

EB. 23rd, 1911

Mrs. James W. ... Mrs. Thos. ... Water St. West ... Miss Gertrude, retd. ... Miss Anna ... Harry, niece's St. ... Mr. care G. P. O. ... holds, T. W., Y.M.C.A. ... Suite, Goodview St. ... Mrs. S. A. ... Martina, card ... Johanna, card ... S. ... Mrs. Mrs. Golf Avenue ... Mrs. Rev. J. ... Miss Levina, ... Gower Street ... Mrs. D. card ... Miss Sophie ... Margaret, ... care Gen'l Delivery ... Benjamin, ... Carter's Hill ... Miss Emily ... Mr. & Mrs. R. ... Neagle's Hill ... J. G. ... Miss Anna ... City, card ... John G. ... late Bonavista ... Mrs. E. care Post Office ... care Post Office ... Miss Annie, ... Circular Road ... Margaret, ... care Gen'l Delivery ... Alice & B. ... Mrs. Mrs. ... H. E. ... Miss A. ... Harvey B. care G. P. O. ... Mr. E. ... LeMarchant Road ... Thomas, card ... Water Street ... Miss Meta ... Leonard B. ... Mrs. Herbert, ... Young Street ... Mrs. H. C. ... Mrs. retail ... Capt. card ... Mrs. James, card ... Edmund ... Master Max, card ... Mrs. Prince's St. ... Mr. J. card ... Albert, King's Road ... Mrs. Joseph ... Elizabeth, card ... J. J. card ... Jacob ... George, card ... Ernest ... Mrs. Parker & Monroe ... Mrs. Susan, ... King's Road ... Philip ... Prince's Street ... Arthur B. ... Geo. W. L. ... care Gen'l Delivery ... Patrick, ... Norman O. ... Capt. Richard, ... Nellie Burns ... Edward T. ... Nellie M. ... James T. ... Oriental ... W. ... Perceverance ... Milton, schr. Roma ... Herbert, schr. Robin ... W. ... Ruby ... Capt. John, ... Sisters ... Wm. G. ... St. Elmo ... Capt. H. ... Sobteatic ... Richard, ... Victory ... Robert J. ... Vaudeville ... Capt. Cyril, ... Waterwitch ... E. ... Western Lass ... Postmaster General ... Post Cards, ... from New York ex. S. S. ... Florizel, ... Jokers, 5c. and 8c. doz. ... and Long Jokers, 10, ... doz. ... Comics, 10c. per doz. ... 1, 2, 4 and up to 25c. ... in boxes, up to \$1.25 ... perfumed, 15 and ... from 25c. to 50c. ... Cards, Comic, from 2c. ... Sentimental, ... embossed, satin, ... floral post cards, with- ... 5 to 20c. ... and mailing wraps given ... "valentines" at 5c. and ... of booklets and illus- ... suitable for St. Val-

Money Saved is Money Earned!

So, by taking advantage of our **CLEARANCE Sale** Offering, you really earn **25c.** on every dollar.

We are quite willing to accept losses during this sale.

Prices that Tell You what to Expect:

Valencienne Lace and Sax-ony Lace, Half price.	Corsets—15 per cent. less.
All Over Embroidery, value 40c, now 25c	Corset Covers, 40c. value, now 27c
White Shirting, value 10c, now 6c	Ladies Tweed Skirts, value \$2.20, now 90c
White Lawn, very fine make, 8c and 10c	London Smoke, pink only now (yard) 7c
Loom Ends of Embroidery, a factory clearance, 2c. to 10c	White Table Linen, remnants, value, 40c, now (yard) 25c
Table Centres, value 70c, now 30c	White Quilts, \$1.20, now 90c
Pillow Cotton, Circular, value 30c, now 15c	White Napkins, 6c

Our reason for CUT PRICES is to make room for Spring Goods.

P. F. COLLINS,
The Mail Order Man.
340, 342 and 344 Water Street.
5 doors East of Post Office.

The Grocers' HEADQUARTERS.

MARCH 2nd.

