

Evening Telegram Fashion Plates.

The Home Dressmaker should keep a catalogue Scrap Book of our Fashion Plates. These will be found very useful to refer to from time to time.

A SIMPLE FITTED CORSET COVER.



Fitted Corset Cover with Petticoat.

This design may be effectively decorated in dimity, lawn, cambric, or satin with lace or embroidery for decoration. The pattern is cut in 6 sizes: 32, 34, 36, 38, 40 inches bust and requires 1 1/2 yards of material 36 inches wide for the 36 inch size.

Available materials for any of these patterns can be procured from AYRES & SONS, Ltd. Samples on request. Pattern number. Mail orders promptly attended to.

AN EASY TO MAKE APRON.



Ladies' Apron.

This apron gives ample protection to the dress, and with its deep armholes and low neck edge is easy to wear and comfortable to wear. It may be made in gingham, percale, flannel, lawn or similar fabrics. The pattern is cut in 3 sizes: Small, Medium and Large. It requires 5 yards of material for the Medium size.

Pattern of this illustration mailed on address on receipt of 10c. in stamps.

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

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BEWARE of INFECTION!

The doctors tell us that one of the greatest carriers of infection is MILK—that thousands are killed annually by germladen milk—that the only safe way is to use milk that has been thoroughly STERILIZED, such as

Reindeer Brand Condensed Milk—

Sweetened; and

Jersey Cream—Unsweetered.

Manufactured and Guaranteed by

THE TRURO CONDENSED MILK CO.,

LTD., Truro, Canada.

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DID YOU KNOW

We can take care of your work—giving the best kind of service

In the cutting, making and trimming of Suits, Overcoats and Trousers from your own material, or we can furnish Goods if you desire us to do so.

THE RELIABLE TAILORING and Cleaning and Pressing HOUSE. 174 Duckworth Street, on the Beach. WM. SPURRELL, Prop. Phone—727.

We claim to do the best Cleaning, Pressing and Repairing in Newfoundland. We do all kinds of Dry Cleaning Steam Cleaning, French Cleaning and Renovating at Lowest Prices.

We are practical Tailors and Cleaners with many years of experience. We guarantee satisfaction and give our best attention to every order.

Give us a trial and prove quality of our work.

TRUEFIT

Means what it says if you buy one of our

REGISTERED BRAND SUITS.

THIS BRAND is designed with vent in back seam, S. B. Vest and peg top Pants, and is very popular with all classes.

OUR SUCCESS with these new models, packed in stock boxes, is so great that we are compelled to build a new Factory so as to increase our output.

Ask your Dealer for

TRUEFIT, AMERICUS, FITREFORM, PROGRESS, STILENFIT, THE MODE, S. 11, ETC.

Wholesale only.

THE NFD. CLOTHING FACTORY, Limited.

225 and 227 Duckworth Street.

SLATTERY'S

Wholesale Dry Goods House.

WE OFFER to our Customers, the Trade and Outport Buyers, this Spring, the best selected Stock of Dry Goods of all kinds—American and English—yet put on the market.

See our Stock of Fleece Underwear, Muslins, Embroideries and Dress Goods before purchasing elsewhere.

W. A. SLATTERY, Slattery Build'g,

Duckworth and George's Street—near City Hall.



Job Printing Executed!

The Evening Chit-Chat

By RUTH CAMERON

"Now, boys, just a moment! You've all had your say. While enjoying ourselves in so pleasant a way."

We've toasted our sweethearts, our friends and our wives. We've toasted each other wishing all merry lives."

"Is one in a million and outshines the rest. Don't frown when I tell you this toast beats all others—"

But drink one more toast, boys. a toast to 'Our Mothers!'"

One of my correspondents has asked me to tell something of the origin and meaning of "Mothers' Day."

"Mothers' Day" was inaugurated by the Churches of Minneapolis during the Christmas season of a n-Alexander evangelist campaign there.

It was suggested by Dr. Henry A. Ostrom, whose own mother had died about a year before this time, and who felt that the young people might be especially touched and the old people honoured and pleased by the observance of such a day.

"Mothers' Day" as celebrated first on April 12 and is supposed to be celebrated every year on the Sunday nearest to that day. That would bring it Sunday, April 16, this year. What effect the fact that Easter comes on that day will have, I do not know.

The idea of the evangelists was to have a day especially devoted to mothers just as "Children's Day" is devoted to the children. On this day in the Churches which celebrate it a sermon is preached especially for mothers and great efforts are made by special invitation and the use of carriages and automobiles to bring out the older women who would not otherwise get there.

