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PROVINCIAL TRADE NOTICES

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A copy of the current edition will be orwarded, freight paid, on receipt of Postal Order for 20s.

Dealers seeking Agencies can advertist the trade cards for £1, or large adversements from £2.

THE LONDON DIRECTORY CO. Ltd

The Evening Chit-Chat By RUTH CAMERON



FASHION BOOKS!

The Spring Fashion Books are selling rapidly, although late in arriving. Ladies should secure them now. Weldon's Ladies' Journal, with 6 cut

ick Metropolitan Fashions with dreds of illustrations, 30c.

eldon's Journal of Costumes, with

oloured plates and 6 patterns, 15c. 2 Designer Illustrated, 13c.
iles' Home Journal, 18c.

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subscriptions received

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Garland's Bookstores

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Pag only a trifle more for

The Safe-Cabinet

Then you will have a cabi-

net that does all a wooden

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papers from fire, theft, dust

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Little Cigars

Win immediate favor

everywhere through their

attractive Mildness, De-

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High Quality. Ten for 20

CASH'S

TOBACCO STORES.

LONDON DIRECTORY

(Published Annually)

A COLUMN

sweetest lady know, that dear unselfish saint in fact, on whose prayers I place my best hopes of heaven .- I don't suppose I need to identify her farther to anyone

who has a mother-has a regula habit of saying at Sunday dinner "This morning in church

What she thought may have the advisability of dyeing my light blue house gown dark blue next wintion that we had forgotten to call up Aunt Maria to ask her about Wednes day, or it may have been a wonder ing if the cat were shut up where she couldn't get at our Sunday dinner, but it is always at astonishing variance with the subject of the sermon.

And yet the author of these hersies is, as I said before, the very sweetest lady I know. Now if she hus betrays the presence of secula thoughts at a time when one should oe thinking only of sermons and de votions what about the rest of us Truly it is an appalling thought.

How often do you listen straight through to a sermon over half an hour in length, and not go off on a single irrelevant train of thought? Perhaps 'm more inattentive or rattle-brained than, most people, but as for myself, I will frankly admit that I could scarce ly claim half a dozen such occasions

Some years ago, I used to attend fine old church which was quaintly and beautifully finished in natural beams. Said the minister's wife one day to a group of us, "I think the architecture of this church is beauti ful. When I am not especially inter ested in the sermon, I just love to sit and look up at those great beams."

And she was the minister's wife, th first lady of the church, with a convincing reason, nay two or three of them, if anyone ever had, for listening to every word of the sermon!

Another dear, good woman admits frankly that she plans all the children's clothes in church. What are you going to do about it? May I offer two or three little sug-

gestions?

My first is not to have any sermons over half an hour long, preferably nearer the fifteen minutes mark. A wicked shortening of one's devotions, you say? I don't see it that way. I think we could listen to a fitteen minutes sermon throughout, and surely

that's better than hearing a few words

of a longer discourse. Another is for ministers to talk instead of preach. As I say, there have been a few occasions when I listened to the whole sermon. On most of these I sat under a minister who seldom raises his voice; never gets oratorical or audiency, but just talks as if he were talking right to me, whereupon I feel in courtesy bound to lister to him just as I would to anyone who was talking to me. Whereas, with a minister who is preaching. I feel that ne is addressing an Audience with a capital A, and it doesn't really matter whether I listen or not.

My third suggestion is for the audience -for you and me, in other words. And it is for us to realize that we don't honour God and worship Him, and do our duty by sitting in a pew and thinking of clothes and pleasure and business, any more than by sitting at home and thinking of those things.

Presumably when we go to church we are dedicating a certain amount of time to honoring and worshipping God, and time spent in selfish secular thoughts is stolen from this dedicated time. Perhaps if we bolstered up our resolutions to really listen, by that point of view we might do a bit better Here's good luck to you—and me.

pletely upset the nerves if long continued.

Dr. Pierce's Favorite Prescription is a positive cure for weakness and disease of the feminine organism.

IT MAKES WEAK WOMEN STRONG,

SICK WOMEN WELL

t allays inflammation, heals ulceration and soothes pain.

Fresh Codfish, 4c. lb.

Fresh EGGS 35c. dozen.

