

THE "FIFTH AVENUE" STORE

Just a word or two to Mothers about our Children's "Special." Such Dresses as we are offering to-day must be seen to be credited. Finest all-Wool English Serge in soft Saxe or Coral, beautifully hand-embroidered, the Saxe in self and a soft Rose shade, the Coral in self and Dull Blue.

Such an opportunity to buy smart frocks for growing girls doesn't happen often, therefore To-day is the time to avail of the chance to buy a new best Dress for Easter at less than the cost of a cheap Summer Gingham.

New & Stylish Waists

All beautiful novel designs for Spring and early Summer wear, in Canton Crepe, Paisley and Pussy Willow Silks. In all shades and styles.

Children's Dresses

\$2.48 Splendid quality Serge in Saxe and Coral; long, smart sleeve, round neck, and stylish belt effect. Lined throughout. Fit 4 to 12 years. All one Price **\$2.48**

Children's Slip-Ons

\$1.85 The daintiest little Sweater you ever saw; in Rose and White only. Just the thing to keep baby warm and "comfy" **\$1.85**

Direct from New York, each week the Red Cross boats bring us the pick of the season's styles. We are determined to be exactly what our store's name suggests, leaders in both fashions and figure—stylish fashions and low figures. Nowhere in the city can be found quite such exclusive designs, qualities and materials as those the "Fifth Avenue" Store features always. All our garments are invariably delightfully smart and new—always the stock is carefully kept and always courteous and obliging members of our staff are ready to show you any, or every garment you may need.

HATS

Strikingly becoming styles for the coming Season. Hundreds to choose from:

\$2.98 \$3.98 \$4.98 \$5.98

Watch carefully for our next 'ad! It will list in full New Summer Styles just arrived per S. S. "Rosalind."

LADIES' COATS

In all new shades and materials: **\$11.90 - \$16.25 - \$14.48 - \$17.90 UP**

LADIES' DRESSES

\$2.88 - 4.48 - 6.98 - 8.98 - 12.98 - 14.75 UP

NEW FASHIONS ARE ARRIVING EVERY WEEK

THE "FIFTH AVENUE" STORE

314 WATER STREET, ST. JOHN'S

LADIES' COSTUMES

We call your attention specially to the two big values below. We are displaying some very handsome Spring Costumes.

Braided models in Navy and Black only; Tricotines and Gardines **12.98** Navy and Black Poiret Twills, Serges and Tricotines. New side tie, and the latest lines **16.25**

Bargain Offers in Men's Wear

There's no time like the present to buy your Spring Suit. We offer some great values to-day in **MEN'S AMERICAN and DOMESTIC SUITS. BOYS' SUITS, SPRING COATS, PANTS.**

Men Who Look Down

"J. B." writes in the Manchester Guardian a studied contribution that is the men who interpret for us Parliamentary public opinion of times. He gives a fine picture of men in the Press Gallery, and this is especially topical in view of the love to Sir Henry Lucy, one of

the most famous of "Gallery" men. "J. B." says:—"A recent ceremony in the Press Gallery of the House of Commons gave to some outsiders an opportunity to behold in their own environment the demities of that famous place who render so wonderfully to the nation the record and description of what happens day by day in the Houses of Parliament.

"Except an assembly of seamen I

have never seen a collection of men who, despite their natural diversity of race and individual, struck one as having so much in common, and that much so deeply ingrained. It would be strange if it were otherwise, for the majority were men in their maturity who had spent at least half their lives in the Press Gallery of the House doing a particular duty, which entailed a habit of life and poise, physical as well as mental, in an unchanging environment in an unchanging atmosphere. Those who report from the Gallery (and most Lobbyists, I believe, have been reporters at some time) or write 'sketches' of Parliament looks down on the House as a ship's officer looks down from the bridge, alert and experienced, with their eye ever on the strain for the changing political weather below them. But there is this difference, that the Gallery-man's eye is focused on a space of some sixty feet by forty feet. This is his ocean. On all his working days or nights he is looking down, and looking sharply down. Many of the company had focused Gladstone, Disraeli, Chamberlain, Parnell, Keir Hardie, Randolph Churchill; figures that have passed like line-of-battle ships and privateers and one day vanished like shadows. They have seen them in exactly the same space and at the same distance as they now see Miss Margaret Bondfield and Mr. Prindle and Mr. Jack Jones. To the old men looking down, does it seem like looking down at specimens through a microscope?

