Good Health is the Target

of your aim—or should be—and first in importance. Get and keep good health and you can work with hope—find life worth living—rise after nights of restful sleep—have energy and ambition—know content. If you are out of health, or in poor condition, see what

BEECHAM'S PILLS

can do for you. Your food will taste right and nourish you better—your bowels will be regular and your nervous system corrected. Your blood will be purer and you will feel more cheerful. Your whole system will be benefited and you will know why so many thousands have found that Beecham's Pills hit the target and

Hit Right Every Time

Prepared only by Thomas Beecham, St. Helens, Lancashire, England. Sold everywhere in Canada and U. S. America. In boxes 25 cents.

Just A FEW LEFT.

We have just a few more

Job Curtain ENDS

Left and will clear them at **from 10 cents each up** while they last.

WM. FREW, Water St., Nearly Opp. Court House.

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.

PERCIE JOHNSON. Insurance Agt.

Office: corner Duckworth and Prescott Streets.

IN STOCK:

MOLASSINE MEAL,
(Best for keeping all Animals in good health.)

'HERCULES' FEED,
(An excellent all-round Feed—splendid for poultry—Crushed Oats, Corn and Barley.)

WHOLE CORN.

Yellow Cornmeal. To arrive.

White Hominy Feed.

Bran. Ogilvies—the best. Diamond O

OATS. Finest Fat White Oats.

HAY. Good quality Baled Hay.

HARVEY & COMPANY

WHOLESALE.

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

DUE TO-DAY, ex 'TABASCO,'

30 kegs Halifax Sausages, 50's,
50 boxes Choice Cheese. And in stock,
150 brls "Sterling" Plate Beef.

F. McNAMARA, QUEEN STREET.

JOB PRINTING Neatly EXECUTED

The Evening Chit-Chat

By RUTH CAMERON

If all the young women in the United States would **not only abstain from smoking cigarettes themselves** but would sign a pledge to keep others away from the habit, this country would, in one year, shoot ahead of other nations on progress and uplift.

Such is the statement of a Massachusetts woman in a Boston paper.

The pledge she refers to runs—

"Making my own declaration of Independence from King Nicotine, I promise to use my influence to get others likewise to keep from smoking cigarettes or using tobacco in any form."

No, I am not going to join hands with the lady and plead with my girl readers to please, please try to break themselves of this terrible habit that threatens the progress of the country.

What I want is to protest against this and similar newspaper articles which give the impression that cigarette smoking is one of the habits of the average woman of America.

How many women do you personally know who smoke cigarettes?

I don't mean by that, how many have you heard of or read about, but how many women are there among your personal acquaintances who smoke?

You have heard it rumored, perhaps, that the lady who lives in the big brown stone house smokes after dinner.

You have read doubtless that the daughter of one of our greatest politicians smokes openly.

You know a girl who knows an actress who smokes.

But, in your own acquaintance, do you really know any girl who regularly—not just once, on a tare, to be a real devilish—but as a regular thing, smokes cigarettes?

Let me tell you something.

I have a decidely wide and diverse acquaintance. It includes many newspaper women, who, as a class, have the reputation of being a trifle rapid (it is undeserved in the main, but that's another story.) It also includes college girls, stenographers, society girls, artists, actresses, and in fact women in almost all walks of life, and yet I don't know one woman who has the cigarette habit.

That there are many women in America who do smoke I suppose must be true.

But they are not the middle class, not the people you and I know, not the average women of America.

They are simply members of the demi monde, the Bohemian class or the wrongly called "upper classes" of society.

Drinking cocktails, playing bridge day and night while their homes and babies suffer, smoking cigarettes—these are vices that according to much of our newspaper literature one would think were the habits of ordinary American women.

That they are not, you and I and all the other women who form the big middle class that is the backbone of the country know perfectly well.

Now can't we frown—or better still laugh—this notion that American women as a class need reforming along these lines, right out of existence?

Ruth Cameron

A Poor Weak Woman

As she is termed, will endure bravely and patiently agonies which a strong man would give way under. The fact is women are more patient than they ought to be under such troubles.

Every woman ought to know that she may obtain the most experienced medical advice *free of charge* and in *absolute confidence* and privacy by writing to the World's Dispensary Medical Association, R. V. Pierce, M. D., President, Buffalo, N. Y. Dr. Pierce has been chief consulting physician of the Invalids' Hotel and Surgical Institute, of Buffalo, N. Y., for many years and has had a wider practical experience in the treatment of women's diseases than any other physician in this country. His medicines are world-famous for their astonishing efficacy.

The most perfect remedy ever devised for weak and delicate women is Dr. Pierce's Favorite Prescription.

IT MAKES WEAK WOMEN STRONG, SICK WOMEN WELL.

The many and varied symptoms of woman's peculiar ailments are fully set forth in Plain English in the People's Medical Adviser (1008 pages), a newly revised and up-to-date Edition of which, cloth-bound, will be mailed *free* on receipt of 50 one-cent stamps to pay cost of mailing *only*. Address as above.

Household Notes.

Browned flour makes delicious brown gravies. Put it in a pie plate and set on top of the stove or in a very hot oven. When it begins to brown it should be constantly stirred until brown all through.

A teaspoonful of warm olive oil or camphorated oil poured into the ear and held there for a few minutes will destroy a bug in the ear, and it will then easily pour out, bringing with it the dead insect.

If a few beans, either lima or string, have been left over, make them into a salad, add a few chopped olives, a few capers and some Spanish red pepper. French dressing is preferable to mayonnaise.

In ironing the plait of the back of a shirt waist on which tiny buttons are sewed, try laying it on a flannel or heavy Turkish towel, as you do your embroidery. The buttons sink in as the material is ironed.