The flower dedicated to this day is the white pink. The Churches are decorated with them. Sprays of white pinks are sent to the sick and shut-

In mothers and the younger people are all supposed to wear a white pink in memory of or respect for their mothers.

Don't you think it is a beautiful idea? I do. My only wonder is that no one thought of it before.

"Mothers' Day" is primarily a Church holiday, but, please don't let that prevent those of you who are not affiliated with any Church from feeling that it is up to you to help celebrate it.

If you still have your mother right in the home with you, why not make April 16 a day of special kindness and thoughtfulness for her, a day when you do not say a single cross or impatient word, a day when you give some unexpected caress that will mean so much to her, and say some unexpectedly tender thing about what a very wonderful mother you happen to have.

If you are separated from your mother why not make April 16 a day to surprise her by bridging the distance between you, if it is possible.

And if that is not possible, you can at least write an unusually tender and loving letter that shall send a glad thrill of sweet surprise to her heart when she receives it.

Some, I know, are reading this and thinking, "Ah, if I only COULD do some of these things. But my mother—"

and then the eyes fill with tears of aching memory, and the heart—no matter how blameless—accuses itself, "If I had only been kinder."

"Dear people, 'Mothers' Day' must be a sad day for you, of course, but why not sweeten the sadness by reading our Mother's Bible, going to your Mother's Church, and by performing your loving kindness to some other mother, 'somebody's mother' as loneliness for a lost son or daughter as you for your lost one.

In this way there shall be three made happier—the lonely mother, your mother and—yes, I believe it—the little mother in heaven who will be surely smiling down in approval.

Remember all, April 16, 1911. "MOTHER'S DAY."

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 sacredly 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, some 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.

Fads and Fashions.

For the late spring suit, as well as for summer dresses, there is a marked fancy for silk and wool velvets.

Embroidered net bands for embellishing summer wraps and satin and silk dresses show the color embroideries.

For dresses of summer silks, linen and lingerie fabrics the necks are collarless—in round, V and square outline.

The Watteau pleat has returned. It is shown in several wraps of silk or satin and it is quite evident in negligees.

Open meshes are the dominant note of the new spring blouses, some of the models being of a loose, open weave of serge.

Some of the new dress shoes are made of satin covered with gold and silver lace with gold or silver heels to match.

One sees enameled buttons in the palest of green and gold enamel, trimmed with cut steel pearls, silver and chased gold.

Cotton voile and Marquisette have usurped the place formerly held by batistes and fine lawns for the lingerie dresses.

For the bride there is an immense vogue for crepe de chine or satin. The

high waist line and a small pointed or square train are features.

Fine black and white striped silk, with an edge of cerise velvet, fashioned into a bow, is a very easy and modish trimming for a morning hat.

Other than the wonderfully handsome braids employed for suit embellishment, the trimming schedule runs very decidedly to all manner of embroideries.

Sleeves are short in all save the strictly tailored garments, and by short is meant a termination of the sleeve just at or an inch or more above the elbow.

For the cotton gowns the predilection is for colored embroideries. The colors of the embroideries are pink, rose, old blue, light blue, lavender and yellow.

It is going to be a great cotton season, and cottons are going to be tolerated where formerly they have been prohibited.

Self-tones are seen on street dresses of woolen or of satin, and these are frequently brightened by the introduction of gay threads interspersed with gold or silver.

The vast majority of models follow the kimono sleeve idea. In many instances there is a deep yoke fashioned on kimono lines, with a shallow lower section in bib form.

Flowered satins are blossoming out in the stores. Hats covered with these fabrics, bands on skirts, linings for wraps and coats and little fancy bags are fashioned of them.

One Pill One pill at bedtime. Brings morning relief from the headache, indigestion, nervousness, biliousness, due to constipation. If your doctor approves, why not use Ayer's Pills? Then seek this approval without delay.

ENTIRELY BALD

Her Hair Commenced to Grow After Two Weeks Use of Salvia Hair Tonic.

"Fever caused me to be entirely bald. I had given up all hope of again having hair when I was advised to use Salvia. After two weeks my hair commenced to grow. I now have the most beautiful head of hair anyone ever saw. Praise to SALVIA."

Thus writes Mrs. Jackson, of New York. We can point to thousands of instances where the proper use of SALVIA has been followed by a remarkable growth of hair.

SALVIA is the original remedy which kills the dandruff germ, and stops falling hair. See a large bottle. McMurdo & Co. wholesale agents.

Packing Their Grips.

The "Picnic Party" Making Ready for Summer Excursions.

Editor Evening Telegram.

