# HICORY

emains

pulaity are

lavour. Making

convince

y not have

AIR. on, Limited.

ouse.

he Trade best select-American

r, Muslins ore purchas

y Build'g

## iving

S question. suit?

w American Prices.

ilenfit, Etc

y, Ltd.,



s. Laces, etc.

r Street.

PROVINCIAL TRADE NOTICES leading Manufacturers, Merchants, in the principal provincial town: industrial centree of the United

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

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

THE LONDON DIRECTORY CO. LIC

An Intelligent person

# The Evening Chit-Chat



**ARoyal Smoke** 

BENGAL

ittle Cigars

Win immediate favor

everywhere through their

attractive Mildness, De-

lightfui Fragrance and

High Quality. Ten for 20

FASHION BOOKS!

Fashion Books are sell-

secure them now.

hough late in arriving.

and a transfer, 10c.

il. with 5 patterns, suit

ated Dressmaker, with

and boys' knickers, 5c. en's Dressmaker, with

d Fashions, Home Chat,

ipes, Stories, 4c. Fashions, Household

Stories, etc., 5c. ouse, Chemise, Night her patterns, 5c.

strations, 30c.

ompanion, 18c.

strated. 13c.

Garland's Bookstores

7-9 and 353 Water St., St John's

Pag only a trifle more for

The Safe-Cabinet

Then you will have a cabi-

net that does all a wooden

file can do plus this most imo

portant thing-protects your

papers from fire, theft, dust

and moisture. Measured by

price alone, anyone can af-

ford to buy The Safe-Cabi-

net. Measured by value, no

one can afford to be with-

FRED. V. CHESMAN, Agt.

LONDON DIRECTORY

ABLES traders throughout the

World to communicate direct with

MANUFACTURERS & DEALERS

in each class of goods. Besides being a complete commercial guide to London and its suburbs, the Directory contains

EXPORT MERCHAN

STEAMSRIP LINES

itan Fashions with

of Costumes, with

umbers of Weldon's

ies' Magazines at half-subscriptions received nailed to any address.

on, with four useful

Dressmaker.

be very interesting and is sel-To stay at home and keep a pleasant home for the farers-forth may

harder or a difference of opinion about that-but it is almost always

Hence, it seems to me that it is the uty of those who go out of the home

Molly, the little stenographer lady, nore than that, she lives it.

ing something to the little mother. The Molly's homecoming, not only with the eagerness of a mother, but also with the anticipation of a child.

Understand me, do not mean that the "something" is anything very large, or always something that costs money, Molly's slender salary has far too many home demands upon it just an amusing story of happenings at the office that Molly brings home Again it's some interesting piece o news about some mutual acquaint-

To go out in- conversation all through supper. When to the world, and | finances are low, and there is nothing do somet h i n g else in sight, Molly makes a business well enough to of visiting some source from which she can get such news, during her lunch hours. Again her offering is her mother's pet newspaper. Once a week she tries to bring home some good magazine. Five or ten cents worth of her mother's favorite candy ures are few, it is a welcome little

Saturday-pay day-is Molly's great day. Sometimes she brings home whole pound of candy. But Molly's nother, although she appreciates this gift, thinks it means putting a good deal of money into something that will nto the world each day, to try to be gone in a day or two, so more often Molly brings home a less perishable nliven the existences of those who offering. During her lunch hours she oftens visits the shops "just to look around", and on these tours she believes this with all her heart. And watches for some nice little thing that can be bought to advantage, and picks Long ago Molly made a little rule it up on Saturday. In lean weeks it for herself about this matter. It was may be only a twelve and a half cent to try never to go home without tak- handkerchief "marked from twentyfive": in fatter times it may be result is that the little mother awaits pretty labot, or even the maknigs of

shirt waist. Molly's financial investment. In finite love and thoughtfulness and tender sympathy for the monotony o her little mother's life are her larger capial. What wonder that her profits ar beyond calculation.

If this little story makes you think as it does me, I certainly do not need

Do You Feel This Way?