75 cases Tinned Salmon,	50 cases Tinned Peaches,
100 boxes Evaporated Apples,	50 cases Tinned Apricots,
100 boxes Dried Apricots,	50 cases Tinned Plums,
50 cases Tinned Pears,	50 cases Pink's Jams.

Our Prices are Right.

GEO. NEAL

The Height of Perfection!

LIPTON'S Confectionery!

No Goods Better—No Prices as Low.

Lipton's Celebrated Cream Caramels—Chocolate and Vanilla Flavoured—in 1 lb. tins, containing 20 Caramels—only 10c. tin, and in 1/2 lb. tins, containing 10 Caramels—only 5c. tin.

Lipton's Ass'd Fruit Caramels—in 1/2 lb. tins, containing 10 Caramels, only 5c. tin.

Lipton's Delicious Walnut Toffee—A new Sweet Meat that has come to stay, put up in 1/2 lb. tins, only 20c. tin. This Toffee is perfectly delicious and is wonderfully wholesome. It is made of Pure Cane Sugar, best butter and finest fresh walnuts.

Lipton's Butter Scotch with the real Butter Scotch flavour, always fresh, in packets, at 3c. each and 1 lb. tins at 12c. each.

Lipton's Nut Milk Chocolate, ("We are Seven") 7c. pkt.

Lipton's Milk Chocolate, 2 oz. cakes, 8c. cake. Lipton's Milk Chocolate is always fresh and has the utmost delicacy of flavour, as has also his Nut Milk Chocolate.

Lipton's Assorted Chocolates in 1/2 lb.
Boxes—only 33c. and 35c. box.

Lipton's Assorted Chocolates in 1 lb.
Boxes—only 60c. and 70c. box.

You will find Lipton's Confectionery handled in St. John's by Wood's Water Street and Duckworth Street Stores; Mrs. Summers and McMurdo's, Military Road; A. A. Delgado, A. S. Wadden, F. J. Wadden, and Reid Nld. Co.'s Stalls and Trains, etc.

HY. BLAIR,

General Agent for Lipton, Ltd.



ARE YOU IN NEED OF A SUIT OR OVERCOAT and cannot get the material and design you want?

We can show the largest stock and latest patterns in Suits and Overcoats in the city. Satisfaction guaranteed. Mail orders given prompt attention. Samples and self-measuring cards sent to any address.

JOHN MAUNDER,
281-283 Duckworth Street,
Newfoundland's Store for Fashionable Tailoring

The Evening Chit-Chat

By RUTH CAMERON



Friendship should mean more to us than any matter of circumstance, fortune or individual benefit.

In a sketch of the life of Clarence Stedman, a man whose name this generation may not recognize, but whom their fathers will surely remember as the famous "banker-poet," occurs this sentence:

"Amid all discouragements he kept the friends of his youth."

It is surrounded by many more obviously flattering remarks, but to me it is as high as any praise his biographer gives him.

Says Anne Thackeray Ritchie: "I often find myself going back to Darwin's saying about the duration of a man's friendship being one of the best measures of his worth."

With all my heart I agree with that. Indeed, I scarcely see how there could be a better test.

Beware of the man or woman whose friends are all of too recent a vintage. It makes no difference how highly they speak of him. Praise is not enough unless it is backed by knowledge. Where is his old friend? Why is his voice lacking from this sym-

phony of praise? Find that out before you accept him at the valuation these newly made friends would put upon him.

As an interesting experiment, why not reckon how it would fare with you if you were tried by Darwin's test? Run over your list of friends, and see how many there are of ten years' standing? of twenty years' standing? of school day making?

Of course, many times it is the accidents of circumstance and distance, and widely diverging interests, rather than change in character that separates us from our old friends.

But if the friendship be what we thought it when we formed it, a heart friendship, and not a mere affair of convenience, can we afford to let it lapse?

Of course, in the hurry of business and social life, the line of least resistance is all too often to let the genuine old friend slip, gradually out of our lives and try to fill his place with two or three acquaintances of convenience.

But every man or woman who does that, is selling his birthright for a mess of pottage.

Friendship, love and toil—these are the greatest things in life and he who willingly dispenses with the joys of any one of them misses a third of the happiness the fates intended for him.

