v.25th, 1911.

New Gower Street Edward, James St. Master Christopher Dan E.

late Bishop's Falls

iffe, George, City Club Charles, New Gower St. Mrs. Catherine

don, Miss Minnie. Conception Bay Lilian gers, Miss K.,

New Gower Street sell, Miss Bessie, Theatre Hill nsay, Sandy sell, Mrs. Catherine, Milliner

gles, F. M., card e, Charles, card, Badger Brook ppard, S. L.

Pennywell Road eet, J. W. wart, Capt. George care F. McNamara

ehan, Edward, Royal Cove St. John's ith, Peter, care Gen'l P. Office onds, E.

th, Miss M. Duckworth St. ith, Gordon, card, LeMerchant Road the, Hedley V., care Post Office ith. Thomas.

care Mr. Watson ith, Jacob, Water St. ith, Mrs. Arthur ith, Miss E. ow, John,

care L. Clarke w. Mrs., Circular Road er, Edward, Pennywell Road tt, Mrs. Francis, nee King, St. John's ow, Edward, late Western Bay LeMerchant Road

lor, Edwin, Water St. per, Miss Bessie, late Petty Harbor per, Miss Janie ble, Mrs. Thos.

care Knowling

stle. Mrs. Wm. Hamilton Street Robert, Lime St. General Hospital

Lime Street

Allandale Road ber. Archibald. Pennywell Road ls. William. care Gen'l P. Office

tan. Annie B. liams, Mr., Gear St. liams, Mrs. V., New Gower Street E., Sand Pft iams, Mrs. F.

man, Michael, Water St. late Kelligrews tman, Mrs., card, Gower Street tman, May, card, George's Street ung, S. J.

eats, Stephen,

schr. Maggie oulton, Herbert. schr. Nina

ennett. Walter schr. Oressa Bell

vans, Henry, schr. Pendragon

wen, Wm., schr. Rose rcey, Capt. Wm., schr. Rose

ggs, John, schr. Stella rett, John, schr. St. Clare

encis, Benjamine,

schr. Tobiatic ite. John, schr. Tobiatic

lls, Capt. Philip, schr. Vivias

Herder, B.A., rister-at-Law. OFF CES:

Electric Restorer for Men fancy buttons.

The Evening Chit-Chat



tain class of peo ple, who half of me, because they f u n themselves. and half the time exasperate. me, because they make other people miss so much

And that class consists of those 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. The carpenter told them he could biuld a very durable, comfortable veranda for the sum they named, but that it could not be particularly well finished, or ornamental affair. Whereupon the father refused to have the work done, saying that he was sure it would spoil the look of the house, and he didn't want it unless it could be "just so." As if houses were built to look at more than to live in!

One holiday afternoon last fall, two young folks were wondering what they could do to amuse themselves when 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 One of the two young folks bubbled over with delight at the suggestion The other frowned. The reason? Why the autombile was a single seated affair and one of them would have to sit on a sofa cushion on the floor. "But we often do that, and I don't mind a bit. I'd love to sit there. urged the delighted one, "And Gretchen will be simply crazy to see us .- we haven't seen her for nearly a year Oh do let us go."

"But it looks so," persisted the frowner. "I hate to do things in such a silly, cheap way. I'd much rather stay at home." And so they all stayly afternoon, when they might have

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 Ivralids' Hotel and Surgical Institute at Buffalo, a book of 1008 large pages and

700 illustrations, in strong paper covers, to any one sending 31 one-cent

Better send NOW, before all are gone. Address World's Dis-

and trimming.

the luxuriant colorings.

as the season wears on.

stamps to cover cost of mailing only, or, in French Cloth binding for 50 stamps. Over 680,000 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

PENSARY MEDICAL ASSOCIATION, R. V. Pierce, M. D., President, Buffalo, N. Y.

THE ONE REMEDY for woman's peculiar ailments good enough

that its makers are not afraid to print on its outside wrapper its

THE ONE REMEDY for women which contains no alcohol and

no habit-forming drugs. 9 Made from native medicinal forest roots

There is a veritable rage of furs featured prominently among the

The fasion of one-sided effects is stole, draped in many different styles.

and gowns.

favorites.

The black steel-beaded scarf is gown and the fur coat, is still much

Jewelry this season is delicate and this season—the Egyptian scarab, jade

open in design so as to resemble deli- stones and lapis lazuli are among the

and kind of flowers adds much grace fringe, long silver and bead tassels

DR. PIERCE'S FAVORITE PRESCRIPTION

every ingredient. No Secrets-No Deception.

of well established curative value.

Fashions.

Oriental seed pearls are again in

Cloth-covered buttons are seen on

Fur is used extensively in the mak-

Large flat hats of felt and velvet

Black velvet makes a superb lining

Veiled effects are still in vogue

Platinum takes precedence for the

White kid is used to trim some of

For afternoon wear velvet is often

The corsage bouquet of every sort

Black charmeuse is a favorite ma-

terial for gowns to be worn under the

very charming and blends with every loved and prized.

most fashionable jewelry settings.

the stylish new hats for children.

combined with mousseline de soie.

for white broadcloth wraps.

among the costume blouses.

