

**MAGIC BAKING POWDER**  
 THE WHITEST LIGHTEST  
 The kind that pleases the people  
**COSTS NO MORE THAN THE ORDINARY KINDS**  
**COMPLIES WITH ALL PURE FOOD LAWS**  
 Does NOT contain ALUM  
**E.W.GILLETT CO. LTD. TORONTO, ONT.**

**The Evening Chit-Chat**  
 By RUTH CAMERON



One of the most common and least recognized mistakes that the average young girl makes in the love game, is that of thinking that most men like a girl just because other men like her.

Because of this notion the average girl never likes to appear in a man-and-girl place without a man tagging at her heels.

Because of this she is continually naming to lug into her conversation with one man references to other men who admire her, places they have taken her, gifts they have given her, tributes they have paid her.

She thinks by thus showing her admirer how popular she is, she is sure to increase his ardor.

As a matter of fact, she is much more apt to sicken him.

For most women are keener character students in this direction than the girls give them credit for, and no matter how artfully offhand a girl makes her references to these other men who have been bowled over by her charms, the average man sees right through her pretence and laughs in his sleeve at her.

A man does not like to think that the girl he is taking about is a freak or a monstrosity whom no one else would look at, and who is accepting his attentions because she cannot win any from other men; but on the other hand, if a man is in love with a girl he does not need to have

*Ruth Cameron*

**Honored by Women**

When a woman speaks of her silent sufferer she trusts you. Millions have bestowed this mark of confidence on Dr. R. V. Pierce, of Buffalo, N. Y. Everywhere there are women who bear witness to the wonder-working, curing power of Dr. Pierce's Favorite Prescription—which saves the suffering sex from pain, and successfully grapples with woman's weaknesses and stubborn ills.

**IT MAKES WEAK WOMEN STRONG IT MAKES SICK WOMEN WELL.**

No woman's appeal was ever misdirected or her confidence misplaced when she wrote for advice, to the **World's Dispensary Medical Association, Dr. R. V. Pierce, President, Buffalo, N. Y.**

*Dr. Pierce's Pleasant Pellets induce mild natural bowel movement once a day.*

**Fads and Fashions.**

gated ends, that are crossed in fichu fashion.

In Paris waistcoats with huge revers are in vogue and have plain short backs of lining material, so that the waistcoat may be worn with several coats if desired.

The new laces are beautiful, and the heavy laces, such as Irish, Venetian, filet, antique and Russian, are in great demand, as are the finer laces of familiar character and the French and Italian novelties.

Among the new touches on all the skirts, whatever pattern is chosen, is a band of wide, round scallops below the knees. These are finished with heavy silk floss either in the tone of the gown or in a contrasting color.

The wide sleeves of three-quarter length is the feature of the new twenty-four inch coats. It is about the only change noticeable and it is conceded to be a good change in that it is unique, permits the wearing of the long glove—another rumored fashion—and is most certainly chic. When the veiled dress becomes the vellee costume it would seem indeed

**For Men** Ayer's Hair Vigor is for men, too. It is a splendid hair-dressing. It is refreshing, cooling, and it keeps the scalp clean and healthy. It never changes the color of the hair, not in the least. Ask your doctor.

**How Trade Secrets Are Stolen.**

Some Tricks of Unscrupulous Employers.

Before the Court of Criminal Appeal the other day an application for leave to appeal was made by two men who were convicted at Newcastle Assizes, and sentenced to six and four months' hard labour respectively, for endeavouring by bribery to extract secret information about the Thermal Syndicate's patents from workmen of that company.

The company referred to are manufacturers of silica, and the appellants, it was alleged, met two of the company's servants at Newcastle and endeavoured to obtain information regarding the turning out of certain kinds of silica by offering them small sums of money and other employment. The Lord Chief Justice, in dismissing the application, stated that it may have been that the case brought before him was the first of a series of attempts to get men with trade secrets away from a rival manufactory by bribery.

**Joined the Rival Firm.**

Cases of trade-secret stealing are seldom heard of owing to the great difficulty of proving such offences. There are scores of rich businesses which depend upon some trade secret or secrets for their hold upon the markets, and sometimes the most trifling trade secret is worth tens of thousands of pounds. Firms holding such secrets take every precaution to guard them, but now and again an unscrupulous employee, getting hold of his master's secret, will sell it to a rival firm.

