

Evening Telegram Fashion Plates.

Home Dressmaker should keep catalogue Scrap Book of our Patterns. These will be found very useful to refer to from time to time.

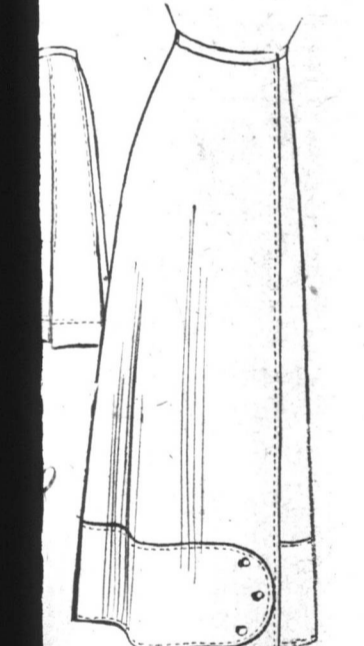
A SIMPLE DESIRABLE BLOUSE SUIT.



Suit With Knickerbockers. Simple lines of this model will fit every home dressmaker. Design is suitable for wash or fabric. It is double breasted with fullness of the sleeves at the elbow. In tucks that are disposed of in tucks that are box plaits. The pattern is sizes: 2, 4, 6 years. It requires 5 1/2 yards of 44 inch material 4 year size. Address on receipt of 10c. or stamps.

Materials for any of these can be procured from AYRES S. Ltd. Samples on request. Pattern number. Mail orders attended to.

GRACEFUL AND BECOMING MODEL.



Skirt with Back Panel, and without Shaped Band for and Small Women.

Skirt is the shaped band on the back panel. The pattern is cut in 4 sizes: 2, 4, 6, 8 years. It requires 3 1/2 yards of 44 inch material for the 11 year size.

Address on receipt of 10c. in stamps.

Pattern Coupon. Send the above-mentioned coupon with the coupon for directions given below.

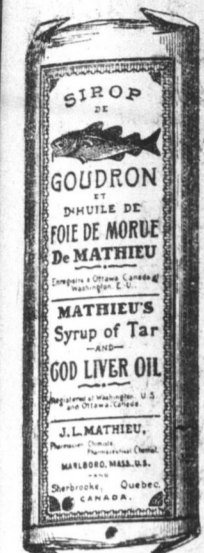
No.

Full:—
To cut out the illustration send with the coupon. The pattern can be had in less than 15 days. Cash, postal note, or address: Telegram Patent.

Piano is a great favorite. It retains its clear bright producing the jingle of the piano. We put this against any other make and offer this instrument clearance and change of at greatly reduced prices. CHESLEY WOODS, Sole Agent.

PERSISTENT COUGH.

Wherever soothing syrups fail to cure that persisting cough which exhausts you, **MATHIEU'S SYRUP** of Tar and Cod Liver Oil and other medicinal extracts will rapidly and definitely rid you from it. The merits of Mathieu's Syrup are highly recognized and endorsed. Here are a few proofs:—



WESTERN UNION TEL. CO.
Church Point, N.S., May 9, 1908.
Dear Sirs.—Rush one gross Mathieu's Syrup to Church Point Station.
LOUIS A. MELANSON.

CHARLOTTETOWN, P.E.I., July 27, 1908.
Blacking & Mercantile Co., Ltd.,
Dear Sirs.—Yours of the 22nd inst. received re Mathieu's Syrup. I have been using the article in my home for the last seven or eight years, and know of nothing better to use when one is subject to cough or cold. In fact, we would not be without it for twice its value. I have very much pleasure in recommending this article, and in selling it over the island. I have the same report from our customers.
CARVELL BROS., C. M. RITCHIE.

SYDNEY, C.B., July 20, 1908.
Dear Sirs.—Yours of the 22nd inst. asking for testimonial for Mathieu's Syrup. I have handled Mathieu's Syrup for one year, and find it one of the best sellers in a cough medicine that I have ever handled. I am ordering one gross from your traveler to-day, as I sold the last bottle in stock yesterday.
DON. J. BUCKLEY, Druggist.