Fads and

this season.

every gown.

still in power.

cate lace.

to evening gowns.

ing of new hats.

have brims of fur.

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 thea-

the house, and wear clothes that are ultra correct. I know a girl of limited resources, who goes to the theatre once or twice in a season and sits in a two dollar seat. "Why don't you go four times and pay half as much? You can get a very decent seat for a dollar," I suggested once. "Mercy no," she sniffed, "I'd rather stay at home than go that way."

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. Two dollar seats are certainly very desirable. but I've gone to the theatre a good many times for half that and managed to thoroughly enjoy myself. Indeed I even remember one occasion of financial drouth, when I payed twenty-five cents for the privilege of joining the family circle and had a glorious after-

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." The man in the case wanted to be married two years ago, but she has put him off. He is an ordinary human being, and wants a home and love-he wants what he wants when he wants it. Personally, I must say I couldn't blame him a bit if he found some other girl who would give him that and married her. wonder how the girl dares risk that. I wonder too, how she dares risk his

I suppose I just can't get the poin of view of these folks, because I'm constituted differently.

But I can't help being mighty glad that I am. I wonder if they feel the same way

Hats in extremely good taste are

very simple, but are rich in material

Black for an afternoon gown is

very distinctive this season among all

There is a strong feeling for red

which becomes more strongly evinced

Plain and striped velvets are being

semi-tailored and tailored costumes.

the long-extremely long - straight

One of the new effects in furs is

Rhinestones are the prefered jew-

els for slipper buckles, but cut steel

Taupe is a favourite color for the

long separate wrap worn on the street.

preferred for all formal daytime func-

Furs are used much in combina-

tion- zibeline, chinchilla, toupe and

ermine impartially mingled on coats

The coat and skirt costume, in spite

Rings are charming and unusual

Shining beads, silver and crystal

make heavy and beautiful embroidery.

On the very newest blouses one

sees the jabot or side frill of lace held

in place under a pleat or tuck with

Long fur coats are now so fashion-

ed so that they are not so heavy as

formerly, and cling to the figure with

the softness of satin.

for the winter gowns.

of the innovations of the one-piece

tions to the tailored coat and suit.

The one-piece gown is very much

buckles are also very handsome.

Wide scarfs of fur enliven these.

about themselves. Do you suppose they do?

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

DEAR FRIENDS AND PATRONS .--

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

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 Yours faithfully,

J. M. DEVINE.

FOR WIFE.

Felt Velvet Slippers, fur tig ped, in all shades; warm ly lined. Ideal Xmas Gift From \$1.00 to \$2.50

Kid Gloves in Brown or Blk. fur tipped (lined). From

Silk Blouses in various shades; a nice, crisp new lot. Last word in fashion Worth \$5.00, bought by ou special agent at point production at a low figur Tis a Christmassey

SHOP EARLY.

FOR FATHER. ined Kid Gloves in Brown or Black, all sizes; all

prices from \$1.50 Overcoat, Heavy Black Melton. A great Coat to resist the attack of the Storm King. Ordinary price, \$10.

All sizes; order early. Gaiters-and there's nothing more fitting. His existence for a few years longer with you entirely depends on the care and warmth given the body, more particularly the feet. No more serviceable gift than a pair of our \$3.50 Gaiters \$3.00

Mufflers, the good old style at any price from, 50c never get another.
SHOP EARLY. SHOP EARLY.

Warm Felt Slippers, all sizes, all prices. Corns lose their terrors on the feet these

Hair Combs, fancy brilliants; ideal present, from each, 20c. to 50c Underskirts and Top Skirts in great variety. A splen did Heavy, nicely trimmed Black Top Skirt, first price \$5.00; for Xmas Gifts Blouses, excellent finished White Lawn. During holi-

only \$3.00 faiters, the good kind; buttoned \$2.50 Work Boxes.

Rubber Overshoes Boots, flannel lined. An ideal landkerchiefs in Silk and gift, soft and comfortable Linen and Excelda, initial from \$2.00 to \$3.00 led. Various prices.

Mufflers Cancy Collars, Lace (a la Don't forget mother, for Paris) a charming gift. 35c when she is gone you wil SHOP EARLY.

FOR SISTER.

Rinker Cans.

Shoes, fancy, and others.

day season at \$1.00

Rubbers.

Handkerchief Boxes.

Gaiters.

Sweater Coats, a beauty SHOP EARLY.

built stuff, from \$6.50 to \$16.00 Well trimmed and "a cre comes a charm.

Red & Grey trim-ming, at 75c

FOR BROTHER.

Overcoats from \$2.80 to \$14,

in Tweeds or Black Beaver and Melton. Splendid

resident Suspenders. The

make breathing easy, and you always feel comfort

cardboard boxes .

No gift more acceptable

value.

