

This Isn't Idle Talk.

Our only business is to make advertising profitable to our clients. That is the only way we know how to make a profit for ourselves. For thirty-four years we have been in the advertising business, and each succeeding year proved to be a record breaker in the amount of advertising carried. We could only succeed along these lines by giving satisfaction to our patrons.



We are expecting to do more advertising this year than last! More, we KNOW THAT, all things being equal, WE SHALL CARRY MORE ADVERTISING DURING 1912 THAN WE HAVE CARRIED DURING THE PAST TWO YEARS. You may doubt this assertion; but WE HAVE FAITH IN OURSELVES, and when 1912 has given place to its successor we feel certain we shall not be far out in our calculation.

IF YOU HAVE NOT YET MADE UP YOUR MIND TO ADVERTISE DURING THE YEAR, WE SAY TO YOU DO SO AT ONCE—AND PLACE YOUR AD. WHERE IT WILL BRING YOU BEST RESULTS—IN THE COLUMNS OF

The Evening Telegram.

The Evening Chit-Chat

By MARY CAMERON



"He is probably a nervous and high strung child," I suggested, referring to a youngster who had just had a tantrum and had been sent out of the room.

I had hoped by this tactful explanation to soothe his father's displeasure, but strangely enough my remark seemed to produce just the opposite effect. Across the father's face passed a thunder cloud of disapproval. "He is NOT," he affirmed vigorously, "and what is more, he isn't going to be told that he is. I am glad he didn't hear you say that. My wife said it once in his presence, but only once. I let her have her way about a good many things, but that's one matter in which I'm firm as Gibraltar. I will not have the child get the idea that he is nervous and high strung, and that that is an excuse for all kinds of naughtiness."

"You seem to feel quite warmly on that subject," said I.

He laughed. "Well, I think I have reason to," he said, ruefully. "I lived in a family once where this talk of nerves went on all the time. The whole family had them except the father, and how I did pity that poor man, for his women folks didn't do much else except have nerves and talk about having them. His wife had nervous indigestion and one of the daughters had hysterical spells and another had all kinds of nervous feelings—sometimes she'd think she couldn't swallow and then again her eyelids would twitch and all that sort of thing—and when I came away the youngest girl was just about to have St. Vitus' dance. Of course, they weren't a very strong family anyway, but I think a good deal of the trouble was simply that they all heard nerves talked about so much that they had to have them. If I hadn't gotten out when I did, I think I might have had them myself. I can tell you my children aren't going to hear the word 'nerves' spoken if I can help it."

I wonder if my friend is going to succeed in carrying out his theory.

If he does, I congratulate him and his progeny just as heartily as I know how.

What one of us doesn't know families like the one which he described—families in which "Nerves," with a capital N, are made a Moloch. The children hear their mother tell with pride how nervous and high strung they are, and they naturally think of nerves as something to be proud of and nourished, instead of as a cause for shame, like bad teeth, indigestion, or any other indication that we have transgressed the great laws of health.

Perhaps the children are none too strong to start with, and by-and-by, from having dwelt on the thought of nerves and nourished all the nervous symptoms they or their parents have been able to find in themselves, they or their parents have been able to find in themselves, they come to actually suffer from the great American malady.

Whereas, if these children had never heard the word "nerves" spoken, had never heard "high-strungness" or "nervous and high strung," they might have gradually grown away from any inherited tendency towards the neurotic temperament.

Now, please do not misunderstand me. I am not denying that many people actually are afflicted with nervous diseases and can't help it any more than people sick with organic troubles. I am not denying that much of the crossness, the unlovableness, the bluntness and discouragement in the world is due to diseased nerves, and can be cured only by building up a healthy body with healthy nerve centres.

But I do think that nervousness is sometimes used as a pleasant synonym for "cussedness." As Dora Melegari says, "In my youth, nervousness was usually called plain bad temper."

And furthermore, I believe that a great deal of unnecessary nervousness is stimulated and developed by allowing children to get the nerve talked about, and talked about not as a disease to be ashamed of, as we really ought to be ashamed of all disease, but as an interesting peculiarity to be paraded and exploited.

Red Cameron



at the very center of the large end of an egg. If you feel a slight warmth, you may be sure that the egg is fresh. By repeating this procedure at the small end, you will probably find the shell cold. But if you treat an egg in this manner and find both ends cold, throw it away—it's bad.

To remove grease spots from wallpaper, sprinkle a piece of blotting paper with baking soda and hold it over the spot while you press the paper with a moderately hot iron. The blotting paper will absorb the grease, and the soda prevents injury to the colors in the wallpaper.

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Nox a Cold in One Day

The greatest Cough Medicine ever offered to the public. Every bottle is guaranteed. Absolutely harmless. 25 cents a bottle. Sold by McMurdo & Co.

Britain in Tripoli

"Egyptian troops are on the way to occupy Sollum, in Cyrenaica, Tripoli," says the Daily News.

"Sollum has always been claimed by England on behalf of Egypt, but Turkey has always resisted the claim stubbornly and strenuously."

"The Sultan by an irade has now ceded Sollum to Egypt 'until the end of the war,' when Britain has pledged herself to discuss the frontier with Italy if she succeeds."