AGAINST HEADACHE there is no remedy so active as Mathieu's **Nervine Powders** which contain no opium, morphine or chloral. 25 cts. per box of 18 powders.

J. L. MATHIEU CO., Sherbrooke, Can.
708 McMurdo & Co., Wholesale Chemists and Druggists, St. John's, Nfld.

Bargains!

Just arrived by S.S. "Rosalind,"

- 2,000 pairs Men's, Women's and Children's Rubbers—given away at half price. Also,
- 1,000 pairs Men's, Women's and Boys' Sample Boots and Shoes—Patent Leather, Tan and Vici Kid. Selling at our usual Low Prices.

The White Shoe Store,
304 & 306 Water Street.

S. B. KESNER, Proprietor.

SPRING 1911

Queen Quality SHOE

We've just received our new "Queen Quality" styles for Spring and they're beauties. We did not believe such footwear possible at the price. The makers have outdone themselves. Smart, snappy styles with plenty of comfort and service—just what you have been looking for. You'll buy here eventually. Why not to-day?

PARKER & MONROE, LT.,
Sole Agents for Newfoundland.

SALE!

Sewing Machines.

We offer all our Machines AT GREATLY REDUCED PRICES. Preparatory to change of business. We keep only first-class Machines.

CHESLEY WOODS

The Evening Chit-Chat

By RUTH CAMERON



I heard something the other day which made me fairly sick at heart with horror and disgust. A certain married man—hate to give him that name, but must for purposes of convenience—was going about telling his men friends and generally circulating the story that a young girl, with whom he has been seen a good deal of late, is perpetually chasing him up and begging him to take her to dinner, walk to the train with her, etc.

This is the girl's side of the story, which, of course, has not received any such general circulation. The man has told how unhappy he is at home, that he is not understood, that she is one of the rare creatures who can understand him, that it is not just because he made the mistake of marrying a woman not suited to him that he should be entirely denied the stimulus and inspiration of her society, there is no possible harm in her going to dinner with him at a reputable restaurant occasionally or letting him walk to the station with her, and that people who would talk about her are evil minded and not worth noticing.

The girl is at heart a nice little girl, who wants to do what is right and has no real idea of the desolate wilderness into which the primrose path she is treading may lead her.

Of course, she knows in a general way that it is something of which mother would not approve, but mother is so old-fashioned she justifies herself that you can't always tell by what she thinks. And there she has been so lonesome and worked so hard, and had so little fun since she came to the city, and he is the first man

Ruth Cameron

WELCOME WORDS TO WOMEN

Women who suffer with disorders peculiar to their sex, should write to Dr. Pierce and receive free the advice of a physician of over 40 years' experience—a skilled and successful specialist in the diseases of women. Every letter of this sort has the most careful consideration and is regarded as sacredly confidential. Many sensitively modest women write fully to Dr. Pierce what they would shrink from telling to their local physician. The local physician is pretty sure to say that he cannot do anything without "an examination." Dr. Pierce holds these distasteful examinations are generally needless, and that no woman, except in rare cases, should submit to them.

Dr. Pierce's treatment will cure you right in the privacy of your own home. His "Favorite Prescription" has cured hundreds of thousands, some of them the worst of cases.

It is the only medicine of its kind that is the product of a regularly graduated physician. The only one good enough that its makers dare to print its every ingredient on its outside wrapper. There's no secrecy. It will bear examination. No alcohol and no habit-forming drugs are found in it. Some unscrupulous medicine dealers may offer you a substitute. Don't take it. Don't trifle with your health. Write to World's Dispensary Medical Association, Dr. R. V. Pierce, President, Buffalo, N. Y.,—take the advice received and be well.

Fads and Fashions.