A man employed by a large firm of cutlery, who possessed a trade secret which allowed them to make certain articles better and cheaper than other manufacturers, attracted the attention of the senior partner by his smartness, hard work, and sobriety. Considering him a valuable and trustworthy servant, the partner placed him in the "confidence room," an apartment where the trade secret was guarded. Here he remained for six months, giving such satisfaction that his wages were nearly doubled. One day he resigned, giving as his reason for leaving his work that he intended going to the Colonies.

Some months after he had left a rival firm placed some goods on the market which were cheaper and quite so good as those turned out by the firm with the secret. Inquiries were made, and it was discovered that the latter's secret had been undoubtedly stolen and sold to the rival firm, but no sufficient evidence was forthcoming to bring the crime home to the old employee.

**Unfaithful Clerks.**

Some years ago a French silk manufacturer conceived a new way of "finishing" certain kinds of silks which much improved their appearance and value. Fearing that the secret would leak out if he employed strangers to do the "finishing" process, he did it himself, with the assistance of his son. This young man got badly in debt, and in order to obtain money sold his father's secret to a big firm of silk manufacturers in America for several thousand pounds. He then disappeared, and has not been heard of by his family from that day to this.

The proprietor of a large engineering works in the provinces invented an improvement on a certain engine. In his employ he had a clever engineer, to whom he paid exceptionally high wages to insure his staying with him and not divulging any secrets he might become acquainted with. Before patenting the improvement the master in question showed a working model to the engineer. The latter suggested a slight alteration, and while his employer was carrying this out, the engineer made drawings of the model, and sold them to a rival firm for a considerable sum. A little later this firm placed the same on the market, and the real inventor found that his labours were in vain. As he could produce no proof that his employee had stolen his invention, he had to be content with "sacking" him.

Some considerable time ago a correspondence clerk in the employ of a firm of druggists in America owning several secret toilet specialties suddenly left his post much to the perturbation of his employers. About a year later a Continental firm offered chemists in France and England, the same toilet specialties under other names and at a much lower price. The mischief was undoubtedly brought about by the correspondence clerk who left his employment so hurriedly.—T.H.B.

time for the ladies' tailor to think yet the thing is happening in Europe—a tailored costume of canvas, for example, has a severe and, we may say, tailored overdress of gauze.

**MINARD'S LINIMENT CURES DYSPEPSIA.**

**H.P. SAUCE**

is made in England and enjoyed all over the world.

The delicious flavour of H.P. Sauce is obtained not from one fruit, but many of the choicest Oriental fruits and spices perfectly blended—that's the secret—no one flavour predominates.

*That's why connoisseurs prefer H.P.—in fact, they always use it—DO YOU?*

**Notes From Bell Island**

**OUR IRON ISLE.**

The shipping season is now in full swing, and all records in this line promise to be beaten this summer. With the two large D. I. & S. Co's ships the Stordard and Sandford, and the huge N. S. S. & Co's ships, Telbus and Themis, more ore will be shipped this season than in any previous year. Between both companies considerably over a million and a half tons ought to be shipped to Sydney and of foreign markets.

The Bazaar in aid of the R. C. Church closed on Saturday night, having run a whole week and being very successful. Rev. Fr. McGrath deserves congratulations on his enterprise.

We understand that three of the gentlemen who earned for themselves the name of the "Wabana Blockade Runners" last February, while ice-bound at Portugal Cove, again earned the same title last week when "blockaded" at the Cove, no steamer being around. As a last resort the old black punt was brought into requisition, and after a pleasant row across the Tickle, Bell Island was reached, but the three gentlemen in question thereupon agreed never more to travel together.

Mr. W. Bastow, so it is reported, has resigned his position with the N. S. Co. owing to ill health. "Billie" was very popular here, and it is the wish of his many friends to see him soon in his usual old-time vigor and spirits. As the result of this vacancy in the N. S. office a general promotion has taken place, Mr. Goff, of St. John's, coming over as operator.

**How to Grow Hair.**

It has been proved that Henna leaves contain the ingredients that will positively grow hair. That they contain this long-looked-for article is proven every day.