Where is that old friendship in whose companionship you once found such content and inspiration?

Can't you take the first step this very night toward picking up the threads of your friendship?

And don't you want?

Ruth Cameron

Stomach Blood and Liver Troubles

Much sickness starts with weak stomach, and consequent poor, impoverished blood. Nervous and pale-people lack good, rich, red blood. Their stomachs need, for after all, a man can be no stronger than his stomach.

A remedy that makes the stomach strong and the liver active, makes rich red blood and overcomes and drives out disease-producing bacteria and cures a whole multitude of diseases.

Get rid of your Stomach Weakness and Liver Laziness by taking a course of **Dr. Pierce's Golden Medical Discovery**—the great Stomach Restorative, Liver Invigorator and Blood Cleanser.

You can't afford to accept any medicine of unknown composition as a substitute for "Golden Medical Discovery," which is a medicine of known composition, having a complete list of ingredients in plain English on its bottle-wrapper, same being attested as correct under oath.

Dr. Pierce's Pleasant Pellets regulate and invigorate Stomach, Liver and Bowels.



Fads and Fashions.

Many forms of trains are worn for evening. The square, the shallow cut, the pointed and the long "serpentine" are here. This last one is heavily weighted.

Some costumes of the new striped satins and foulard silks in plain dress soft colors are made with jackets—straight cut and loose fitting—reaching barely to the hips.

The peculiarity of this season's striping is that it is done in a stripe of a different color from the plain surface, and, as a result, leads easily to charming color combinations.

Ornamenting a new suede bag are nailheads of shining marcasite, the beautiful old metal of the eighteenth century. On the dull back of the leather it is wonderfully effective.

There is no demand whatever for black and white mixtures, but for white and black the call is endless. Distinctly novel is a white silk with a black design called "pied de poule."

Beads are used to a very great extent on all materials, gauzes, silks, linens, cottons and wools. Often one bead is placed atop another a large one, to simulate the petal of a flower.

Pointed toes, high-heeled shoes of black varnished leather with gayly-polished tops—bright green, blue and violet, with stockings to match—are eagerly adopted by the woman in search of novelty.

A very high turban, meeting in a point at the top and trimmed with a straight algrette, has been so popular in the mid-winter that it is not surprising to note its return in a fascinating straw form.

Foulards, mohairs, granite cloths and real Indian cachemires, woven with the traditional dark hairs scattered over the surface, are now be-

ing turned into smart, tailored, onesies and "dick" evening gowns. In the ateliers of the designers.

The silhouette in the new gowns remains much the same, the skirts are narrow and the kimono sleeve is still such in evidence. The waist-line is slightly raised in the gowns as well as in the newest French tailor-made suits, and in these nothing is more noticeable than the short, jaunty length of the coat.

An English Chemist Has Discovered How to Grow Hair.

McMURDO & CO. HAVE IT.

In England the ladies have entirely abandoned wearing hats which is due entirely to this new discovery.

It has been proven that Henna leaves contain the ingredients that will positively grow hair. That they contain the long-sought-for article is proven every day.

The Americans are now placing on the market a preparation containing the extract from Henna leaves, which is having a phenomenal sale.

This preparation is called SALVIA, and can't be got with it guarantee to cure baldness and to grow hair in abundance. Being daintily perfumed SALVIA makes a most pleasant hair dressing. McMURDO & Co., your druggist, is the first to import this preparation into St. John's and a large, generous bottle can be purchased for 50c.

Mrs. Clarence Burns.

The president of the Little Mothers Aid Society in New York, Mrs. Clarence Burns, says that the government ought to pension all widows left with small children. "A woman risks her life," she maintains, "for her country, her children grow up to serve the nation, and why, when this woman gives so much to the world, should she not when left destitute receive as much as the man who goes to war?"

The pension would be in proportion to the number of children the mother had, Mrs. Burns thinks. Maybe that might solve the anti-race suicide problem, too.

Bald? Going to neglect your hair until it leaves you? Going to neglect your dandruff until you are bald? Certainly not. Then consult your doctor. Ask him about Ayer's Hair Vigor. It never stains or changes the color of the hair.

