

7th, 1911

W. Wm., retd.
 Constable.
 Police Station
 Harry
 Mr. & Mrs. C. card
 Mrs. M. slip
 Mrs. James A.
 Mrs. Nagle's Hill
 Miss Martha.
 LeMarchant Road
 Mr. John
 Mrs. James W.
 Mrs. Thos.
 Water St. West
 Miss Gertrude, retd.
 Mrs. Moore St.
 Anthony.
 Plymouth Road
 Hugh
 Harry, Prince's St.
 Mrs. G. P. O.
 Mrs. T. W. Y.M.C.A.
 Miss Goodview St.
 Miss May
 Douglas,
 Blackmarsh Road
 Mrs. S. A.
 Martin
 Margaret, card.
 LeMarchant Road
 Hannah, card.
 E.
 Mrs. Golf Avenue
 Rev. J.
 Frank.
 late Royal Stores
 Miss LeVina,
 Gower Street
 Mrs. D. card
 Miss Sophie
 Margaret,
 care Gen'l Delivery
 Benjamin.
 Carter's Hill
 Mrs. Capt. retd.
 Miss Emily,
 Mr. & Mrs. R.,
 Neagle's Hill
 J. G.
 Miss Anna
 Girty, card
 John G.
 late Bonavista
 Mrs. E.
 care Post Office
 Miss Annie,
 Circular Road
 Margaret,
 care Gen'l Delivery
 Charles,
 Coronation Street
 Alice & B.
 Mrs.
 H. E.
 Miss A.
 Harvey B.,
 care G. P. O.
 E.
 George.
 LeMarchant Road
 Thomas, card
 Water Street
 Miss Meta
 Lemuel B.
 Mrs. Herbert,
 Young Street
 H. C.
 retd.
 Capt. James, card
 Edmund
 Mr. Alice,
 Gower Street
 Master Max, card
 Miss M. A.,
 Mount Seio
 Martin.
 Nagle's Hill
 Mrs. Prince's St.
 Ed. J. card
 Albert King's Road
 Joseph
 Elizabeth, card
 J. J. card
 Jacob
 George, card
 Ernest,
 care Parker & Monroe
 re. Mrs. retd.
 Robert
 Mrs. Howard,
 Brazil's Square
 Mrs. Susan,
 King's Road
 Ford, Philip,
 Prince's Street.
 Mr. Arthur B.
 Geo. W. L.,
 care Gen'l Delivery

The EVENING TELEGRAM.

The advertiser who puts his Advt. in the EVENING TELEGRAM never complains of results. It is read and believed by the people who buy goods. That is one reason why the TELEGRAM'S advertising columns

Carry More Advertising Than Any Other Newspaper in Newfoundland.

That fact "speaks for itself," and it is not our intention just now to emphasize it further. What we want to do is to bring home to the business men (if there are any who have not availed of our columns in the past) the advantage to be gained through a liberal use of the TELEGRAM, in bringing before the people what they want the public—the great buying public—most to know:

The Kind of Goods They Have To Sell, the Quality of the Goods, Prices, &c.

If that is what the shopkeeper wants the public to learn, the TELEGRAM is the right medium through which it can be conveyed, because—

- 1st. It has the largest circulation, and
- 2nd. Consequently it is the most widely-read newspaper in Newfoundland;
- 3rd. Naturally, then, it must be THE BEST ADVERTISING MEDIUM in Newfoundland;
- 4th. Therefore, the advertiser has everything to gain, and nothing to lose, by availing of the services of the EVENING TELEGRAM during 1911.

The Evening Chit-Chat

By RUTH CAMERON



On Jan. 14, after a two weeks' trial, one of my friends gave over her New Year's resolution.

The resolution was to take every day, night and morning, a certain set of exercises, which a first doctor had promised would correct the ungainly stoop, broaden the narrow shoulders and improve the sallow complexion which keep my friend from being a pretty girl.

Incidentally, of course, the exercises would also vastly improve her health, but the young lady in question, being at an age when appearance is paramount, that was the bait which was used to lure her to make the resolution.

My friend gave up the exercises, she pointed out to me, when I expressed my regret, not because she hadn't the backbone to keep them up—not at all. If they had been doing her any good, she would gladly have kept them up until doomsday. But she couldn't see that they were. Her mirror told her as plainly as ever that she was still narrow shouldered and stooping and sallow.

And she had taken the exercises two weeks.