"The port is the best on the coast except Alexandria, and is capable of being made into a great naval base that will be a checkmate to Tobruk, not far distant, which the Italians have dreamed of making another Bizerta."

Raise Foxes.

U. S. Department of Agriculture Official Says it is Most Profitable.

Washington, Jan. 2.—Fox farming is probably the most profitable agricultural industry in the world. This was what J. Walter Jones of the Department of Agriculture, told the American Breeders' Association here.

At the suggestion of Secretary of Agriculture Wilson, Mr. Jones made an investigation of the fox farms of Canada, where a practical monopoly of the business now is enjoyed, with the idea of trying to interest some Americans in the work.

Natural black fox sets sell at from \$2,000 to \$10,000 a set, Mr. Jones said. Next year's expected crop of pups already has been sold for \$6,000 a pair.

"The increasing scarcity of costly furs," he declared, "and the greatly increased demand makes the significance of breeding in captivity the more important."

Canada's Finest Illustrated Magazine

That delightful illustrated magazine, the 'Canadian Pictorial,' which is to Canada what the 'Illustrated News,' or the 'Graphic' are to England, continues to improve with each year of its existence. It is by all odds the best printed magazine in Canada. While Canadian pictures generally predominate, plenty of illustrations are given of events and scenes the world over, so as to merit its claim to give 'News by Views.' Short complete stories, music, and well edited departments add to the interest. It is not only a beautiful album of the highest work of the engravers, but it gives much information that the printed page unaccompanied by fine illustrations simply cannot convey.

The quality of the photogravures, the exquisite enameled paper, and the fine printing, cannot be fully appreciated unless you actually see it, but to quote Lord Strathcona, "It is undoubtedly a credit to Canadian journalism." The 'Canadian Pictorial' is issued monthly by the Pictorial Publishing Company, 142 St. Peter's street (Witcomb Building), Montreal, and the subscription rate is \$1.00 a year. To NEW SUBSCRIBERS for 1912, on trial, only sixty-five cents.

MINARD'S LINIMENT CURES GARTH IN COWS.

Storm Boots!

For wet, slushy days our Storm Boots will afford the greatest foot protection. A pair of these water proof sturdy Foot Soldiers will save many a Doctor's bill.



We Show Models For Men, Women and Children.

Extra high cut, water proofed soft leathers. Bellows Tongue, water proofed Oak Tanned Soles, 12, 14 and 16 inches high.

Men's Storm Boots \$2.50, \$2.90, \$3.50 to \$5.50
Women's Storm Boots \$2.25, \$2.50 to \$3.75
Children's Storm Boots \$2.00, \$2.50, \$2.75

The White Shoe Store, 304 & 306 Water-st

S. B. KESNER, - - Proprietor

Hats! Hats!

Ladies! if you want something cheap for yourself or the Children in HATS give us a call. We have marked down all our Hats.

Children's Hats,

25c. to 40c., worth up to 80c.

Ladies' Hats, 40c. to \$1.00, worth 60c. to \$1.80.

Remember the Name:

HENDERSON'S, Theatre Hill.

There's a Reason.

Horwood's Good Wood Goods come from their own forests where they are carefully selected and are carefully manufactured at their own mills. Result:

HIGHEST QUALITY, BEST VALUE.

Horwood Lumber Co'y, Ltd.

JUST RECEIVED:

CUBE SUGAR, in 1-2 cwt. cases.

Granulated Sugar, in 2, 1 and 1-2 cwt. sax.

Rice, in 1 cwt., 2 cwt., 14 lb. bags.

SAMSON CEMENT.

LOWEST PRICES.

A. H. MURRAY.

Fruit and Vegetables

Offer in Fine Order:

300 brls No. 1 Red Apples, 100 brls No. 2 Red Apples, 50 cases Choice Oranges, 100 kegs Sweet Grapes, 20 cases Choice Lemons, 10 kegs Halifax Sausages, Potatoes, Turnips, Parsnips and Carrots.

All at Lowest Market Prices.

Edwin Murray

NEW Floor CANVAS.

We have Just Received another large shipment of FLOOR CANVAS, — ALL WIDTHS, And are offering them at our usually LOW PRICES. A big variety of neat and pretty patterns to choose from.

WILLIAM FREW.

Hedge Clipper's Find.

Misers have great resourcefulness in selecting hiding places for their treasures, but they rarely adopt the methods employed by a traveller on the railway line between Lescar and Pau. This individual, who owned an estate worth about £10,000 sold all his property and insisted on being paid the full purchase price in negotiable bearer shares and in coupons payable to the Bank of France.

He disposed of some of his money, and then during a brief halt of the train approaching Pau threw his pocketbook containing the remainder, approximately £8,000, into a hedge bordering the line.

There it was found recently by a hedge clipper, who deposited his find at the nearest police station. By the laws of France it will become his property at the end of twelve months unless the original owner claims it and proves his right.

TAKEN TO HOSPITAL.—Miss McCarthy, ill of diphtheria for about a week, was taken to hospital from her residence, Newtown Road, Saturday. A resident of Cook Street suffering from the same disease was also taken to Hospital.