Asthma, Catarrh, BRONCHITIS, COUGHS, COLDS.

Vapo-Cresoline.

A simple, safe and effective treatment for the above ailments, without doing the stomach with the ordinary medicine. It is a natural product of the sea, and is perfectly safe for all ages. It is a powerful expectorant, and is especially useful in cases of asthma, catarrh, bronchitis, coughs, and colds. It is a natural product of the sea, and is perfectly safe for all ages. It is a powerful expectorant, and is especially useful in cases of asthma, catarrh, bronchitis, coughs, and colds.

ALL DRUGGISTS sell Vapo-Cresoline.

Vapo-Cresoline Co., 117, 119, 121, 123, 125, 127, 129, 131, 133, 135, 137, 139, 141, 143, 145, 147, 149, 151, 153, 155, 157, 159, 161, 163, 165, 167, 169, 171, 173, 175, 177, 179, 181, 183, 185, 187, 189, 191, 193, 195, 197, 199, 201, 203, 205, 207, 209, 211, 213, 215, 217, 219, 221, 223, 225, 227, 229, 231, 233, 235, 237, 239, 241, 243, 245, 247, 249, 251, 253, 255, 257, 259, 261, 263, 265, 267, 269, 271, 273, 275, 277, 279, 281, 283, 285, 287, 289, 291, 293, 295, 297, 299, 301, 303, 305, 307, 309, 311, 313, 315, 317, 319, 321, 323, 325, 327, 329, 331, 333, 335, 337, 339, 341, 343, 345, 347, 349, 351, 353, 355, 357, 359, 361, 363, 365, 367, 369, 371, 373, 375, 377, 379, 381, 383, 385, 387, 389, 391, 393, 395, 397, 399, 401, 403, 405, 407, 409, 411, 413, 415, 417, 419, 421, 423, 425, 427, 429, 431, 433, 435, 437, 439, 441, 443, 445, 447, 449, 451, 453, 455, 457, 459, 461, 463, 465, 467, 469, 471, 473, 475, 477, 479, 481, 483, 485, 487, 489, 491, 493, 495, 497, 499, 501, 503, 505, 507, 509, 511, 513, 515, 517, 519, 521, 523, 525, 527, 529, 531, 533, 535, 537, 539, 541, 543, 545, 547, 549, 551, 553, 555, 557, 559, 561, 563, 565, 567, 569, 571, 573, 575, 577, 579, 581, 583, 585, 587, 589, 591, 593, 595, 597, 599, 601, 603, 605, 607, 609, 611, 613, 615, 617, 619, 621, 623, 625, 627, 629, 631, 633, 635, 637, 639, 641, 643, 645, 647, 649, 651, 653, 655, 657, 659, 661, 663, 665, 667, 669, 671, 673, 675, 677, 679, 681, 683, 685, 687, 689, 691, 693, 695, 697, 699, 701, 703, 705, 707, 709, 711, 713, 715, 717, 719, 721, 723, 725, 727, 729, 731, 733, 735, 737, 739, 741, 743, 745, 747, 749, 751, 753, 755, 757, 759, 761, 763, 765, 767, 769, 771, 773, 775, 777, 779, 781, 783, 785, 787, 789, 791, 793, 795, 797, 799, 801, 803, 805, 807, 809, 811, 813, 815, 817, 819, 821, 823, 825, 827, 829, 831, 833, 835, 837, 839, 841, 843, 845, 847, 849, 851, 853, 855, 857, 859, 861, 863, 865, 867, 869, 871, 873, 875, 877, 879, 881, 883, 885, 887, 889, 891, 893, 895, 897, 899, 901, 903, 905, 907, 909, 911, 913, 915, 917, 919, 921, 923, 925, 927, 929, 931, 933, 935, 937, 939, 941, 943, 945, 947, 949, 951, 953, 955, 957, 959, 961, 963, 965, 967, 969, 971, 973, 975, 977, 979, 981, 983, 985, 987, 989, 991, 993, 995, 997, 999.

Jottings From Portugal Cove.