And she had been acquiring that narrow chest and stooping shoulders and sallow skin about eighteen years. Wasn't that logic for you?

And yet it's the logic that kills enough good resolutions and reforms to make us a world of healthy, wealthy wise men and women.

Rome was not built in a day. But it might quite as easily have been as a good complexion or a good figure or a sweet disposition.

I know a girl who by strictly adhering to certain facial treatment for a year has won for herself a good complexion. The change in the last few months was startling. But for the first few months she worked without any apparent results.

Because she had the common sense not to expect a miracle and the courage to keep on without one, she won out.

The bulldog tenacity to hang on during that time before apparent results make hanging on seem worth while—isn't that one of the characteristics that has conquered the world?

Seldom is a fortune made without it. Never is a character built, good health gained, or a reform put through without it.

The world is full of failures who failed just because they couldn't get along with apparent results in a day.

When you have reached the crest of the hill and are going down with the momentum of success behind you it's easy enough to keep on going.

It's climbing the hill with the back-pull of no apparent results that show a man's mettle.

Courage, comrade on the up-slope, think what fun it will be going down.

Ruth Cameron

WELCOME WORDS TO WOMEN

Women who suffer with disorders peculiar to their sex should write to Dr. Pierce and receive free the advice of a physician of over 40 years' experience—a skilled and successful specialist in the diseases of women. Every letter of this sort has the most careful consideration and is regarded as strictly confidential. Many sensitively modest women write fully to Dr. Pierce what they would shrink from telling to their local physician. The local physician is pretty sure to say that he cannot do anything without "an examination." Dr. Pierce holds that these distasteful examinations are generally needless, and that no woman, except in rare cases, should submit to them.

Dr. Pierce's treatment will cure you right in the privacy of your own home. His "Favorite Prescription" has cured hundreds of thousands of them the worst of cases.

It is the only medicine of its kind that is the product of a regularly graduated physician. The only one good enough that its makers dare to print its every ingredient on its outside wrapper. There's no secrecy. It will bear examination. No alcohol and no habit-forming drugs are found in it. Some unscrupulous medicine dealers may offer you a substitute. Don't take it. Don't trifle with your health. Write to World's Dispensary Medical Association, Dr. R. V. Pierce, President, Buffalo, N. Y.,—take the advice received and be well.

His Grace the Duke of Norfolk.

Extraordinary Man who is Planning the King's Coronation.

"The worst dressed man in all England!"

Yes, that's exactly what royalty, nobility, gentry and commoners say of His Grace, the Duke of Norfolk, premier nobleman of all the Empire, Hereditary Earl Marshal, one of the richest peers in all the kingdom, who of all the long list of nobility is privileged to walk, stand or sit next to royalty itself.

The only person in all the Empire who can give orders to the King and Queen, to say nothing of the princesses and princesses of the blood royal; the only one who enjoys the chief perquisites after a coronation; the only one who prescribes just what their Majesties shall wear when they are crowned—yes, this is the Duke of Norfolk, "the worst dressed man in England!" a country whence comes fashions for men the world over.

When George V., Emperor of India, Defender of the faith, etc., and his Queen, Mary, walked up the aisle at Westminster Abbey to have the royal crowns set upon their brows and to be saluted by the flower of the Empire as their rulers it will be the Duke of Norfolk who will be stage manager of the ceremonies, just as he was at the great tribute paid by the Empire to its late monarch, Edward VII. As Hereditary Earl Marshal, he has rights which not even a King or a Queen can dispute—even to the right of prescribing just what they shall wear—this man whose shabby, ill-fitting, worse-hanging clothes make him the laughing stock of all the tailors of Great Britain.

Who is the Duke of Norfolk?

Just this: Of all the twenty-eight Dukes of Great Britain he is No. 1. The Duke of Norfolk's title was granted to his ancestor, the first Duke, in 1483. He is the fifteenth of the line and is now sixty-three years old.

This is his whole title, omitting a few little military ones: "The Duke of Norfolk, Sir Henry Fitzalan-Howard, K.G., B.C., C.V.O., Earl of Arundel, Surrey and Norfolk; Baron Fitz-Alan, Clun, Oswaldestre and Maitravers; Earl Marshal and Hereditary Marshal of England; Premier Duke and Premier Earl; Lord Lieutenant and Custos Rotulorum of Sussex; Knight, First Class Noble Order of Christ; Honorary Colonel Third West Riding Brigade, R.E.F.; Lieutenant-Colonel Fourth Battalion Royal Sussex Regiment, J.P. and C. C. for West Sussex."

