

Yes, There is a Better Collar

for men than the ordinary make, and a mighty host of men who are out in all weathers know that it is hard to keep the ordinary collars clean, but it is not hard to keep these collars clean.

The Challenge Brand Waterproof Collars

fill a long-felt want. Men that wear them can be certain of a clean collar at all times; perspiration, rain, or dust do not affect these collars. Of course The Challenge Waterproof Collars will get dirty, but you can bet on a week's good wear before you need clean them. Then simply wash them with soap, water, and damp cloth—just like you would a pane of glass, and watch them drying out in a few minutes with all their original rich, dull, linen-like whiteness. The Challenge Collars are just like linen, but better and more comfortable to the neck.

See Our Fashionable Shapes To-day — PRICE 25c.

Anderson's, Water Street, St. John's.

W. A. SLATTERY'S

Wholesale Dry Goods House,

Slattery Building, Duckworth & George's Sts.

GRAND OPENING SEASON 1910.

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.

SAVE MONEY.

BARGAINS, BARGAINS.

You can save good money on the goods mentioned below, all being offered to you a long way under what would be the prices in the regular way.

WHITE TWILLED SHEETS are CHEAP

and when we make this statement we know it is a sure thing. You cannot get them as cheap at any other store.

\$1.35 will purchase a pair of White Twilled Cotton Sheets, 70 inches wide.

\$1.35 will purchase a pair of White Herring Bone Twilled Sheets, 80 inches wide.

\$2.50 will purchase a pair of Fine Make White Twilled Sheets, 80 inches wide.

These Sheets are all full length, the length of each and every pair being 5 yards.

Ladies' Long Listle and Imitation SUEDE GLOVES

Are being offered at less than half price. Colours: Black, White, Cream, Beavers and Greys. These are worth in regular way 45c. to 65c. pair, now offering for 25c. pair only.

A SNAP IN BUTTONS.

Lot Fancy Dress Buttons, regular value, 10c. to 30c. dozen, now only 4c. dozen.

Lot Real Pearl Buttons, 18, 20 and 22 line, regular value, 10c. dozen, now 3c. dozen.

Special in Ladies' White Cotton Vests, Sleeveless, regular, 25c. to 30c. each; now only 15c. each.

HENRY BLAIR

Advertise in the "Telegram."

The Evening Chit-Chat

By RUTH CAMERON



When you pick up a magazine what do you turn to first? If you are one of a sadly large class of magazine readers I can answer my own question.

You turn directly to the most interesting looking short story—the story that has the most alluring title, the most attractive pictures and the "best selling" name attached to it.

And when you have gobbled that story up, you read the next best, and so on down the line to the rather uninteresting story with a lot of solid print and only one or two illustrations.

Maybe you also glance at a poem or two, if they are short enough, and perhaps read the dramatic criticism.

But how often do you read any of the non-fiction articles—the true stories of what men and women are doing to better the world and make it a more livable world for other men and women, the descriptions of little known lands, the investigation and discussion of unsatisfactory conditions of Government and industry, the opinions of great men on the big economic and civic questions of the day, the stories of important inventions and discoveries, the memories of famous men?

Now I know that of course that there are a great many people who do read these things, or else they would not be bought and printed, but I also think there is an abominably large class of magazine buyers who seldom look at these non-fiction articles.

Tax anyone of these fiction-only readers with the habit and he will in all probability retort:—

"But I work hard all day, and when I get home and get hold of a magazine I'm too tired to try to educate myself. I want to be amused."

Listen, my friend. Will it really tire you so very much more to be intelligently interested occasionally than to be perpetually amused?

Some of these serious articles deal in technical terms and demand great concentration but these are decidedly in the minority, and the majority do not demand any more mental effort than is necessary to follow the antics of the characters in the customary love story and I think they will interest you full as keenly once you get accustomed to reading them.

That's the crux of the whole matter—the getting used to it.

For a person who habitually reads only fiction, to pick up a magazine and turn past the story with the alluring sketch picture of the lady with the big hat and big eyes and fuzzy hair poring tea for the man with the Greek god figure, and read instead how a certain judge has succeeded in alchemizing bad boys into good citizens, or who gets the extra five cents a pound he pays for his Sunday beef and what methods might be taken to persuade the culprit to give some of that five back, may demand self denial at first, but I don't believe you will require much after you have done it several times.