Thanks to a change of wind the tinkle is again free of ice and so we again are able to hear the blowing of the steamer's whistle as she comes in around the "Anchor Rock." We are glad to see the Euphrates back after being jammed in Spindard's Bay for three weeks. However, all the crew are looking well after their trip.

We are glad to see that the Rev. Canon Smith, R. D. is able to get out again after his recent attack of severe illness.

The Rev. Father Kelly from St. John's came out on Saturday last. He celebrated Mass in the Chapel here on Sunday, also visiting at the Mayor's, Fifth and Horse Cove which places are also parts of this Parish. We are informed that Father Gough is appointed for the Parish. We hope the Rev. Father will soon be well enough to come among us.

Two ladies of this place went visiting some friends who live at a distance. They lingered rather long "over the tea-cups," and when they started to come home found that it was very unpleasant. As the wind had risen and a rain and sleet storm was on. They had rather a hard time of it and would probably have had it much worse had not a man with a dog and catamaran come along, who kindly helped them home, with the exception of a slight cold they are none the worse for their trying experience.

The funeral of the late William Greeley took place yesterday and was largely attended. Deceased was 57 years of age and leaves a wife, two sons and a daughter to mourn their sad loss, for whom much sympathy is felt.

Messrs. F. McNamara and Mr. Harris were out here on Monday night to attend a meeting of the Directors of the Euphrates Steamship Co.

Cabman Hussey left last night at 10 o'clock for St. John's with Capt. Stewart and Engineer Spencer of the S. S. Euphrates, but had to come back owing to the bad condition of the road.

E. Lodge Esq., Inspector of Methodist Schools passed through here yesterday on his way to Bell Island.

Many of the Bell Island people who went to the city Monday on business returned again yesterday.

The S. S. Mary has gone around the Cape for a general cargo of goods for Bell Island. We hope she will make as quick a trip as last time—28 hours from the time she left till she got back again. Well done, Capt. Parsons.—Com.

March 22nd, 1911.

A New Parish Priest.

We recently had the pleasure of meeting the Rev. Fr. Ashley, the recently appointed Pastor to the parish of Argentea. We extend a very hearty welcome to the rev. gentleman, and congratulate the Parish of Argentea on securing such an energetic Priest as their pastor.

Father Ashley comes to Argentea from the parish of Portugal Cove where his work is a lasting monument to him and his parishioners, and how he accomplished such an enormous amount of work in a small parish in a short time is the wonder and admiration of the whole Archdiocese.

He comes at a very opportune time when there is ample room for the energy and ability that is in him, and when there is such abundant proof of his ability as a builder and financier in such a small parish as Portugal Cove. It is not too much to expect to see rapid strides in church work and education when the rev. gentleman has at his back the fourth largest parish in the Archdiocese.

We trust that Father Ashley shall be long spared to the parish of Argentea, and that when leaving it for a larger field that the monument he shall leave in the parish shall be even on a larger scale than those that now stand in Portugal Cove, as an example of what can be done when both Priest and people puts their shoulder to the wheel. Placenta Paper.

Four Reasons why you should use

Gossage's SOAPS

- (1) SAVES TIME.
- (2) SAVES LABOUR.
- (3) SAVES CLOTHES.
- (4) SAVES MONEY.

GEORGE M. BARR, Agent.

Amatite Roofing!

The New Roofing THAT WILL NEVER need Painting.

AMATITE costs no more than Roofing that needs continual coating.

AMATITE gives 100 per cent. more value than any of the so-called "Rubber" or "Gum" Roofs.

If you want the best value in Roofing ask your Merchant for AMATITE and take no other.

Send us for Samples and Literature.

COLIN CAMPBELL Wholesale Agent.

FURNITURE FURNISHINGS!

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

NO THOUGHT READER

Can't 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 Aet.
Office: corner Duckworth and Prescott Streets.

ORGANS.

\$29.50

SELLING OFF!

We offer SIX of one style at above price—solid oak—Regular price \$40. First applications get them. Expiration of lease and change of business.

CHESLEY WOODS.

FUSSELL'S FULL CREAM CONDENSED MILK IS THE CREAM OF MILKS

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