

Evening Telegram Fashion Plates.

The Home Dressmaker should keep a Catalogue Scrap Book of our Pattern Cuts. These will be found very useful to refer to from time to time.

9167—A PRACTICAL GARMENT.



Ladies' "Over All" House Dress or Apron, with Long Shoulder and Two Styles of Sleeve.

Gingham, percale, denim, galatea, seersucker, lawn or alpaca, would be very suitable for this design. The side seam may be finished with a band cuff at the wrist or in shorter length, with a shaped cuff. The Pattern is cut in 5 sizes: 34, 36, 38, 40 and 42 inches bust measure. It requires 5 yards of 44 inch material for the 36 inch size. A pattern of this illustration mailed to any address on receipt of 10c. in silver or stamps.

Suitable materials for any of these patterns can be procured from AYRE & SONS, Ltd. Samples on request. Mention pattern number. Mail orders promptly attended to.

9171—A COMFORTABLE SCHOOL DRESS FOR MOTHER'S GIRL.



Girls' One Piece Dress with Long Shoulder, and with Long or Shorter Sleeve.

Plaid woolen was used for this model in pretty green and brown tones. Green velvet forms the decoration on collar, belt and cuffs. The front is closed at the side, a good and practical feature of this model. The collar may be finished with deep "smoke" back or in shorter round edge. The Pattern is cut in 4 sizes: 6, 8, 10 and 12 years. It requires 3 1/4 yards of 36 inch material for the 8 year size. A pattern of this illustration mailed to any address on receipt of 10c. in silver or stamps.

PATTERN COUPON.

Please send the above-mentioned pattern as per directions given below.

No.
 Size.....
 Name.....
 Address in full:.....

N.B.—Be sure to cut out the illustration and send with the coupon, carefully filled out. The pattern cannot reach you in less than 15 days. Price 10c. each, in cash, postal note, or stamps. Address: Telegram Pattern Department.

ARE YOUR HANDS ROUGH & CHAPPED?

One thorough application of Zam-Buk at night will bring ease by morning. Zam-Buk stops the smarting, heals the cracks and makes the hands smooth.

Mrs. A. F. Phillips, of Ayer's Cliff, Que., says:—"I suffered terribly from chapped hands. Sometimes I almost cried with the pain and smarting. Zam-Buk was recommended and it gave me ease almost as soon as applied. Now my hands are quite smooth."

Also use Zam-Buk for all skin eruptions, ulcers, piles, cuts, burns and all skin injuries. 50c. box all druggists and stores.



Address all applications for samples and retail orders to T. McMURDO & CO., St. John's, Nfld.

A Bequest.

The Treasurer of St. Vincent de Paul Society, Mr. W. O'Brien, begs to gratefully acknowledge the receipt of a cheque for \$20, the amount of bequest to the Society under the will of the late Ellen Ryan, forwarded through Mr. C. J. Cahill.

Brass & Silver Mounted Carriage Harness.

Collars, Reins, Hames, Whips, etc.

Bowring Bros., Limited.

Hardware Department

A YEAR BOOK and ALMANAC

Of Newfoundland, 1912. 30 cents.

Containing a Calendar and Nautical Intelligence for the year. Authentic and valuable information relating to Public Offices, Institutions, Banks, etc., of the Colony, together with a carefully revised

DIRECTORY

of all Towns, Villages and Settlements in the Island, and The Customs' Tariff (Official) corrected to date. Post Paid, 32c. GARRETT BYRNE, m14 Bookseller & Stationer.

The Evening Chit-Chat

By RUTH CAMERON



Portrait of Ruth Cameron.

The other day I heard a man complaining very bitterly because a newspaper, which had published an untrue story about him on its first page, and had been forced by him to retract, had buried the retraction in a very obscure corner of one of the inside pages. Probably less than one in ten of the people who read the original story, he pointed out, would see the retraction.

Everyone who listened to his complaint rallied with him against the injustice of the newspaper. And yet, I doubt if there was one among them who had not done the same thing at one time or another.

Suppose you loan your best umbrella to a friend of yours, telling him at the time that you are particularly fond of it because it is the last present which your father gave you. Your friend at first protests against taking it at all, but finally accepts it, assuring you upon his honor that it shall come back to you the very next day.