If you don't possess it, why don't you start acquiring the non-fiction article reading habit to-day?

Begin by promising yourself that in all the magazines you take up for the next month you will read at least one or two of these articles and by the end of the month I'm ready to wager you'll have the habit.

Now, don't think I'm decrying magazine fiction. I'm not. I think it would be sad indeed if one could not sometimes spend delightful hours forgetting one's self and one's cares in a clever magazine story.

I'm simply suggesting that it won't hurt you if you wean yourself from an unmixt diet of mental eclairs and cream cakes and affluar pastry—delicious though they may be—add a few literary beefsteaks and mutton broths to your magazine menu.

Ruth Cameron

Strong Healthy Women

If a woman is strong and healthy in a womanly way, motherhood means to her but little suffering. The trouble lies in the fact that the many women suffer from weakness and disease of the distinctly feminine organism and are unfitted for motherhood. This can be remedied.

Dr. Pierce's Favorite Prescription

Cures the weaknesses and disorders of women. It acts directly on the delicate and important organs concerned in motherhood, making them healthy, strong, vigorous, viable and elastic.

"Favorite Prescription" banishes the indispositions of the period of expectancy and makes baby's advent easy and almost painless. It quickens and vitalizes the feminine organs, and insures a healthy and robust baby. Thousands of women have testified to its marvelous merits.

"It Makes Weak Women Strong. It Makes Sick Women Well. Honest druggists do not offer substitutes, and urge them upon you as 'just as good.'" Accept no secret nostrum in place of this non-secret remedy. It contains not a drop of alcohol and not a grain of habit-forming or injurious drug. It is a pure glyceric extract of healing, native American roots.



HOUSEHOLD NOTES.

Watercress chopped with young onions, cooked slowly in butter and moistened with cream, is sometimes served by French chefs with veal cutlets.

Summer draperies should be free from ruffles. Ruffles are the greatest dustcatchers imaginable, and curtains with ruffles soon become unsightly.

For flavoring pudding or custard, shave a little of the rind of a lemon or an orange; it will be found a delicious change from the usual lemon extract.

Oil paints dissolved in gasoline can be used for tinting artificial flowers, and will give surprising delicate shades when properly manipulated.

To make sure that candles will not drop when used for decorative lighting, keep them in the refrigerator for several hours before they are used.

The best way to measure fractions of a spoonful, when dry materials are being used, is to fill the spoon level and then divide the contents lengthwise.

If a baby is restless at night, it is a good plan to give him a teaspoonful of

water occasionally. Sleeplessness in infancy is often caused by thirst.

Dough made without baking powder can be kept in a cold place for several days, and many good cooks declare that keeping it makes the bread infinitely lighter.

If a food cutter is used to chop raisins, figs or dates, first squeeze in to the chopper a few drops of lemon juice. Then the fruit will not clog the machine.

For a delicious cake filling have ready a cupful of grated pineapple, a tablespoonful of lemon juice and sugar enough to make a consistency that will spread.

To remove grease from the top of soup, drop in pieces of brown wrapping paper while the soup is hot. They will absorb the grease and can then be thrown out.

Pastry to which baking powder has been added must be put into the oven as quickly as possible, as the action of the powder begins as soon as it is moistened.

To make batter for griddle cakes or fritters, have equal quantities of liquid and flour, for cake or muffin

A Tonic

Makes no mistake. Take only those medicines the best doctors endorse. Consult your own doctor freely. S.O. Ayer & Co.

Tired? Just as tired in the morning as at night? Things look dark? Lack nerve power? Just remember this: Ayer's Sarsaparilla is a strong tonic, entirely free from alcohol. It puts red corpuscles into the blood; gives steady, even power to the nerves; strengthens the digestion;

BOVRIL

By Appointment to the Royal Household. BOVRIL is the true economist in the kitchen.

dough have a cupful of liquid to two cupfuls of flour.

In making loops for buttons on a dress or shortwaist they should be worked over a pencil, as they will launder and keep their shape much more satisfactorily.