But there is even more. This "worst dressed man in England," by right of being Earl Marshal, is also head of the Herald's College, and under him are the Garter King of Arms, Rouge Dragon, Blue Mantle, Rouge Croix, heralds, pursuivants, gold and silver sticks innumerable and all the rest of that quaint medieval company which is only mastered when a King

Indigestion & Dyspepsia

In all its Forms can be Cured.

It is quite a daily occurrence to hear persons say: "Oh, what a feeling of distress I have after meals, fullness of the stomach, heaviness and headache, I feel too tired to do anything, I have no heart to exert myself and at times I can't for nothing." I often have a pain in the pit of my stomach, no appetite, my heart beats rapidly on the slightest exertion, I feel just as tired when rising in the morning as when retiring to bed. My sleep is often disturbed, and I often awake with a sense of suffocation and a difficulty of again going to sleep. I have to be careful of what I eat, and my life seems a veritable burden.

Now, it seems a shame and a pity for persons to be suffering like that when it is in their power to get cured by taking a Bottle of Dr. Stafford's Prescription. A sure cure for all persons afflicted with stomach troubles. It can be obtained at

DR. F. STAFFORD & SON,
 Duckworth Street and Theatre Hill.
 Small size, 25 cents; postage, 5c.
 extra; large size, 50 cents; postage, 10c. extra. Mail orders must be accompanied by remittance.—oct29,11m.

Annual Sale Table Covers.

TAPESTRY.		CHENILLE.	
8-4 Reg. \$1.70	Sale price \$1.50	8-4 Reg. \$2.20	Sale price \$1.90
8-4 Reg. 2.00	Sale price 1.70	8-4 Reg. 2.50	Sale price 2.10
8-4 Reg. 2.50	Sale price 2.10	8-4 Reg. 3.50	Sale price 3.00
8-4 Reg. 3.00	Sale price 2.50	8-10 Reg. 4.00	Sale price 3.50
8-10 Reg. 2.50	Sale price 2.10	Velvet Pile.	
8-10 Reg. 3.00	Sale price 2.50	7-4 Reg. \$5.00	Sale price \$4.40
8-10 Reg. 4.00	Sale price 3.50	8-4 Reg. 6.50	Sale price 5.50
		8-4 Reg. 8.00	Sale price 7.00
		8-10 Reg. 10.00	Sale price 9.00

STEER BROTHERS.

FURNITURE

—AND—

FURNISHINGS!

One can readily make a safe factory selection of Furniture, Linoleums and Rugs, etc., from our exceptional assortment of the Newest and Best in every worthy grade of goods.

Artistic Designs, Superior Quality, and Moderate Prices are the distinctive features of our Warehouse.

We offer many Special Styles in every line on our floors at Marked Down Prices.

U. S. PICTURE & PORTRAIT COMPANY,
 Complete House Furnishers.

CHEAP APPLES!

We are sold out of number one grade Apples, but offer 50 BARRELS of sound fruit, Winter brands, at LOW price to clear. Those don't look as well as ones, but are all right for cooking and eating. See them and get our price.

Edwin Murray.

J. J. ST. JOHN, Duckworth St.

CHOICE IRISH BUTTER,
 HALIFAX SAUSAGES,
 BIRD'S EGG POWDERS,
 JELLY POWDERS,
 FRUTELLA, TURKEY FIGS,
 HEINZ'S EUCHRED PICKLES,
 HEINZ'S PEANUT BUTTER,
 VAN HOUTEN'S COCOA,
 BAKER'S CHOCOLATE, Potato Flour.

J. J. ST. JOHN.

W. A. SLATTERY'S

Wholesale Dry Goods House,
 Slattery Building, Duckworth & George's Sts.

GRAND OPENING SEASON 1911.

We present to the Trade and Outport Dealers this Spring the largest, most varied, and best selection of English and American Cotton and Wollen Goods, as well as a complete line of all classes of Pounds, Remnants and Seconds!

Balbriggan and Fleece-Lined Underwear a specialty
 See our Stock of Muslins, Embroideries and Laces.
 Please See Our Prices and Terms

Job Printing Executed.

Run Down? Ayer's Sarsaparilla is a tonic. It does not stimulate. There is not a drop of alcohol in it. You have a steady, even gain, day by day. Ask your doctor about it. Secure his approval first, then go ahead.

Notice.