"Helen" pink is a new color. Dotted foulard is all the rage. Very new are the palm parasols. Lace combined with net is much used. Everywhere we see a bit of black satin. Sailor collars are to be much in vogue. Very elaborate blouses are made of fine net. Buttons are very popular as coat trimmings. Feathers are slowly coming back to the coiffure. "Natural" linens are in greater demand than colors. Skirts for girls are short and only moderate in width. The Empire effect is now prevailing in girls' frocks. Still velvete are the various parts of millady's costume. Petticoats of net and marquisette are now very smart. The clinging skirt with straight lines is still a favorite. Silk and satin are introduced on many of the new coats. Detachable trains are features of this year's bridal gowns. The short evening skirt has had its day except for young girls. Algrettes—but of the manufactured type—are popular as trimming. There is a tendency to make up simply dresses without lining. Printed lace effects over brilliant colored grounds are in high favor. One of the most useful hats for travelling or country wear is suede Fichus and sashes and scarfs are the present hallmarks of the lingerie frock. Fine serges are seen everywhere both in fine twill and in herringbone effects. Volles are in great demand and are seen in plain and printed or fancy effects. Smocking is one of the most artistic and effective decorations for children's frocks. White holsey and shoes can only be worn with the all-white or floral and white fabrics. The latest novelty in velvete is a rust shade veil, which is exactly the color of rusted iron. Bordered cottons made up crosswise do not set as well as when made up lengthwise. There are lovely bags of white velvet decorated with narrow stripes done in black beads. Patent leather belts in black, blue red or white are to be a stylish finish for linen frocks. In embroideries, a special tendency has been noticed in the direction of Egyptian styles.

OBITUARY.

After an illness of seven weeks, Esther Whalen, wife of Michael Whalen, of Salmonier, north, died on Good Friday, leaving a husband, one son and four daughters to mourn the loss of an affectionate wife and mother; funeral, took place at 3.30 p. m. Easter Sunday. Interment was at Mount Carmel.

Salmonier, April 21, 1911.

Nervous? Let your doctor prescribe the medicine. He knows best. The fact, however, that Ayer's Sarsaparilla has such strong tonic properties, and is entirely free from alcohol, may make it precisely to his liking.

Whooping Cough
CROUP, ASTHMA, BRONCHITIS, CATARRH, COLDS

Vapo-Cresolene

ESTABLISHED 1872

A simple, safe and effective treatment for bronchitis, croup, asthma, whooping cough, and relief from colds. It is a bronchial expectorant and relieves the inflamed membrane of the throat, loosens the phlegm, and soothes the inflamed membrane of the throat, assuring restful nights. It is invaluable to mothers with young children.

Send no postal for descriptive booklet.

ALL DRUGGISTS
Vapo-Cresolene is sold in 1/2 pint bottles for the treatment of Whooping Cough, Croup, Asthma, Bronchitis, Catarrh, Colds, and all the ailments of the throat. They are simple, safe and effective. Write for descriptive booklet to Vapo-Cresolene Co., Montreal, Quebec, Canada.

Modern Crusoes

There has been more than one attempt on the part of modern Crusoes to isolate themselves from the world. A Spaniard named Rodriguez settled, in 1884, on an islet off the south-west coast of Cuba, taking solemn oath that there he would remain until his death. He kept his vow for two years; and but for a cyclone, accompanied by a tidal wave, which destroyed his tent and entire stock of provisions, he would undoubtedly have remained till his death. He was on the point of starvation when rescued, and he was much against his will, removed from his islet.

One of the most interesting attempts at self-exile whereof there is any record was that made by one Mackintosh, a religious fanatic, but an exceptionally energetic man, whose head-strong conduct brought him into conflict with the authorities of Sydney, Australia. He disappeared from that city and was found a year later on an uninhabited island of the Marquesas group in the West Indies. How he got there was not known; but he had made good use of his time, for he had cultivated a small tract of land, erected a neat cabin, and maintained a score of pigs. He resolutely refused to quit his little kingdom, declaring ironically that he preferred to "rule pigs than be ruled by them."