Escalloped dishes are much nicer when made with a good, white sauce poured over them than with the more usual combination of bits of butter and milk and water.

For a tasty and slightly salad, cut peeled tomatoes into thick slices, arrange them on lettuce leaves, and spread with mayonnaise mixed with minced green pepper.

After roasting a piece of meat that is to be served cold, wrap it in a piece of cheesecloth while it is still hot. It will prevent it from drying out or losing flavor.

Why Colder Sea Yields More Fish.

Recent Hydrobiological Investigations is the forbidding title of an interesting study by James Johnstone in Science Progress. The registration of temperatures and fish catches at the Lofoten cod fishery during the last five years shows that with the strength of the Gulf Stream flow the temperature rises, and the higher the temperature the later in the year do the cod shoals approach the fishing grounds. Conversely, a weak Gulf Stream flow corresponds to a lower temperature and to an earlier and generally good fishery. What leads to a good harvest on land leads to a bad harvest at sea. Now why should a colder sea mean a heavier catch? Further investigation has shown that in the fuller Gulf Stream, and consequently higher temperature, the fish are less mature, less well nourished, and their reproductive organs less fully ripened. The suggested solution of this problem is that the inorganic food-stuffs, compounds of nitrogen and carbon, on which diatoms and other protophyta feed, which are swept down into the Polar Sea from the Siberian and other rivers, are kept back by a strong Gulf Stream flow, and the fish therefore are deprived of their desired nutrient. When the Gulf Stream flows with less strength, then the current from the waters under the Polar ice comes down laden with this food-stuff, and at once lowers the temperature and provides the fish with their requisite nourishment.

Weird Missionary Tales.

LONDON, May 31.—After having spent eighteen years among the wild tribes of the northwest frontier of India, Dr. Theodore L. Pennell, a medical missionary of the Church Missionary Society, has just arrived in London on a brief visit.

"On the Afghan frontier a husband is very jealous of his wife's honor," he said, "and if he has a suspicion that anything is wrong, he just cuts off her nose. Some time ago a husband, who had shown his displeasure in this barbaric manner, brought his wife to our hospital at Bannu, and said he was very sorry. There was very little of the nose left, and there was, therefore, nothing that we could do.

"I told him that if he would pay the money, we would get his wife an artificial nose from England. He asked me how much it would cost, and I said \$10. He began to hesitate, and I asked him the reason. 'Well,' he said, 'I could get another wife for about \$28.' Eventually he agreed to buy the nose, and his old wife was patched up."

Dr. Pennell gave another illustration of matrimonial jealousy. "One day," he said, "an Afghan chief, who had been across the border, came back and saw his wife speaking to a man over the wall in his compound. He at once drew his sword, cut off his wife's head, and threw it to the man, saying, 'if you want to speak to her now, you can.'"

Pork and Beef remain at famine prices, and BREAD is the most economical and health-giving food we can buy. But there is bread and bread. It depends on the flour. A chemical analysis will show that

ROYAL HOUSEHOLD

is richest in GLUTEN, the nutritious part of wheat, the part that makes brain and bone and tissue, like the protein of milk or eggs. Use only

ROYAL HOUSEHOLD.

OBITUARY.

We regret to have to record to-day the death of Mrs. Charlotte Sparkes, wife of the late Capt. John Sparkes, which sad event occurred at the residence of Mr. Eli. Tuck, Freshwater Road. The deceased had been a great sufferer for a lengthy period, and her death was not unexpected. The funeral takes place on Sunday at 2.30 p.m., from 46 Freshwater Road. To the relatives and friends the Telegram extends its sympathy.

Clothing for Honor and Beauty.

Let us see how garments were spoken of symbolically:—Aaron had to wear Holy Garments for honor and beauty (see Exodus XXV III. 2); Solomon said: "Let the garment be always white"; Isaiah says: "He hath clothed me with the garments of salvation." We are told in Zechariah that Joshua, the High Priest, stood in filthy garments, and the Angel was told to put on him clean garments. The garment, the apparel of a person, very oft bespeaks his attributes. The keen intelligent eye, discovers and dislikes uncleanness. So go to B. FRIEDMAN, where you can get up-to-date ready-made Clothing, Dry Goods and Furniture for cash or credit. B. FRIEDMAN, 301 Water Street (Water Side); Phone 546, P. O. Box 5; Mail orders promptly attended to.