Do you feel all tired out? Do you sometimes

think you just can't work away at your profession or trade any longer? Do you have a poor apetite, and lay awake at nights unable to sieep? Are

tite, and lay awake at nights unable to sieep? Are your nerves all gone, and your stomach too? Has ambition to forge ahead in the world left you? If so, you might as well put a stop to your misery. You can do it if you will. Dr. Pierce's Golden Medical Discovery will

make you a different individual. It will set your iazy liver to work. It will set things right in your stomach, and your appetite will come back. It will purify your blood.

If there is any tendency in your family toward consumption,

#### Dry Goods Dept. SALE!

We have decided to give our istomers the benefit of a

#### Great End of Season Sale.

Great Reductions in all Ladies' Underwear, Blouses, Collars, Ties. Handkerchiefs, Hosiery, etc.

Also, on Bargain Counter, at Big Reductions, Combs, Tapes, Pins, Buttons, Elastics, Belts, Frillings, Mending Wool, etc.

SPECIAL: - Wool Cap season is over. We have 9 doz. only of Splendid Felt Turban Caps, choice of two styles. Value, \$1.20; Sale, 48 cents.

DRY GOODS DEPT.

### Soper & Moore

cuffs with very fine embroidery cotton in open and closed designs,

SALE AT JACKMAN'S. If you want a high-class custom suit of clothes, with One Thousand Suits to select from, go to Jackman's You will get Twenty-Five per cent. off regular prices. The same reduction is made on all goods in the Dry

> JACKMAN THE TAILOR, The Mail Order House.

#### RELATIVES.

BY H. L. RANN.



Goods Department.

Relatives a r members of so ciety whose time is fully occupied in visiting somebody who is perfectly satis fied with the size of his family This country may occasionally run short on statesmen a n d ready money, but

there is no fallng off in the crop of relatives who unload themselves on the front porch with a blithe smile and a cotton flannel night dress. There are two kinds of relatives-rich and poor. Rich reatives are courted with great assiduity and souvenir postcards, showing as it appears when the lodge is at

The flow

e suddenly after a recome for the Aged with dark green coupon bonds. A rich relative is a pleasant thing to have on the family tree until his mind begins to wander the until his wander the until his mind begins to wander the until his w from the front parlor and banished to a hair trunk in the attic. Not all poor relatives are alike. Some are very companionable and fond of a very companionable and fond of a change of scenery, and mattresses, and are liable to drop in and congest the spare bedroom with arctic overshoes and a telescope grip, while others never do any visiting except to nurse the sick, and render service, without any fee. Relatives are sometimes quite free with advice as to the proper rearing of somebody else's children, and when their advice is disregarded, they very companionable and fond of a

when their advice is disregarded, they fail to show up until it is time to divide the estate. Relatives are appreciated most at Christmas time, when they shower the home with drums, Noah's arks, and stick candy. We would not care to lose our relatives for any length of time, no matter how often they come or how long they stay.

#### "Only a Cold"

SNEEZING and running at the nose, stuffed up feelings in the head, sore throat, tickling in the throat and coughing.

This is the natural development of whatisin the beginning "only a cold." It is the way in which scores and thousands are allowing colds to develop into bronchitis, pneumonia,

If colds were promptly cured there would be no need for sanitoriums and nospitals for consumptives. Because people have weak lungs they need not become consumptives if they will but guard against colds and cure

This great medicine has proven its right to a place in every home by curing croup, bronchitis, whooping cough, asthma and all sorts of coughs and colds. 25 c. nts a bottle, at all lealers or Edmarson, Bates & Co., Limited, Toronto.

# Ready to Wear Hats. For SPRING 1912, at

MILLEY'S.

Fur Goats, Furs, Muffs, Persian Lamb Gaps, Collars, etc

Will be cleared at a Discount of from

20 to 33 1-3 per cent.

OFF REGULAR PRICES.

# U. S. Picture & Portrait Co.



THE NEARSIGHTED OR MYOPIC EYE, GLASSES NEEDED.