Fresh Herring. 20c. dozen.

Fresh Ground COFFEE.

Morrison's Blend. 40c. lb.

Soper & Moore

'Phone 480.

a mixture of five parts of gelatine t one of a solution of acid chromate of lime The broken edges are covered with this, pressed together and exposed to the sunlight, the effect of the latter being to render the compoun insoluble, even in boiling water.

A new and delicious sweet sand wich is made from fresh crustless bread as follows: Melt ten marsh mallows in a granite dish, in ho water; add two tablespoonfuls o syrup from preserved ginger, one tablespoonful of finely chopped ginger, and the same of finely ground walnuts or almonds. Mix well together, and spread on thin buttered bread. This is nice for afternoon

A good way to join wools for knit ting is to thread a blunt-pointed wor sted needle with one end of the woo be joined, and carefully insert it in the end of the other piece of wool exactly in the center. Push the threaded needle through the wool for an inch or two, pulling the woo through evenly until a good "lap" i made. Then take out the needle, and trim off the end of your wool nicely there will be no knots to mar you

Despair and Despondency

No one but a woman can tell the story of the suffering, the
despair, and the despondency endured by women who carry
a daily burden of ill-health and pain because of disorders and
derangements of the delicate and important organs that are
distinctly feminine. The tortures so bravely endured completely unset the perves if land continued. work. When it is necessary to handle a ho lamp chimney, roll a newspaper loose ly bend the roll in the middle, and place the loop around the chimney then both ends may be grasped with one hand in such a manner that the hot chimney will be in perfect contro without being directly touched. Ther is absolutely no danger of being burn ed if you are careful; but hold the paper quite firmly, or you will drop the lamp chimney.

To keep large pieces of silverware bottle of white shellac, dilute with alcohol, and with a soft cloth apply thin coating on exteriors of coffee an tea pots, soup tureen, candlesticks card salvers, pitchers, etc., in fact, or all pieces the outside of which need not be washed in hot water. In a few moments the shellac will dry and cannot be detected. Cleanse it with damp cloth, and it is always polished and brilliant, as this coating prevent

Here is a Real Dyspepsia Cure.

No Indigestion, Gas, Sourness Headache five minutes later.

The question as to how long you are going to continue a sufferer from Indigestion. Dyspepsia or out-of-order Stomach is merely a matter of how soon you begin taking some Dia-

If your Stomach is lacking in digestive power, why not help the stomach to do its work, not with drastic drugs, but a re-enforcement of digestive agents, such as are naturally at work in the stomach.

People with weak Stomachs should take a little Diapepsin occasionally and there will be no more Indigestion, no feeling like a lump of lead in the stomach, no heartburn, Sour risings. Gas on Stomach or Belching of undigested food, Headaches, Dizziness o Sick Stomach, and, besides, what you eat will not ferment and poison you breath with nauseous odors. Al these symptoms resulting from a sour out-of-order stomach and dyspepsia are generally relieved in five minute

after taking a little Diapepsin. Go to your druggist and get a 50cent case of Pape's Diapepsin now, and you will always go to the table with a hearty appetite, and what you eat will taste good, because your

Loss of the Schooner W. E. Morrissey.

CAPT. CHARLES DALEY.

cester, left that Port on the 28th of December, for Bonne Bay, Newoundland, via Sydney, when the Cap-Bonne Bay and then discharge cargo of salt. Nothing eventful happened on the voyage, and she arrived at Bonne Bay, 2nd January, discharged cargo and received orders to go to Bay of Islands and load herring for Gloucester, U. S. A. Left Bonne Bay, 9th of January, for

said port; everything went well for tinued a couple of hours longer she could easily have reached Lark Harbor, but such was not the case. When off Gregory a south east hurricane struck the vessel almost before anything could be done to prepare her for it. The vessel could not carry sail and was run to sea under bare poles; when 35 miles from land the vessel was hove to under two reef topsail; this was about 6 p.m. of the 9th, and at 12 o'clock, midnight, the foresail blew from the rope, and she lay hull to the sea as it was impossible to get any sail on her. Shortly after midnight the wind changed to west north west blowing fierce, they managed with great danger to their lives to get the riding sail on the foremast, the vessel was headed north that course gave the vessel the longest drift; she remained on this course about 27 hrs. After the wind changed to west north west the glass went 12 degrees below zero, the vesel iced up and every man aboard worked for his life cutting ice to keep the vessel affoat, had this not been done she must have become en

could never have been written. During the 27 hours the blinding snow prevented them from seeing anyhing till quite near it, and the skirts of ice made matters worse as with the heavy sea running we had to avoid. At 2 p.m. Thursday, of the 11th, the weather cleared a bit and we saw land and noticing it to be low we thought there was a chance to save our lives we headed for it.

