

v.25th, 1911.

The Evening Chit-Chat

By MRS. CARRIE



There is a certain class of people, who half of the time sicken me, because they miss so much of it themselves, and half the time exasperate me, because they make other people miss so much fun.

people who will never do anything, or have anything, unless they can do it or have it "just so."

The wife and daughter of a man in our neighbourhood saved up the money to have a long desired veranda added to their house. They wanted it built last spring and went to a carpenter to see about it.

One holiday afternoon last fall, two young folks were wondering what they could do to amuse themselves, when a third bore down on them with the suggestion that they should climb into his automobile, and make an impromptu excursion to the home of a dear mutual friend in another town.

Oh do let us go," persisted the frowner. "I hate to do things in such a silly, cheap way. I'd much rather stay at home."

had such a jolly excursion, if they hadn't had to do things "just so." In this class of people belong the folks who never will go to the theatre or any other entertainment, unless they can have the best seats in the house, and wear clothes that are ultra correct.

I suppose it's all a matter of taste, but it certainly seems to me that these folks who will not believe that "half a loaf is better than none," miss a great deal of happiness and fun, that they might otherwise have.

Another woman of my acquaintance who—with all her sisters—most emphatically belongs in this category, is a bachelor maid of thirty-one, who has been engaged three years, and is still waiting until she can have everything "just so."

I wonder if just can't get the point of view of these folks, because I'm constituted differently.

I wonder if they feel the same way about themselves.

Red Cannon

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The People's Common Sense Medical Adviser, in Plain English, or Medicine Simplified, by R. V. Pierce, M. D., Chief Consulting Physician to the 'Hospital' Hotel and Surgical Institute at Buffalo, a book of 1098 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.

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.

Oriental seed pearls are again in favor. There is a veritable rage of furs this season.

Cloth-covered buttons are seen on every gown.

The fashion of one-sided effects is still in power.

Fur is used extensively in the making of new hats.

Large flat hats of felt and velvet have brims of fur.

Black velvet makes a superb lining for white broadcloth wraps.

Velvet effects are still in vogue among the costume blouses.

Platinum takes precedence for the most fashionable jewelry settings.

White kid is used to trim some of the stylish new hats for children.

For afternoon wear velvet is often combined with mousseline de soie.

The black steel-beaded scarf is very charming and blends with every gown.

Jewelry this season is delicate and open in design so as to resemble delicate lace.

The corsage bouquet of every sort and kind of flowers adds much grace to evening gowns.

Black chamoisee is a favorite material for gowns to be worn under the long fur coat.

Electric Restorer for Men Phonophol restores every nerve in the body to its proper tension; restores general vitality, premature decay and all nervousness averted at once. Phonophol will make you a new man. Price \$2 a box or two for \$4. Mailed to any address. The Scott's Drug Co., St. Catharines, Ont.

LAST WORD from DEVINE'S before Xmas. A LETTER OF LIGHT to the BIG---BUSY---BUYING PUBLIC.

ST. JOHN'S, DEC. 19th, 1911.

DEAR FRIENDS AND PATRONS,—

Once again we wish you a happy Xmas. Once more we announce to the Mother, Wife, Sister, Father, Brother and Sweetheart that in this year of 1911 we are better prepared than ever to cater to your requirements in Xmas presents. Wire, write, send or place your orders personally with us, and we guarantee to help you to the GIFT THAT PLEASES.

Yours faithfully,

J. M. DEVINE.

Table with columns: FOR WIFE, FOR FATHER, FOR MOTHER, FOR SISTER, FOR BROTHER, FOR SWEETHEART. Lists various gift items and prices.

JOHN M. DEVINE, - - - The Right House, - - - 167 Water Street.

The Demand of the World To-Day The Demand for Full Measure.

We All Want the Most Possible for Our Work and We All Want the Most Possible for Our Money

If this Demand could be arranged in every Department of Business as well as it has been arranged in the Newfoundland Confectionery Trade, we would not have the Labour Market of the World disturbed by strikes and lock outs.

It is a Well Assured Fact that Lipton's Confectionery

provides the Fullest Measure of satisfaction to the Newfoundland Consumer and also to the Retailer.

The Consumer gets the Highest Quality at prices at which nothing but brands of very much inferior quality are being sold.

The Retailer gets a Fair Profit, on goods which he can sell both largely and quickly, and on account of the way in which Lipton's Packets of Confectionery are put up, he need have no fear of loss or deterioration.

Both the Retailer and the Consumer are satisfied.—They are getting Full Measure.

Xmas and the Festive Season are drawing near again.