Strangers Yet.

Englishmen are constantly being twitted by foreigners with their unsocial ways, especially in the railway train. A stock joke with the French comic papers is the Englishman who will travel for half a day in a railway carriage with a number of strangers and will not speak to any of them because he has not been introduced. A recent experience of a young Frenchman would seem to justify the English attitude. The young man, whose name is Charpy, entered a railway carriage, and as the manner of his countrymen, began at once to talk to the other passenger who shared the compartment with him. In a few minutes the conversation became brisk, and then it grew heated, and finally the stranger whipped a revolver from his pocket and fired it point blank at M. Charpy. With a bullet-wound in his shoulder the young man was just able to ring the alarm signal and obtain help. His wound is not a serious one, but when he leaves the hospital he will probably be a convert to the English way of not fraternising too eagerly with strangers in public vehicles.

STAFFORD'S LINIMENT will quickly relieve a cold if applied to the chest on warm flannels.—Jan 2, 1912

Ladies' White Fleeced CORSET COVERS,

(LONG SLEEVES.)

Only 45 cts. each.

These are Superior Value

and are Garments which are sure to be popular, having been made specially to our own Pattern, at so low price, to suit the requirements of our large and ever increasing Underwear Trade.

They come in sizes 4, 5 and 6, are good weights and splendidly finished garments.

Ladies Cream Ribbed Vests & Knickers

In a Superior Quality of Seconds.

Sizes 4, 5 and 6, only 33c. Garment.

Then of course there is THAT EXAMPLE OF SUPERIOR VALUE,

Our Ladies' Cream Ribbed Fleeced Vests, First Quality, at only 27c. garment.

HENRY BLAIR

Household Notes.

In making angel cake, add one tablespoonful cornstarch to the sugar and sift five times. The cake will be tender and velvety and never tough. To keep it moist and tender turn a crock over it. Angel cake can be cut easily if the knife is wet in cold water.

To bake potatoes quickly, clean and pour boiling water over them, let stand on the stove five or ten minutes before putting them in the oven to bake.

When olive oil dressing will not thicken after the necessary amount of oil has been used, beat in a small quantity of dry cornstarch. This prevents the curdled or oily appearance.

After standing a short time the dressing will be stiff and will not taste of cornstarch.

To clean windows in winter when winter would freeze on them, first wipe off the dust with a dry cloth, then with a cloth saturated with kerosene. Polish with a clean dry cloth.

An effective waist is made by embroidering with some one or more colors and making tating of the same embroidery cotton for the neck finishing.

In cleaning the dark stain on the inside of aluminum vessels, you will find that by boiling water and borax and letting this solution stand in it for some time all stains are removed.

When baking beans, put in about half a teaspoonful of ginger, which will aid in digesting them, and one or two tomatoes, according to size, which will give the beans a very good flavor.

Cut a round piece from an old stocking. Whip the edges to prevent unraveling and sew on the wrong side of the stocking, where you catch the hose supporter. This will keep the finest hose from being torn, and if done neatly is not disfiguring to the stocking.

When peeling Florida oranges, set them in the oven to heat thoroughly for a few minutes. Then, when you peel them, you will find that the tough white skin can be easily removed with yellow rind.

Many people melt the butter and then mix it with the sugar. This makes the cake heavy and is always prohibited in good cake baking. Instead of this, put the sugar in a double boiler and let it get warm. In this way it creams the butter nicely and does not melt it.

Place the tip of the tongue lightly

CHILDREN INVALIDS and the AGED

Need Sunshine AND Scott's Emulsion

Next to sunshine, nothing restores health, strength and vitality like

Scott's Emulsion

ALL DRUGGISTS

1912.

M. ret.
Care G. P. O.
s. Elsie
Gower Street

Merchant Road
Bond St.

Arnold's Cove
slip,
Hendale Road
Bartle's Hill

Bartle's Hill
Dame Street

Johanna,
Balsam Street
Daniel,
Care G. P. O.

Flower Hill
Boyd Crocker
Adelaide Street
er. Gower St.

te St. Anthony
Long's Hill

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Water Street
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John,
Gen'l Hospital

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P. Cabot St.
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Vickford Street
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Casey's Street
Mgt., card,
Water Street
retl.,
Leslie Street

Katie,
Pennywell Road
S. card,
Circular Road
card

George,
Lower Battery
Jane,
ate Grand Falls
s. C.
retl.,

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George's Street
Water St.
Wah,
Wm.,

Duggan Street
dary J.
late Norris' Arm
ss L.,
Gower Street

Samuel,
e Gen'l P. Office
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Newtown Road
Pennywell Road
care G. P. O.
as. Duggan St.
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Charles,
Allandale Road
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chr. Pendragon

Epbraim,
chr. Reliance
sley,
s.s. Stella Maria

Henry,
chr. Tobiatric
chr. Tasmana

lex,
chr. Uronic
t. R. J.,
chr. Vandeulla
Thos.,
chr. Vendetta

AGENCY
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upwards,
Sold on Account,
1814.)

ON & SONS,
WATER TOWER
London & C