tirely unmanageable and this account

In about half an hour the vessel struck on a rock on which at the time here was about four feet of water. hey expected her to go to pieces as here was a terrible sea, but fortunately the heavy sea was our friend and lifted the vessel over into deeper water. Every sea threw the vessel nearer to the side of the beach as far is it was possible for her to go. With considerable difficulty the men got ashore not thinking of what may await them on such a stormy night on the rugged coast of Newfoundland. The first thing they did after getting ashore was if possible to find a place of shelter; they all went to the woods and hoped to get a fire to keep them from freezing till morning, but what was their dismay to find a fire was not obtainable as every thing was coated with snow carried along by the fierce gale that blew at the time.

Capt. Daley accompanied by one of his crew went in search of a house, and after scrambling about over rocks and low trees for some time at last found an unoccupied house. then hurried to tell the rest of the crew which they soon reached. On their way back to the house the captain being drenched with water while getting ashore and hunting for shelter could get no further, and lay down on his back to die. But such a brave crew could not let their self-sacrificing captain die without making an effort to save his life; they soon had him brought and placed in the house where fire was made and everything done o help bring him back to life. Early in the morning some of the industrious people of Bilburns saw the vessel ashore and soon every man and boy old enough to help was by their side. The crew were soon divided up among them and everything done to relieve their suffering. All the crew but one man was frostbitten, the worst was the captain, whose two wrists and hands and other parts were in a bad condi-

highest terms of the good people of Bilburns who made their stay among them as pleasant as possible by doing everything in their power to help them in every possible way, and so great was the kindness they received by them that they say they will never forget it as long as they five.-W. S.

M. C. L. I. Debate.

to-night will be in the following pro-

"Granted that the resources of the country warrant an expenditure of stomach and intestines will be clean various conditions of sickness and and fresh, and you will know there poverty; Resolved that the objects Shirts, Collars, Neck Ties, Underwear, are not going to be any more bad sought would be better obtained by Hats or Caps, go to Jackman's. Every-nights and miserable days for you. maintaining two central hospitals and thing is marked down Twenty-Five They freshen you and make you feel spending the balance in planting agri- cultural colonies for the poor in the interior, than by maintaining 17 sani- tarta." Leaders, Mr. W. Soper and Mr.

JACKMAN THE TAILOR, I. C. Morris.

Advertising Our Advertisers.

SALES IN WHICH EVERY WO- world. MAN AND EVERY HOME IS IN-

There's a new green season just reaking through to the light. There's a new tingle in the air, a new stirring in the blood. The very advertising pages are crying spring.

All the blizzards and all the rains in the world can't stop it now. The earth and everything upon it is calling for new things to wear. Even the old house is asking for a new coat, and everything inside of it is also just as eager to be renewed. New fabries are beginning to blos

som out in the aisles of many a store -such wonderful fabrics that have been growing silently in all the great looms of the world. The trees of the forests have been

taking on strange shapes all winter. eager for such a reception? And now, stripped of their foliage,

going on for you as has not been of Spring.

NOW COME THE BIG SPRING | heard before in all the history of the

All for you and your husband and international reception was being planned. Over in Sebnitz, Germany, a whole City of men, women and child-

while clear on the opposite side of th earth, the dark-skinned Japanes have been weaving the braid itself The hills of Dunfermline in Scotland bleaching there for you. And the Alns, have been weaving embroider patterns more curious than the pic tures of frost on a window pane.