A wager was the cause of the voluntary exile of one Moma Lebedieff, an officer in the Czar's Guards, who left St. Petersburg in 1900 for Red Island, in Udeksaya Bay, in the Sea of Okhotsk, where he undertook to remain a whole year. The difficulty in winning the wager lay in the frightful climate of the island, which is in the same latitude as Central Kamchatka. Lebedieff lived alone for six months; but in January, 1901, being unable to withstand the cold, then at its worst, he abandoned the attempt. After incurring frightful hardships, he succeeded in reaching Nikolaievsk, at the mouth of the Amur River. Sooner than spend the remainder of the winter in the awful darkness and solitude of Red Island, he paid his opponent thirty-five thousand dollars.

In the '80's, an Englishman named Chandler lived alone on an islet of the Ladrone group, in the Pacific, for a year and a half. Chandler, an avowed misanthrope, threatened to shoot the man who should invade his domain. For sixteen months he lived on the fruits and herbs grown upon the islet. Then he went mad. The master of the American trading barque Louisa, when six miles west of the island, observed Chandler through a glass, capering and dancing stark naked. He took the exile aboard and landed him at Manila. When Chandler insisted on returning to his islet, he left San Francisco in 1884, and was never more heard of.

An island in the Sea of Aral, near the mouth of the Oxus, was the strange place of refuge selected by one Zingler, a Berlin fur trader of considerable wealth, who, to use his own words, "suffered from civilization sickness."

In 1895, Zingler repaired to the island in the Sea of Aral, and gave to it the name of "Eternity," as it was part of his doctrine that only by self-communion could man attain to perfection fitting him for immortal life.

In 1905, Signor Cortesi, a highly esteemed merchant of Milan, announced that he had found a modern Garden of Eden somewhere in the Adriatic, and proposed, in the company of his wife, to establish himself there permanently. Accordingly he completed arrangements to take up his Crusoe-like existence, and so far as is known, he is still there.

Girls Receive \$1000.

Canton, Ohio, April 15.—Samuel Rudy, 56 years old, a bachelor, who is said to be worth \$200,000, and with no near relatives, to-day drew up a will in which he made ten young women employed in the County court-house offices beneficiaries to the extent of \$1,000 each.

Rudy met the girls during the long litigation in the courts over the question as to whether he was able to take care of his own property, in which he was finally the victor.

"I Always Said 'Twas the Best Place."

Forty Dozen or Four Hundred and Eighty Women will be given the Bargain of their lives.

At **DEVINE'S**, To-day and During the Week End.

480 GARMENTS

In Ladies' Underwear

in Vests and Pants of the finest texture—worth in the ordinary way 50c. to \$1.00 each.

Selling at 35 cts. and 40 cts. each!

These Goods must be seen to be appreciated.

Where did they come from? This question will be asked four hundred and eighty times, because it is certainly the greatest marvel in merchandizing for a long time.

N.B.—Come early as they can't stand long. See Windows.

J. M. DEVINE, 302 Water Street,
The Man who knows what you want.

SLATTERY'S

Wholesale Dry Goods House.

WE OFFER to our Customers, the Trade and Outport Buyers, this Spring, the best selected Stock of Dry Goods of all kinds—American and English—yet put on the market.

See our Stock of Fleece Underwear, Muslins, Embroideries and Dress Goods before purchasing elsewhere.

W. A. SLATTERY, Slattery Build'g,
Duckworth and George's Street—near City Hall.

J. J. ST. JOHN, Duckworth-st.

Dr. Sloan's Liniment

IS A WONDER. Sure cure for

Rheumatism. Price, 25c. btl.

J. J. ST. JOHN, Duckworth St.

NO THOUGHT READER

Can foretell the day or the hour when your property may burn. Most people are aware of this and make provision for the disaster by insurance. Why are you not so insured? I offer the lowest rates and strongest offices. The promptness and liberality of my settlements are well known.

PERCIE JOHNSON, Insurance Agt.
Office: corner Duckworth and Prescott Streets.

THE NEW 1911 GO CARTS

—and—

Baby Carriages

are here.

All the best makes and latest designs. Almost every variety of Cart is to be found in this splendid assortment of ours, and the styles have been particularly well selected.

These are light, easy running and very substantial.

U. S. PICTURE & PORTRAIT Co.
Complete House Furnishers.