"Then the Press Gallery is a company like a ship's crew (have they too, by chance, a pier-head jump or two?)—working closely together every day, changing watches like a ship's company, acting and reacting on one another, talking professionally of the present voyage and of Jonals long ago. One almost sees the patent fog aft of them as they watch and record and the ship of State sails on and on through new perils. How is it possible for this tremendously specialized, confined, and engrossing work, with its traditions and etiquette, not to leave its mark on its practitioners? Physically it does. No other white-handed class of men have this look of readiness and concentration. That Gallery men have even at leisure. Beside them an ordinary journalist with his diversity of work and the ever-changing focus of his eye, looks vague and romantic. The faces of the Gallery men seemed to be fined down to their work. If one may use such a phrase, their faces seem more closely packed, with a suggestion of beetle-brows, peering eyes, firm mouths, and firm cheeks, rarely running to flesh; an extraordinary appearance of definiteness. Accuracy

is the reporter's honor, and the sketch writer, who does not know his own mind (or in some cases his newspaper's mind) is in sorry case. Curiously enough, despite the one atmosphere and the one interest, youthfulness surprisingly persists. (One man who, I was told, is qualifying for fatherhood of the Gallery looked so young that you would swear his grey beard was dyed grey!) In the end one came away haunted with the image that there was a perfect Gallery man somewhere whose image one knew well yet somehow could not connect with the Gallery. At last, one remembered—the beetle-brows, the hair, the personal look, the firm mouth, the well-packed face. Why, of course, Rudyard Kipling!"

Research work on insulin in the treatment of diabetes will be greatly stimulated by the announced reduction of price from 12s. 6d to 6s. 8d. per bottle of 10 doses.

Efforts are being made to find a method of administering insulin by the mouth instead of by injection under the skin, and already Dr. Ernst Salen, of Sweden, has met with some success in this method by mixing the insulin with olive oil.

Another method is being studied by Dr. A. Wallgren, of Gothenburg. He rubbed the insulin, dissolved in water, on the skin of a number of diabetic children and found that some of it was absorbed, causing a reduction of sugar in the blood. The objection to this method is its expense, as about ten times as much insulin was found necessary as when given by injection.

Bits of leftover fish can be used in timbales.

SIDE TALKS.

By Ruth Cameron.

WILL IT GET TOP-HEAVY?



It is the same with houses. At first, houses were just made for shelter. Then men began to make them more comfortable and then more beautiful, and then again, as modern inventions came along, still more comfortable. It is said that the home of the average working man of to-day is more comfortable than a king's palace three centuries ago. Go back still further and try to look through the eyes of the savage who lives in a mud hut, upon a house furnished with the bare necessities and the simplest comforts of to-day.

What We Ask Of A Watch.

We seem to go through this same process with everything which is originally produced to satisfy a simple need. Watches were originally to tell time. Now we want them to gleam and sparkle and have whatever odd shape is the proper thing for watches, and to excite envy by their value.

Automobiles were originally a means of conveyance. Now they must also be creations of comfort, luxury, and beauty.

The cheapest automobile to-day is more comfortable and better looking than the most expensive one of 25 years ago.

Which brings us to the inevitable and stale conclusion. What will the material world be like 25 years from now? Fifty? A hundred? A thousand? Can this elaboration and complication go on indefinitely? Or shall we rear a structure that will fall by its own weight?

Yet It Would Keep Her Warm.

And then along comes fashion with her demands, and the complexity of the business of keeping oneself clothed is increased a hundred fold. "I simply must have a new coat," we say, "that one is so shabby and so out of style." If we wanted only to be warm, that coat would last ten years more. If the average upper middle class woman were not to buy a single new garment for the rest of her life, she could probably protect herself from the elements with what she has. Please understand that I am not suggesting there is any reason one should dress for warmth only. I am just trying to bring home to you the way we have complicated and elaborated the simple processes of keeping alive into the intricate requirements of modern civilized life.

STAFFORD'S Sarsaparilla Blood Purifier

FOR THE CURE OF

Skin Diseases, Anemia, Lack of Blood, Paleness, Impure Blood, Lack of Ambition and Vigor, Debility, Weakness, Tired Feeling, Boils, Pimples, etc.

THERE is no Remedy of more universal application than a genuine true-and-tried Blood Purifier and Blood Builder. A medicinal preparation that will truly purify, revitalize and renew the blood, restores hope and pleasure, ambition and happiness, vigor and vitality. It is of inestimable value not only as a strengthener of the system, fortifying it against invasion of disease, but also as a cure for Chronic Diseases which depend upon an impoverished condition of the blood. Diseases of this nature are usually caused by impurities in the blood deposited through the inactivity of the Liver and Kidneys.