And now all this great harvest of new beauty has been gathered and is waiting for you by our advertisers of this City. Who wouldn't go to such an exhibition? Who wouldn't be

But the Advertising News on page with their limbs bent and turned and after page of this paper tells the polished into a new beauty, they are story far better than any editorial can waiting for you in a thousand great tell it. For there is the real news. Furniture Sales throughout the land. | the concrete news of all that has been Indeed all over this whole earth prepared for you. Turn to it new. for the last three long dark months Getthe spirit of the new season in there has been such a hammering and vour blood. Go down to the stores clattering and grinding and whirring and prepare for the first warm days

Trophy Night.

Trophy night at the Curling Rink last evening was a complete success The Chairman in his opening remarks congratulated all concerned on the successful season and made happy allusions to the "roarin" game. Owing to the unavoidable absence of Mr H. D. Reid, who was ill, Mr. C. R. Duder presented the prizes. A letter was read from Mr. J. C. Parsons photographer, expressing his intention of presenting to the Club two beautiful portraits enlarged, one of last year's bonspiel dinner and the other of the Secretary, Mr. A. H. Salter. The following was the order of

the programme:-Chairman's Remarks. Cowan Medal-Won by the Whit Division: Captain, F. W. Hayward. Song-W. J. Cornick.

Victoria Trophy-Won by Mr. Hai ey Jardine, 29 points. Song-Harry Cowan.

Wright Medal-(Curlers of 2 years nd under) won by F. Alderdice, 26 Song-John Cornick.

Greiner Cup-Won by White Divis on; Captain, F. W. Hayward. Song-J. McIntyre. Bonavista Trophy-Won

Hayward, 30 points. Song-W. W. Blackall. Taylor Medal-(Curlers of 2 years and under) won by A. S. Rendell, 19

points. Song-J. L. Slattery. Buchanan Cup-Won by Green Division; Captain, W. F. Joyce, 29 pts. Song-J. L. Slattery. H. D. Reid Medal-Won by A. Don-

nelly, 33 points. Song-John Cornick. Jubilee Medal-Won by E. M. Mac

Nab. 32 points. Song-J. McIntyre.

T. & A. Kay Cup-Won by the White Division; Capt. F. W. Hayward, 12 points.

Song-W. J. Cornick Wm. Marshall Prize-Won by J. H. Jardine, he having scored the highest number of points in all the Point

Song-Pro. Blackall. R. G. Reid Medal-Won by Mr. W. R. Warren, 34 points.

Song-T. Winter. Championship Cup-Won by Mr. A. Donnelly, 33 points. Song-W. H. Peters.

Clasps-The following gentlemer winners of last year's trophies are entitled to a Clasp each, allowed by the Club, viz.:

the Championship Cup 1911, Clasp, E. I. MacNab, 32 points.

Jubilee Medal—For winning the H. J. STABB & Co. M. MacNab, 32 points. Jubilce Medal 1911, Clasp, E. M. Mac-

Nab. 32 points. Jubilee Medal, 1910-T. Winfer

A short toast list was gone through, during which addresses were made by Messrs. F. C. Berteau, J. R. Bennett. C. R. Duder, H. E. Cowan, A. H. Salter and W. J. Higgins. The even ing closed with the rendition of the

If you want anything in American

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NOW LANDING

IN STORE,

North Sydney Coal, OLD MINE.

OUR COAL! There is no better Coal.

It's good Coal.

***************** Flower Store

Bulletin.

THIS WEEK. The following will be ready and available for Easter

EASTER LILIES, SPIREAS, AZALEAS.

We have a splendid variety of the above and invite inspection.

Visitors will be welcomed at the Greenhouses, Grove Hil Farm, Waterford Bridge Road. 0000000000 'Phone, 197.

J. MCNEIL. BAWLINS CROSS.

White's' Cement

1,500 BARRELS

White's Best **Portland** Cement

Engineers, architects and users of cement requiring a sound, reliable and genuine article of uniformly high quality should specify "WHITES" Championship Cup. - For winning | Brand.

TENDERS

For the Supply of Fresh Provisions to H. M. Ships in Newfoundland Waters.