The umbrella does not return the next day, nor for many days thereafter. When B. comes up for discussion in a group of your friends, you see yourself justified in telling the incident and making some pretty strong animadversions on B's character. Just after this, B. appears bringing the umbrella, and explains, with a sincerity and contrition which leave no room for doubt of him, that he was called out of town early the next morning on most important business, that he turned the umbrella over to his sister with strict instructions

to carry it to you personally, that her little boy was taken ill that very day and taken by her to an out-of-town hospital, that the umbrella was naturally overlooked in the confusion, and that his very first act on returning to town was to bring it to you. Of course, you accept his explanations with protestations that you knew something unexpected must have happened, that you felt sure your umbrella was perfectly safe in his possession, and—rather incompatibly—that you really hadn't thought of the matter at all. And, of course, you change your harsh estimate of B. and thereafter make no more animadversions on his lack of courtesy when he chances to be discussed in your presence. But tell me this—do you go to all those people before whom you told the story of the umbrella, and repeat to them B's explanations, and apologize for having judged him too hastily and harshly? I fear not. I very much suspect that you publish your retraction away down in some obscure corner of the inside pages of your conversation.

They say that if you give a lie a five minutes headstart, the truth will hardly catch up with it in a hundred years. Probably this is because we seldom bother to tell the common-place truth to so many people as the more picturesque lie.

We all make mistakes in our estimates of people occasionally. We can't help that. We all express to others our mistaken opinions once in a while. Being human, I don't suppose we can help that. But if we truly want to be just and square—and a love of the "square deal" is supposed to be a strong American characteristic—we can try to give our retraction as wide publicity as our original story, and if any way possible, in the same quarters.

Ruth Cameron

We Give Away Absolutely Free of Cost

The People's Common Sense Medical Adviser, in Plain English, or Medicine Simplified, by R. V. Pierce, M. D., Chief Consulting Physician to the "Windsor" Hotel and Surgical Institute at Buffalo, a book of 128 large pages, and over 700 illustrations, in strong paper covers, to any one sending 31 one-cent stamps to cover cost of mailing only, or in French Cloth binding for 50 stamps. Over 600,000 copies of this complete Family Doctor Book were sold in cloth binding at regular price of \$1.50. Afterwards, one and a half million copies were given away as above. A new, up-to-date revised edition is now ready for mailing & better send NOW, before all are gone. Address World's Dispensary Medical Association, R. V. Pierce, M. D., President, Buffalo, N. Y.

DR. PIERCE'S FAVORITE PRESCRIPTION
THE ONE REMEDY for women's peculiar ailments good enough that its makers are not afraid to print on its outside wrapper its every ingredient. No Secrets—No Deception.
THE ONE REMEDY for women which contains no alcohol and no habit-forming drugs. Made from native medicinal forest roots of well established curative value.

Fads and Fashions.

This is to be a fower year in the realm of the small folks. Nothing could be more appropriate to adorn the frocks of little girls than garlands of roses or festoons of forget-me-nots. Sashes remain in good standing among fashionable accessories of the summer gown, and by way of trimming there is a wide offering in cluny laces, in the val variety and in flat venetian.

Bands of trimming are laid on the sleeve anywhere from the shoulder to the wrist; in most cases, however, the upper arm is most favored, and the trimming is straight around or diagonal.

Each season has its fad materials, and the fad of the spring and summer of 1912 is found in the variously surfaced material called variously sponge, agarie, Terry-cloth and Turkish towelling.

The revival for plain and carved crystal buttons, large and small, is on in earnest. The pure white and colored crystals are equally favored, although those boasting of a color are more unusual.

The Russian inclination is seen in the Cossack blouses, the "bluff" coats of bright-colored taffeta or satin to be worn with lingerie dresses, and in the separate coats of taffeta or voile.

There is no one color that will be more popular than another. White and cream lead in the serges, whipcord and in the linens and other wash fabrics. These are trimmed with bright touches on the collars and cuffs.

ASK YOURSELF THESE QUESTIONS

And find out if you have kidney disorders—Also make this test. Have you pains in the back over the kidneys? Have you urinary disorders? Do you suffer from severe headaches, dizziness or defective eyesight? Is the skin dry and harsh? Are you falling in health and strength and suffering from rheumatic pains or swelling of the limbs? These are a few of the symptoms of kidney disease, and here is the test. If the urine after standing for twenty-four hours is cloudy, milky or has particles floating about in it, or if there is a sediment in the bottom of the vessel, your kidneys are diseased.

There is no time to lose in beginning the use of Dr. Chase's Kidney Pills. They will help you more quickly than any treatment you can obtain, and that is the reason why they are so successful and popular.

Dr. A. W. Chase's Kidney Pills, one pill a dose, 25 cents a box, at all dealers or Ruzmanon, Bates & Co., Toronto.

Narrow skirts remain in style, especially for the tailor-made suits, while for costumes and dresses there is a growing inclination to more ample lines, so cleverly contrived that the narrow silhouette of the last two seasons remain not disturbed.