Mr. Consumer,—If you wish to have a Merry Xmas buy Lipton's Confectionery.

Mr. Retailer,—If you wish to have a Bright, Busy and Happy Xmas—see that you have a good stock of Lipton's Confectionery for the Holiday Trade.

Do It Now! Fresh Stock Just Received.

HENRY BLAIR Wholesale and Retail Agent for Lipton Ltd. Prescription "A"

Cures Indigestion and Dyspepsia in all its Forms.

It is quite a daily occurrence to hear persons say: Oh, what a feeling of distress I have after meals, fullness of the stomach, heaviness and headache, I feel too tired to do anything. I have no heart to exert myself, and at times I care for nothing.

Now, it seems a shame and a pity for persons to be suffering like that when it is in their power to get cured by taking a bottle of Dr. Stafford's Prescription A. A sure cure for persons afflicted with stomach troubles. It can be obtained at

DR. F. STAFFORD & SONS, Duckworth St. and Theatre Hill.

Small size, 25 cents; postage 5c. extra; large size, 50 cents; postage, 10c. extra. Mail orders must be accompanied by remittance.—dec 7

Some Sentiments of Christmas Time.

A Merry Christmas to us all, my dears, God bless us. God bless us every one said Try Tim the last fall.—Charles Dickens.

Men cannot live isolated. We are all bound together. No higher man can separate himself from the lowest.—Carlyle.

Realize that doing good is the only certainly happy action of a man's life.—Sir Philip Sidney.

Christmas time I have always thought of as a good time—a kind, forgiving, charitable, pleasant time.—Charles Dickens.

Heap on more wood. The wind is chill; but, let it whistle as it will, we'll keep our Christmas merry still.—Sir Walter Scott.

Then arose a joyous clamor from the wild fowl on the mere, and a voice within cried: "Listen! Christmas carols even here!"—Charles Kingsley.

Again at Christmas did we weave the holly round the Christmas hearth. The silent snow possessed the earth and calmly fell on Christmas eve.—Tennyson.

The Shoppers.

See the Christmas shoppers shopping! See them round the counters hopping. Hardly stopping.

Gayly popping Here and there and everywhere. Picking bargains up and flopping.

Woolly lambs with ears a flopping. Dolls exceeding large and whopping.

Toys that last and games that tear. See them rush, their foreheads mooping.

As they hurry on their shopping. Buying books for Tom and Willie.

Buying things exceedingly silly. Things that no one has a use for.

Things that father must "produce" for With their endless lists clutched tightly.

So that they may purchase rightly—See them! Watch them, hopping, hopping.

Flopping, flopping. Never stopping. Till they're dropping.

Worn with shopping. And go homeward worn and weary. With a sorry sigh, "Oh, deary!"

I was cured of terrible lumbago by MINARD'S LINIMENT. DEV. WM. BROWN.

I was cured of a bad case of earache by MINARD'S LINIMENT. MRS. S. KAULBACK.

I was cured of sensitive lungs by MINARD'S LINIMENT. MRS. S. MASTERS.

PIANO.—Get it this week. Come to-morrow morning and select. Our discounts are no humbug. We have to sell. CHESLE WOODS.—dec 18, 11

The Newfoundland MERCANTILE Agency!

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July 3, 20, Aug 17, Sept 21, Oct 19, Nov 23, Dec 21.

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Designs and Prices sent on application. Orders executed promptly. Prices moderate. Workmanship guaranteed.

324 Water, St. St. John's Opp. Allan Goodridge & Sons—pt 18, eod, tey.

Habits for the Dead!

Choice assortment to be had at Mrs. Mahon's, 61 Harvey Road, Head of Long's Hill, opposite Parade Ground. Outport orders receive special attention. oct 10, eod, H

Advertising that brings Results.

The ad. readers of the "Evening Telegram," the "People's Paper," are not among the "high price" grubblers. Their dollars are still doing good work for them. They are profiting by

PRICE REDUCTIONS

all along the line these days. They buy in the CHEAPEST stores.

And it is natural that the alert, progressive shopkeepers should seek these alert, progressive buyers. That is why the "EVENING TELEGRAM"—the "People's Paper"—advertising is their common meeting ground. No advertising is read more carefully than "EVENING TELEGRAM" advertising. No paper enjoys more of the confidence of the local shopkeepers.

For these reasons THIS PAPER has become "THE SHOPPERS' GUIDE" of the city and suburbs, and the Island generally.

Long fur coats are now so fashionable that they are not so heavy as formerly, and cling to the figure with the softness of satin.