"Tenders are invited for the supply of Fresh Provisions to H. M. Ships in Newfoundland waters for twelve months from 15th May, 1912. Persons tendering must quote prices for supplies both at St. John's and at supplies both at St. John's and at Outports. Forms for tendering and full particulars can be obtained on application to the Commanding Officer, H. M. S. "CALYPSO." No tender will be received after NOON on Tuesday, the 9th April, 1912."

ar25,6i Lieutenant and Commander. MINARD'S LINIMENT CURES DIPIT-

H. ATLAY.

our BIG Store Grade Furniture.

ENABLES traders throughout the lor Furnishings, MANUFACTURERS & DEALERS in each class of goods. Besides being a complete commercial guide to London and its suburbs, the Directory contains

EXPORT MERCHAN with the goods they ship, and the Colonian and Foreign Markets they supply, STEAMSHIP LINES

arranged under the Ports to which they sil, and indicating the approximate

eading Manufacturers, Merchaute, in the principal provincial towns and industrial centres of the United

An Intelligent person

have nothing to urge upon you as "just as good." It is non-secret, non-alcoholic and las a record of forty years of oures. Ask Your Neighbors. They probably know of some of its many cures. If you want a book that tells all about woman's discases, and how to cure them at home, send 31 one-cent stamps to Dr. Pierce to pay cost of mailing enly, and he will send you a free copy of his great thousand-page illustrated Common Sense Medical Adviser—revised, up-to date edition, in paper covers. Landsome cloth-binding, 50 stamps. Address Dr. R.V. Pierce, Buffalo, N.Y.

Household Notes. With rubber gloves, as with others

wear evenly. To clean a zinc bath scour it well

way will look like new. One great objection to using a soapstone griddle is the length of time the person who uses the last of the required to heat it. This can be overcome by placing the griddle in the oven at night, so that it will be warm the next morning. When it is placed

Pneumonia from a Cold

DNEUMONIA is second only to consumption in the number of deaths which it causes, and like consumption always has its beginning

with a cold. Cold in the head, fever and chills, a cough which gradually becomes dry and more painful in the chest, rapid difficult breathing, feelings of ex-haustion and depression—these are

symtoms of pneumonia. You can prevent and cure pneu monia by the use of Dr. Chase's Syrup of Linseed and Turpentine, the greatest of all treatments for the

throat and lungs.

The only safe way is to regard every cold as serious. By frequent doses of Dr. Chase's Syrup of Lin. seed and Turpentine you can quickly break up the cold and guard against dangerous developments. 25 cents a bottle, at all dealers, or Edmanson Bates & Co.: Limited, Toronto.

on the stove the next morning, it will take a surprisingly short time to heat it.

Any article made of celluloid . (as combs, barettes, etc.) may be successthe right-hand glove usually wears fully mended by means of collodion. out first, leaving the other practically | Scratch the broken edges to be mendwhole. To prolong their usefulness, ed with a sharp knife until a new occasionally turn the gloves inside surface is obtained. Apply the colout, which transfers the right glove lodion, and press tightly together for to the left hand, and makes them several minutes. Let stand for at

least twenty-four hours. When winding wool for crocheting with fine coal ash moistened with or knitting, if the tag that comes with paraffin, using a coarse cloth for the it is used to start the ball, there will purpose. When perfectly clean, wipe be less trouble; if more wool is needout carefully, and rinse in hot, soapy ed, as the tag has the number and soda water. Buckets treated in this size of wool on it, and will be there when the end of the ball of wool is reached, it will serve as a guide for

Housekeepers who have been troubled about cleaning the bowl in the bathroom toilet will find the best and easiest way to keep it clean is by putting a little chloride of lime in the water and letting it stand for a while. A mop kept for the purpose or an old whisk-broom will then make it as

white as new. Pails, washtubs, and other receptacles made of paper pulp may be easily mended with putty when they are cut or worn. The putty is covered with a piece of cloth which has received a coat of paint, and when the paint has dried, the cloth is given another coat to match the color of the tub. Leaks may be stopped entirely in this way at small cost.

Dried peaches cooked in this man ner are delicious: Pour over them boiling water, let stand a few minutes when the peel may be easily removed Put them in a saucepan, cover with water, and leave to soak over night; then cook in the usual way, without changing the water. Prunes and other dired fruits are also much improved if cooked this way.

Objects which would be disfigured by common cement may be securely mended with chrome cement. This is