This preparation is called SALVIA and is being sold with a guarantee to cure Dandruff and to grow hair in abundance. Being daintily perfumed SALVIA makes a most pleasant hair dressing. McMurdo & Co., your druggist, is the first to import this preparation into St. John's and a large generous bottle, can be procured for 10c.

**M-L PURE PAINTS**

If you want the paint that spreads easiest, covers the most surface and stands all kinds of wear and weather, ask the dealer to give you M-L PURE PAINTS (MAPLE LEAF)

Whatever it is that needs painting, inside or outside the house, you'll find M-L Pure Paints the most economical you can buy.

Decorate your walls in the up-to-date, sanitary, artistic way—using stencil designs. If you like, but surely with M-L Flat Wall Colors.

Easily applied, over wall-paper, or burlap, or on plaster. Washable, durable, economical. 16 shades. Made by Imperial Varnish & Color Co., Ltd., Toronto.

Recommended and Sold by **AYRE & SONS, Limited.**

**Notes From Bell Island**

The concert held by the C. of E. congregation at Wabana Hall, a few weeks ago, was a decided success. Scarcely ever before was the hall so crowded, and great credit is due to the Rev. Mr. Whitehouse and his talented performers.

The football teams have now formed up and we find last year's teams again in the field. The officers have been elected as follows:—

**Wabana.**—President, C. F. Taylor; Secretary, L. J. Lawton; Captain, N. Burke.

**Dominion.**—President, J. J. McDougall; Treasurer, J. J. Miller; Secretary, J. M. Greene; Captain, W. Martin.

**Nova Scotians.**—Captain, A. Cahill; Secretary-Treasurer, J. Mews; President, G. Main.

Last year a "First Aid Class" was started here by Dr. Carnochan who is worthy of credit for starting such a worthy class, but as far as we know at present the lessons were never finished, and no exam. took place. We think this a pity, and suggest re-starting the old class and forming a new one, as in such a mining centre as Bell Island, where the works are vastly scattered it is of the utmost importance that "First Aid" should be known. We would also like to see a class started on the "Dominion side" under the instruction of Dr. Gouther, and feel assured that by the results the doctor would be fully satisfied that his troubles and pains were fully availed of. What about the St. John's Ambulance Corps taking this matter in hand and arranging to have "First Aid" widely known on Bell Island, the mining town of Conception Bay and of Newfoundland?

**SPECIAL CORRESPONDENT.**  
 Bell Island, May 28, 1911.

**Items From Montreal.**

On Friday, the 19th, there occurred a collision between two trains in Outremont, a suburb of Montreal. A fast freight train from Ottawa, to which were coupled two engines, ran into the rear of a slower train from Quebec. One man was killed and two injured. Since then one of them has died in the Hospital. The collision was due to the fault of the Quebec train men who failed to flag in their train. Both the engines on the Ottawa train and several cars were completely destroyed.

A girl, a patient in Hotel Dieu, was being treated for chicken pox. It was later found that she had developed small-pox as well.

The general vaccination started on Monday, 22nd. Eighteen inspectors have been appointed to go through all the factories, shops, etc., and see that the employees are vaccinated. This will give the physicians extra work which will last for probably six or seven weeks.

Saturday, the 20th, was the hottest May day for over two years. The temperature registered by the official instrument was 88.00 in the shade. A mercury passed on Sunday when the mercury passed the 90 mark. Not for thirty-five years has such a temperature been reached in May! The heat was all the more oppressive because of the great humidity of the atmosphere in this city. Two deaths due to heat occurred on Sunday. Since then there has been a little rain and wind and life has become more endurable.

Suit has been entered against the Herald Publishing Co. of this city, for an annuity, Miss Edith Spiers was

**STRIKING EXPERIMENTS**

AT THE REQUEST OF THE LOCAL GOVERNMENT BOARD FOR IRELAND

The remarkable feeding experiments conducted in the School of Physiology, Trinity College, Dublin, at the request of the Local Government Board for Ireland, prove that

**BOVRIL**

when added to a fixed diet, has a body-building effect equal to from 10 to 20 times the weight of the Bovril taken.