Dear Sir,—It must be consoling to the people of the city and country who have survived the past hard winter and have experienced the truth of the adage that "Tory times are hard times," to notice that Premier Sir E. P. Morris has gone on a philanthropic mission to Grand Bank, while "on the side," taking the measure of the political situation in Burin with the idea of electing a Tory if possible for that important district whose popular representative, the late Mr. E. H. Davey, is yet being mourned by it. Sir Edward is setting a good example to the rank and file of the party by leading off in the starting of a little exclusive picnic party, and which, of course, will cost a few dollars, but which the poor half-frozen and half-starved labourer and fisherman will have to pay and look pleasant.

This is an auspicious beginning for the summer Governmental excursions. Sir Edward leads and all will follow their brave commander or die in the attempt. Though the Hague is lacking as an excursion this year, for excursions there will be plenty of substitutes and the people's monies wrung from them in taxation of the most burdensome kind will flow like water. The Festival of Empire will afford Sir E. P., Mr. Watson and one or two others with the right excuse to visit England. The "Agricultural Experts" Downey and Devereaux will be busy preventing canker, importing lime and going over the Bays with seed potatoes, and no doubt when all are in motion the Picnic Party during the summer of 1911 will have the time of their lives.

Some people are foolish enough to say that the thousands of dollars which these trips will cost will cause much adverse criticism, but that won't affect the case. But the minds of the people are beginning to change and that quickly. The Picnic Party may make much of what they are squandering for after the summer of 1913 they'll waste no more of the taxes wrung from the life and blood of Terra Nova's over-wrought sons, unparalleled extravagance in public affairs could not go on in such a flagrant manner without the public getting wise to it, especially when such an experienced statesman as Sir Robert Bond has his eye on the Tory crowd. They are enjoying their Balisara's Feast, but the handwriting can be plainly seen foretelling their political doom. But one more season and the measure of their political misdeeds will be filled up. Political oblivion will soon be their portion, and fortunately so, for if the Tory grafters were left another term in power to squander the people's money in thousands and hundreds of thousands they would leave practically a heritage of bankruptcy and the extinction of Newfoundland as a self-governing country.

Yours truly, INDIGNATION. St. John's, April 3, 1911.

Garland's Leader, No. 2 Gold nib, \$1.25

Garland's Leader, No. 4 Gold nib, \$1.50

Garland's Leader, No. 5 Gold nib, \$1.75

Garland's Leader, Gold Mtd., \$2.25

Garland's Leader, Gold Mtd., \$2.75

Waterman's 303, No. 3 Gold nib, \$2.00

Waterman's 503, No. 5 Gold nib, \$2.75

Waterman's 603, No. 6 Gold nib, \$3.50

Waterman's Gold and Silver mounted Pens at \$3.25, \$3.75, \$4.50, \$5.50, 6.50 and up

Waterman Self-filling \$2.75, \$3.75 and up

Waterman Safety Self-filling \$3.75, 4.75 and up

O. Self-filling \$2.50

Onoto Self-filling Pens, \$3.90 to \$6.00

Pelican Fountain Pens.

Will Outport friends note when remittance accompanies order we mail free of charge. This means a considerable saving to you on every pen purchase.

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

NO THOUGHT READER

Can foretell the day or the hour when your property may burn. Most people are aware of this and make provision for the disaster by insurance. Why are you not so insured? I offer the lowest rates and strongest offices. The promptness and liberality of my settlements are well known.

PERGIE JOHNSON, Insurance Aet.

Office: corner Duckworth and Prescott Streets.

At The Big Furniture Store.

Now that the Spring has come house cleaning will soon follow. You will all require something in the way of

Window Draperies, Floor Coverings,

etc., etc., and before buying elsewhere we would kindly ask you to give us a call, as we have Curtains in all descriptions, Swiss White and Ecru Lace, Madras Muslin, Coit Muslin and Curtain Canvases; and to arrive in about two weeks time a handsome selection of Casement Cloth, Art Muslins, etc., etc. Just have a look at our Floor Cloth and Linoleum Remnants, it is worth your while.

CALLAHAN, GLASS & CO'Y,

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DUCKWORTH STREET.

PRICE, \$4.50

PARKER & MONROE, Ltd.

For This Week Only!

For this week only we are offering the remainder of our stock of

Damaged Goods at Slaughter Prices

Everything must go to make room for our New Spring Stock.

Terms during Sale: CASH. No Appropriation.

Hours: 9 to 1, 2 to 6 o'clock.

WILLIAM FREW, : Water-St.

Reliable Fountain Pens at Low Prices.

Specials for Big People.

Garland's Leader, No. 2 Gold nib, \$1.25

Garland's Leader, No. 4 Gold nib, \$1.50

Garland's Leader, No. 5 Gold nib, \$1.75

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