The treatment of the neck resolves itself into individual preference, as both the tall, well-fitting collar and the collarless style have their admirers. Many models admit of a chemise, so that one of lace or net or chiffon may be had adjustable.

The French are using flesh-colored tulle in combination with black gowns. At a distance this has a startling effect as of an exaggerated declivity; but it is decidedly becoming, because the faintly flushed tulle is much softer against the neck and arms than the white or cream tones.

Dry Goods Dept. SALE!

We have decided to give our Customers 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
 Phone 480.

The materials for blouses that have first choice include satin, changeable taffeta, chiffon and chiffon, cloth, crepe de chine, various pongee weaves, voile, palm and fancy net. It is to be a great lace and embroidery year, and consequently these garnitures will be greatly employed on the blouses.

The revival of the Russian blouse is emphasized in certain of the suits, that show the belted feature raised a little in the back, in recognition of the youthful effect of the empire line, and completed with three-quarter sleeves rather wide at the hem and an odd fachu collar fastened well down at the waist line.

Young Married Woman Burned to Death.

Sydney, March 7.—A terrible accident occurred at Grace Bay last night, which resulted in the death this morning of Mrs. James Campbell. Mrs. Campbell, who resides at McLeod's Crossing, was calling at a neighbor's house, a Mrs. Gouthro, and was rocking a cradle placed near the fire, her back being to the fire. In some manner her clothing caught from the stove and in a second she was a mass of flames. In her frenzy she ran out into the snow and threw herself into it. But the fire was only put out by several persons who ran to her assistance, attracted by her screams. She was carried back to her own home nearby, where it was found on examination by the physician that she had received fatal injuries, her back being fearfully burned and the hair totally burned from her head. She lived in terrible agony about seven hours. Mrs. Campbell was married only about six months, and is survived by a husband.

THEY WANT THEM IN ENGLAND

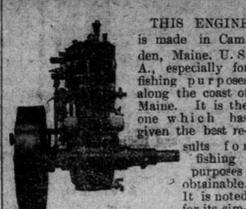
GROWING DEMAND FOR GIN PILLS
 COCHRAN, OSTR., Dec 17th, 1910.
 "Will you please let me know if GIN PILLS are on sale in England—and if so, where? I am anxious to know, so that I can inform my sister there, who is troubled with her kidneys. While I was visiting England last summer, I recommended GIN PILLS and now my sister has written for me to send her a box and to find out if they are on sale in England." Mrs. T.V. ANDERSON.

One of the most fetching hat styles of the Easter season is a high crown, absolutely brimless, charmingly decorated roundabout with platted ribbon and tiny roses intertwined with it. Aligrettes are used in various ways.

Hundreds of boxes of GIN PILLS are sold every year through the recommendations of those who have tried these wonderful pills and have been cured by them. If you suffer from Kidney or Bladder Trouble, Pain in the Back, Rheumatism or Lumbago, take GIN PILLS on our positive guarantee of relief or your money back. 50c. a box, 6 for \$2.50. Sample free if you write National Drug & Chemical Co. of Canada, Limited, Dept. N. Toronto.

MANGA-TONE BLOOD AND NERVE TABLETS are a splendid tonic for women and young girls. They correct female troubles. 50c. a box, 10 for \$4.50. Sample free if you write National Drug & Chemical Co. of Canada, Limited, Dept. N. Toronto.

KNOX Marine Motors.



THIS ENGINE is made in Camden, Maine, U. S. A., especially for fishing purposes along the coast of Maine. It is the one which has given the best results for fishing purposes obtainable. It is noted for its simplicity. Any person can operate it when once instructed. It will run with gasoline or kerosene. This cut represents 7 1/2 h. p. single cylinder. Make & Break Knox. Compare the description of its power with any other engine and you will find it beats most of them 25 per cent. Note: Revolutions per minute 500 Bore.....5 1/2 in. Stroke.....6 1/2 in. Weight of Motor.....500 lbs. J. LEDREW & SONS have accepted the Agency for this Engine and intend to establish a branch business at Harbor Grace, where Motors will be installed and purchasers will receive instructions, be taught to run the Engines and where all parts for repairs will be kept on hand. The principal of this concern, W. R. Ledrew, is going through a course of training in the Camden Anchor-Block-Land Machine Co.'s Factory. Any person wishing to order one or more of these Engines would do well to send in their order so that W. R. Ledrew will see them tested, packed and shipped, as he wants to make up a car load so as to save freight. For Catalogues, Price Lists, etc., apply to

J. LEDREW,
 Harbor Grace

FRESH POULTRY, FRESH FRUIT, NEW VEGETABLES.