**DETAILS OF THESE EXPERIMENTS CAN BE HAD UPON APPLICATION.**

one of the many injured in the Herd disaster of a year ago, and she is the claimant of the annuity.

Dominion Park was re-opened on the 20th. There were, of course, the regular amusements such as the scenic railway, the chutes, merry-go-rounds, etc., but the great feature of the day was the side show got up for the occasion. One beheld an ordinary street and block of houses and shops. Everything thing was real from the policeman who was rebuking some corner boys, to the Chinaman with his bag on his back. Suddenly a man rushed for the alarm and shouted "Fire, fire." The Fire Brigade dashed up and fought the flames for an hour. It was hair-raising to see the narrow escapes people had—girls jumped from the roofs, others were rescued by the firemen. It was almost impossible to realise that it was only a show, especially as it is the first time Montreal has seen such a one.

Thursday, 23rd, was Charity Tag Day. At every corner stood a lady who immediately she saw you tagged you, i.e. she fastened to your coat an ordinary ticket labelled "Victoria Tag Day." You could give as much or as little as you pleased but you had to buy a tag when she tied it to your buttonhole. About \$15,000 was netted. This will be devoted to charities solely.

Rain marred Victoria Day and the sports, etc., etc., were but little patronised.

May 25th, 1911. S. C. M.

**A Violent Lunatic.**

By yesterday's express Constable Dooling arrived with a man named Rowell, of S. W. Arm, Green Bay, who has been insane for some time past. While coming along he had to be put in a straight jacket, and on arrival he gave the officer much trouble, so that another policeman had to assist him to get the man to the Lunatic Asylum.

**Be Warned by Headache**

It tells of Serious Derangements of the Liver and Kidneys—Try Dr. Chase's Kidney-Liver Pills.

You can stop a headache with powerful drugs. But it is not generally wise to do so.

A headache almost always warns you of derangements of the digestive system, the liver, kidneys or bowels. Awaken the liver to healthful action by the use of Dr. Chase's Kidney-Liver Pills and you not only free yourself of headache, but remove the cause which will soon lead to more dangerous results than headache. Pains are the result of poison in the system and whether you have headache, backache or aching limbs, you can be almost sure of relief and cure by the use of Dr. Chase's Kidney-Liver Pills.

They are wonderfully prompt, as well as definite and thorough in action. You can depend upon them, no matter how long-standing or complicated your case. One pill a dose; 25 cents a box; all dealers or Edmanson, Bates & Co., Toronto.

**MINARD'S LINIMENT USED BY PHYSICIANS.**

**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.

8985.—AN INDIVIDUAL ATTRACTIVE STYLE.



Ladies' Waist With Body and Sleeve in One and With or Without Tuck.

Here is illustrated a "peasant sleeve" waist that will be sure to please. The design is fitted with an underarm gore, and the "v" neck opening may be finished with or without the revers collar. Voile, poplin, cashmere, albatross, batiste, or other similar fabrics may be used for this model. The pattern is cut in 6 sizes: 32, 34, 36, 38, 40 and 42 inches bust measure. It requires 2 1/2 yards of 24 inch material for the waist and 1 1/2 yards of 27 inch material for the tucker.

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.

**8988.—A FROCK SHOWING SOME POPULAR EFFECTS OF THE SEASON.**



Girl's Dress.

This frock shows excellent style, and may be made with or without the trimming. The design is suitable for washable or woollen fabrics. Blue plaid gingham, with trimmings of plain blue would be very effective or blue linen with white for trimming, would be equally effective. The pattern is cut in 4 sizes: 4, 6, 8 and 10 years. It requires 3 1/2 yards of 36 inch material for the 6 year size.

A pattern of this illustration mailed to any address on receipt of 10c. in silver or stamps.

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

No.....

Size.....

Name.....

Address in full:.....

**MORE DIPHTEHRIA.**—One of the Boys of Mount Cashel and a young man of Freshwater Road were taken to the fever hospital, Sunday, to be observed on suspicion of having diphtheria.

They are wonderfully prompt, as well as definite and thorough in action. You can depend upon them, no matter how long-standing or complicated your case. One pill a dose; 25 cents a box; all dealers or Edmanson, Bates & Co., Toronto.