These secretions if not removed from the circulation, gradually form poisons which deteriorate the condition of the blood and allow other diseases to obtain a more ready entrance to the system. In the effort of nature to throw off these impurities, frequently pimples, boils, carbuncles, etc., appear, and it is wise to respond promptly to the Warning of Nature.

THIS SARSAPARILLA

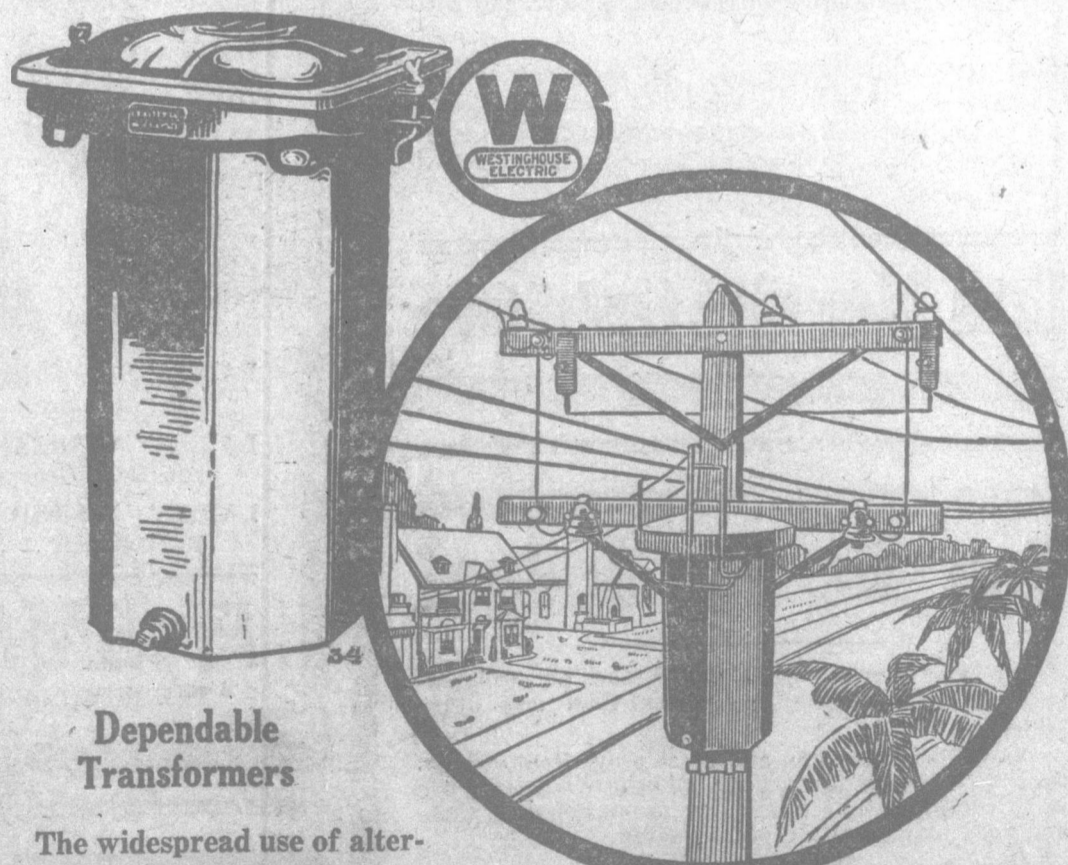
is a genuine preparation scientifically prepared from the best and purest remedies for the purifying and rebuilding of the blood. It should be taken every spring, as at this season the blood is more apt to become impure and impoverished. Keep your blood in perfect condition and you will be prepared to fight life's battles with greater success.

One Bottle of this Blood Purifier is all that you will need to take to produce results.

TRY A BOTTLE.

PRICE 50c. POSTAGE 20c. EXTRA.

Stafford & Son CHEMISTS & DRUGGISTS North Street and Theatre Hill.



Dependable Transformers. The widespread use of alternating current is really made possible by the transformer. This apparatus changes the high voltages, at which the current is economically transmitted, to low voltages, at which it may be safely used in the home and works. It is very necessary, then, that the transformer be very carefully chosen for efficiency and dependability. Westinghouse and the users of Westinghouse Transformers are proud of the excellent records which Westinghouse Transformers have made.

WM. HEAP & CO., LTD., Distributors.

Westinghouse



Pimples and Eczema Disappear the Skin Made Soft and Smooth by Using **DR. CHASE'S OINTMENT** At all Dealers. GERALD S. DOYLE, Distributor. MINARD'S LINIMENT RELIEVES NEURALGIA.