ELLIS & CO., Ltd.
 203 Water Street.

Fresh New York Turkeys, Fresh New York Chicken, Fresh N. Y. Corned Beef, Fresh Smoked Haddies.

Sweet Potatoes, New Celery, Fresh Tomatoes, Fresh Country Eggs.

New Parsnips, New Carrots, New Cabbage.

New Cauliflower, Etc.

Dessert Apples, Russet Apples, Ripe Bananas, California Oranges, Palermo Lemons.

FRESH GRAPE FRUIT.

Another Consignment of this Real Old Scotch Whisky.



Remember Our Telephone, Nos. 482 & 780.

BOVRIL IS ALL BEEF.

Questions we are often asked.

Q.—What is the sediment at the bottom of a cup of Bovril?
 A.—That is a valuable portion of the nourishment, and should never be left.
 Q.—Are you serious when you say that Bovril is more nourishing than ordinary Meat Extract or Home-made Beef Tea?
 A.—Certainly! and we have for years offered large rewards to anyone who can prove the contrary.
 Q.—But can you prove your statement?
 A.—Yes—from the pen of Baron Liebig himself, who told the world that the man who managed to get the nourishing, as well as the stimulating properties of Beef in a liquid form, would produce something far better than Liebig's Extract, and would be a public benefactor.
 Q.—And you have done this?
 A.—Yes. By a special process, the entire nutritious constituents of prime ox beef are separately treated, pulverized and added to specially-prepared Meat Extract, and what is Bovril.
 Don't experiment with artificial imitations of dubious quality (which are dear at any price) when such a tried and proven nutritious food-beverage "made in England" is within your reach.

T. J. EDENS,
 Agent for Nfld.
 Minard's Liniment Cures Burns, Etc.

Flower Store Bulletin.

THIS WEEK.
 The following will be ready and available for Easter Decorations:
 EASTER LILIES, SPIREAS, AZALEAS.
 We have a splendid variety of the above and invite inspection. Visitors will be welcomed at the Greenhouses, Grove Hill Farm, Waterford Bridge Road. Phone 197.

J. McNEIL,
 LAWLINS CROSS.

EUROPEAN AGENCY

WHOLESALE indents promptly executed at lowest cash rates for all kinds of British and Continental goods, including: Books and Stationery, Boots, Shoes and Leather, Chemicals and Druggists' Sundries, China, Earthenware and Glassware, Cycles, Motors and Accessories, Drapery, Millinery and Piece Goods, Fancy Goods and Perfumery, Hardware, Machinery and Metals, Jewellery, Plate and Watches, Photographic and Optical Goods, Provisions and Oilmen's Stores, etc., etc.
 Commission 2 1/2 per cent. to 5 per cent. Trade Discounts allowed. Special Quotations on Demand. Sample Cases from £10 upwards. Consignments of Produce Sold on Account.
 (Established 1814.)

WILLIAM WILSON & SONS,
 Cable Address "ANNUAIRE LONDON"
 25 Abchurch Lane, London E. C.

New Stock of Congress Cards. Latest Designs.



Dead Bent, Diana, Old Fashioned Girl, Moonlight, Night, Early Morn, Eventide, Reveries, Filtration, Rural Life, Yes or No, Laughing Water, Faithful, Hopeful, Polly, Sunrise, Grand Canyon, Bernice, Grace, Virginia, Dutch Mill, Boatmen, Peltie, Silvery Moons, Stung, Moonbeams, Also Steam Boat, Aladdin, Etc.

At LOWEST PRICES for quantities.

MARTIN Hardware Co'y

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(Published Annually)
 ENABLES traders throughout the World to communicate direct with English MANUFACTURERS & DEALERS in each class of goods. Besides being a complete commercial guide to London and its suburbs, the Directory contains lists of

EXPORT MERCHANTS with the goods they ship, and the Colonial and Foreign Markets they supply. STEAMSHIP LINES arranged under the Ports to which they sail, and indicating the approximate sailings.

PROVINCIAL TRADE NOTICES of leading Manufacturers, Merchants, etc., in the principal provincial towns and industrial centres of the United Kingdom. A copy of the current edition will be forwarded, freight paid, on receipt of Postal Order for 20s.

Dealers seeking Agencies can advertise their trade cards for £21, or large advertisements from £25.

THE LONDON DIRECTORY Co. Ltd

Per S S. "Rosalind."

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JAMES STOTT.

BEEF, MUTTON, ETC.

To arrive ex Rosalind, Fresh Beef, Fresh Mutton, Fresh Hogs, Fresh Butter, Fresh Poultry.
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 311 Water Street.