FOR SWEETHEART.

honey. Assorted prices. Fancy Writing Tablets from 10c. to .. 50c

have them as sweet as

Boxes of Paper and Envel-opes, very choice and most distinguished. "Show distinguished. "Show me your writing paper and I'll tell you what you are." You never tire of writing on this excellent sheet. respondence simply

From 20c. up to ... 50c Neck Laces. Pearls, etc. Blouses, Gloves. Combs, etc.

SHOP EARLY.

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

s the most elegant matreial for a beautiful gown, especially when com

bined with rich furs and laces. Two-piece suits and the favorite one-piece afternoon frock of velvet for afternoon will have place in every fashionable woman's wardrobe. A new neck ruff is in the Louis XI

style, and made of plaited black mous seline de soie, so thickly plaited that the plaitings are quite invisible. The colored heel is the feature o

the satin slipper for evening wear. Blue slippers have the gold heel and black satin slippers a dashing red. Odd and original jewelry, set with different colored stones, show the rich and color of Oriental work to match the Oriental designs in gowns.

The newest hat is a wide-brimmed shape, charmingly but indescribably curved and having a pompon of some fur or feathers on one side of the low crown.

Theatre caps made with beads and embroidery banded with fur and set off with aigrettes make a beautiful finish to an evening gown, but comple-

While the slender silhouette remains in favor, skirts are not tight, they allow a little more freedom and grace, and this is especially noticeable deterioration. n evening gowns.

Dr. de Van's Female Pills A reliable French regulator; never fails. These pills are exceedingly powerful in regulating the generative portion of the female system. Refuse all cheap imitations. Dr. de Van's are sold at \$5 a box, or three for \$10. Mailed to any address The Scobell Drug Co., St. Catharines, Ont

Advertising

that brings

Results.

The ad. readers of the

"Evening Telegram," the

"People's Paper," are not

among the "high price" grum-blers. Their dollars are still

doing good work for them.

PRICE REDUCTIONS

all along the line these days.

They buy in the CHEAP-

And it is natural that the

alert, progressive shopkeep-

ers should seek these alert,

progressive buyers. That is

why the "EVENING TELE-

GRAM"-the "People's Pa-

per" - 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 shop-

For these reasons THIS

PAPER has become "THE

SHOPPERS' GUIDE" of the

city and suburbs, and the Is-

They are profiting by

EST stores.

keepers.

land generally.

The Demand of the World To-Day Some Sentiments

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 | can seperate himself from the lowas well as it has been arranged in the Newfoundland Confectionery Trade. we would not have the Labour Market of the World disturbed by

It is a Well Assured Fact that

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

The Consumer gets the Highest Quality at prices at which nobrands of very much interior 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

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 Reiail Agent for Lipton Ltd.

Cures Indigestion and Dyspepsia in all its Forms.

It is quite a daily occurrence to hear persons say: Oh, what Flipping, flopping, 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. And go homeward worn and weary, I often have a pain in the pit of the stomach, no appetite, my | With a sorry sigh, "Oh, deary! heart beats rapidly on the slightest exertion. I feel just as tired when rising in the morning as when retiring to bed. My sleep if often disturbed, and I often awake with a sense of suffocation and a difficulty of again going to sleep. I have to be care ful of what I eat, and my life seems a veritable burden.

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 emittance.—dec7

of Christmas Time.

ers, Goa bless us. God bless us very one said Trry Tim the last Men cannot live isolated. We are

all bound together. No higher man est.-Carlyle. Realize that doing good is the only

certainly happy action of a man's life .- Sir Philip Sidney. Christmas time I have always

forgiving, charitable, pleasant time .-Charles Dickens.

-Sir Walter Scott.

mas carols even here!"- Charles and in other public places. Kingsley.

Again at Christmas did we weave | " Somewhat Different." the holly round the Christmas hearth. The silent snow possessed the earth and calmly fell on Christmas eve .-

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 mon-

ing. 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

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

Never stopping. Till they're dropping. Worn with shopping,

I was cured of terrible lumbago by MINARD'S LINIMENT. DEV. WM. BROWN. I was cured of a bad case of ear ache 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,—dec18,tf

Agency!

Successors in Newfoundland to

ing Association for Collections. Office : Cabot Building. Phone: 734.

The Merchants Protective and Collect-

We handle all class of accounts. and solicit a share of your patronage. hought of as a good time-a kind, Prompt remittances. Daily reports. We report the standing of the consumer to the merchant in general. We publish a Black List of Slow and Bad chill; but, let it whistle as it will, pays and Deadbeats. We have nuwe'll keep our Christmas merry still. merous Accounts and judgments for sale. We sell judgements by advert-Then arose a joyous clamor from ising, by sending circulars to business the wild fowl on the mere, and a men, by means of newspapers, and by voice within cried: "Listen! Chirst- posters tacked upon telephone poles

july3,20,aug17,spt21,oct19,nov23,dec21



DEALER IN

MARBLE and GRANITE Monuments and Headstones.

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

324 Water, St. St. John's Opp. Allan Goodridge & Sons-pt18,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 oct10.eod.tf

at ention.

Building,

NIMENT CURES DIS-

TEMPER.