Tuesday and Thursday are set apart for practice and the diamond is the scene of a busy few hours. A number of new hands are being broken in and are making very good progress.

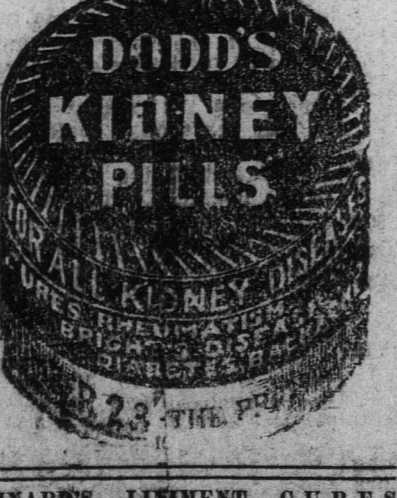
On May 21st at 8:30 p.m. in the Salvation Army Citadel here, Adj. Harding united in matrimony Mr. Wm. J. Crocker, of Heart's Delight and Miss Emily Osmond, of Piley's Island. The bride was very tastefully attired in blue silk and was at-

## Butter.

By GEORGE FITCH.  
Author of "At Good Old Siwash."  
Butter is a lubricant which enables bread to go down easily.

Butter is produced by the cow, with the assistance of man. The cow turns it over to man in the shape of cream, and man turns the cream into butter by churning it violently or by shipping it over a poor railroad.

Once upon a time the cow was of great importance in butter making, but now she is only a minor factor. Years ago when the cow produced her cream it was immediately made into butter by the industrious farmer's wife and was taken to town, where it was sold the next day for twenty cents a pound. Science and business have so perfected the art of butter-making, however, that the cow is now con-



## DODD'S KIDNEY PILLS

MINARD'S LINIMENT CURES BURNS, ETC.

## In Stock To-Day.

- 40 cases Sweet Oranges.
- 20 sacks Silverpeel Onions.
- 10 sacks Sound Parsnips.
- 125 half-s'ks Blue Potatoes

ON RETAIL.

- 112 lbs. Sound Beet.
- Choice Bananas.
- Wine Sap Apples.
- Fresh Country Eggs

## Soper & Moore

## The Eastern Trust Co.

The Eastern Trust Company has removed to the offices in Pitts' Building, Water Street, lately occupied by Messrs. J. & W. Pitts.

The vacancy in the Board of Directors for Newfoundland occasioned by the death of the Hon. J. S. Pitts, C.M.G., has been filled by the appointment of Hon. John Harris as Chairman, and of Mr. F. W. Ayre as a member of the Board.

The Company is now prepared to execute all manner of trusts. It does no other business. It does not speculate and lives only upon the revenue it derives from the execution of the trusts it is called upon to administer.

Below is a further list of the larger trusts which the Company administers:—

- Church Endowment Fund of the Church of England, Nova Scotia.
- Diocesan Synod Fund of the Church of England, Dalhousie University, Halifax, N.S.
- King's College, Windsor, N.S.
- Province of Nova Scotia Sinking Funds.
- Town of New Glasgow Sinking Funds.
- Town of Glace Bay Sinking Funds.
- All Saint's Cottage Hospital, Springhill, N.S.
- Acadia Sugar Refinery Company Insurance Funds.

Other lists will follow in future advertisements.

**HERBERT KNIGHT, Manager,**  
Pitts' Building, Water Street.  
ap13, m, th, tf

## FARMERS & GARDENERS

Now is the time to order,  
**CLOUSTON'S IMPROVED FERTILIZER.**

We can supply you with Special Crop Producers suitable for

- CLASS (A)—Potatoes.
- CLASS (B)—Grains and Grasses.
- CLASS (C)—Cabbage, Celery, Parsley, Lettuce and Cauliflower.
- CLASS (D)—Turnips, Mangolds, Carrots, Parsnips, Radishes.

Price \$2.00 per sack of 150 lbs. net weight.  
Circular giving directions how to apply them on application to

**JOHN CLOUSTON,**  
Tel. 406. mar31, 2m, eod 140-42 Duckworth St.

## MOIR'S

Sounds Like More,  
Tastes Like More  
More Centers,  
More Coating,  
More Popular,  
More for the Money,  
Many More More's.


But ONLY ONE

## MOIR'S

When talking of

## CHOCOLATES.

JACKMAN THE TAILOR, LTD.  
may28, 27



## Here's a Pleased Procession.

converted by the promise on our front? Yes—we can do it—restore every article to its early beauty, paint in rainbow hues and give you back a wardrobe as good as you started with. No wonder they're pleased! Ticked to death when they get our prices, you bet!

**W. H. JACKMAN,**  
The West End Tailor,  
38 WATER STREET WEST, ST. JOHN'S, N.F.  
Phone 795.

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