

MAGIC BAKING POWDER

MADE IN CANADA

Pure-Wholesome-Economical

It is used by all the large Bakers and Caterers, as well as by the best home bakers and cooks. Food products that are produced in clean factories are best.

E. W. GILLETT CO. LTD.
TORONTO, ONT.

My Goodness!
What a Bargain!

LADIES' NEWEST UNTRIMMED
Felt HATS,
Worth \$1.00 to \$2.50 each, now offering at
ONLY 60c. EACH

We offer these at this price to clean up previous to some alterations which we are making in connection with our Show Room, and on which account need all the room we can get.

This is the GREATEST BARGAIN of any kind that has been offered the Buying Public this year by any House in the Trade.

Any lady can now easily afford a different Hat for every day of the week, and a Hat of the Very Best Quality at that.

We can give you all the Newest and Smartest Shades in Felt Hats, and as the offering includes all our stock of Untrimmed Hats, up to the highest priced one, there is a large selection to pick from.

N. B.—This price of 60 CENTS is for Spot Cash, and we cannot give Hats on approval.

HENRY BLAIR

The Cocoa with the
Yellow Wrapper requires only
1/2 the quantity of other cocoas, and
there is no better cocoa made. We
know it.



BENS DORP'S
ROYAL DUTCH
COCOA
AMSTERDAM-HOLLAND
Try This Cocoa for Baking
IN PLACE OF CAKE CHOCOLATE

FRUIT FOR THE NEW YEAR

300 barrels No. 1 Winter Apples, Baldwin, Spy, etc.
50 cases Valencia Oranges, 10 cases Florida Oranges,
50 kegs Sweet Grapes, 30 cases Fresh Eggs.

Parsnips, Carrots, etc.

EDWIN MURRAY.

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



The Evening Chit-Chat

By RUTH CAMERON



That man is truly great who can rule his mental kingdom, who at will can master his moods; who knows enough of mental chemistry to neutralize a fit of the blues, to antidote any evil poison, to thought the opposite thought just as a chemist neutralizes an acid that is eating into the flesh by applying an alkaline antidote.

—Orison Swett Marden.

The older I grow the more deeply I am impressed with the realization that most of us are committing the crime of lese-majesty of a very great kingdom.

And this kingdom over which we so strangely refuse to take the sceptre is the kingdom of our thought.

How many of us can control our thoughts at will?

And yet to what one of us would not such a power be of inestimable value.

I found an ordinarily sensible friend of mine quite upset—yesterday, and what do you think was the reason? She had been looking for some time for a certain kind of goods she wanted for a suit, and not finding what she wanted, had finally taken something that "would have to do." The day after the tailor had cut into this makeshift, she had seen just what she wanted and at such a much more reasonable price than she had paid for the other goods.

"It has made me fairly sick," she assured me, "to think that I might so easily have had just what I wanted and not paid near what I did for that horrid thing either."

"It is a shame," agreed, "but as long as you can't change it, why think of the matter?"

"I can't just help it," she said, "I can't think of anything else."

Seems to me that's a deplorable state of affairs to let a mistake, or rather an unfortunate happening, poison her mind and cloud her day, merely because she hadn't the ability to put the thought of it from her. That's one form of lese-majesty of the thought—vain regrets.

Worry is another. Suppose tomorrow's tasks ARE going to take every bit of your ability. Will help you any to spend this evening in a fever of worry as to how you are going to accomplish them? You can't help thinking about it? Fle upon you. That's lese-majesty again.

True, this is not the easiest kingdom in the world to rule. Quite the reverse, but I do believe anyone can rule it, especially if he ascends the throne young enough.

If you deliberately set yourself to banish any thought which you know is harmful you will find your task growing easier each time you accomplish it.

But don't forget one thing. And that is that merely banishing a thought is not enough. You must add the positive to the negative. When you want to get rid of a train of thought don't just be satisfied by merely shutting it off the track, but be sure to put another in its place.

In other words, don't be satisfied with merely washing off the acid: Antidote it with the alkali.

Ruth Cameron

Afraid of Ghosts

Many people are afraid of ghosts. Few people are afraid of germs. Yet the ghost is a fancy and the germ is a fact. If the germ could be magnified to a size equal to its terrors it would appear more terrible than any fire-breathing dragon. Germs can't be avoided. They are in the air we breathe, the water we drink.