THE FARSIGHTED OR HYPERMETROPIC, EYE

THERE is the Astigmatic Eye, under which heading comes compound and simple Hypermetropic, Myopic and Mixed Astigmatism. These cause much suffering. Diplopia or double vision and strabismus are also accountable for a great deal of pain and annoyance. The remedy is properly fitted Glasses. Why do you suffer

All kinds of Frames and Mountings kept in Stock All kinds of Lenses ground at an hour's notice.

#### Fads and Fashions. Lace trimmed and lace-covered arasols are among the novelties and

ace covered fans are coming in again. The chiffon waists that harmonize with jackets and skirts are shown in a most fascinating combination of colors that blend perfectly with the

A girlish hat of sapphire-blue taffeta was draped with soft folds of blue and gold changeable, forming smart loops at the side which held a tall gray grass aigrette.

Borders remain in high favor, being acceptable in low, medium and high priced fabrics, but are especially pretty in the novelty dress goods that are seen so much now:

Cotton ratine is having a great vogue for misses' suits, with crystal or ball ivory buttons for trimming, and is one of the new tub materials now in demand for shirt-waists.

Although embroidery is used on everything possible for children, it is confined, generally, on coats, to the removable collars and cuffs of white ottoman silk, pique or lingerie. Nearly all the handsome lingerie

dresses are pure white, that is, they show practically no colored embroidery. The color is added in the garniture of girdle, sash, tunic or coat. Another novel and interesting note



if there is any tendency in your family toward consumption, it will keep that dread destroyer away. Even after consumption has almost gained a foothold in the form of a meeting cough, bronchitis, or bleeding at the lungs, it will bring about a cure in 98 per cent. of all cases. It is a remedy propared by Dr. R. V. Pierce, of Buffalo, N. Y., whose advice is given free to all who wish to write him. His great success has come from his wide experience and varied practice.

Don't be wheedled by a penny gravioning dealer into taking inferior substitutes for Dr. Pierce's medicines, recommended to be "loss as good." Dr. Pierce's medicines, recommended to be "loss as good." Dr. Pierce's medicines, recommended to be "loss as good." Dr. Pierce's medicines, without alcohol. Contain no habit-forming drugs. World's Dispensary k. edical Association, Buffalo, N. Y. a wrap for the lingerie dress. These touches of color add great smartness

to the afternoon toilette. One of the French milliners is using new red, called a primrose red, but it seems to be a combination of wine fraise, graseille and cerie shades These combined tints are more artis tic than a distinct color.

A chief novelty note in lingeric dresses is the use of the bright color ed tunic of chiffon as an over-dress These tunies are usually short and ir no wise cover the beautiful lace and embroidery of the dress underneath Oriental effects are the governing nfluence in fashions—the wonderfu color blendings, the beadings and em broideries, the fringes, the sheer tissues and the picturesque headdresses -are all here in their original form A chiffon or lace waist can be seen

at any dressy function that a coat suit would be worn to, but a lingerie waist or a tailored one of linen or pique are considered appropriate for a rough tailored suit worn in the early

morning only. Real lace waists, notably those venise and Irish, are much 'seen Irish lace coats are again being revived. Large handbags in these two laces are very popular, also they are swung from long cords and are carried with lingerie dresses.

Transparencies are freely used for naterial in evening dress. Chiffons, voiles and nets are in favor and a large proportion of the toilettes are n veiled effect, the chiffon or tulle taking the form of overdresses, tunics, or draperies and scarfs.

Silken belts are of the crush order and are usually worn high; they end with two or three large buttons, a rosette, sash ends, a square bow or a large flower-at the left front is the flower. Black satin is the favorite silken belt.

The great rage for shot taffetas in millinery promises to be shortlived. but this material finds its most satisfactory development for misses' hats, because it requires bright, youthful complexions to offset it, being hard and trying above the face.

With white linen, pique, serge of satin skirts the very thin handkerchief linen models of waists are to be made up with tucks, Val or fine Irish inertion, fine insertion embroidered or handiwork that will put a few deli-

them promptly by using Dr. Chase's Syrup of Linseed and Turpentine.