When beating white of egg for sponge cake, when it becomes dry and light, test its stiffness by turning the dish containing it upside down. If it is beaten to the proper point not a particle will become detached.

A delicious little appetizer for the supper table consists of large queen olives, cut in half, and with the stones replaced with cavaire paste. One is served to each person, on a lettuce leaf, garnished with narrow sections of lemon.

For whitening boards or cleaning marble, take half a pound each of soda powdered chalk and powdered pumice stone, stir together in a small quantity of water and then add half a pound of soft soap. Mix it as a paste and apply with a scrubbing brush.

A kitchen bouquet for flavoring soups can easily be made. Take a few sprigs of parsely and wrap them around peppercorns, whole cloves, a bay leaf and other herbs that are at hand. Tie up tightly. This can be removed from the soup without trouble.

To remove wall paper take warm water that is softened with borax or ammonia and apply with a sponge. The paper will soon become soaked and blistered and may be easily stripped off. It is well to do this a day or so before the new paper is put on.

Dried wormwood, which may be had at the drug stores, in an excellent protection against moths when putting winter clothing away. It should be scattered lavishly between the folds and each article wrapped separately in a newspaper before packing.

A wire basket, known as a salad shaker or drainer, should be used to dry greens after they have been thoroughly washed. Leaves of lettuce often hold water after they have been thoroughly shaken. If they are not fully dry they will not hold dressing well.

Pea or bean flour found at the grocer's may be used for a quick vegetable soup. Half a cupful of the flour, three pints of boiling water, a tablespoonful of beef juice, a small onion and two or three slices of bacon, cut into tiny cubes, is an easy recipe.

Afraid? Afraid to use hair preparations? Certainly not, if your doctor approves. Let him decide about your using Ayer's Hair Vigor for falling hair or dandruff. It will not color the hair, neither will it harm or injure. J. C. Ayer Co., Lowell, Mass.

TOOTON'S PHOTO STUDIO

Is the finest and best equipped Studio in St. John's.

Have You Tried Us?

It will pay you to do so if you want an up-to-date photo. Different sizes. Photo on Post Card; Photo on Stamp; Copying or Enlarging.

Moderate prices but good, telling and artistic work.

Come and Try Us.

TOOTON'S PHOTO STUDIO, Water Street, West.

A Strange Recovery.

How a Gentleman Came Into Possession of an Ancient Clock.

A gentleman who occupies a responsible position under the Birmingham City Council is responsible for the following story: "Some time ago business took him to Sunderland where circumstances brought him into a side street. Here his attention was attracted by a small clock of unusual design exhibited for sale in a second-hand shop. An irresistible impulse prompted him to stop and examine the clock, vainly trying to recall where he had seen it before. As he did so, the vigilant tradesman came forward. The clock was produced, and upon opening the door the strange interest the clock possessed for the Birmingham visitor was explained. Inside was a brass plate, which the prospective purchaser instantly recognized as bearing the name of his grandmother. As a boy-visitor to his grandmother's house some forty-eight years ago, the clock had always exercised a peculiar fascination for him, and upon the death of the old lady he understood that it had been claimed by some relatives of her husband. How it found a place in the Sunderland second-hand shop is a mystery, for the old lady had died in her quiet native Devonshire village. The clock now adorns my informant's Edgbaston residence."

Alcohol Extracted From Sawdust.

A Story About Mark Twain and the Table-leg.

There is a story of Mark Twain to the effect that he was once asked whether he was in favor of Prohibition, and he replied that he was not, adding, "What is the use of Prohibition when a man can saw off the leg of a table and get drunk on it?" He was, of course, referring to the fact that alcohol has been made from sawdust.

For quite a century past chemists have been experimenting with a view to seeing whether alcohol could be obtained from wood and other cellular substances in commercial quantities. Despite the many experimenters who have engaged in the task with a zeal for their, perhaps, of a better cause, their efforts have been hitherto unsuccessful. All they have been able to do is to transform the wood into sugar by hydrolysis, and to convert the sugar thus obtained into alcohol by fermentation; but these processes are too costly to render them practicable from a commercial point of view.

According to the report of the United States Consul at Bremen, Germany, the trackless trolley car is proving feasible in its use in that city, where two such systems have recently been installed and are working successfully. Constructed without rails, a large expense is saved. The systems mentioned are operated in the outskirts of the city and designed to supplement the established system. Probably the trackless cars will never be able to take care of the general traffic of a large city, but the success of this experiment indicates that in the future they will be a large factor in accommodating transportation in sections where the traffic is too light to demand the regular service.

Asthma Catarrh
WHOOPING COUGH CROUP
BRONCHITIS COUGHS COLDS

Vapo-Cresolene

ESTABLISHED 1879

A simple, safe and effective treatment for bronchial troubles, without dosing the stomach with drugs. Used with success for thirty years.

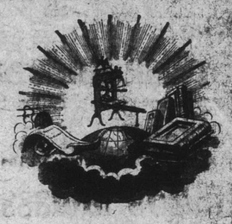
The air rendered strongly antiseptic, inspired with every breath, makes breathing easy, soothes the sore throat, and stops the cough, assuring restful nights. Cresolene is invaluable to mothers with young children and a boon to sufferers from Asthma.

Send us postal for descriptive booklet. 310

ALL DRUGGISTS

Try Cresolene Antiseptic Throat Tablets for the irritated throat. They are simply delightful and antiseptic. Of your druggist or from us, 10c in stamps.

Vapo Cresolene Co.
Lecithe Bldg. MONTREAL



The EVENING TELEGRAM.

THE advertiser who puts his Advts. 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.