The germ can only prosper when the condition of the system gives it free scope to establish itself and develop. When there is a deficiency of vital force, languor, restlessness, a yellow cheek, a hollow eye, when the appetite is poor and the sleep is broken, it is time to guard against the germ. You can fortify the body against all germs by the use of Dr. Pierce's Golden Medical Discovery. It increases the vital power, cleanses the system of clogging impurities, enriches the blood, puts the stomach and organs of digestion and nutrition in working condition, so that the germ finds no weak or tainted spot in which to breed.

"Golden Medical Discovery" contains no alcohol, whisky or habit-forming drugs. All its ingredients printed on its outside wrapper. It is not a secret nostrum, but a medicine of snow composition and with a record of 30 years of cures. Accept no substitute—there is nothing "just as good." Ask your neighbors.



Fads and Fashions.

Paris is very emphatic in the use of the cloth-topped shoe, and the upper must match the color of the walking suit or carriage gown.

Garlands of roses are now being draped over cloche hats for little tois. Silver or gilt tissue or soft satin are the materials most used.

White coney is an expensive fur and much in favor for cloaks, long shoulder scarfs and hats for young girls.

Very effective is the banded trimming of cut steel beads outlined on either edge with two rows of fine jet beads.

Silver on black tulle, steel beads on blue de nuit (a dark blue) and coral on pink or blue, are some of the beautiful combinations used.

For evening there is a great demand for brocades, crepe de chine and all supple weaves that lack luster, but abound in wonderful colors.

The very finest ribbon flowers, bliz of coiled rosebuds usually, not so large as a 10 cent piece, are adorning jabots and shirtwaist frills.

A very economical way of trimming a velvet coat or costume is to have a detachable collar and deep cuffs of fur, which can be worn at will.

Black and white effects are being made up in many lines. A favorite with several of the manufacturers is the background with white pencil lines.

For evening the slippers are revealing in a luxury of colors and materials. Lace, satin, cloth of gold and silver and many colors of suede and finished kid are shown.

For the matron the narrow half bandeau is very appropriate. Sometimes they are fashioned of narrow ribbon tied in a stiff necktie bow at one side.

Silk Marquise is taking the place of chiffon to a great extent, as drapery over silk and satin, and is being largely used for evening gowns as well as afternoon dresses.

Buckles for slippers come in antique forms, gold, silver and jeweled disks and fluffy rosettes of tulle and satin are used to decorate the front of the evening shoe.

Among the novelties in furs is tailless ermine, sometimes bordered with the little black and yellow tails, and again with a totally different fur in color and texture.

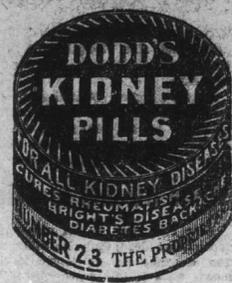
The touch of scarlet or red is a dominant novelty in the winter frocks. This red is merely used as a touch, in pipings, or in a single flower on gowns and muffs and stoles.

Velvet calf is the name given to a new leather which is made up into all kinds of accessories. In texture it is like suede with an irregular watered pattern running through it.

Evening coats are seen in every style and description, with a preference in color for black, white, dull blue or rose. Usually they are cut on the loose kimono-lines, and the fur trimmings are in great elegance.

The Empire fashions as now worn are not by any means shapeless. They are on the contrary made so as to display the figure to the best advantage, even though the waist comes almost under the armpits.

A distinct feature of the newest fur-



DODD'S KIDNEY PILLS

FOR ALL KIDNEY DISEASES

CURE FOR RHEUMATISM, BRUISES, BRIGHT'S DISEASE, DIABETES, BACKACHE, GRAVEL, SANDS, NEURALGIA, MIGRAINE, AND ALL AFFECTIONS OF THE URINARY TRACT.

NUMBER 23 THE PRO

sets is the combination with delectable materials, soft, supple satins, velvets, chiffons, metallic laces, Oriental embroideries and numerous ornaments of silk cords, braids, fringes and pendants.

The most effective afternoon dresses are those of black mousseline over silk or satin in Oriental design, most of them having a deep hem of velvet. There are no touches of white on these dresses. The guimpes are of black lace or tucked chiffon.

From all sources investigated comes the announcement that the new spring lines will show trimmings. Although to the present no extreme novelty in trimming has developed, the new lines will at least have some braid and cotton trimming.

Stoles and muffs are made of ribbon bands, alternating with fur or of ribbon in a trellis design, natter blue moire being plaided in this fashion and edged all around with ermine in a pretty little stole that twines around the neck and comes only as far as the waist. There it is finished in a ruche.