Coast Weather Report.

Lancie—Light N.E. wind, weather dull; sign of fish at the Cape; salmon scarce. Bonavista—Light wind N.E., fine, fish very scarce. Curling—Wind E., cloudy. Lark Harbour—Wind N.E., cloudy. Sound Island—Half to 2 hrs. of herring per net, plenty of caplin, cod scarce. Burn—Caplin plenty, sign of fish in traps; several vessels baited and sailed for banks; wind N.W., fine. Pogo—Wind N.N.E. with sea and fog; no fish.

Here and There.

SIGN OF FISH.—There is a good sign of fish at Bay-de-Verde on trawl. FOOTBALL FIVES.—Football fives at 7 this evening. C.L.B. Band in attendance. Final in the Inter-Collegiate, as the boys are unable to attend Sports Day on account of Exams. GOOD GOLF GAME.—Wednesday at the Golf Links, Baby Halley, a very interesting "parry" competition took place between the members of the Golf Club, Messrs. F. H. Donnelly, Peter Mars, tied on 88 points each for a handsome prize put up by Mr. D. M. Browning. They will play off at a later date. FOR SALE.—Two Second Hand Organs in good condition and very slightly used. Taken as part payment for the famous Kohler and Tonk Pianos. A bargain for cash. The White Piano and Organ Store, CHELSEY WOODS—Jun. 10.

MINARD'S LINIMENT USED BY PHYSICIANS.

MINARD'S LINIMENT USED BY PHYSICIANS.

Diphtheria on Argyle.

The S. S. Argyle which arrived at Placentia yesterday forenoon in now on quarantine. H. W. LeMessurier, Esq., Assistant Collector of Customs, had a wire to-day saying that one of the crew had developed diphtheria. The man will more than likely be put ashore to be looked after there and the ship will be fumigated and disinfected.

Road in Bad Condition.

The road leading from Caplin Cove to the junction of Old Perlican Road is in a very bad condition. It is talked about by every one. We hope Inspector Bonia has made a report upon that place to the members for the District. If any grant for that place where it is, and would the members for the District, kindly enquire, and see that it be spent, and without delay. COM. Dist. of Bay de Verde, June 8th, 1910.

Officials Very Ill.

Only a few days ago we recorded the death of Mr. Whitten who was Keeper of the Lunatic Asylum, now dangerously ill and Andrew Ryan of the West End, the latter is suffering from pneumonia and pleurisy. Mr. Deansmore has been 24 years and Mr. Ryan 20 years keepers in the Institution.

CHINA CUPS and Saucers, Plates, Dishes etc., Glass Preserver Dishes, Tumblers, Wine Glasses, Decanters, Vases, etc. We are always fully stocked with the above lines. At LARACV'S, 345 and 347 Water Street, opposite Post Office.—Jan. 8.11.

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(Published Annually) ENABLES traders throughout the World to communicate direct with English

MANUFACTURERS & DEALERS in each class of goods. Besides being a complete commercial guide to London and its suburbs the Directory contains lists of EXPORT MERCHANT with the goods they ship, and the Colonial and Foreign Markets they supply. STEAMSHIP LINES arranged under the Ports to which they sail, and indicating the approximate dates. MANUFACTURERS & DEALERS in each class of goods. Besides being a complete commercial guide to London and its suburbs the Directory contains lists of EXPORT MERCHANT with the goods they ship, and the Colonial and Foreign Markets they supply. STEAMSHIP LINES arranged under the Ports to which they sail, and indicating the approximate dates. MANUFACTURERS & DEALERS in each class of goods. Besides being a complete commercial guide to London and its suburbs the Directory contains lists of EXPORT MERCHANT with the goods they ship, and the Colonial and Foreign Markets they supply. STEAMSHIP LINES arranged under the Ports to which they sail, and indicating the approximate dates.

THE LONDON DIRECTORY Co., Ltd

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