Ribbons were never more beautiful nor more artistic than they are at present, and there is every evidence that as a result of their daintiness and richness they will be greatly worn. Already tea gowns are being entirely built of lace and ribbon, and gauzy evening cloaks are "poems" composed of the same airy stuff.

C.E.T.S. "At Home."

The members of the C. E. T. S. assembled in their rooms last night to meet the chairman, Rev. J. Bell, and hold their annual "At Home." The rooms were decorated very tastefully with garlands and mottoes of "Welcome" and "Happy New Year." When the reception was over the guests indulged in games and amusements of various kinds. Refreshments were served. All enjoyed a very happy hour. Excellent speeches were delivered by Rev. Mr. Bell, the chairman, and Mr. R. G. Macdonald, Hon. Sec.

M.C.L.I. Moving.

The M. C. L. I. held their first meeting of 1911 in their rooms last night to outline a programme for the winter. The President, Mr. S. P. White-way, gave an address and made particular reference to the succession of King George V. to the Throne. All rose and sang the National Anthem. The subject of the debate was: "Is the time ripe for the Imperial Federation?" Mr. Peters and Mr. Whiteway took the affirmative and Mr. Hall and Mr. Ledrew the negative. Much valuable information was elicited, and it was quite evident, as the debate progressed that several sessions would be needed to do justice to a subject of so many ramifications. Next Wednesday the subject for debate will be "Are Unions displaying an unjust attitude to non-union men and employees; if so, should legislation be adopted to protect the latter?"

Indigestion & Dyspepsia

In all its forms can be cured. It is quite a daily occurrence to hear persons say: Oh, what a feeling of distress I have after meals, fullness of the stomach, heaviness and headache, I feel too tired to do anything, I have no heart to exert myself and at times I care for nothing. I often have a pain in the pit of my stomach, no appetite, my heart beats rapidly on the slightest exertion. I feel just as tired when rising in the morning as when retiring to bed. My sleep is often disturbed, and I often awake with a sense of suffocation and a difficulty of again going to sleep. I have to be careful of what I eat, and my life seems a veritable burden.

Now, it seems a shame and a pity for persons to be suffering like that when it is in their power to get cured by taking a Bottle of Dr. Stafford's Prescription A. A sure cure for persons afflicted with stomach troubles. It can be obtained at

DR. F. STAFFORD & SON,
Duckworth Street and Theatre Hill.
Small size, 25 cents; postage, 5c extra; large size, 50 cents; postage, 10c extra. Mail orders must be accompanied by remittance.—Oct 29, 11.

INJURED AT TANNERY.—Last night a workman engaged at the Sudbury Tannery had his left arm caught in the machinery and it was badly hurt, being severely cut. A telephone message was sent summoning a doctor, who stilled and dressed the wound, after which the man was driven home. "It will be some time before he can use the member."

Weak Nerves Weak nerves mean nervousness, nervous headaches, debility. They call for good food, fresh air, and a nerve tonic. Let your doctor select the medicine. Ayer's Sarsaparilla, free from alcohol.

J. C. Ayer & Co., Lowell, Mass.

NEW ARRIVALS!

A choice selection of
Suitings and Overcoatings.



These fabrics cut in
Our Styles,
for Fall and Winter,
and made at our store
give our patrons an
exclusively
Well Dressed
appearance. New-
foundland's Store for
Fashionable Tailoring.

Personal attention
given to Mail Orders.

JOHN MAUNDER, TAILOR and CLOTHIER,
281-283 Duckworth Street, St. John's.

Artificial Teeth!



It is almost impossible to obtain better fitting or more natural looking Artificial Teeth than can be obtained at

The Maritime Dental Parlors.

We give particular attention to this branch, as well as the treatment, filling and crowning of teeth.

At our prices within the reach of all

Teeth extracted without pain **25c.**

Teeth extracted and full set artificial teeth (\$18.00 value) supplied **\$12.00.**

Gold Crowns (\$10.00) **\$6.00.**

Gold, Ashers Enamel, Amalgam or Cement fillings at proportionately reasonable prices.

The Maritime Dental Parlors, J. W. Sillicker, D.D.S.
176 Water St., St. John's. Dentist.
PHONE 62.

"Swift" Hockey Boot.



Be among the leaders at the Rink or Lake by wearing "Swift" Hockey Boots; no slipping at the heels; no pinched toes or instep; guaranteed perfect fit. The most suitable Christmas gift for the Boy.

BOYS' price from \$2.50
MEN'S price from \$2.60

PARKER & MONROE.
The Shoe Men.